

(1) Deanna Hansen

Based on last month Alumni action planning - what did you accomplish?

Almost have completed the golf program. Organized the 2 day event for teachers in Winnipeg in September. Have a couple more people registered into the program. Continue to create WHP and BTU, started the Block Talk with Deanna series. Reaching out to potential new teachers.

What do you want to accomplish this upcoming month

I want to get as many teachers into program before price increases. I want Quinn and I to plan marketing strategy with google hangouts for a September start date.

Quinn and I are going to New York - hopefully set up a meeting with Equinox gyms about having the program there. Get the FAQ's done for website.

Aug 4-8 - Fascia/Pain/Weight Loss/Toning

What do you want to earn from those activities?

Minimum \$20,000

What specific things do you need help or guidance with to achieve what you wish to accomplish

Do we want to target one city and spend time trying to make a dent - if so, which city, or do we want to target as many cities as possible? Not sure how to proceed.

I would go for one area you can get to, meet with the instructors if need be and do a live demonstration to their class, come with 15 blocks, sell them on the spot - grass roots is not dead.

This is what you should do on top of online attention: Quinn and I are going to New York - hopefully set up a meeting with Equinox gyms about having the program there.

Equinox Gyms - is this a chain?

>>> Fitness Centers - if they take it on - you can spread like crazy

Next option - yoga instructors - so similar - like when they added hot yoga - only this is easier and makes them money from resale of the block

I know you are looking for US - but it's up to you - nothing wrong with dominating an area and spreading from there.

You can go 3 ways

1. Pick a fitness chain - find out how to get something new in front of them
2. Focus on yoga - list every studio and email them

3. Focus on golf - hit them \*\*\* Get ALL benefits listed  
Create FLYER -  
Send to - [blockforegolf.com](http://blockforegolf.com)  
Send logo -  
Google - doc to share - Spreadsheet -
4. Offer a call and/or invite to a webinar replay
5. Google Hangouts - what are your goals here?  
Chair program - membership  
Trust - watch - up to higher priced  
Community and market teaching  
21 Day Block Blitz -  
Registered purchaser - Upsell momentum

### Action

1. Focus on Golf - Sales page golf lingo
2. Golf Gift - re-use and put in golf lingo >>
3. Flyer

### SELL HIGH FIRST

Bridge the gap and get leads - Google Hangout - buy to upsell

### Flyer samples:

Send busy sample - educates on all aspects  
Big Feature sample - draw Flyer

## (2) Drew Hunthausen

Based on last month Alumni action planning - what did you accomplish?

Graphic stuff - see if you can find a [fiverr.com](http://fiverr.com) guy to do it. Now it will cost more than \$5 because there will be back and forth. But probably not more than \$20. Speed is an issue we need to take advantage of summer lull - as they are quiet and looking for speakers for September ramp up.

What do you want to accomplish this upcoming month  
This upcoming month I want to get the post cards finished and sent out to the church's in my area. I am also planning to do another one of Tonya's tele summits at the beginning on the month. I also am planning on spending some time going over and implamenting some of the things I learned from Jame's college speaking workshop.

What do you want to earn from those activities? If there are no earning activities - what could you do to focus on that first.

still figuring out the whole thing about charging for the faith based market. Just got Jame's new training course on this.

— great spend time going over that training. Is it online?

What specific things do you need help or guidance with to achieve what you wish to accomplish

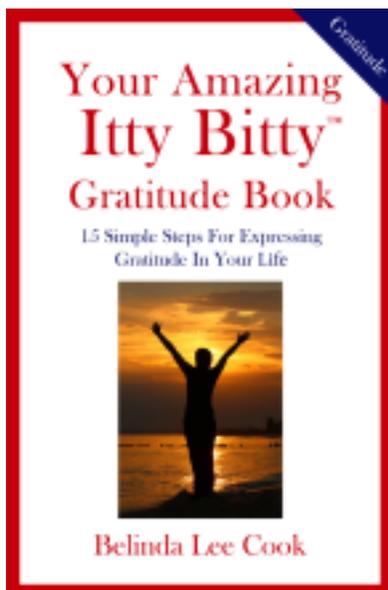
I will be sending the post card to you for suggestions and approval to get it sent out to the church's. your continued brilliance as I figure out the ins and outs of the college market as well.

