

VIP

WORKBOOK

www.wealthypersonalbrand.com

CONTENTS

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CONVERSION FUNNEL

- Funnel Optimization Flow Chart
- Free content
- Lead Gen/Lead Magnet - Application / form
- Lead magnet Influence Matrix
- Lead Nurturing
- Offer
- Remarketing

WEBSITE/LANDING PAGE FOR CONVERSIONS (Template)

- Content above fold
- Video w/ CTA for lead magnet
- Testimonials
- Auto-responders for lead nurturing
- Blog/content for traffic - Boost with \$1 per day

MARKETING CHANNEL 3 WAYS TO GENERATE TRAFFIC

- Buy (Facebook Ads, Google Ads, Direct Mail, etc.)
- Borrow (JVs, Affiliates, Host Beneficiaries, Interviews)
- Create (create amazing content and leverage algorithms in your favor)

INSTANT INFLUENCE VIDEO SCRIPT

POSITION YOURSELF TO WIN

HOW TO GET FEATURED IN TOP PUBLICATIONS AND WHAT TO DO AFTER THE FACT

\$1 PER DAY STRATEGY (SEE PRINT OUT)

- Boost articles
- Sales Pages
- Interviews
- Video Content
- FB Livestreams
- Lead Magnets
- Events
- Literally anything you want to promote in front of any target audience

SPEAKING / PRESENTATION CHECKLIST

- The most important parts of any speech to remember
- Before speaking prep sheet checklist
- Speaking blueprint

CONTENT STRATEGY

- 4 components of the One Minute video
- 3 Pillars of Monetizing Content

USEFUL RESOURCES

- Outsource your work
- Fiverr.com ----- FB headers, Product images, etc.
- Upwork.com----- web developer, graphics, etc
- Email signature - wisestamp.com

HEADLINE EXAMPLES --- 100 GREATEST HEADLINES

HOT LISTS: 90 EASY WAYS TO BOOST YOUR AD RESPONSE

Vision, Goals, Mission

VISION

To succeed in business, you have to have a clear vision and set clear financial and non-financial goals to achieve them.

CREATING A CLEAR BUSINESS VISION

A vision must encompass everything about the business. From broad and high-level right down to the smaller details. It also includes both the strategic and tactical levels of every discipline require to run the business.

REACHING YOUR VISION: SETTING GOALS

To Achieve Your Business Vision You Must...

- Be clear in your business vision and purpose
- Connect emotionally with your vision
- Take the right action steps consistently - Strategies
- Imprint the vision and action steps in your subconscious mind



Start with a clear vision, then work back from yearly and quarterly goals, to monthly and weekly goals, to daily task management.

WHAT ARE YOUR TOP 3-5 NON-FINANCIAL GOALS FOR THIS YEAR?

WHAT ARE YOUR TOP 3-5 FINANCIAL GOALS FOR THIS YEAR?



The illustration shows two hands holding tablets. The left hand holds a tablet with a list of five numbered lines for financial goals. The right hand holds a tablet with a list of five numbered lines for non-financial goals. The tablets are black with white screens. The hands are light-skinned with visible fingernails.

1. _____

2. _____

3. _____

4. _____

5. _____

1. _____

2. _____

3. _____

4. _____

5. _____

WHAT IS YOUR VISION STATEMENT?

3 YEARS

What you will accomplish three years from now (the annual goal for the 20XX year)

SMART

Goals that are: Specific, Measurable, Attainable, Relevant and Time-Bound)

PLAN

A plan that will focus you and your employees, your investors and even your customers.

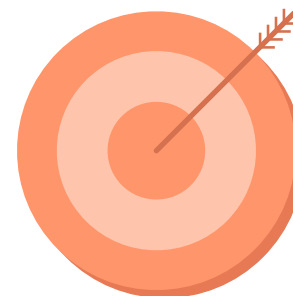
MISSION STATEMENT

This brief statement declares the purpose of an organization and defines the reason for the company's existence. It provides the framework and context to help guide the company's strategies and actions by spelling out the business's overall goal. Ultimately, a mission statement helps guide decision-making internally while also articulating the company's mission to customers, suppliers and the community.

WHAT DOES A MISSION STATEMENT INCLUDE?

A GOOD MISSION STATEMENT ANSWERS SEVERAL KEY QUESTIONS ABOUT YOUR BUSINESS:

- What are the opportunities or needs that the company addresses?
- What is the business of the organization? How are these needs being addressed?
- What level of service is provided?
- What or beliefs guide the organization



IDENTIFY YOUR INDUSTRY, NICHE AND PROBLEM(S) THAT YOUR IDEAL CLIENT IS DEALING WITH

IDENTIFY YOUR PERFECT CLIENT PROFILE

- Who will spend the most with you over the longest period?

- Who will stay with you the longest?

- Who will require the least customer service?



- Who will be the easiest to sell to?

- What type of client do you want to do business with?

- Who is going to give you the greatest return on your marketing investment?

- Who will be the easiest to find?

IDENTIFY YOUR PERFECT CLIENT PROFILE



IDENTIFY YOUR PERFECT CLIENT'S DEMOGRAPHICS

Demographics are characteristics that define a client who NEEDS what you sell

BENEFITS OF DEMOGRAPHICS

Creates a picture as to who your 'current' client is

Allows you to discern who you really WANT to be doing business with over the long run

Assists you in determining your target market

[Age, Gender, Income, Education, Marital Status, Children and Ages, Geographic Information]

EXAMPLE: DAY CARE COMPANY DEMOGRAPHICS



Who is our perfect client and how do we reach them?

- Female
- Age 21 - 45
- Married, 1 - 2 children
- Employed, Homeowner
- Total Annual Household income 60k - 150k

Now you know who to look for when you want additional clients and this can help you determine where to find them. But what do they want...

IDENTIFYING YOUR PERFECT CLIENT'S PSYCHOGRAPHICS

Psychographics are characteristics that define a client who WANTS what you sell

BENEFITS OF PSYCHOGRAPHICS

- Who why clients buy your product... or why they don't
- Know clients wants and in turn how to target these hot buttons

[Personality, Attitude, Values, Lifestyle, Interests]

EXAMPLE: DAY CARE COMPANY PSYCHOGRAPHICS

What does our perfect client want?

- 5 days per week service or 1 - 2 days?
- Do they want to be informed? Webcams?
- General babysitting?
- Educational classes to teach their children?
- Certified care givers/teachers?
- Playful, light hearted environment?
- Low child to staff ratio for personal attention?



THREE QUESTIONS A POTENTIAL CLIENTS ASKS:

1. What's In It For Me? (WIIFM)
2. Why should I buy from you?
3. Why should I buy this product or service over all others?



It is imperative that this daycare decide what it wants to be and which group it wants to attract. Once it makes this decision, resources should be allocated to create and market a daycare that cannot be matched based on the specific wants of the ideal client the business owner WANTS to work with.

WHY PEOPLE BUY

Are you more likely to buy something you need or want?

FEATURES TELL AND BENEFITS SELL

PEOPLE BUY:



WHAT IS AN ELEVATOR PITCH?

Clear, powerful, well-thought out statement of your business' most compelling value that you can deliver any time, anywhere...in 10-15 seconds. Effective Elevator Pitch is like a 15 second movie: Create a verbal picture of a problem and how painful that problem is, and then explain how you solve it.

FORMAT OF AN EFFECTIVE ELEVATOR PITCH

START WITH "DO YOU KNOW HOW..."

Description of customer's problem/pain/fear/frustration.

NEXT, FINISH WITH "WELL, WHAT WE/I DO IS..."

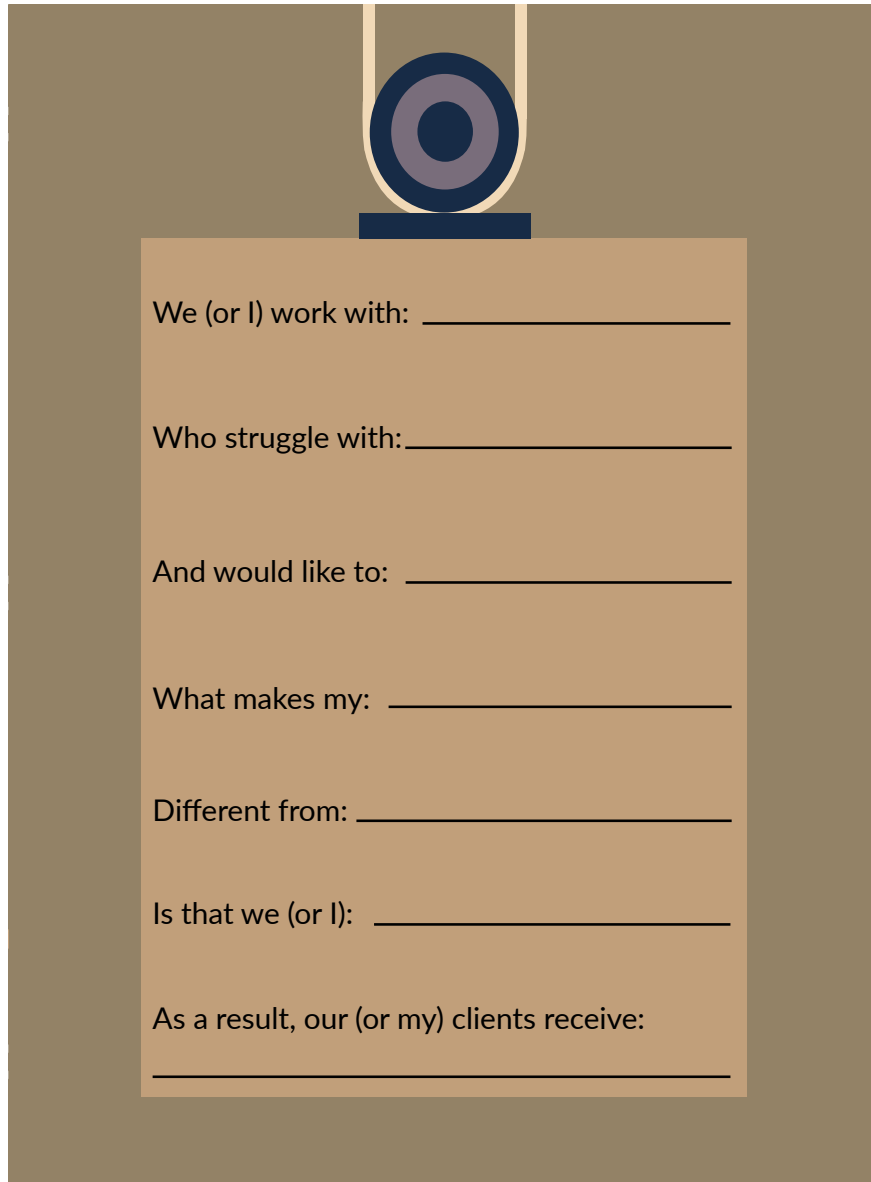
Say how you solve the customer's pain/fear/frustration.

SAMPLE OF AN EFFECTIVE EP



FROM ELEVATOR PITCH TO MARKETING MESSAGE

Take your Elevator Pitch and expand on it to form your Marketing Message



We (or I) work with: _____

Who struggle with: _____

And would like to: _____

What makes my: _____

Different from: _____

Is that we (or I): _____

As a result, our (or my) clients receive:

WHAT MAKES YOUR BUSINESS UNIQUE?

A UNIQUE SELLING PROPOSITION DEFINED:

- Unique - sets you apart from your competitors
- Selling - persuades another to exchange money for a product or service
- Proposition - proposal for an offer

HOW DO YOU SHOW THAT YOUR PRODUCT OR SERVICE IS BEST?

GREAT USP EXAMPLES



"When it absolutely, positively has to be there overnight."



"Melts in your mouth, not in your hand."



"Save money, live better"



"Expect more, pay less"

WHAT IS LIFETIME VALUE?

Lifetime value refers to the amount of income you can expect to generate over the time you expect to do business with a client, including referrals

WHAT YOU MUST KNOW TO DETERMINE LIFETIME VALUE:

- The cost of acquiring perfect clients
- The length of time a perfect client buys from you
- The amount of money clients invest over time in your product/services
- The amount of times they buy from you

WHAT WILL LIFETIME VALUE WILL DO FOR YOU?

- Drastically increase your sales, revenue and profit!
- Get clear on the cost of acquiring new clients
- Determine budget for acquiring new clients
- Determine lead generation and marketing strategies
- Plan and Implement a marketing budget
- Avoid making major marketing mistakes and wasting time

BASIC FORMULAS

Here are a few, mathematical formulas to help you calculate your Lifetime Value and Profit!

$$LV = (\text{Retail price of a product/service}) \times (\text{Number of purchases you estimate clients will make per year}) \times (\text{Number of years})^*$$

Example: Retail Price of Product: \$150.00 for teeth cleaning every 6 months

$$LV = \$150 \times 2 \times 5 \text{ years} = \$300 \times 5 = \$1,500$$

\$1,500 is what a dentist can expect to make for regular teeth cleaning for one client over a 5 year period. If there are upsells, downsells, or other revenue opportunities add those in.

COST OF GOODS SOLD (CGS) FORMULA

Cost of selling, Creating and Delivering your product (i.e. product costs, sales person/people you employ, marketing costs) including any expense you incur to make it saleable.

$$\text{CGS} = (\text{COST PER SALE}) \times (\# \text{ OF PURCHASES PER YEAR}) \times (\text{TOTAL} \# \text{ OF YEARS})$$

So let's say teeth cleaning costs \$40 to deliver.

Example:

$$\text{CGS} = \$40 \times 2 \times 5 \text{ years}$$

$$\text{Cost of Goods Sold} = \$400.00$$

$$\text{Gross Profit} - \$1500 - \$400 = \$1,100$$

LIFETIME PROFIT FORMULA (LPF)

$$\text{LPF} = \text{LV} - \text{Cost of Goods Sold (CGS)} - \text{Cost of Sales \& Marketing (CSM)}$$

LET'S USE THE DENTIST AGAIN:

- \$400.00 Cost of Goods sold and delivered
- \$50.00 Sales/Marketing to acquire new client
- \$100.00 additional marketing (\$25 per year over next 4 years)



$$\text{\$1,500.00 (LV)} - \text{\$400} - \text{\$50} - \text{\$100 (\$25 PER YEAR FOR 4 YEARS)}$$

LPF = \$950 net profit for one client over 5 year period

What would you invest to get 100 more of these clients?

KPIs (KEY PERFORMANCE INDICATORS)

A Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs to evaluate their success at reaching targets.

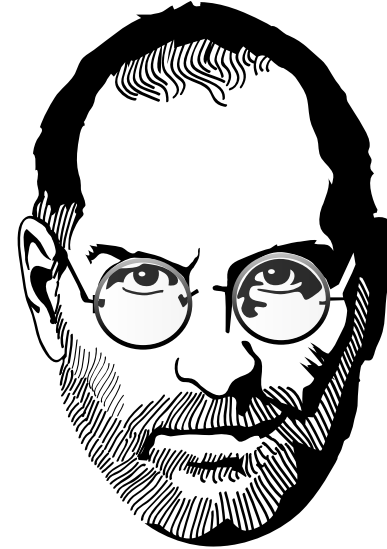
EXAMPLES OF KPIs TO USE IN YOUR BUSINESS (THINGS TO BE TRACKING):

- Social Media KPIs
- Financial KPIs
- Marketing KPIs
- SEO KPIs
- Sales KPIs



COMPETITIVE ANALYSIS

It is better to copy “Genius” than create “Mediocre”. Study the leaders/influencers in your industry and see what’s already working.



SALES & MARKETING

Sales is the art of getting someone intellectually engaged in a future benefit, that’s good for them, and then getting them to emotionally commit to take action towards the achievement of that benefit.

Marketing is the activity and process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

- How are you generating qualified leads?
- How are you converting leads?
- How are you nurturing leads?

If you are going to spend money doing multiple marketing activities, finding those that actually produce a result is imperative

Know your Metrics

Map Out Your Sales Process

Track, Tweak & Edit until profitable

Measure the effectiveness of your marketing and sales strategies and tactics

Create Compelling Offers

Identify the most Effective Distribution Channels

Determine your Exact Marketing and Sales Strategies and Tactics



CHANNELS

STRATEGIES

TACTICS

STRATEGIES VS. TACTICS

Strategies are the overall campaign plan for your business, which may involve complex operational patterns, activity and decision-making, while tactics are the actual means used to gain an objective.


STEP 1: DISTRIBUTION CHANNELS

1. Direct Sales
2. Online
3. Retail (Brick and Mortar Locations)
4. Mail Order
5. Sales Agents (Independent, Wholesale, Franchise, License, Affiliates/JVs)
6. Phone Sales
7. Call Centers
8. Telemarketing
9. Live & Online Events

STEP 2: STRATEGIES & TACTICS

Before you can outline your specific Marketing and Sales strategies and tactics, you must know the difference between the two.


MARKETING & SALES STRATEGIES



Advertising (TV, Radio, Print)
 Affiliate and Joint Venture
 Affinity Marketing
 Catalog
 Continuity Programs
 Database Marketing
 Internet
 Directories
 Point of Purchase
 Place-Based Media
 Public Relations
 Signage
 Direct Mail
 Frequent Buyer Programs
 Event Marketing
 Outdoor Media
 Loyalty Programs
 Networking
 Point of Sale
 Promotions / Cross Promotions
 Referrals
 Innovation (product/service)
 Interactive Media

The opportunities are endless.....!!

MARKETING & SALES TACTICS



800 phone #
 Adwords by Google
 Articles
 Audio Marketing
 Auto Responders
 Award Recognition
 Backend Marketing
 Banner Ads
 Barter
 Blogging
 Bonus Offers
 Business Cards
 Case Studies
 Consulting
 Contests
 Ebay
 E-books
 Email
 Endorsements
 Feedback Forms
 Follow-up Marketing
 Forums & Networking
 Freebies
 Funnel Marketing
 Guarantees
 Info Products
 Interviews
 Keywords
 List Building
 Mailing Lists
 Membership Sites
 Mini Courses
 Mini E-books

Network Marketing
 New Feeds
 Newsletters
 Reminders (occasions)
 Pay per whatever
 Peer to peer relationships
 Permission Marketing
 Pop-ups
 Postcards
 Postscripts (PS)
 Pre-selling
 Price Reduction
 Pricing
 Private Label
 Public Speaking
 Podcasts
 Sales Letters
 SEO
 Scarcity
 Scripts
 Seminars
 Signs
 Surveys
 Sweepstakes
 Talk-Shows
 Telemarketing
 Releseminars
 Testimonials
 Thank You Page
 Tips
 Troubleshooting
 Tutorials
 Unsubscribe message
 Up-sell

Videos
 Viral Marketing
 Voicemail
 Web Pages
 Web Site Design
 Welcome Message

EXAMPLE



HOW TO CAPTURE LEADS

- Articles
- Videos
- Google Ads
- Blogs
- Joint Ventures
- Websites
- Auto Webinars
- Social Media
- Pay Per Click
- Podcasts
- Press Releases

USING YOUR WEBSITE AS A MARKETING TOOL

- Available to your prospects
- Easily and instantly updated
- Reduces administrative efforts
- Communicates on a grand scale
- Slashes printing and distribution costs


EFFECTIVE INTERNET MARKETING STRATEGY

You need an effective website.

An effective website should:

- Attract New Visitors
- Bring back repeat visitors to build trust
- Generate Leads for qualified prospects
- Email Marketing
- Pay Per Click
- SEO (Search Engine Optimization)



- 
- Regular new and updated content
 - Builds search engine rankings
 - Gives people a reason to come back
 - Page depth
 - More pages, more reasons to come back
 - Capture Leads
 - Some way to contact those who visit your site
 - Email newsletter
 - Free information in exchange for email address
 - Content Syndication
 - RSS feed
 - Generate buzz and attract people to your site
 - Attracting inbound links
 - Other websites that link to your blog

***Did you know that websites with blogs attract 97% more links?*

- Strong SEO (Search Engine Optimization)
 - The process of getting traffic from “free,” “organic,” “editorial,” or “natural” listing on search engines. All major search engines have such results, where web based pages and other content are shown and ranked based on what the search engine considers most relevant to users.
- Interactive Content
 - Keeps people on your pages for longer periods of time
 - Blogs
 - Post comments
 - Videos

CHARACTERISTICS OF EFFECTIVE BUSINESS WEBSITES

YOUR WEBSITE CAN BE USED AS A MARKETING TOOL

(Reference screenshot example below - Lead Capture)




The screenshot shows a website header with navigation links: HOME, COACHING, SPEAKING, PRODUCTS, ABOUT, TESTIMONIALS, and CONTACT. The main content area features a video player titled "POWER OF PERSONAL BRANDING" with a play button. To the right of the video, there's a section titled "In Your FREE 4-Part Video Training You'll Learn How To:" followed by a list of four items: DEVELOP Your Personal Brand, LAUNCH Your Personal Brand, MONETIZE Your Personal Brand, and SCALE Your Personal Brand. Below this list is an orange button that says "Send Me The FREE Training".

PLUS you'll receive the Personal Branding Blueprint and step-by-step PDF worksheets with each video training.

Send Me The FREE Training

SOCIAL MEDIA LEAD CAPTURE EXAMPLE



The screenshot shows a Facebook post for "Shorten The Gap". The profile picture and cover photo both feature the "SHORTENTHEGAP" logo, which includes a stylized bridge graphic and the tagline "LIFE • RELATIONSHIPS • FINANCES". The post text reads: "Achieve The Results You Want Faster" and "FREE Instant Training Videos CLICK HERE" with a red arrow pointing to the text. At the bottom of the post, there are buttons for "Like", "Follow", "Share", and "Learn More", along with a "Message" button.

Shorten The Gap
@ShortenTheGapSTG

Home
About
Photos
Videos

Like Follow Share ... Learn More Message

Do Less, Better To Completion...At The Pro Level
www.wealthypersonalbrand.com

IMPORTANCE OF KEYWORDS

- Know your keywords to help customers find you on the internet
- Use Pay Per Click to draw more clients to your website
- Use Google Keyword tool to find out how many people are searching words related to what you offer

Google AdWords

Shorten The Gap Manager • 531-417-2863

Accounts Campaigns **Reports**

Keyword Planner **Find keywords** Review plan

Targeting ?

All locations

All languages

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Your product or service

business coaching

Get ideas Modify search

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.

1M – 10M

Ad group ideas **Keyword ideas** Columns Download Add all (662)

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
business coach	10K – 100K	Medium	\$4.52		»

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr.	Add to plan
coaching	100K – 1M	Medium	\$1.64		»
executive coaching	10K – 100K	High	\$4.91		»

12 STEP SELLING PROCESS

12-STEP FOOLPROOF SALES LETTER TEMPLATE

You don't have to be an award-winning copywriter to create effective sales letters. In fact, writing great sales letters is more of a science than an art. Even the pros use proven "templates" to create sales letters that get results. The following is a 12-step template for writing foolproof sales letters.

OVERCOMING THE HURDLES LEADING TO BUYING RESISTANCE

Every person has some form of buying resistance. The objective of your sales letter should be to overcome your reader's buying resistance while persuading them to take action. I liken writing a sales letter to running a steeplechase foot race. The first one to the finish line who has jumped over all the hurdles is the winner, or in this case, gets the sale.

Whether you're giving a sales presentation in person or on paper, the process of overcoming the hurdles leading to buying resistance are much the same. These hurdles are manifested in many spoken and unspoken customer comments such as:

1. "You don't understand my problem"
2. "How do I know you're qualified?"
3. "I don't believe you"
4. "I don't need it right now"
5. "It won't work for me"
6. "What happens if I don't like it?"
7. "I can't afford it"

Results-oriented sales letters will need to address some or all of these objections to be effective. The 12-step sales letter template is designed to overcome each of these objections in a careful, methodical series of copywriting tactics. The 12 steps are:

1. Get attention
2. Identify the problem
3. Provide the solution
4. Present your credentials
5. Show the benefits
6. Give social proof
7. Make your offer
8. Inject scarcity
9. Give a guarantee
10. Call to action
11. Give a warning
12. Close with a reminder

Each of these 12 steps add to reader's emotions while calming their fears.

MOTIVATION IS AN EMOTIONAL THING

It's important to remember that people are motivated to buy based on their emotions and justify their purchase based on logic only after the sale. This means that each step in the sales letter process must build on the reader's emotions to a point where they are motivated to take action.

That being true - - there are only two things that truly motivate people and they are the promise of gain or the fear of loss. Of the two, the fear of loss is the stronger motivator.

Think about it.

Would you rather buy a \$50 course on "How to Improve Your Marriage" or "How to Stop Your Divorce or Lover's Rejection?" I have empirical data that proves that the second title outsells the first 5 to 1. Why? Because it addresses the fear of loss.

Underlying the promise of gain and the fear of loss are seven "universal motivations" to which everyone responds. Whatever product or service you are selling you need to position it so that its benefits provide one or more of these universal motivations.

1. To be wealthy
2. To be good looking
3. To be healthy
4. To be popular
5. To have security
6. To achieve inner peace
7. To have free time
8. To have fun

Ultimate motivations are what people "really" want. The product or service is just a vehicle to providing these benefits so make sure your sales letter focuses on these motivational factors.

THE 12-STEP SALES LETTER SYSTEM

Now that we know what impedes a person to buy and what motivates a person to action let's review the 12 elements of a winning sales letter.

1. GET ATTENTION

Assuming the reader has opened your envelope, the next step is to get their attention. The opening headline is the first thing that your reader will look at. If it doesn't catch their attention you can kiss your letter goodbye. People have a very short attention span and usually sort their mail over the wastebasket. If the headline doesn't call out to them and pique their interest, they will just stop and throw your letter away.

The following are three headline generating templates that are proven to get attention.

"HOW TO _____"

People love to know how to do things. When combined with a powerful benefit the "How to" headline always gets people's attention. In fact, they're probably the two most powerful words you can use in a headline.

"SECRETS OF _____ REVEALED!"

People always want to know "insider secrets." We love to know things that other people aren't privy to. Knowledge is power and those who have it feel powerful. Besides that, most of us enjoy a good mystery, especially in the end when the "secret" is

WARNING: DON'T EVEN THINK OF _____ UNTIL YOU _____.

Remember that people are motivated by fear of loss more than the promise of gain? Well, the "warning" headline screams fear. The word "warning" demands attention and combined with something of interest to the reader, is a very powerful headline.

2. IDENTIFY THE PROBLEM

Now that you have your reader's attention you need to gain their interest by spelling out their problem and how it feels to have that problem. The reader should say to himself, "Yeah, that's exactly how I feel" when they read your copy. In fact, you shouldn't stop there. Pretend that it's an open wound that you're rubbing salt into.

This technique is called, "problem - agitate." You present the problem then agitate it so that they really feel the pain and agony of their situation. People are such strong creatures of habit that we rarely change our ways unless we feel great amounts of pain. In fact, companies are no different. Most businesses trudge along doing the same old thing until things get so bad that they have to make a change.

For example, if you were selling garage door openers you might agitate the problem by telling a short story about what happens when it doesn't work.

"There's nothing worse than getting home in the evening and not having your garage door open. It's dark outside and after tripping on the porch step you search for your front door key.

Finally, you find it only to scratch your new front door up trying to find the keyhole. Exhausted, you get inside and plop down on the couch just when you remember your car is still running in your driveway...."

In this scenario the problem was a faulty garage door opener and the agitation is all the terrible things that happen because of the faulty garage door opener.

3. PROVIDE THE SOLUTION

Now that you've built your readers interest by making them feel the pain it's time to provide the solution. This is the part of the sales letter where you boldly stake your claim that you can solve the reader's problem.

In this section you will introduce yourself, your product and/or your service. Relieve the reader's mind by telling them that they there's no need to struggle through all their problems because your product or service will solve it for them.

4. PRESENT YOUR CREDENTIALS

In most cases, after you have introduced yourself and your product or service your reader is thinking, "Yeah, sure he can fix my problem. That's what they all say." So now it's important to hit them right away with the reason why you can be trusted.

List your credentials including any one of the following:

1. Successful case studies.
2. Prestigious companies (or people) you have done business with.
3. The length of time you've been in your field of expertise
4. Conferences where you have spoken
5. Important awards or recognitions

Your reader should get the impression after reading this section that "you've been there and done that" with great success and that the reader can expect the same results.

5. SHOW THE BENEFITS

Now it's time to tell the reader how they will personally benefit from your product or service. Don't make the common mistake of telling all about the features of your product without talking about the benefits. As I already stated, people are interested, not so much in you, or even your product or service, but what it will do for them.

Get a piece of paper and draw a line down the center of the paper. Now write all the features of your product or service on the left. Think about the obvious benefits and not-so-obvious benefits of the each feature and write them down on the right side of the paper. Most of the time your product will have hidden benefits that people won't naturally think of.

For example, a hot tub not only soothes and relaxes your muscles but it also gives you an opportunity to talk to your spouse without interruptions. The hidden benefit is greater communication with your spouse and ultimately a better marriage!

Bullet point each benefit to make it easier to read. Think about every possible benefit your reader may derive from your product or service. In many cases, people will buy a product or service based on only one of the benefits you list.

6. GIVE SOCIAL PROOF

After you've presented all your benefits the reader will again begin to doubt you, even though they secretly want all your claimed benefits to be true. To build your credibility and believability present your reader with testimonials from satisfied customers.

Testimonials are powerful selling tools that prove your claims to be true. To make your testimonial even more powerful include pictures of your customers with their names and addresses (at least the city and state).

You might even ask if you can use their phone number. Most readers won't call but it is a powerful statement to include their complete contact information. It demonstrates that you are real and so are the testimonials.

7. MAKE YOUR OFFER

Your offer is the most important part of your sales letter. A great offer can overcome mediocre copy but great copy cannot overcome a mediocre offer. Your offer should be irresistible. You want your reader to say to themselves, "I'd be stupid not to take advantage of this deal."

Your offer can come in many different formats. The best offers are usually an attractive combination of price, terms, and free gifts. For example, if you were selling a car your offer might be a discounted retail price, low interest rate, and a free year of gas.

8. GIVE A GUARANTEE

To make your offer even more irresistible you need to take all the risk out of the purchase. Remember, that people have a built-in fear that they are going to get ripped off. How many times have you purchased a product and got stuck with it because the merchant wouldn't give your money back?

Give the absolute strongest guarantee you are able to give. If you aren't confident enough in your product or service to give a strong guarantee you should think twice about offering it to the public.

In reality, almost all small businesses already have a very strong guarantee, but don't realize it! If you had an irate customer that wanted their money back would you just say, "No, I'm sorry. I will not give your money back?" Probably not. If they insist on getting their money back, in most cases you'll give it back to them.

You see, most businesses already have a strong guarantee and don't hold it up and trumpet it for fear that a lot of people would take them up on it. That's simply doesn't happen. When was the last time you asked for a full refund

on something? If you're like me, it's been a while.

Here is an example of a guarantee that I give for one of my products:

**** "100%, No Questions Asked, Take-It-To-The-Bank Guarantee" ****

I personally guarantee if you make a diligent effort to use just a few of the techniques in this course, you'll produce at least \$4,490 profit in the next 12 months. That's right, \$4,490 extra profit you never would have seen without this course. If you don't, I'll refund the entire cost of the course to you.

Actually, you get double protection. Here's how. At any time during the 12 months, if you sincerely feel I fell short in any way on delivering everything I promised, I'll be happy to give you a complete refund. Even if it's on the last day of the twelfth month!

This guarantee extends for an entire year and that they will receive specific benefits (in this case it's money). If they don't get what they expect, they get their money back with no questions asked.

This virtually eliminates all the risk for the buyer.

Hint: Your offer may be so good that people won't believe it. You've heard the old axiom, "If it's too good to be true, it probably is." To avoid this thinking, give the reason why you can give such a great offer. For example, you might have goofed when ordering inventory and now you're overstocked and that's why you can offer such a great price. When people read the reason why, it will help them reconcile your irresistible offer in their mind and make it more believable.

9. INJECT SCARCITY

Most people take their time responding to offers, even when they are irresistible. There are many reasons why people procrastinate on investing in a solution. The following are just a few:

- They don't feel enough pain to make a change
- They are too busy and just forget
- They don't feel that the perceived value outweighs your asking price
- They are just plain lazy

To motivate people to take action they usually need an extra incentive. Remember when I said that people are more motivated to act by the fear of loss rather than gain? That's exactly what you are doing when you inject scarcity into your letter.

When people think there is a scarce supply of something they need they usually rush to get some of it. You can create a feeling of scarcity by telling your reader that either the quantity is in limited supply or that your offer is valid for only a limited time period.

Your offer could sound something like this:

"If you purchase by (future date) you will get the entire set of free bonuses"

Or

"Our supply is limited to only 50 (product or service) and will be sent to you on a 'first come, first served' basis. After they are gone there won't be any more available."

Or

"This offer is only good until (future date) after which the (product or service) will return to its original price."

One word of caution: If you make an offer you need to live up to it. If you go back on your word after the deadline date you will begin to erode the trust and confidence your customers have come to expect from you.

10. CALL TO ACTION

Do not assume that your reader knows what to do to receive the benefits from your offer. You must spell out how to make the order in a very clear and concise language. Whether its picking up the phone and making the call, filling out an order form, faxing the order form to your office etc.... you must tell them exactly how to order from you.

Your call to action must be "action-oriented." You can do this using words like 'Pick Up the Phone and Call Now!' or "Tear Off the Order Form and Send It In Today!" or "Come to Our Store by Friday and ...". Be explicit and succinct in your instructions.

Plant your call to action throughout your letter. If you are asking the reader to call your free information line then perhaps some of the testimonials might say, "When I called their free information line" or in your offer you might say, "When you call our free information line..." Then when you give the call to action at the end of the letter, people won't be surprised or confused. It will be consistent with what you said all throughout your letter.

11. GIVE A WARNING

A good sales letter will continue to build emotion, right up to the very end. In fact, your letter should continue to build emotion even after your call to action.

Using the "risk of loss" strategy, tell the reader what would happen if they didn't take advantage of your offer. Perhaps they would continue to:

- Struggle day to day to make ends meet
- Work too hard just to get a few customers
- Lose the opportunity to receive all your valuable bonuses
- Keep getting what they've always got
- Watch other companies get all the business
- Etc.

Try to paint a graphic picture in the mind of the reader about the consequences of not taking action now. Remind them just how terrible their current state is and that it just doesn't have to be that way.

12. CLOSE WITH A REMINDER

Always include a postscript (P.S.). Believe it or not, your P.S. is the third most read element of your sales letter. I've seen good copywriters use not just one postscript, but many (P.P.S). In your postscript you want to remind them of your irresistible offer.