— Yes I want to see the postcard - and the 25 people have the list ready in a spreadsheet who you are sending your first run to - you may even be able to hire a [fiverr.com](http://fiverr.com) guy to do this as well - research/list in google spreadsheet

For your call time this month we have enough time to focus on 1 element - what do you want that to be?

Tell me here - email supplemental information if required.

[fiverr.com](http://fiverr.com) -  
48 pages - little book - good cover  
little like this -



RE: Little book

Title of Your Talk -  
7 Principles of Gratitude, Attitude and No Excuses

Yes I think this is a great idea. They are in place of a business card promotionally but more important they are something you can 'give away' and that is the difference when you are being considered as a speaker.

How it works is when you are quoting your price - let's say Drew is \$2500 and another person is \$2500.

Drew can say and for the first 50 attendees they will get a free copy of my book .....

The cost to you (when you pre-order in bulk) is about 75 cents - so for 50 x .75 = \$37.50 - \$50

So you invested \$50 to get a \$2500 gig over someone else. This is how James uses the book.

The other way he uses the book if they don't have a 'speaker budget' - maybe they have a training budget.

You provide the books for \$2500 - and your speaking is free - so they can allocate their funds properly.

So he is talking about a small 5x7 size - like his little one - about 48 pages.

You can take your 'guide' and add more to the steps - add exercises - add what you would talk about in a presentation.

This is a project that will take about \$4000 - to format and print what you need.

So I love it - and agree with it - but I'd like to see Drew book 3 speaking gigs in this market - even if for nominal fees (although I'd love to see a \$1000 fee) - and see if you can 'raise' the money to create the book.

In the meantime - any spare time Drew has - start to create a book with those dimensions and about 48 pages - including table of contents, etc. It has to be a pure true book format.

Then we will be ahead of the game when we have funds for printing.

#### 1. Postcard Sample

<https://www.fiverr.com/skynetelj/create-a-modern-professional-postcard->

design?

sec\_context=recommendation&sec\_context\_type=natural&context\_alg=nodes&sec\_context\_referrer=search&source=main&context=advanced\_search&context\_type=auto&context\_referrer=search\_gigs&pos=2&funnel=0dc4dc6c-1405-419c-a8dd-4dfbeedf2be8

2. Google spreadsheet - add me to it

<http://www.instantonlineimpact.com/member/know-google/research-for-first-25-you-need-fiverr.com>

research for first 25 you need - [fiverr.com](http://www.fiverr.com)

[https://www.fiverr.com/nadiavt/do-online-research-for-2-hours?](https://www.fiverr.com/nadiavt/do-online-research-for-2-hours?sec_context=recommendation&sec_context_type=natural&context_alg=nodes&sec_context_referrer=search&source=main&context=advanced_search&context_type=auto&context_referrer=search_gigs&pos=1&funnel=9f7caa2e-c76e-4d5d-bf20-5985d5798555)

[sec\\_context=recommendation&sec\\_context\\_type=natural&context\\_alg=nodes&sec\\_context\\_referrer=search&source=main&context=advanced\\_search&context\\_type=auto&context\\_referrer=search\\_gigs&pos=1&funnel=9f7caa2e-c76e-4d5d-bf20-5985d5798555](https://www.fiverr.com/nadiavt/do-online-research-for-2-hours?sec_context=recommendation&sec_context_type=natural&context_alg=nodes&sec_context_referrer=search&source=main&context=advanced_search&context_type=auto&context_referrer=search_gigs&pos=1&funnel=9f7caa2e-c76e-4d5d-bf20-5985d5798555)

3. Get me info on that - get that on your front index page - promoting you about to do

### (3) Mary E. Stevenson

Based on last month Alumni action planning - what did you accomplish? I haven't gotten all of my programs together as I had set out to do. I was however very busy with sessions. I did achieve my \$1000 I wanted to earn from a client at one time! WHOO HOO!