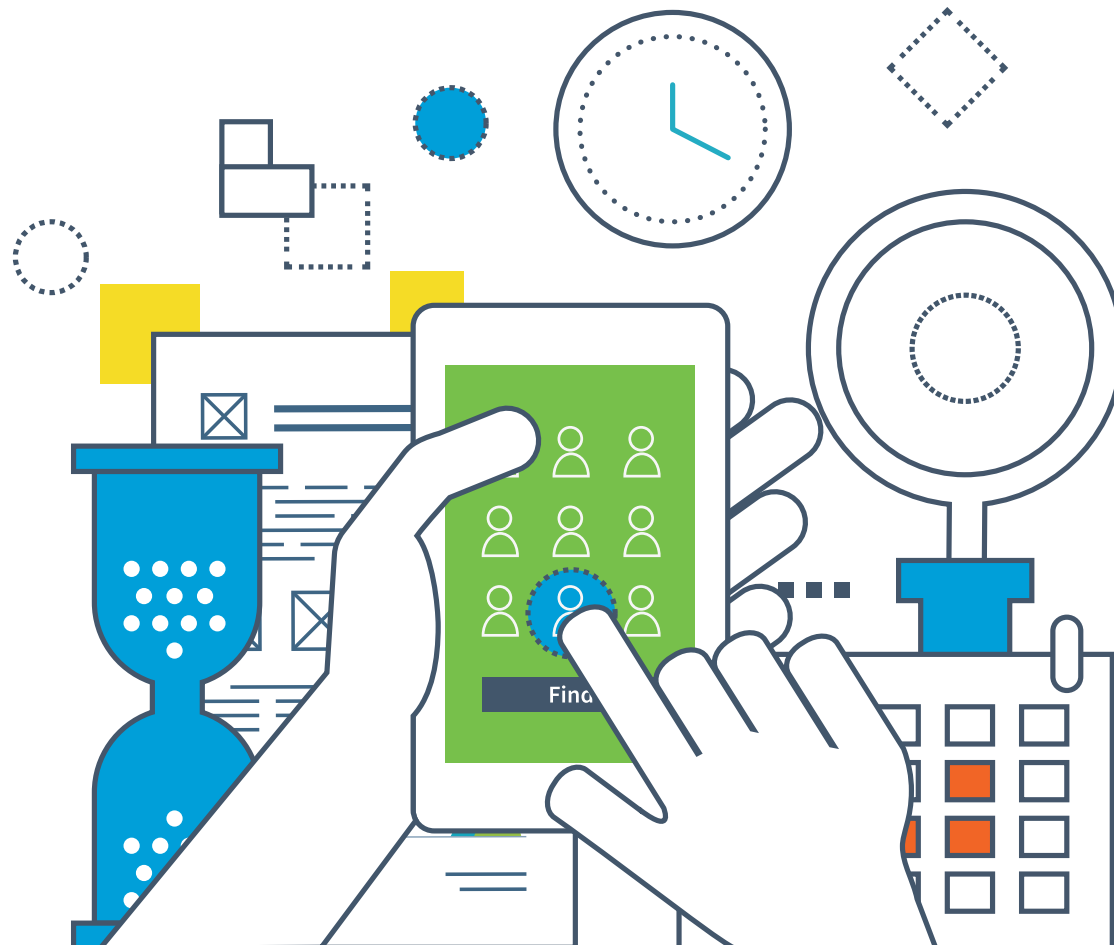
-Continue on next page-

MITIGATE RISK FOR HIGHER CONVERSIONS

Mitigate Risk example: Most commonly recognized as the standard 30-day guarantee or a warranty. We want you to put much more emphasis on your guarantee so that it's not brushed under the rug as a "standard guarantee" but rather something your prospect says "WOW! This is a no brainer." A really good strategy of preeminence is beating your competitors with a no-brainer risk reversal, AKA better guarantee.

CONVERSION FUNNEL

- 1 - Free value added content for your Ideal Client
- 2 - Gated (enter email) Lead Magnet that leads to an Application / Form
- 3 - Lead Nurturing through emails (more value added content)
- 4 - Offer to Ideal Client
- 5 - Remarketing if Client doesn't buy immediately

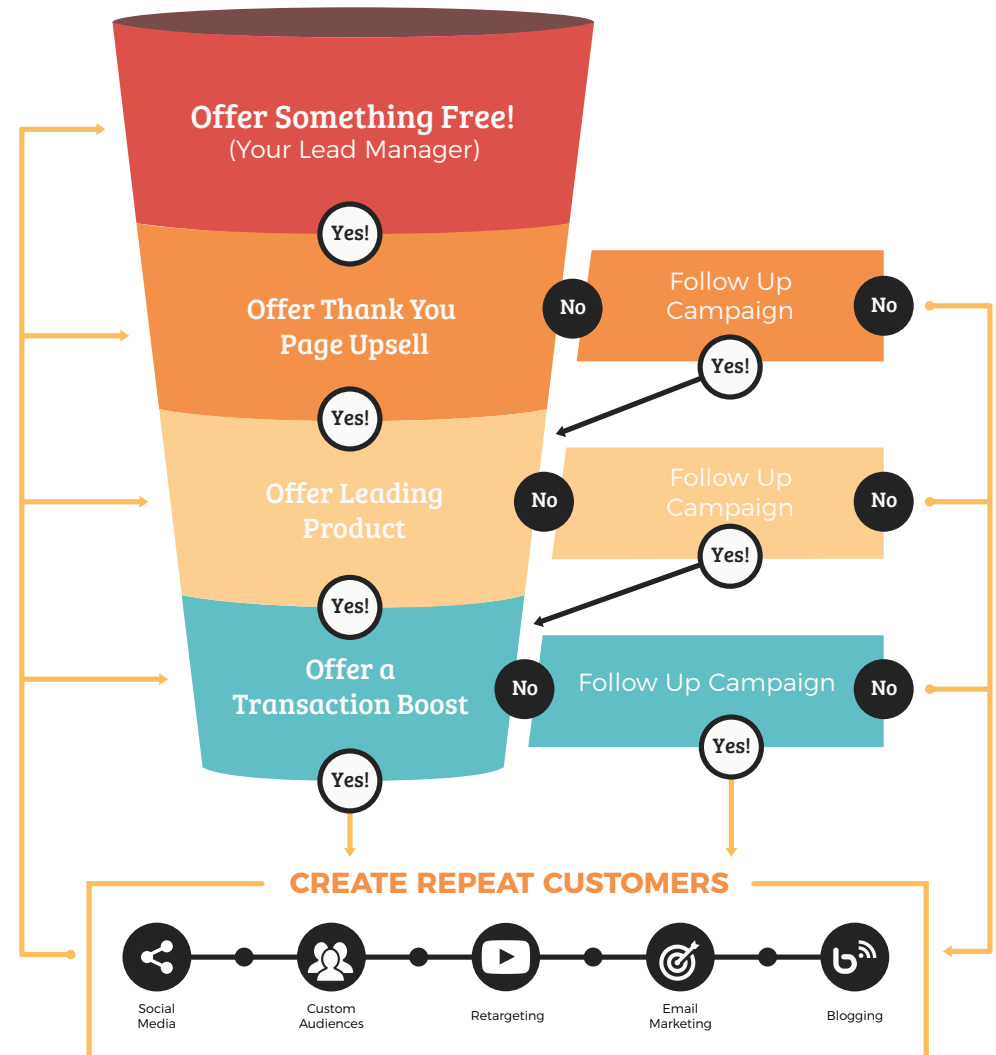
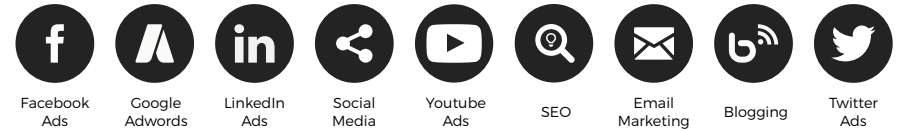


FUNNEL OPTIMIZATION FLOW

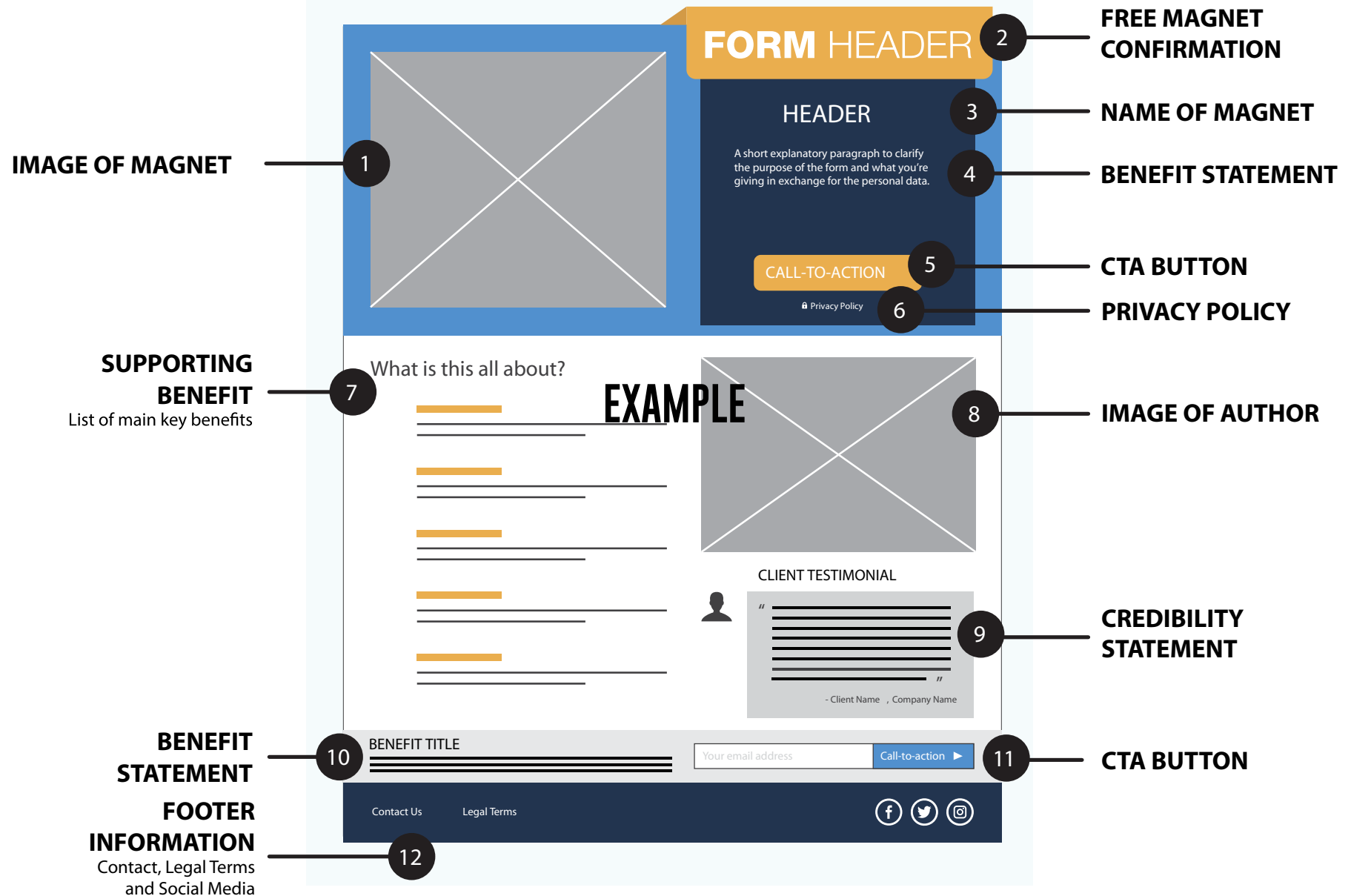


Determine where your ideal customer's **"HANGING OUT"** at.

PICK YOUR TRAFFIC SOURCE(S)



THE LANDING PAGE BUILDER



MARKETING CHANNEL 3 WAYS TO GENERATE TRAFFIC



1 - Buy (Facebook Ads, Google Ads, Direct Mail, etc.)

2 - Borrow (JVs, Affiliates, Host Beneficiaries, Interviews)

3 - Create (create amazing content and leverage algorithms in your favor)

INSTANT INFLUENCE VIDEO SCRIPT

1. POSITION

Hi, I'm ____ founder of ____ creator of ____ and I help [niche] who [problem] to [promise]

2. MAGNET

Thanks for requesting your [name & type of magnet].



It should be arriving in your email in about [video length + 5 minutes].

Inside the [magnet] I reveal to you:

[list of bullet points - teach/tease content]

3. HOOK

Do you have trouble [problem or pain points]

4. HERO

If so, you're not alone. I used to [story of your personal struggle] until I found [solution]. Since then I [results in your business and life]. I have also helped [all the people you have helped]. In fact, [short case study of client problem, action, and results].

5. DISCOVERY

What I've discovered is that ____ isn't difficult, as long as you know ____.

I've helped [number], in [industries], to achieve [result].

And now I have put the system together in [name of offer].

6. BENEFITS

In it, we go over

- [topic] so you can [benefit]
- [topic] so you can [benefit]
- [topic] so you can [benefit]

What that really means is...

It is [summary statement].

7. INVITATION

And today I'd like to invite you to join us.

[Details about the offer]

Normally, the price is ____

But because [reason why]

today you can get one for only [X] [limited time or limited number]

8. SUMMARY

Let's just recap... (tell them what you told them)

60 second summary of:

- Outcome
 - Content
 - Logistics
- with benefit statements.

9. CTA (Call To Action)

And today, you get [deal] to say thanks for connecting. So you'll [save/get] ____ today only.

Click the button under this video, and I'll see you _____. Can't wait to meet you, and help you [result] fast.



TIPS TO GROW UP THE PYRAMID OF INFLUENCE

1. Charge More/Increase Prices
2. Create lots of high quality insightful content online
3. Get featured in credible publications and platforms
4. Join powerful groups, associations and masterminds
5. Affiliations = Hang with the 1% in your industry and others



EXAMPLE OF CHARGING MORE BASED ON PERCEIVED/REAL VALUE



A videographer who makes world class videos would normally charge 5K for a 90-second filmed and edited video whose target audience is people who have a business around 500K annually and can allocate 5K or more for an amazing video.

Instead, now the videographer focusses on going after businesses who do 20MM or more in annual revenue and they have a budget of 50K for the same world class 90-second video ad. Because to that business, they will be able to justify and yield a much larger return from their marketing efforts with the video and therefor the same effort and work from the videographer targeted to a new client, is now worth 50K to the videographer because the client perceives the value of his work to be worth more based on the use and return yielded to the client.

The same thing works for a health coach, or chiropractor, or business coach, or whoever has not positioned themselves as the “go to expert” specifically for celebrities, or pro-athletes, or billionaires, or anyone who values what you provide at a higher level than what you currently charge... you get the point. It’s limitless. It’s massively profitable.

HOW TO GET FEATURED IN TOP PUBLICATIONS WHAT TO DO AFTER THE FACT



STEP 01



Find the publication you want to be featured in.

STEP 02



Find a similar article published on that publication that you can write on.

STEP 03



Reach out to the person who wrote it by copying and pasting their name on Facebook, Instagram, LinkedIn, etc. Follow this approach for reaching out:

"Hey [NAME], thanks so much for writing this amazing article on XYZ (Attach article link). It was really informative and well written.

The reason I'm reaching out to you is because (although I'm sure you're messaged all the time to create content) I believe we can create an extraordinary piece of content together that will be one of your most shared articles.

With your writing skills and my (2 or 3 powerful sentences about your story and the value proposition you have for an audience) whatever we create I'm going to pay to amplify and promote our article on my social media channels so it gets more views and shares than any other articles you've written.

Let me know when you have 3 to 5 minutes for a quick call so we can explore what we might be able to create that's super impactful and reaches tons of people. Thanks [NAME]. Talk soon!"

\$1 PER DAY STRATEGY

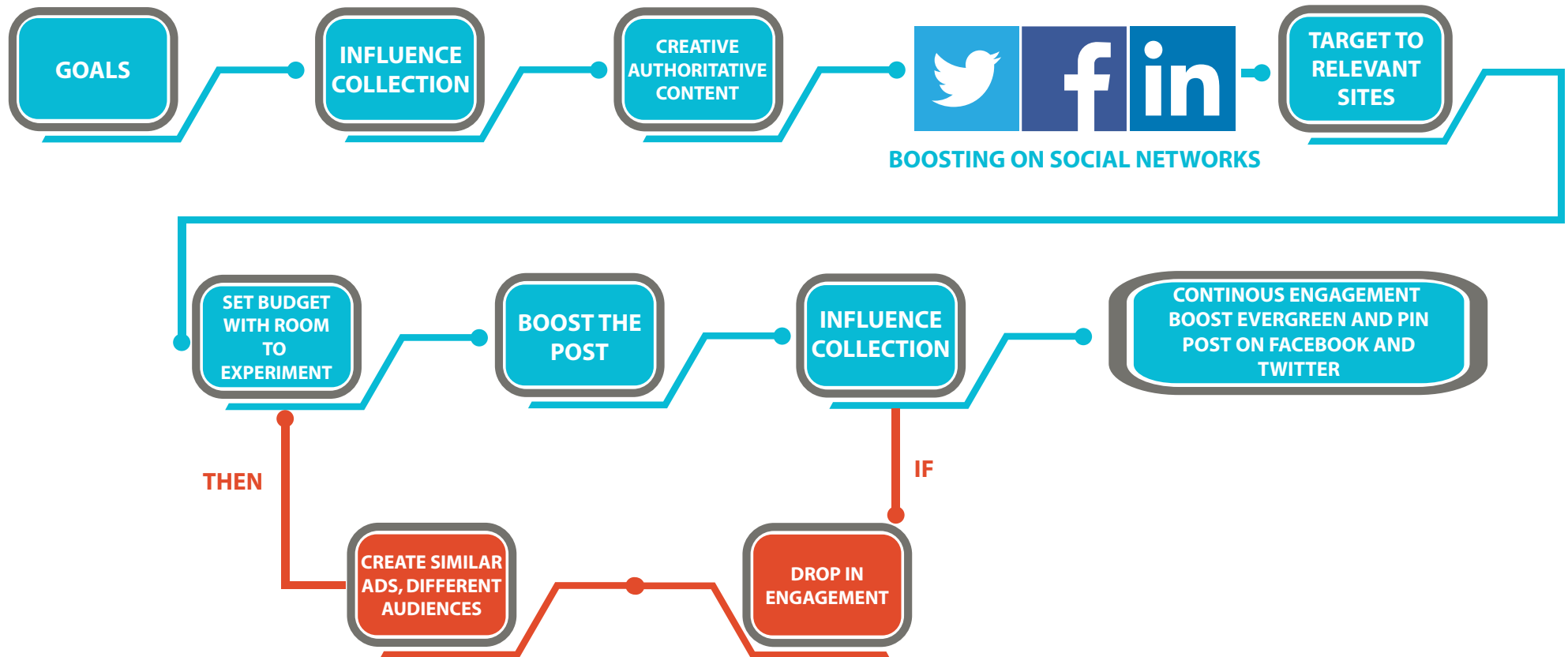
Boosted posts at \$1/day are the fastest way to scale if you have your content and targeting buckets already set and systematically extend, adjust, and kill campaigns.



BOOSTING ON SOCIAL—THE RIGHT WAY TO DO IT

Before we called boosting the “easy button”, we called it digital marketing “crack”, because the big blue button made it seem as if with one push, you could hit it and forget about it, only to come back to excellent results. However, this was not the case.

You can save target audiences to boost against and the system learns faster.





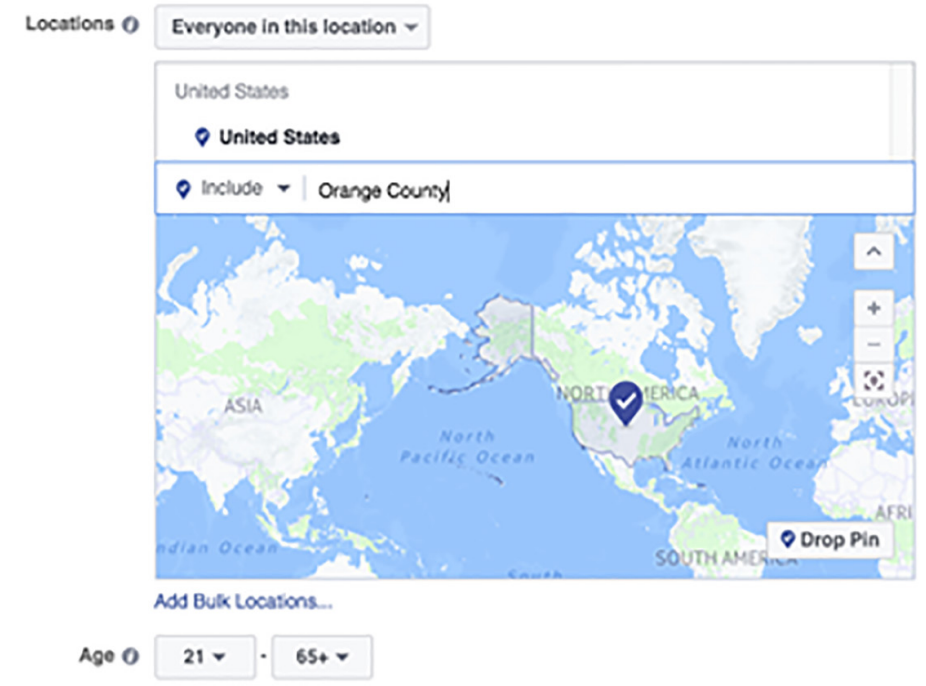
BOOSTING ON FACEBOOK

Targeting

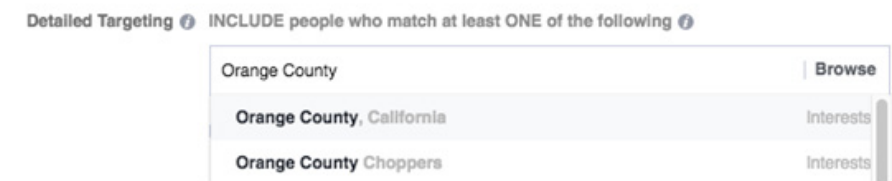
Location - Unless your target market is outside of one of the main industrialized countries, the rule of thumb is to not boost posts there.

There are exceptions to this rule. For example, The Golden State Warriors have a strong Filipino audience (Manny Pacquiao has come to play, Filipino Heritage night, Filipino jerseys), so boosting “Unicorn” posts to a worldwide audience is smart, because there is enough overlap to justify reaching some folks who aren’t necessarily buying tickets or merchandise.

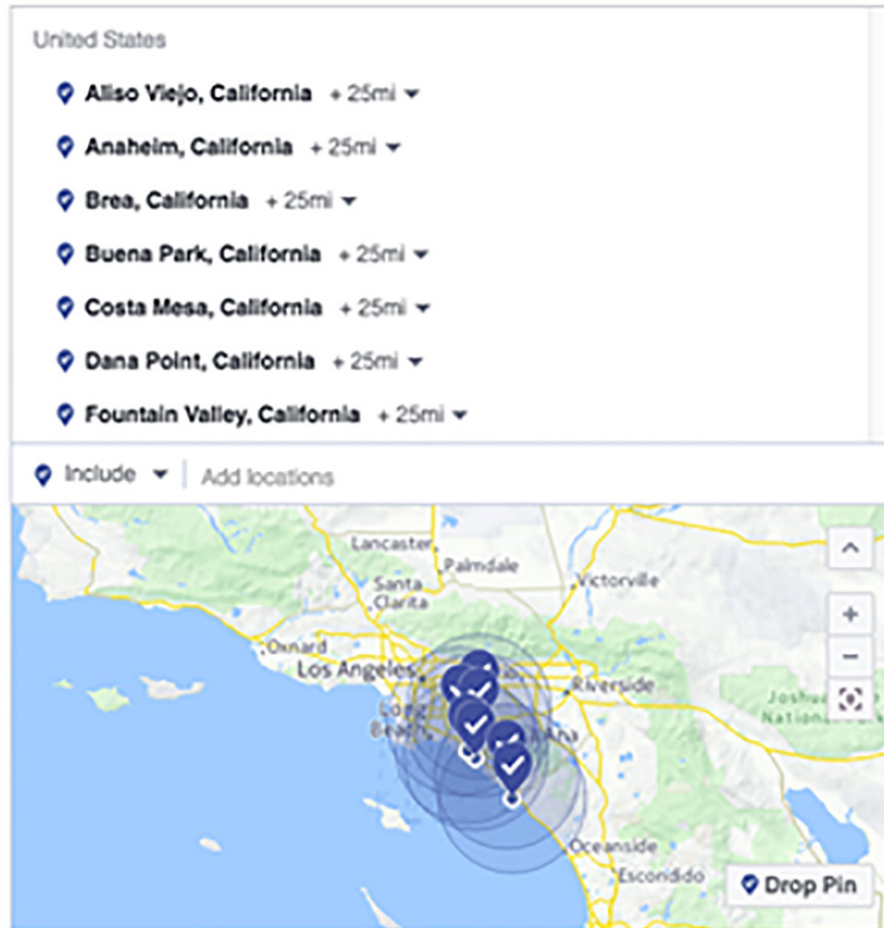
When boosting any location-specific events or promotions, target by city. Select a range outside of that city (up to 50 mi.). If you’re trying to target by county, you’ll notice that Facebook’s location targeting doesn’t have an option for this. We tried to target Orange County.



Often times, these unlisted locations will have pages, so we’d target fans of Orange County in this situation. It’s expected that a majority of fans will be residents.



The more accurate alternative for targeting an unlisted location (since it's not guaranteed that all fans of the city page are current residents) is to target locations making up the area and expanding the radius as needed.



AGE AND DEMOGRAPHICS



There's no need to pick an age range because oCPM will take care of it.

The same goes for targeting by gender. Facebook will automatically put your content in front of the demographics that will connect best with the content. Let the system optimize for you.

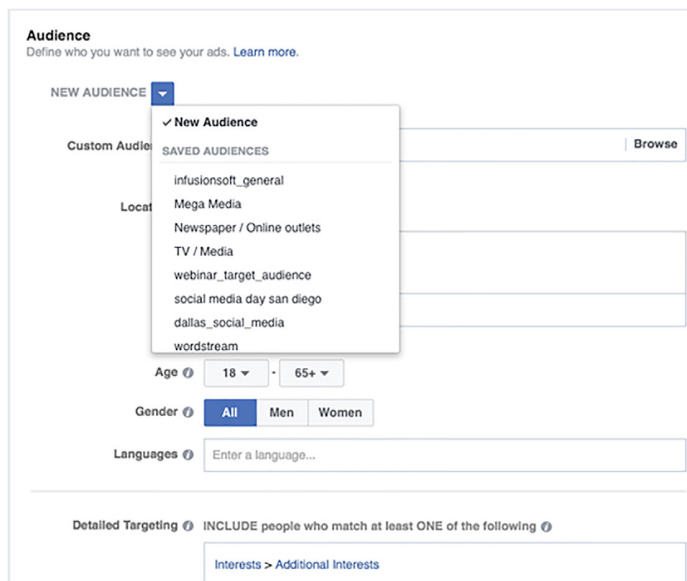
A screenshot of the Facebook 'Create Audience' form. It shows fields for Name, Location (set to United States), Age (set to 18-65+), Gender (set to All), and Interests (set to Add 4-10 interests...). The form has 'Cancel' and 'Save' buttons at the bottom.

WORKPLACE AND INTEREST TARGETING

This is the best part of Facebook ads. Facebook allows you to target up to 1,000 items, so go crazy having a single “mega” audience of all of them and some smaller audiences you’ll reuse by topic.

We like to have ones for media and ones for vertical influencers (people who work at related companies, partners, customers, etc.).

All it takes is \$1/day to increase your content’s reach by influencing the influencers. Assume this is about 200-300 people per day. If Facebook’s estimator says it’s under 1,000 people, don’t worry about it.



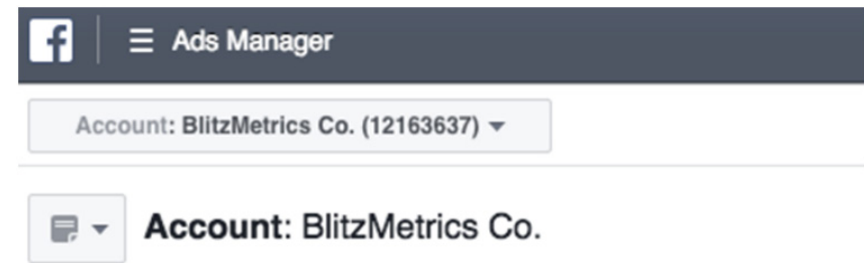
SAVED AUDIENCES

Using Facebook’s “Ads Manager”, create saved audiences that you can

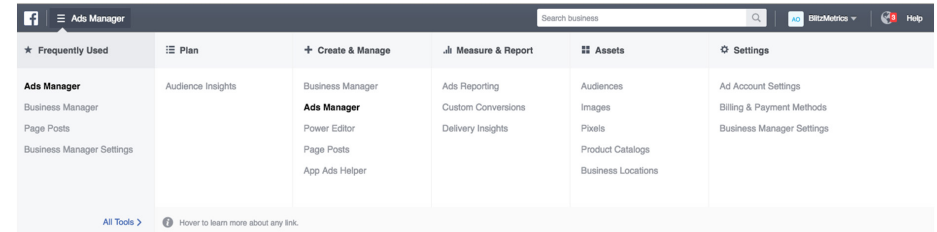
promote to on a regular basis. This will save you time by allowing you to simply hit boost, select an audience, and set a budget.

Here are 3 steps to make your own:

Step 1 Click the drop down menu in the top left corner of ads manager.



Step 2 Under the heading Saved Audience, find “Create a Saved Audience”.



Step 3 And click.

Reach new people who are similar to audiences you already care about. You can create a lookalike audience based on people who like your Page, conversion pixels or any of your existing Custom Audiences.

[Create a Lookalike Audience](#)

Saved Audience

Save your commonly used targeting options for easy reuse. Choose your demographics, interests, and behaviors, then save them to reuse in future ads.

[Create a Saved Audience](#)

AMPLIFICATION

Here's what you should know before you publish and hit boost.

TEXT TO IMAGE RATIO

See if your content passes the 20% [text ratio](#). Facebook previously limited text on ad images to a strict 20% to maintain an “enjoyable consumer experience” as they put it. If an ad had 20% or more text in the image, it wouldn't be approved.

They've now shifted policy to accommodate text, but maintaining that

minimal text is the preferred image style. The more text on the creative (including logos, watermarks, and numbers), the lower the reach and the higher the cost. Beware of this since Facebook might charge you more to serve your ad less.

BOOSTING COVER PHOTOS

Many people will put their highest authority photos as their cover photos. But then you're not able to boost these from the page.

However if you pull the Post ID you can still get them to run by setting it up in Ads Manager.



DEVELOPING YOUR PERSONAL BRAND



I. IDENTIFY THE INDUSTRY

Examples of industries:

- Personal Development
- Consulting
- Online Marketing
- Health and Wellness

Identify what industry you are in/want to be in? _____

II. IDENTIFY YOUR NICHE "THE RICHES ARE IN THE NICHE."

Examples of niches:

- Facebook Marketing for small businesses (a niche in the online marketing world)
- Health Training for busy entrepreneurs (niche in health/wellness)
- Millennials (a niche across many product industries)

- Sales Training (a niche in the consulting/training industry)

Identify what niche you are in/want to be in? _____

III. IDENTIFY YOUR TARGET AUDIENCE

Examples of target audiences:

- Millennials 21-28 years old, who are tired of their 9-5 jobs and want to build a 6-figure business from their laptop.
- Sales Training for small businesses who are doing at least \$10MM in annual revenue.

- Health and wellness training for busy entrepreneurs age 35-40 who make at least \$100,000 per year or more

Identify who your target audience is: _____

IV. IDENTIFY A FOUNDATION OF TOPICS

- You need to be posting lots of great content online, consistently, through video and written/pictures.
- So take the time now to write out a few topics you'd like to speak about, and write about, that you know will be valuable for your target audience.

- These topics should be focussed on solving a problem for your target audience.

Possible Topics: _____

V. WHAT ARE YOUR VALUES?

- What values do you stand for? (these will reflect your content and perception) _____
- How do you want to be perceived and how can you align with that? _____

- What is your core story that makes you unique yet relatable? _____

VI. WHAT DO YOU THINK YOU'LL NEED TO OUTSOURCE?

- It's never been easier, cheaper and faster to get whatever you need done outsource anything for \$5 or more: [Fiverr.com](https://www.fiverr.com)
- Want world class sales/landing pages: [LeadPages Landing Page Builder](#)
- Need funnels that are drag & drop done for you: [Click Funnels](#)

VII. WHAT TRENDS CAN YOU CAPITALIZE ON?

- What trends are happening in your industry/niche that you can capitalize on? _____

- Do research on other people/companies in your industry/niche. _____

(Don't reinvent the wheel - copy genius - see what works for the pros and emulate it)
Identify people who are already doing something similar to what you want to build.

LAUNCHING YOUR PERSONAL BRAND

I. Hangout Hot Spot

- Identify where your target audience “hangs out” online (what social media platforms are they on, what do they read, watch and listen to?)

II. Distribution Hot Spot

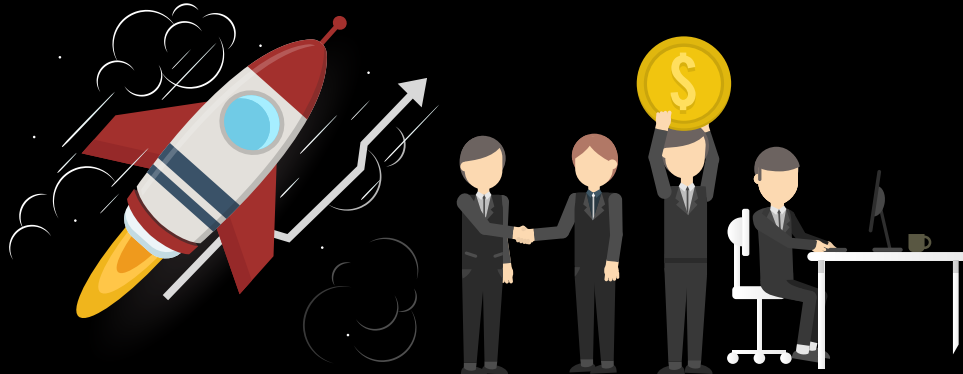
- What people, events, podcasts, publications, platforms and companies have distribution to your target audience?

III. Strong Website

- Your website needs to have a clear purpose that's obvious right when people arrive on the homepage of your website. Identify it now (is it for generating leads and converting them, or for informing people about you/your business)
- Reference other experts/professionals in your space and emulate their website. Don't reinvent the wheel. Copy genius. Most the hard work with building a business or personal brand is already done for you if you hire someone who's already done it, or take the time to study what the pros are doing and follow in their footsteps.