If not as much as you expected, why?

I once again got caught up doing sessions and the month flew by. I also have been struggling with the pricing again. I have been charging new clients the \$150 for an animal session and they are hesitating. I did sell another package of three which was good. I am concerned that I may end up losing my local clients if I put those prices up more.

— current clients offer a package - bulk purchase at old **rates** - and tell them Sept. 1 your rates go up -

\$150 - buy as many at that price as they want - but as of Sept. 1st they pay your new rates. You send out a letter then you call EVERY one of them and ask how many would they like to purchase.

Frame your new service structure:

One Time Offer - \$150(1) - \$350(3) x 2 = \$700 this price doesn't continue

Choice of Package A B or C

What do you want to accomplish this upcoming month

I want to get my programs together for people for the three, six, and year time frames.

— Good

What do you want to earn from those activities? If there are no earning activities - what could you do to focus on that first.

I want to earn \$4000 this coming month.

26 packages at \$150/hour (3) = 9 people  
schedule - 3 hours = \$450 = 9 people month

Tues Thurs = 8 days Mondays - Business - reach out/promo  
Wed = 1 day

Wed - Admin day - Accounting (3) - keep client and financial records up to date

Friday - office and next week prep - reviewing for Monday  
Sunday -

\$4000 per month

Book 7 days in advance - \$150 per hour rate

Emergency calls - \$200 - \$250 per hour - /\$450 per hour

\$150

\$500 per hour - truly worth it to both of us - immediate

1. Schedule to me
2. Commit to a 1 hour rate/emergency rate - tell me those prices
3. Never do the session before you are paid
4. Review your 3 packages
5. Get languaging in for client transition - How many sessions would you like to purchase before my rates go up - Sept. 1st  
\$4000 - moving to packages versus hourly

Package -

Annual - \$2500 - includes 5 hours - 2 hours \$1500 owed

JUST HOURS - add the value

Lock in - does not expire - 10 hours - does not expire - \$150 per hour

\$250 per hour -

Bonus - if you renew your package before ALL the hours have expired you get to keep this lower locked in rate - \$1500 (\$1000)

Sessions (vary from 1-3 hours)

No emergency fees - add value

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30 days - very limited marketplace - small client

- break it down
- 4 x \$997
- 8 x \$497
- 

What specific things do you need help or guidance with to achieve what you wish to accomplish

I would like to put my prices for the programs up but I also want to have something that could be an introductory offer for people. I find because of the work I do, people are questioning even if it is real so they don't want to put a lot

of money on the line at first. After they experience the results, it is different. I am just getting comfortable asking for the \$150 and working on selling the package of three for \$375. I have sold another one of those recently.

— Introductory 1 time offer is fine - they can pay \$150 or \$375 for a 3 pack - THEN tell them all purchases after that are in package forms ranging from \$595 - \$2995

That should at least get people to buy the 3 pack

For your call time this month we have enough time to focus on 1 element - what do you want that to be?

I would like to talk about the programs again. I want to have something that is comfortable for my local market but also be able to have higher priced programs for other markets. Let's get new prices on your site - and if you want to when you are with someone cut a deal - that is up to you. Here's what I do though - I don't cut prices - I add bonuses. Something to think about. The issue is ONCE you cut a deal - that will NEVER stop with that client. When you get clear on policy - people don't try to negotiate and guilt you into feeling you are worth less than you are.