IV. Facebook Page

- If you have a facebook page you can practice boosting content for \$1 per day just to get comfortable with the process.



NOTE. Always Test. Numbers don't lie. Your results will tell you if what you're putting out is working, is good or is bad. Take the feedback and adjust your content strategy to best generate targeted traffic that turns into raving loyal fans and customers.

- If you don't have a facebook page for your personal brand yet, create one now. You must have a facebook profile in order to create a page. Reference facebook's help center if needed on how to do this.

V. Content

- Do some research and find out what content your target audience is hungry for. What content would they actually want to watch, read or listen to?
- Your content goal is to find the ideal “content to consumer match” because then your content will actually be consumed, shared, and taken action on, which leads to raving fans and paying customers.
- Film at least a dozen 60-second videos that solve a problem for your target audience or educate them. This is a great way to get your content started (reference the 4 components of the minute video template below)
- Upload them to your facebook page and boost them for \$1 per day for 10 days. (Think of this as practice. You will fine tune the process later)

VI. Generating Traffic

- 3 Ways of Generating Traffic: Buy it - Borrow it - Create it
- Reach out to every small to medium podcast that reaches your target audience and start building your reps in the interview space for practice. Identify who they are here:
- \$1 per day strategy on Facebook to BUY targeted traffic to your content.
- \$1 per day will start to CREATE interested consumers who share your content.
- \$1 per day will allow you to boost your content, like an interview, where you can put that interview of you and a thought leader in front of their audience so you get the credibility and BORROW their traffic/audience and convert them

Identify a couple ways you plan to Buy, Borrow and Create Traffic:

Buy Traffic (i.e. facebook ads, youtube ads, direct mail)

Borrow Traffic (i.e. Interviews, JVs, Affiliates - be specific, who are they going to be with?)

Create Traffic (i.e. social media platforms, organic traffic through SEO)

MONETIZING YOUR PERSONAL BRAND

Here's a visual that may help you get creative when coming up with a product(s) to offer.

\$1,000,000

#richminded

You need 5,000 people to buy a \$200 product
You need 2,000 people to buy a \$500 product
You need 1,000 people to buy a \$1,000 product
You need 500 people to buy a \$2,000 product
You need 300 people to buy a \$3,333 product
Get 5,000 people to pay \$17 per month, for 12 months.
Get 2,000 people to pay \$42 per month, for 12 months.
Get 1,000 people to pay \$83 per month, for 12 months.
Get 500 people to pay \$167 per month, for 12 months.
Get 300 people to pay \$278 per month, for 12 months.

I. Map out your Ascension Model

Step 1 - Identify all the platforms on which you will distribute your Free Value Added Content

Step 2 - Identify the type of value added content you will be uploading and in what form (video, blogs, interviews)
- [This is your ungated Free value added content]

Step 3 - Identify the more advanced (contextually congruent) content in greater detail that people can access by giving you their email or phone number.
[This is your gated free content]

Your ability to monetize your personal brand will be in direct proportion to the amount of value you provide at scale for your target audience.
As well as the consistency and elegance in your invitations to invest with you or in your products/services.

Step 4 - Identify what type of product, service or offer you are going to provide ranging between \$1 and \$997. This is typically a much more indepth advanced training or product that is both educational but also tangible (example, free education on health, now providing your target customer products and services around that) or free education on sales and marketing, now providing/offering hands on in person training, or a digital or tangible program.

Step 5 - Take time to identify what your high end, top of the line offer will be. This usually is \$997 or much more; depending on your industry and positioning in the market place. This is where you provide everything you can and more, truly your highest value/priced offer.

II. Optimize Lead Flow

The Lead Flow Chart is broken into four main categories:

1. Lead Generation (content, ads)
2. Lead Nurturing (funnels, social media)
3. Lead Qualification (videos, calls, surveys)
4. Lead Conversion (sales pages/videos, calls)

III. Money Makers

- You should've already mapped out a rough draft of what your ascension model might look like... now...
- Identify potential JVs (Joint Ventures) or Affiliates that you can promote their products and services to your audience. Regardless of how big your audience may be today, you can add more value (to your continually growing) audience which will be additional revenue streams for you.



Check out some of our favorite outsourcing resources here for Optimizing Lead Flow:

- Outsource anything for \$5 or more: [Fiverr.com](https://www.fiverr.com)
- Want world class sales/landing pages: [LeadPages Landing Page Builder](#)
- Need funnels that are drag & drop done for you: [Click Funnels](#)



SCALING YOUR PERSONAL BRAND

I. Goals

- What is your income goal for (6 months, 12 months and 18 months)
- What is your impact goal for (6 months, 12 months and 18 months)
- What is your content goal for (6 months, 12 months and 18 months)
- What are the KPIs you're going to track and measure over the next (6 months, 12 months and 18 months)

II. Systems

We recommend using these services to help you with your system optimization.

Want world class sales/landing pages: [LeadPages Landing Page Builder](#)
Need funnels that are drag & drop done for you: [Click Funnels](#)

III. Marketing & Sales (you need to master this in business to succeed)

- Scaling is much easier with JV's, Affiliates and Host Beneficiaries
- You can scale without having any products just being an affiliate
- Use the \$1 per day strategy and boost content to generate targeted leads (attached is an example of how I reached over 120,000 people for just \$1,190)

IV. Network

- Constantly build and grow relationships with the Triad (33% - 33% - 33%)
- Scaling is much easier with JV's, Affiliates and Host Beneficiaries
- Join groups and associations that give you access to collaborate with people playing at a higher level than you.

V. Delegation

- Identify what you need to delegate (based around your goals and strengths).
- Identify what skills are needed to accomplish the goal.
- Identify who has the skills needed to accomplish the goal.
- Identify what budgeting is needed to pay for the skills to be executed
- Put KPIs and systems in place for tracking the results of the delegated task. ([don't allocate funds without tracking ROI](#))

Check out some of our favorite outsourcing resources here for Optimizing Lead Flow:

- Outsource anything for \$5 or more: [Fiverr.com](#)
- Want world class sales/landing pages: [LeadPages Landing Page Builder](#)
- Need funnels that are drag & drop done for you: [Click Funnels](#)



SPEAKING / PRESENTATION CHECKLIST

THE MOST IMPORTANT PARTS OF ANY SPEECH TO REMEMBER:



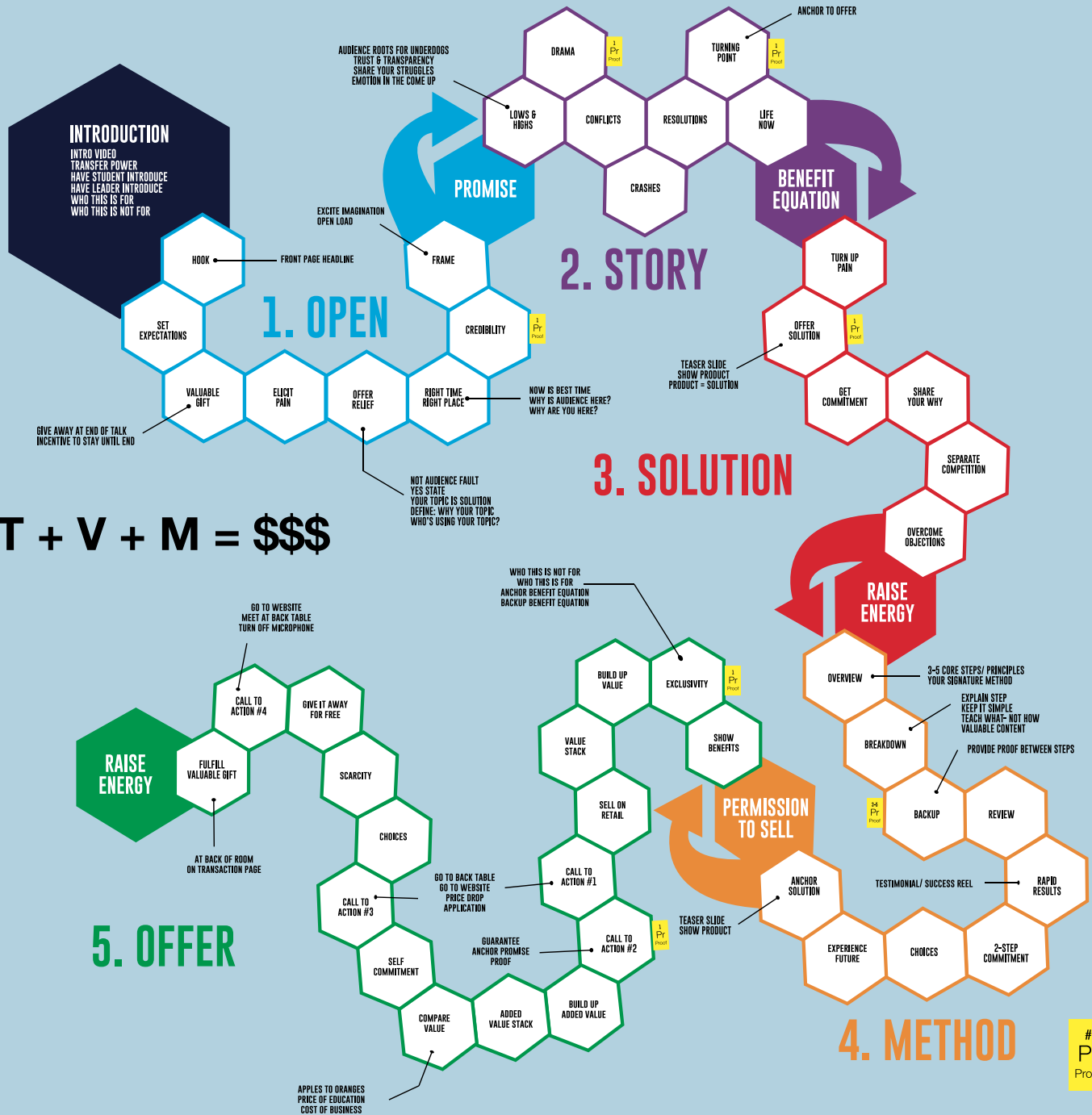
- Know your audience so you can identify with them ("me too" not "so what")
- Know your outcome(s) for the speech (they will walk away with XYZ)
- Know that you cannot fail (have unwavering certainty that what you say matters)
- Start by Framing what your talk is about and the outcome it will give them OR start by telling a compelling story with emotion (funny, overcoming adversity, empowering, inspiring, but it must be relatable in some way so they feel it and relate to the story)
- Tell stories that you don't have to script because you've lived them
- Remember to move people emotionally with stories, be compelling and end strong with the main lesson or takeaway
- Always be aware of how what you're saying RELATES and is RELEVANT to them
- Avoid over using "I" and focus on "we" and "you"
- Get the audience to engage by asking questions, raising hands, responding "yes or no"
- Be authentic and be yourself
- You need to be entertaining and educational (never bore the audience)
- Move around, don't stand still on stage (motion = emotion)
- Always end your speech powerfully with a big takeaway, saying, or metaphor

SPEAKING PREP SHEET – CHECKLIST

- ☐ Arrive early and get to know the room, presentation environment, etc
- ☐ Make sure you face the windows, not the audience
- ☐ Have I connected with the meeting organizers and AV professionals?
- ☐ Talk to some audience members and get to know them, their names, ask questions like “Why are you here today? What would you like to learn today? If you could walk away with one thing today that would impact your life positively, what would it be?
- ☐ What is the biggest challenge you are facing now?
- ☐ How am I going to incorporate some of the information I gathered from the audience into my talk? (for example, “I was talking to...”)
- ☐ Do I have water next to me?
- ☐ Who is introducing me?
- ☐ Does he/she know how to introduce me? Do they have my pre-written introduction?
- ☐ Have the person that is introducing me tell the audience the “no cell phones” rule
- ☐ Is the audience engaging with me?
- ☐ Am I being myself?
- ☐ Am I speaking from my heart?
- ☐ Have I done the participation pre-frame properly?
- ☐ What is my backup plan if they are not responding to me?
- ☐ Unleash confidence during your entire presentation and have fun
- ☐ Am I allowed to capture the audience’s email? Am I giving them a free gift or something of value in return? When am I going to do that?
- ☐ If appropriate, have someone take a picture of me presenting and post it on social media, as I speak
- ☐ Am I letting the audience know that I do speaking engagements and I would love to speak for any other groups they may know?
- ☐ Have fun, love your audience and speak from your heart
- ☐ Am I clear about my purpose?
- ☐ Are my values aligned with the audience’s values? Which values can I align now?
- ☐ What do I believe about my presentation?
- ☐ What do I believe about them?
- ☐ What is great about this audience?
- ☐ Am I committed to giving 100% now? If not, what has to happen for me to be committed 100% to serve them?
- ☐ Am I focusing on moving them from point A (where they are) to point B (where they want to go)?
- ☐ What is the conversation I have in my head now? Is it empowering?

- ☐ Have I worked out before my talk? What can I do to improve my physiology now?
- ☐ Am I controlling my breathing?
- ☐ Am I listening to inspirational music?
- ☐ Have I watched an inspirational video on youtube before my presentation?
- ☐ Can I do a quick power walk?
- ☐ Have I done my power move and anchoring process?
- ☐ Am I doing a visualization exercise before my talk?
- ☐ Am I hydrating properly?
- ☐ Am I eating light and healthy, specially before presentations?





INTRODUCTION

INTRO VIDEO
TRANSFER POWER
HAVE STUDENT INTRODUCE
HAVE LEADER INTRODUCE
WHO THIS IS FOR
WHO THIS IS NOT FOR

PROMISE

EXCITE IMAGINATION
OPEN LOAD

HOOK

FRONT PAGE HEADLINE

FRAME

1. OPEN

SET
EXPECTATIONS

CREDIBILITY

1
Pr
Proof

VALUABLE
GIFT

ELICIT
PAIN

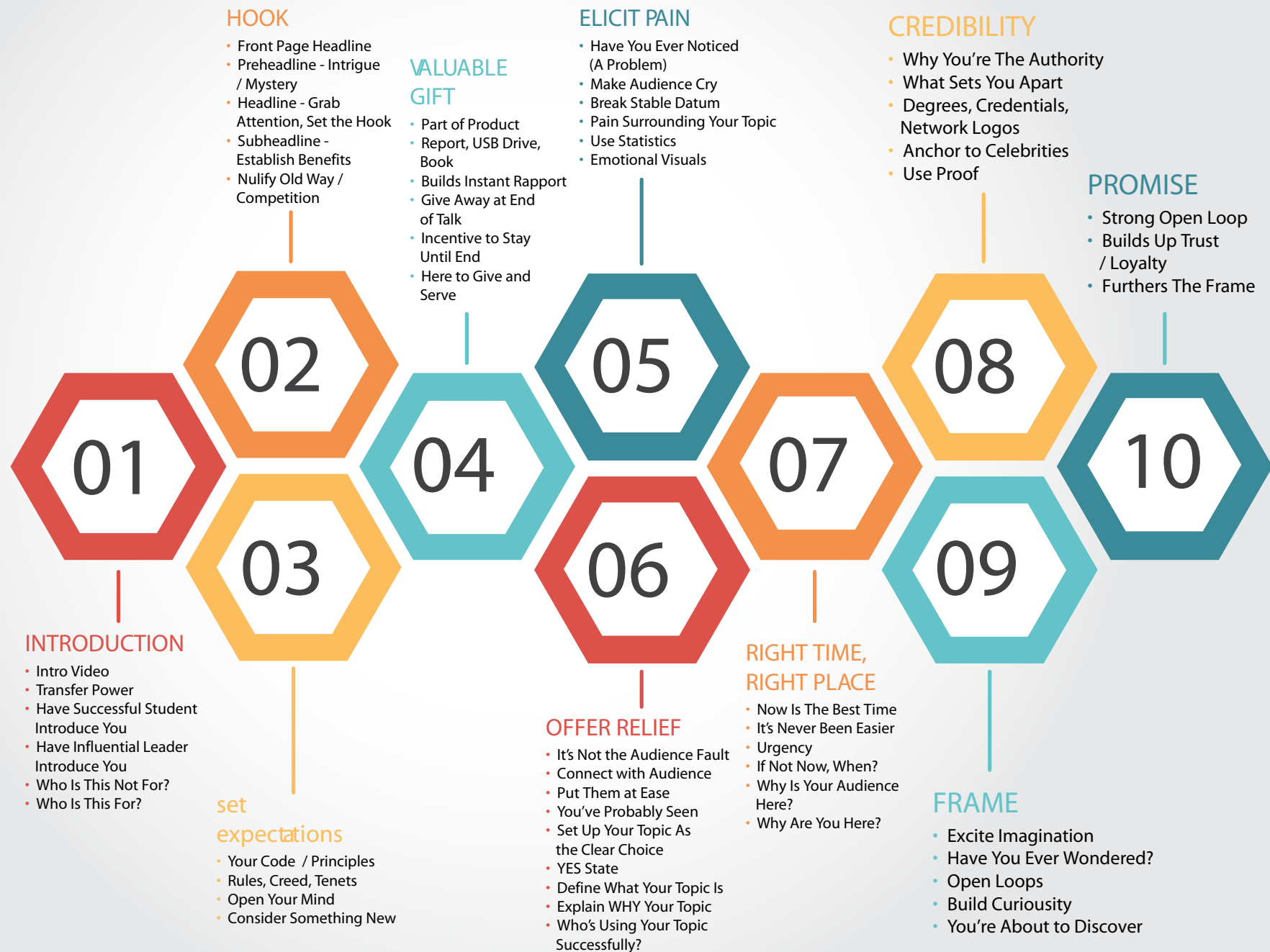
OFFER
RELIEF

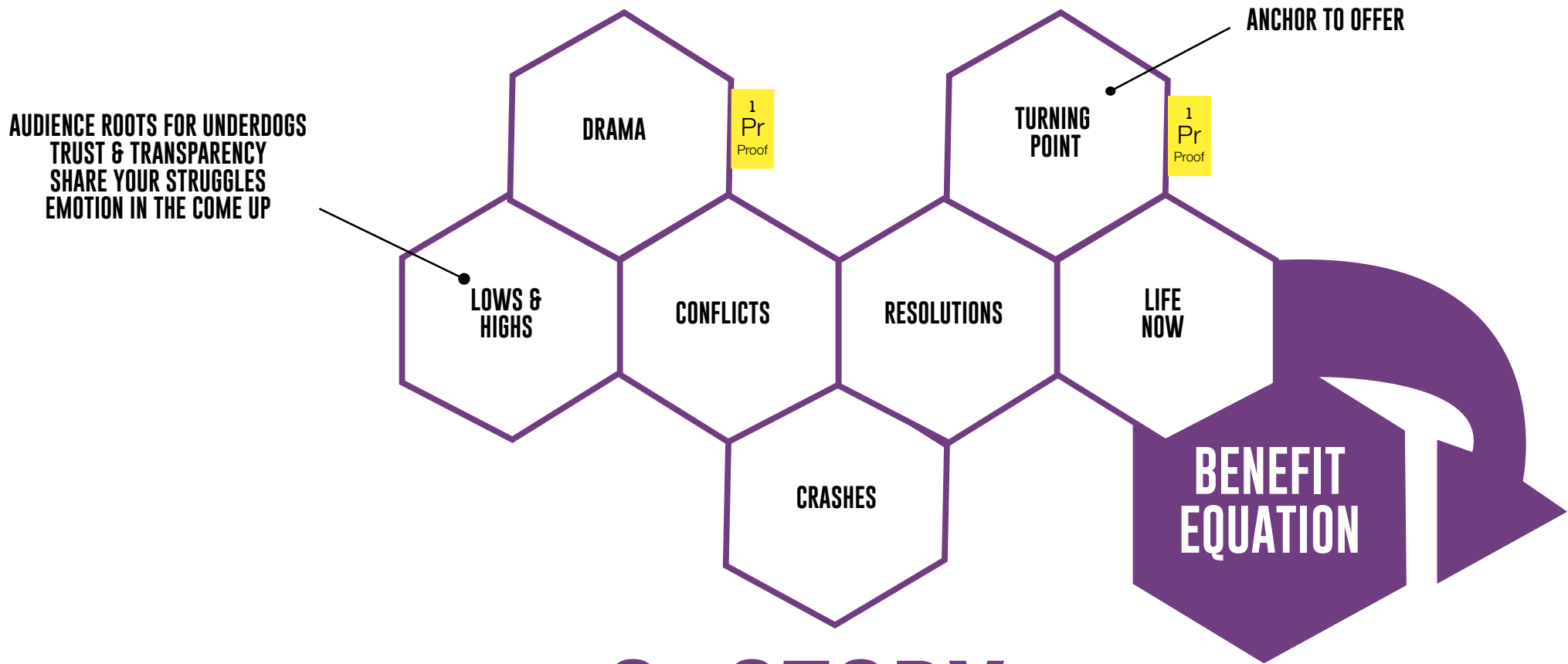
RIGHT TIME
RIGHT PLACE

NOW IS BEST TIME
WHY IS AUDIENCE HERE?
WHY ARE YOU HERE?

GIVE AWAY AT END OF TALK
INCENTIVE TO STAY UNTIL END

NOT AUDIENCE FAULT
YES STATE
YOUR TOPIC IS SOLUTION
DEFINE: WHY YOUR TOPIC
WHO'S USING YOUR TOPIC?





2. STORY

STORY



1. LOWS & HIGHS

- Audience roots for underdogs
- Trust and Transparency
- Share your struggles
- Emotion is in the come up
- Can you make it about your audience
- Be vulnerable
- Speak from the heart
- Bring audience to your level

2. DRAMA

- Fuels stories
- Make Story more interesting
- Provides opportunity for humor
- Builds anticipation and emotion
- Hero's journey
- Entertain
- Captivate audience

3. CONFLICTS

- What challenges did you face?
- Commonalities with your audience
- Can be used in marketing
- Folks move away from pain
- Turn up the pain

4. RESOLUTIONS

- Solutions to your own challenges
- Anchor offer when applicable
- Close some loops from OPEN
- Folks move toward pleasure

5. CRASHES

- Take them to the moment
- Pain with vivid visual imagery/words
- I'll never forget the day
- Imagine what it feels like
- Deepest & darkest moment
- Can have multiple crashes
- Bankruptcies, divorce, death
- Make them cry
- Stop time

6. TURNING POINT

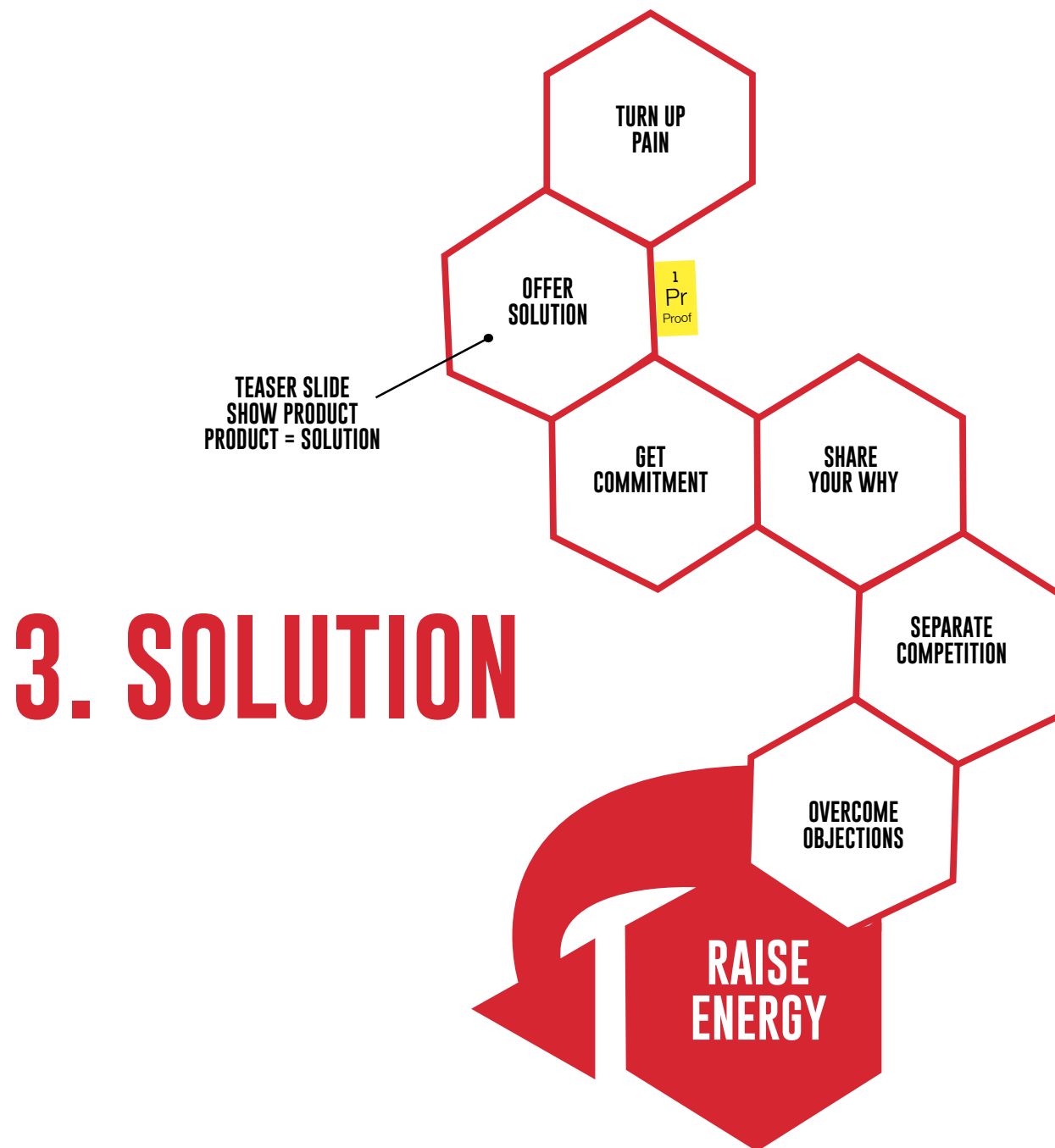
- Discovery
- Pivotal moment in story
- The moment things come together
- Anchor to offer when applicable
- Because of what I'm about to share

7. LIFE NOW

- Anchor offer to story
- How has life changed?
- Show lifestyle-visuals
- Use proof
- If i can do this, you can do this
- Show the future

8. BENEFIT EQUATION

- Conclusion of story
- Link offer to benefit of story
- Repeat after me
- Turn to your neighbor
- Transition into SOLUTION



1.) TURN UP PAIN

Target problems
Consider objections
Really dig in to common challenges
Introduce negative beliefs

2.) OFFER SOLUTION

Solved all your challenges with
Your offer, product or service
Benefits over features
We've done the work for you
Ease of use
Teaser slide
Show product when applicable
Share proof

3.) GET COMMITMENT

Small commitment
Get audience to agree
Commit to surpass challenges
Subconscious commitment to product

4.) SHARE YOUR WHY

Bigger reason
Not here to sell a system
Non-resistance
Cause, movement, philanthropy
Mission statement
Further sale of your training
Here to share what makes system work



5.) ELIMINATE COMPETITION

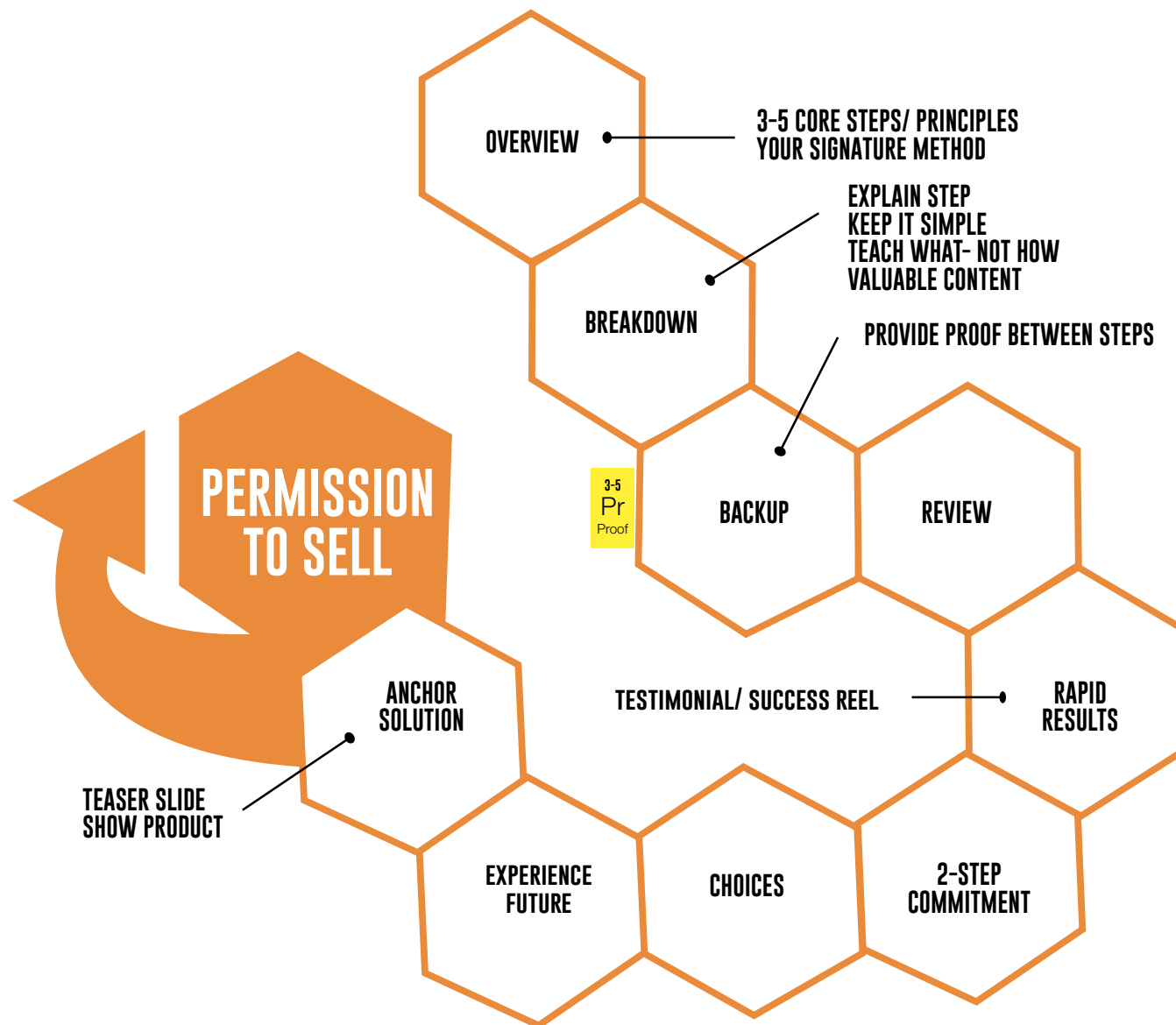
What separates you from similar folks?
Unique Service Position (USP)
Overcome objections
Why choose you
Elicit desire

6.) OVERCOME OBJECTIONS

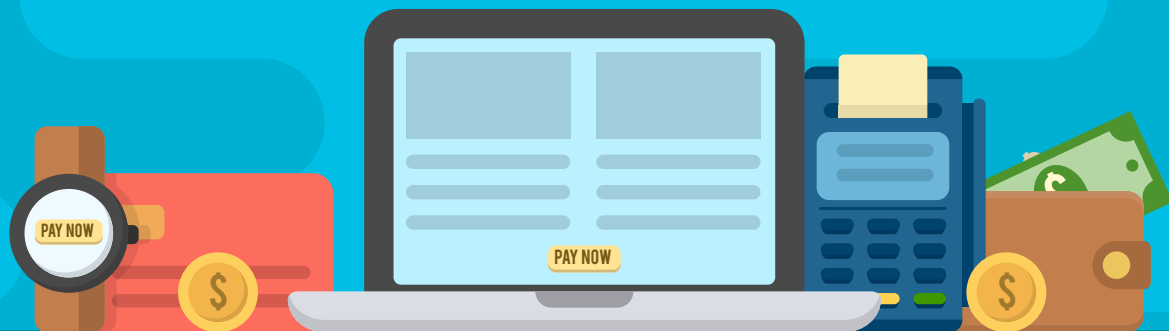
Overcome common myths
Stop limiting beliefs
Plug open holes
Present a myth & squash it
Audience holds onto 1 reason not to buy
Folks look for a way out - don't give one

7.) RAISE ENERGY

Audience energy may be low
Great time for demonstration
Use audience member
Do an assessment
Show the magic LIVE
Use whiteboards & handouts
True learning experiential
Have audience stand up
High five neighbor
Massage
Something fun
Transition into METHOD



4. METHOD



METHOD

1. METHOD

Your signature method
3-5 Core steps/ principles
Logical sequence
Based on your OFFER
Furthers the sale

2. BREAKDOWN

Explain Step
Keep it simple
Easy to follow
Teach what to do - not how to do it
Deliver valuable & useable content

3. BACKUP

Use proof to confirm each step
Testimonial
Statistic
Case Study
Proof of income
Famous quote

4. REVIEW

Recap your core steps
Anchors learning
Closes loops on teaching
Consider visual - infographic, flow chart

5. RAPID RESULTS

Multiple cases of proof
Video testimonial reel
Successive successes
Powerful quotes
People buy results, not products

6. 2 - STEP COMMITMENT

Will you be the next success?
Yes here means yes to buying
Get audience to stand up
Verbalize commitment
Repeat after me
Make it real

7. CHOICES

2-3 Options
Take years & figure it out yourself
Use a proven system
Let us do it for you

8. EXPERIENCE FUTURE

Future pacing success
Peak emotional state
Show dream lifestyle
If i can do this, you can do this
Strong emotional visuals
Why is this important to you?