(4) Kathy K

**Question 1. What are your ideas for follow up with auctioneers who come to my seminar at the Auctioneers Conference with the idea to promote my new auctioneer mentor program.**

(I am doing a free drawing at the seminar for a 1 hour phone consult)

Promote Your New program

<http://ahigherbid.com/LynnePresents/>

Yes - get ready to book

Flyer - Partner With Kathy

- What is the program - seminar/Benefits - you earn income - get information to your audience - raise credibility

Schedule a consult - details/book a date

Create an online program details page - site

Details - You book the venue

You get a minimum of 25 people at the venue

You provide any refreshments

You pay travel

Benefits

I build the promotional page -

Sample - <http://ahigherbid.com/LynnePresents/>

I do a 3 hour presentation -

I pay commission on sales made at the event or up to 90 days following

**Question 2. Will you review these 2 webpages and add your insights and comment --see below please**

A. *Overall A Higher Bid Fundraising Seminar page that I will use.*

[www.AHigherBidSeminar.com](http://www.AHigherBidSeminar.com)

## **OVERALL PAGE**

<http://ahigherbid.com/book-seminar/>

For the overall page, how can I still brand this to me and my book-tour, yet feature the other auctioneers who will be guest presenters in their geographic market.

- I wouldn't modify this page for other people - this is yours
- for other people they will promote directly their own page
- you aren't meant to be the seller of tickets to their events
- they are

<http://ahigherbid.com/LynnePresents/>

What you can do is add the dates to that page on a button and then when they click - it goes to the sub page of the host - versus when it's just yours it will go to a buy now button

But if you want to - you need to change from

**GUEST PRESENTERS:**

to

**Event Hosts:**

What you can add is something at the bottom that says

Would you like to host one of these in your neighborhood? Give me a call and let's get you and your market place ready to break records. Click to Find out more - and send to a survey form or online booking calendar.

The overall banner does not make sense -- or does it. Should it say: Fundraising Auction Seminar instead?

Yes - change it now - book tour sounds smaller than what you are doing - you are doing full seminars

*B. Auctioneer Bobby D Ehlert seminar draft page to use for his AZ regional marketing*

<file:///Users/kkingston1/Desktop/Kathy%20Kingston%20Fundraising%20Auction%20Seminars.webarchive>

(Note, we will replicate this for other auctioneers in their market too)

Instead of Presented by - Brought to you by...

- it makes it seem like she is doing the presentation - and that may confuse attendees once they get there

auctions never reach their full philanthropic potential -  
**UNTIL NOW.**

After this line you need to introduce that Kathy is the speaker and her top 3 traits

Lynne Zink is proud to bring you record-breaking Kathy Kingston who will be sharing her trade secrets to fresh profit-making strategies you can immediately use to raise more money.

change this line from

Are you ready to learn my new proven fundraising methods that break records?

to

Get ready to learn Kathy's proven fundraising methods that break records and change lives

Good. Because, I'll share my secrets from

change to

I'll share my secrets from

change from

Register for Kathy's content rich and highly interactive seminar where you'll take away

to

Register for this content rich and highly interactive seminar where you'll take away

Remove 2nd appearance of this go straight to locations

**WHO SHOULD ATTEND**

Exclusively for: Nonprofits, Schools, Foundations, Auction Committees, Executive Directors, Board

Members, Fundraising Staff, Heads of Schools, Parent Teacher Organizations, Development Directors, Volunteer Directors, Event Managers, Major Gift Officers, Advancement Professionals, Healthcare Philanthropy Professionals, Gala Chairpersons, and Volunteers

As you know, I am growing this model with other top auctioneers in my mentor program.

There will be 2 more locations added for spring with new auctioneers, San Francisco, CA and Tulsa, OK, plus my own seminars in Hartford, CT, Cape Cod, MA and Anchorage, AK

So I need a design solution that will be easily understood and will list numerous seminar dates and guest presenters.

Yes

**Question 3: How to I follow up on this new Fundraising Auction Evaluation product?**

**How to I monetize it for additional consulting for this new and future clients?**

I just created a new product for KIDS Center. I created and performed a full in-person Fundraising Auction Evaluation plus an on-line guest feedback survey.

Program with Sister -  
Get on your website - \$ - Promoting

Are you a member of this - <http://nanoe.org/>  
Looks like a good place for you - the organization and  
ultimately speaking at their conference.

No Report:  
Marci Baun  
Elizabeth Naylor