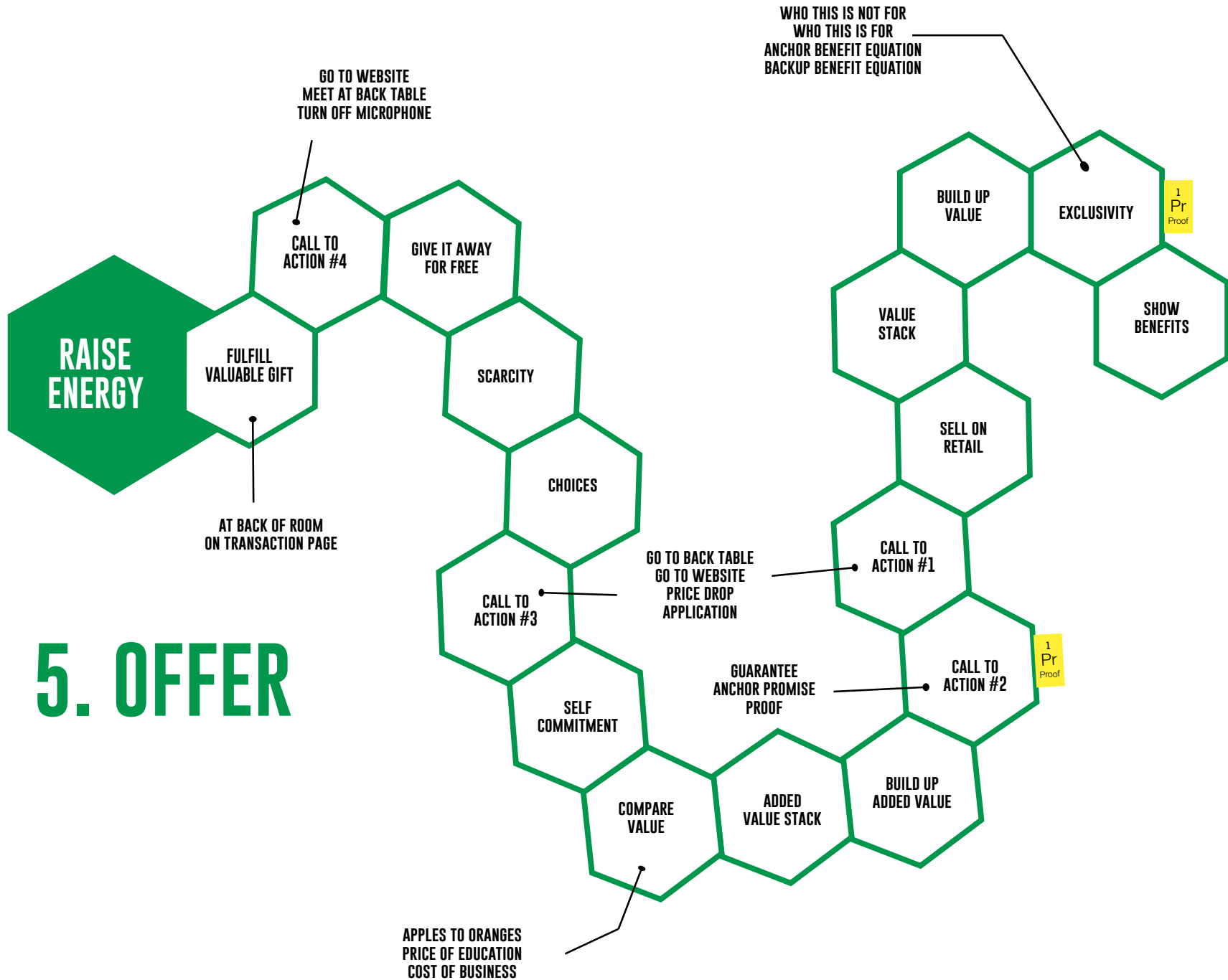
9. ANCHOR SOLUTION

You can have this future with
Your offer, product or service
We've done the work for you
Ease of use
Teaser slide
Excite imagination

List benefits & features
Address hot buttons

10. PERMISSION TO SELL

Is it ok if i share?
transition to OFFER



5. OFFER



OFFER



1. SHOW BENEFITS

- People buy benefits, not products
- Excite Imagination
- What the product does for prospects
- How will it improve quality of life?

- Bust common objections
- Show the results the system promises

2. EXCLUSIVITY

- Who is this not for?
- Who is this for?
- Who do you want to work with?
- Qualifying win/win/win
- Takeaway close
- Set expectations of buyers
- Anchor to benefit equation
- Backup benefit equaiton

3. BUILD UP VALUE

- Slide for each item in your offer
- Address hot buttons
- Create irresistible value
- Show benefits of each item

4. VALUE STACK

- List each irresistible item
- Show value (when used)
- Present complete system
- The 'how to' of your method

5. SELL ON RETAIL

- If all...
- Get them to say yes
- Time, money and loved ones

6. CALL TO ACTION #1

- Special discount/ price drop
- Giver reason for discount
- Go to back table
- Go to website
- Set limit
- Only action takers
- Only this audience
- Only # available

7. CALL TO ACTION #2

- Guarantee
- Any length of time
- 100% money back
- Zero risk
- Make it personal
- Make a promise

8. BUILD UP ADDED VALUE

- Fast action bonuses
- Slide for each bonus item in your offer
- Overcome any final resistance
- Today only

9. ADDED VALUE STACK

- Craft using Irresistible Architecture
- List each irresistible item
- Show value (when used)
- Present a complete system with gifts

10. COMPARE VALUE

- Apples to oranges
- Price of education
- Cost of business
- Investment of smilar programs/systems

11. SELF COMMITMENT

- Are you worth the investment?
- Is your family worth the investment?
- Connect success to investment
- Link audience to success

- Anchor to testimonials from earlier

12. CALL TO ACTION #3

- Special discount/ price drop
- Give reason for discount
- Go to back table
- Go to website
- Set limit
- Only action takers
- Only this audience
- Only #available

13. CHOICES

- 2-3 Options
- Take years & figure it out yourself
- Use a proven system
- Let us do it for you

14. SCARCITY

- Knowledge brings results with action
- Extremely limited
- Urgency-only today
- Offer may be taken down any time

15. GIVE IT AWAY FOR FREE

- Unbelievable offer
- Everyone wants it for free
- Refer# of people
- Refundable deposit

- Scholarship

- Partnership

- Affiliates & JVs

- Think different

16. CALL TO ACTION#4

- 7 Reasons to consider
- Follow me to the back
- Go to website
- Turn of microphone

17. FULFILL VALUABLE GIFT

- Deliver valuable gift
- At back of room
- On transaction page
- Thank you for listening
- Final push to offer

18. Q&A

- Eliminate any lingering objections
- Have offer teaser slide displayed
- Dine with prospects as group
- Prepare common questions in advance

Content Strategy

The key to an effective content strategy is to consistently produce and post quality (valued added) content, and put it in front of your target audience.

You can make sure your content is being seen by your target audience every day through:



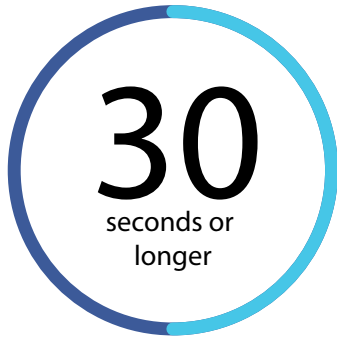
Buying Traffic



Borrowing Traffic

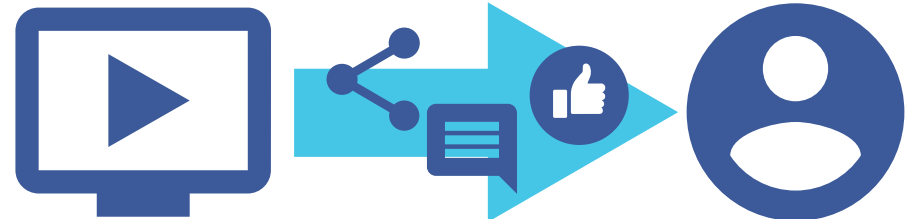


Creating Traffic



It's important to remember that your content goal is to find a "unicorn" piece of content. Meaning it gets lots of engagement (i.e. Likes, Comments and Shares). Also that it is being viewed for an average watch time of around 30-seconds. The average watch time on a facebook video is 6-seconds. So a good content to consumer match would be approx. an average watch time of 10-seconds per viewer. A unicorn is 30-seconds or longer.

The way to find a "uni-corn" piece of content is to constantly be testing different content with different consumer matches. (i.e. Video on how to get more traffic for your business matched up with an audience of small business owners, then test that content against people following other leaders on the subject, then test it against people who are marketers, etc.)



Your ideal scenario that your content strategy should be based around, is to find the best content to consumer match.

Which means, the consumer watches most of, or all of your video. AND the video has high engagement rates (i.e. likes, comments and shares)

**Because the average view time on a Facebook video is only 6 seconds...
You want to keep your video content short and to the point.**

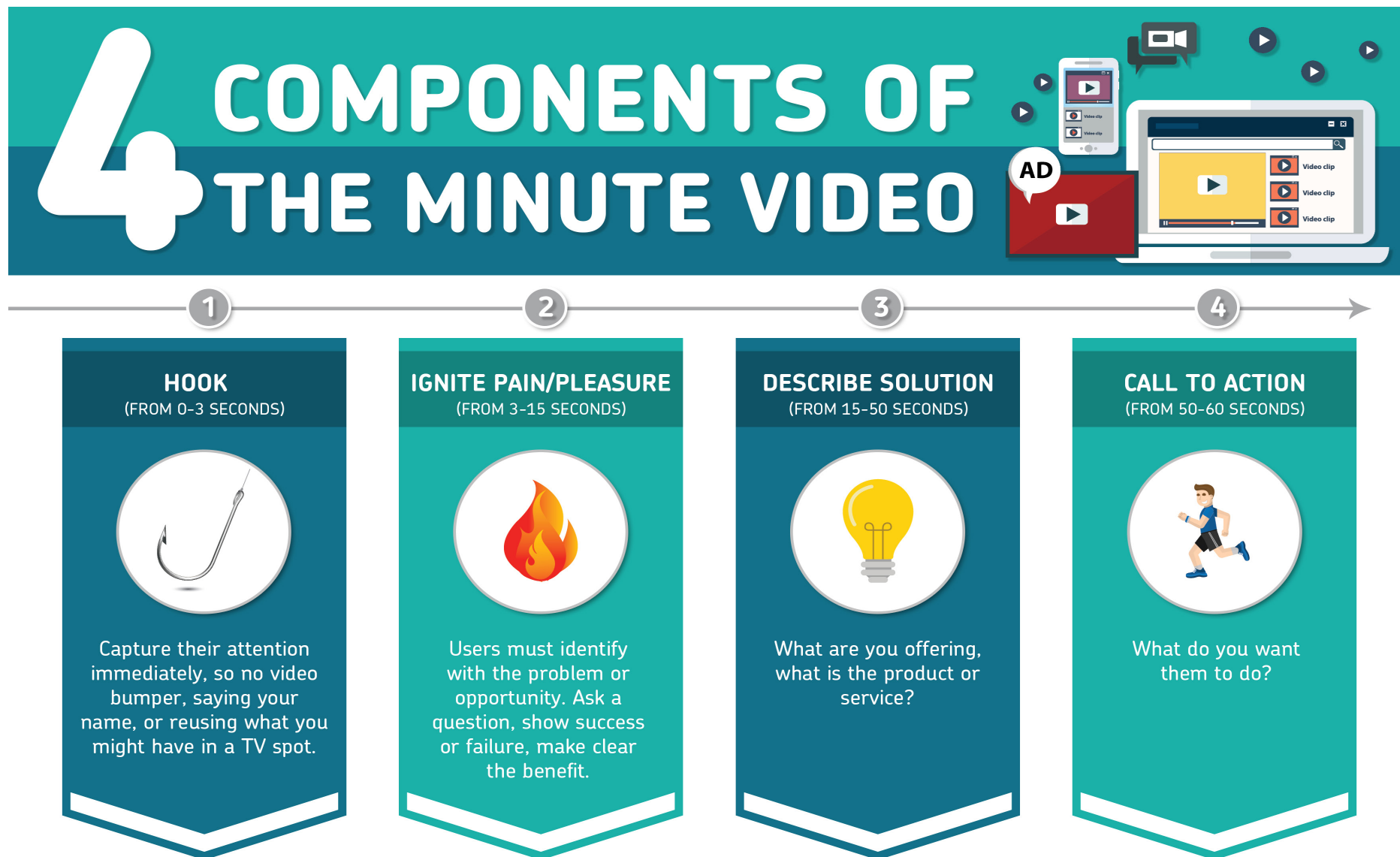
And of course, there's a formula for this...

Content Marketing Funnel



Here is our 4 components of what the ideal 60-second video should look like:

* NOTE - your video content does not need to be 60-seconds, but short and to the point is a good rule of thumb. We find 60-second videos to perform higher than other durations)



The 3 Pillars of Monetizing Content



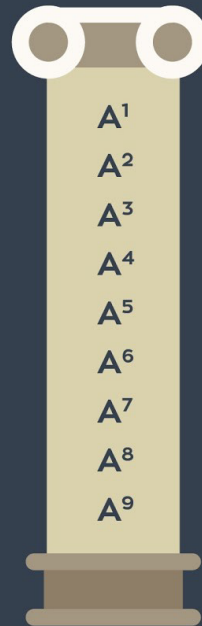
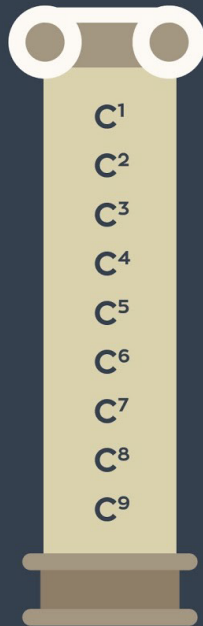
BUDGET

\$ _____
\$ _____
\$ _____
\$ _____
\$ _____
\$ _____
\$ _____
\$ _____
\$ _____

Metrics

- Total Reach
- View Per Impression
- Average Watch Time
- Relevancy Score
- Organic vs Paid Reach

Always Be Testing (ABT)



Awareness &
Engagement

Conversions
& Profit



BUDGET

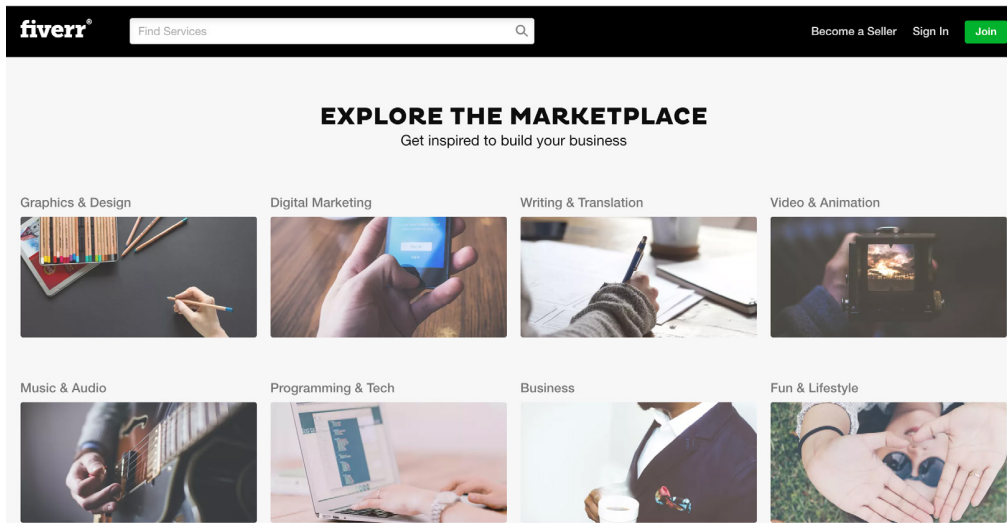
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Metrics

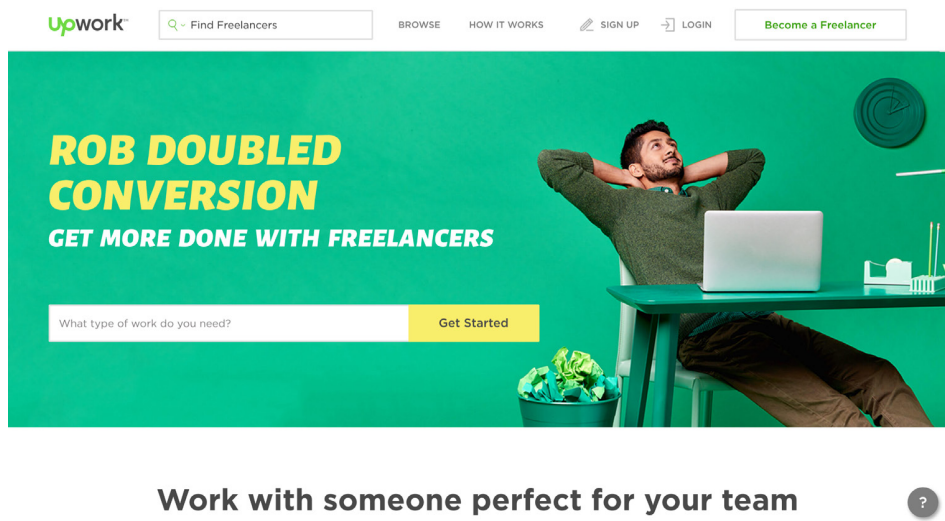
- Cost Per Click (CPC)
- Click Through Rate (CTR)
- Cost Per Action (CPA)
- Frequency
- Return on Ad Spend (ROAS)
- Total Conversions

USEFUL RESOURCES

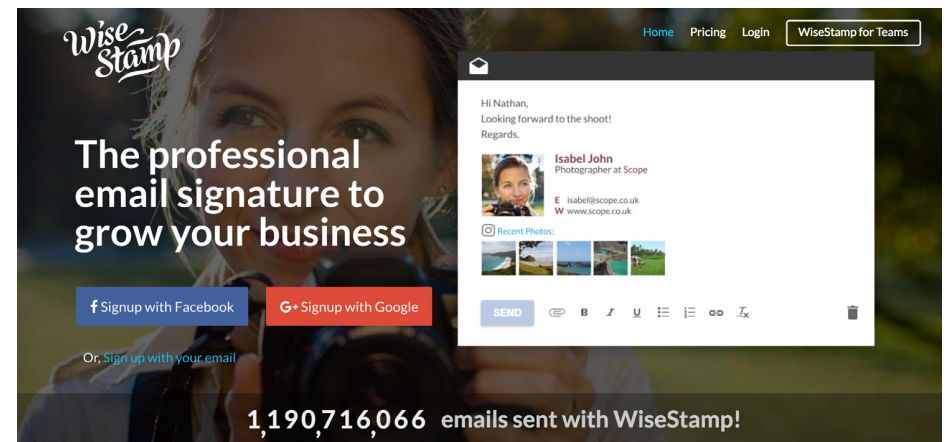
Fiverr.com - outsource any task starting at \$5



Upwork.com - Outsource higher end freelance work (i.e. web development)



Wisestamp- Professional Email Signature



Do Less, Better To Completion....At The Pro Level
www.wealthypersonalbrand.com

100 OF THE MOST EFFECTIVE HEADLINES EVER WRITTEN

SOME OF THE GREATEST HEADLINES EVER WRITTEN

WHenever I need to write a "DROP-DEAD", KICK-BUTT, "STOP-EM DEAD IN THEIR TRACKS" TYPE OF HEADLINE, I USUALLY ALWAYS FIRST TAKE A LOOK AT MY LIST OF "THE 100 GREATEST HEADLINES EVER WRITTEN" DO. THE SAME AND I PROMISE ... HEADLINE IDEAS WILL LITERALLY START EXPLODING!

HERE'S THE LIST:

1. THE SECRET OF MAKING PEOPLE LIKE YOU
2. A LITTLE MISTAKE THAT COST A FARMER \$3,000 A YEAR
3. ADVICE TO WIVES WHOSE HUSBANDS DON'T SAVE MONEY - BY A WIFE
4. THE CHILD WHO WON THE HEARTS OF ALL
5. ARE YOU EVER TONGUE-TIED AT A PARTY?
6. HOW A NEW DISCOVERY MADE A PLAIN GIRL BEAUTIFUL
7. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
8. THE LAST TWO HOURS ARE THE LONGEST - AND THOSE ARE THE TWO HOURS YOU SAVE
9. WHO ELSE WANTS A SCREEN STAR FIGURE?
10. DO YOU MAKE THESE MISTAKES IN ENGLISH?
11. WHY SOME FOODS 'EXPLODE' IN YOUR STOMACH
12. HANDS THAT LOOK LOVELIER IN 24 HOURS - OR YOUR MONEY BACK
13. YOU CAN LAUGH AT MONEY WORRIES - IF YOU FOLLOW THIS SIMPLE PLAN
14. WHY SOME PEOPLE ALMOST ALWAYS MAKE MONEY IN THE STOCK MARKET
15. WHEN DOCTORS "FEEL ROTTEN" THIS IS WHAT THEY DO
16. IT SEEMS INCREDIBLE THAT YOU CAN OFFER THESE SIGNED ORIGINAL ETCHINGS - FOR ONLY \$5 EACH
17. FIVE FAMILIAR SKIN TROUBLES - WHICH DO YOU WANT TO OVERCOME?
18. WHICH OF THESE \$2.50 TO \$5 BEST SELLERS DO YOU WANT - FOR ONLY \$1 EACH?
19. WHO EVER HEARD OF A WOMAN LOSING WEIGHT - AND ENJOYING 3 DELICIOUS MEALS AT THE SAME TIME?
20. HOW I IMPROVED MY MEMORY IN ONE EVENING?
21. DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY
22. DOCTORS PROVE TWO OUT OF THREE WOMEN CAN HAVE MORE BEAUTIFUL SKIN IN 14 DAYS
23. RIGHT AND WRONG FARMING METHODS - AND LITTLE POINTERS THAT WILL INCREASE YOUR PROFITS

100 OF THE MOST EFFECTIVE HEADLINES EVER WRITTEN

24. NEW CAKE-IMPROVER GETS YOU COMPLIMENTS GALORE!
25. IMAGINE ME ... HOLDING AN AUDIENCE SPELLBOUND FOR 30 MINUTES
26. THIS IS MARIE ANTOINETTE - RIDING TO HER DEATH
27. DID YOU EVER SEE A TELEGRAM FROM YOUR HEART?
28. NOW ANY AUTO REPAIR JOB CAN BE DUCK SOUP FOR YOU
29. NEW SHAMPOO LEAVES YOUR HAIR SMOOTHER - EASIER TO MANAGE
30. IT'S A SHAME FOR YOU NOT TO MAKE GOOD MONEY - WHEN THESE MEN DO IT SO EASILY
31. YOU NEVER SAW SUCH LETTERS AS HARRY AND I GOT ABOUT OUR PEARS
32. THOUSANDS NOW PLAY WHO NEVER THOUGHT THEY COULD
33. GREAT NEW DISCOVERY KILLS KITCHEN ODORS QUICK! - MAKES INDOOR AIR "COUNTRY-FRESH"
34. MAKE THIS 1-MINUTE TEST - OF AN AMAZING NEW KIND OF SHAVING CREAM
35. ANNOUNCING ... THE NEW EDITION OF THE ENCYCLOPEDIA THAT MAKES IT FUN TO LEARN THINGS
36. AGAIN SHE ORDERS... "A CHICKEN SALAD PLEASE"
37. FOR THE WOMAN WHO IS OLDER THAN SHE LOOKS
38. WHERE YOU CAN GO IN A GOOD USED CAR
39. CHECK THE KIND OF BODY YOU WANT
40. "YOU KILL THAT STORE"- OR I'LL RUN YOU OUT OF THE STATE!"
41. HERE'S A QUICK WAY TO BREAK UP A COLD
42. THERE'S ANOTHER WOMAN WAITING FOR EVERY MAN - AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"
43. TIES PEN 'BURPS' BEFORE IT DRINKS - BUT NEVER AFTERWARDS
44. IF YOU WERE GIVEN \$200,000 TO SPEND - ISN'T THIS THE KIND OF (TYPE OF PRODUCT), BUT NOT BRAND NAME) YOU WOULD BUILD?
45. "LAST FRIDAY ... WAS I SCARED! - MY BOSS ALMOST FIRED ME!"
46. 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO
47. SUPPOSE THIS HAPPENED ON YOUR WEDDING DAY!
48. DON'T LET ATHLETE'S FOOT "LAY YOU UP"
49. ARE THEY BEING PROMOTED RIGHT OVER YOUR HEAD?
50. ARE WE A NATION OF LOW-BROWS?
51. A WONDERFUL TWO YEARS' TRIP AT FULL PAY - BUT ONLY MEN WITH IMAGINATION CAN TAKE IT
52. WHAT EVERYBODY OUGHT TO KNOW ... ABOUT THIS STOCK AND BOND BUSINESS
53. MONEY-SAVING BARGAINS FROM AMERICA'S OLDEST DIAMOND DISCOUNT HOUSE
54. FORMER BARBER EARNS \$8,000 IN FOUR MONTHS AS A REAL ESTATE SPECIALIST
55. FREE BOOK - TELLS YOU TWELVE SECRETS OF BETTER LAWN CARE
56. GREATEST GOLD-MINE OF EASY "THINGS-TO-MAKE" EVER CRAMMED INTO ONE BIG BOOK
57. HOW I MADE A FORTUNE WITH A "FOOL IDEA"
58. HOW OFTEN DO YOU BEAR YOURSELF SAYING: "NO, I HAVEN'T READ IT: I'VE BEEN MEANING TO!"
59. THOUSANDS HAVE TIES PRICELESS GIFT - BUT NEVER DISCOVER IT! 60. WHOSE FAULT WHEN CHILDREN DISOBEY?
61. HOW A "FOOL STUNT" MADE ME A STAR SALESMAN
62. HAVE YOU THESE SYMPTOMS OF NERVE EXHAUSTION?
63. GUARANTEED TO GO THROUGH ICE, MUD, OR SNOW - OR WE PAY THE TOW!
64. HAVE YOU A "WORRY" STOCK?
65. HOW A NEW KIND OF CLAY IMPROVED MY COMPLEXION IN 30 MINUTES
66. 161 NEW WAYS TO A MAN'S HEART - IN THIS FASCINATING BOOK FOR COOKS
67. PROFITS THAT LIE HIDDEN IN YOUR FARM
68. IS THE LIFE OF A CHILD WORTH \$1 TO YOU?
69. EVERYWHERE WOMEN ARE RAVING ABOUT THIS AMAZING NEW SHAMPOO!
70. DO YOU DO ANY OF THESE TEN EMBARRASSING THINGS?
71. SIX TYPES OF INVESTORS - WHICH GROUP ARE YOU IN?
72. HOW TO TAKE OUT STAINS ... USE (PRODUCT NAME) AND FOLLOW THESE EASY DIRECTIONS
73. TODAY ... ADD \$10,000 TO YOUR ESTATE - FOR THE PRICE OF A NEW HAT
74. DOES YOUR CHILD EVER EMBARRASS YOU?
75. IS YOUR HOME PICTURE-POOR?

100 OF THE MOST EFFECTIVE HEADLINES EVER WRITTEN

76. HOW TO GIVE YOUR CHILDREN EXTRA IRON - THESE 3 DELICIOUS WAYS
77. TO PEOPLE WHO WANT TO WRITE - BUT CAN'T GET STARTED
78. THIS ALMOST-MAGICAL LAMP LIGHTS HIGHWAY TURNS BEFORE YOU MAKE THEM
79. THE CRIMES WE COMMIT AGAINST OUR STOMACHS 80. THE MAN WITH THE "GRASSHOPPER MIND"
81. THEY LAUGHED WHEN I SAT DOWN AT THE PIANO - BUT WHEN I STARTED TO PLAY!
82. THROW AWAY YOUR OARS!
83. HOW TO DO WONDERS WITH A LITTLE LAND!
84. WHO ELSE WANTS LIGHTER CAKE - IN HALF THE MIXING TIME?
85. LITTLE LEAKS THAT KEEP MEN POOR
86. PIERCED BY 301 NAILS ... RETAINS FULL AIR PRESSURE
87. NO MORE BACK-BREAKING GARDEN CHORES FOR ME - YET OURS IS NOW THE SHOWPLACE OF THE NEIGHBORHOOD!
88. OFTEN A BRIDESMAID, NEVER A BRIDE
89. HOW MUCH IS "WORKER TENSION" COSTING YOUR COMPANY?
90. TO MEN WHO WANT TO QUIT WORK SOMEDAY
91. HOW TO PLAY YOUR HOUSE TO SUIT YOURSELF
92. BUY NO DESK - UNTIL YOU'VE SEEN THIS SENSATION OF THE BUSINESS SHOW
93. CALL BACK THESE GREAT MOMENTS AT THE OPERA
94. 'I LOST MY BULGES ... AND SAVED MONEY TOO'
95. WHY (BRAND NAME) BULBS GIVE MORE LIGHT THIS YEAR
96. \$80,000 IN PRICES! HELP US FIND THE NAME FOR THESE NEW KITCHENS
97. NOW! OWN FLORIDA LAND THIS EASY WAY ... \$10 DOWN AND \$10 A MONTH
98. TAKE ANY THREE OF THESE KITCHEN APPLIANCES - FOR ONLY \$8.95 (VALUES UP TO \$15.45)
99. SAVE TWENTY CENTS ON TWO CANS OF CRANBERRY SAUCE - LIMITED OFFER
100. ONE PLACE-SETTING FREE FOR EVERY THREE YOU BUY!



HOT LISTS: 90 EASY WAYS TO BOOST YOUR AD RESPONSE

22 RESPONSE SUPERCHARGERS

1. **FORGET** style - sell instead!
2. **SCREAM** "Free Information!"
3. **WRITE** short sentences and keep them reading.
4. **USE** short, simple words.
5. **WRITE** long copy.
6. **BOIL** it down; cut out the fluff!
7. **STIR** up desire by piling on benefits!
8. **SHOW** what you're selling - action shots are best.
9. **GET** personal! Say: you, you, you.
10. **USE** selling subheads to break up long copy.
11. **PUT** selling captions under your photos.
12. **WRITE** powerful visual adjectives to create mental movies.
13. **SELL** your product, not your competitor's.
14. **DON'T** hold back, give them the full set now!
15. **ALWAYS** include testimonials!
16. **MAKE** it ridiculously easy to act.
17. **INCLUDE** a response coupon to encourage action.
18. **SET** a deadline to break inertia.
19. **OFFER** a free gift for quick replies.
20. **SAY** the words Order Now!
21. **OFFER** free shipping.
22. **BOOST** response 50 percent or more with a "Bill Me" or credit option.



9 WAYS TO CONVEY VALUE

- 1 SCREAM "Sale!"
- 2 GIVE them a coupon.
- 3 DIMINISH the price: "Less than a cup of coffee a day."
- 4 EXPLAIN why the price is low: "Our boss ordered too many!"
- 5 AMORTIZE it: "Just \$1.25 a day."
- 6 BOOST the value: Tell what it's worth, not only what it costs.
- 7 TELL how much other have paid (and were happy to do so!).
- 8 CREATE a sense of scarcity with dead - lines.
- 9 EMPLOY psychological pricing.

13 WAYS TO MAKE BUYING EASY

1. **GIVE** your street, e-mail, and Web address.
2. **GIVE** your phone number.
3. **PROVIDE** street directions and parking advice.
4. **SAY** "It's Easy to Order..."
5. **ACCEPT** phone orders.
6. **ACCEPT** mail orders.
7. **ACCEPT** online orders.
8. **ACCEPT** fax orders.
9. **ACCEPT** credit cards.
10. **ACCEPT** personal checks.
11. **GET** a toll-free phone number.
12. **INCLUDE** a long, strong guarantee - longer than your competition's.
13. **OFFER** installment payments for products more than \$15 ("3 easy payments of just \$10.99"), shown to boost response 15 percent.



46-Point “Killer Ad” Checklist

Here’s a fast and easy way to ensure your ads contain the ingredients for success. Check all that apply to your ad; the more, the better.

Headline

- ☐ Does it feature your product’s biggest benefit? (The #1 most important rule.)
- ☐ Is it a real grabber? Does it elicit an emotional response?
- ☐ Does it use Psychologically Potent Headline Starters?
- ☐ Is it significantly larger than your body copy? Boldfaced too?
- ☐ Is it powerful enough to get people to read your body copy?
- ☐ Does it make some kind of offer?
- ☐ Is it authoritative, and not wimpy?
- ☐ Is the headline set in initial caps? (This Is Initial Caps.)
Use ALL CAPS only if your headline is short - about four to five words or so.
- ☐ Is it in quotes? This can boost reading 25 percent.

Body Copy: First Sentence

- ☐ Are you using body copy jump-starters?
- ☐ Does it naturally flow from the headline?
- ☐ Does it get right into the benefits for the reader, instead of bragging about your company?
- ☐ Does it almost force them to read the second sentence?
- ☐ Is you one of the first few words?

Body Copy: General

- ☐ Does it focus on how the reader will benefit?
- ☐ Does it tell your readers why they should buy from you, rather than from a competitor who offers the same product/service?
- ☐ If your product or service is exciting, does your ad sound exciting?
- ☐ Does it progress in a logical, methodical way?
 1. Get attention.
 2. Stimulate interest.
 3. Build Desire.
 4. Offer Proof.
 5. Ask for action.
- ☐ Are you trying to sell only one product at a time? (This is best. However, some businesses, such as: delicatessens and furniture stores, can get away with more. Those are more similar to catalog ads: "Here's everything we got.")
- ☐ Do you use selling subheads to break up long copy blocks to make them easier on the eye?
- ☐ Is the copy colorful, sprinkled with power visual adjectives where appropriate?
- ☐ Is it believable? (Not overblown or ridiculous.)
- ☐ Is it respectful of the reader and not insulting to his or her intelligence?
- ☐ Is it emotional? Does it create emotion (positive or negative)?
- ☐ Do you use the principle of extreme specificity?
- ☐ Are your words, sentences, and paragraphs short? Simple words?
- ☐ Are your printed ads, sales letters, brochures, and such set in a serif typeface, such as Schoolbook? Is your web copy set in sans-serif typeface such as Arial or Verdana?
- ☐ Do you tell your readers what you want them to do in a super-simple way?

1. Clip this coupon.
2. Bring it to our store by August 21.
3. Save 50%.

- ☐ Do you outright ask for the sale?
 - ☐ Did you set a deadline, if appropriate? (Most of the time it is!)
 - ☐ If you have a lot of benefits to offer, do you list them in bullet or numbered form?
 - ☐ Do you use testimonials? If you don't have them, get them!
 - ☐ Is your business name and phone number large and instantly noticeable?
 - ☐ Did you include your logo? (Use it all the time - the more often people see it, the more brand equity it builds.)
 - ☐ Do you give directions, maps or landmarks? (They may be more necessary than you think.)
 - ☐ Did you key your ad to better track responses?
- Layout and Design
- ☐ Did a professional designer produce your ad? (Not a layout person!)
 - ☐ Is your headline big and bold?
 - ☐ Is your headline broken at the right words?
 - ☐ Is the ad easy to read? Is there focus? (The eye should naturally be pulled to certain areas first, not jump around.)
 - ☐ Is there sufficient white space? Did you wrap it in white?
 - ☐ Did you indent your paragraphs? This makes reading easier.
 - ☐ Is the number of separate elements kept to a minimum? (Don't have a million little tint blocks with type, three bursts, two blocks of bullets, a corner flag, and four reverse-type panels!)
 - ☐ Do you use art (photos or illustrations) relevant to your sales message?
 - ☐ Did you use a minimum number of typestyles? (One or two; three max! Unless a professional designer recommends it in a unique situation.)
 - ☐ Do you feature a picture of a person looking at you? (It's one of the most powerful ways to grab people's attention.)



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