

MarBeth Dunn

List not responding

- webinars
- twitter + blab.im Publishers Lounge - 1/week - scheduling
- periscope twitter
- save broadcast - rebroadcast

What did you accomplish last month?

1- Harrison and I have just acquired a 2K person meetup group on spirituality. we would like to activate the group and have local events.
- full time lead gen - TOGETHER blab.im

2- Push my podcast and create my new Miracle Show
- okay - brand shift

3- get out to groups in my area and speak.
- great

4 - 17 class - bonus call - SWAT - push the 1:1

(2)

\$97 class - Igniting the Miracle Within - How to Release the Miracles in Your Life

Assessment Call - 30 minutes - \$97 INCLUDES

SWAT SYSTEM - \$500 value

Upsell - end of class

Flash of Insight - rebrand that - under the Miracle brand

(3)

\$5000

First class - Abundance and Money Attraction

Present it in a way that solves the barrier in front of them >>>>

The goal is to get more clients.ALWAYS

What do you want to accomplish this month

generate more clients/ students - bring in \$10K/month

- so you need to sell 10 programs at \$1000
 - 5 x \$2000 *** easier
 - 20 x \$500
 - smaller priced products means you need HIGH volume if you consider the average conversion
- ie. 10 calls - convert 1 @ 2k - 50 calls in - 2 you need
 , 2 at \$1k, 3 at \$500
- Now you can see how many calls you need per month to reach \$10k
- you need 100 calls at \$2k and it goes up from there
 - this is why you need higher priced programs - same effort to sell a \$500 as it is a \$10k - the key is you get used to No's and you perfect and work your script after every call if you felt a weakness

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

Not sure if I should be selling my 31 days to health, wealth and happiness simultaneously with marketing for the Spiritual wealth class.

— no always plan your marketing in quarters

3 months to sell and fill a
 3 months to sell and fill b
 etc.

Goal: Would like to enroll 50 students into the SWAS class @ \$147.00
 \$7350 - 50 units

\$97 - 75 units - 800 - 10% range
 replay -

cycle - 4 emails - 1 - introduce 2 - hey 3 - last chance - 4 after - did you miss it - go here watch replay avail - increase urgency

75 people - increases your 'call' to upsell

and get a bunch of strategy calls from it to enroll in individual coaching and other classes, so it will lead to \$30K or more in sales

— this is a great plan - this is how you plan a marketing strategy - structure, sequence, execute, achieve

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

RE: I've been mostly working the internet. I'll need to shift presentation from virtual to live. so I guess it's booking speaking and networking. Although I'll still be working social media and my podcasts

Internet is great for a number of reasons;

- research - speaking gigs Module 7
- grabbing access to audiences for engage enlightenment and feeding to LP
- 80% of your time should be spent on -
 - **speaking, networking, live events, seminars, sponsorship, gift certificates, referrals**
 - NOTHING replaces the speed to cash that these provide

Why do we start with brand, website, landing page - because you need to feed those live leads somewhere and they will check you out they will either like it or not if they like it they will continue the relationship or interest if they don't they leave - So all the offline work was for nothing

YOU MUST DO THE OFFLINE WORK

The structure of your effort is

- Filling the 1:1 programs
 - Leverage - Filling group programs - 10 x \$1000 = \$10000
 - system in structure - M2M Mastermind = M2M Mastery (online version)
- \$8500/month
\$100k

- Passive - creating online sales to get you paid while you sleep (DIY version)
- Front of funnel -
- Level 1 weekend training - \$500 3 part series
\$500/ \$1000/ \$5000

Year - FOCUSED - 3 seeds programs - your effort dispersal

\$10k - HOW TO GET THIS - PRIORITY 1

Drew Hunthausen

Daily Patterns:

Create a spreadsheet for interview and speaker inquiry links

2 per day -

Focus on California list

Video - 2 minute videos

Do this month

Sent a couple of messages out to two of the shows but have not heard back

- you need to send out 40 per month or 10 per week and keep doing that

- even when they didn't respond - send again the following month - so create a spreadsheet

Link - Host - Sent em - Reply Y/N - Next Action

(2) weekly blog posts to my list - 1 per week

<http://drewhunthausen.com/blog/>

- headlines matter - so do keywords

- then did you share on your social media platforms - do this if not

- then when it's evergreen - add an email to your autoresponder to direct to blog post

-

Blogging Tips

BLOG POSTING TIPS

Search engine optimization is a key part to a good blog post.

Step 1. Pick a keyword for that particular post.

Step 2. Write and post your blog post

Step 3. Run the exact blog posting through a keyword density checker
www.Keyworddensity.com – 9-12% for the term you are going for

Places you can keyword optimize -

Domain – actual domain name

Folder – subfolder ie. /internetmarketing

Page – sub page – ie. internetmarketing.htm

Title Tag – <title>Internet Marketing</title>

Header tags – <h1>Internet Marketing</h1>

Meta tags – meta description and keywords

Alt tags – pictures, name the alt tag the keyword

Keyword at bottom of the page – end the page with your keyword

Blog Cycle

<https://www.youtube.com/watch?v=xVfze3KJX1s>

10x

Push a Blogpost to Google

<http://pingomatic.com/>

What do you want to accomplish this month

* This month I want to continue getting my blog posts out every week, as well as determine and implement a strategy for getting more followers.

Activity

- This month I want to continue getting my blog posts out every week,
- determine and implement a strategy for getting more followers
(Video: from video to social media to blog to social media to autoresponder)
- more speaking gigs - Module 7 - Speakers and Speaking - do again

Blab - Periscope - Video - www.DrewsInspirations.com

Income?

* Not expecting any income from these activities. I need to schedule a speaking opportunity with perhaps a college or university that pays. I have

my book in progress and want to get it finished (The Ultimate College Success Formula).

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

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

- *Strategy to increase my followers, - blogtalk, interviews, telesummits
Interview Request Email

- Book 3-5 interviews per month

- finishing my book, - hold - speaking in college market - tool

- scheduling speeches, - yes 1 year
search

PSA - Tonya - call for speakers - create your submissions -
send to me for review

- new short video for my speaker page, - yes
general? college market?

Niche -

College - sports - need motivation and inspiration - goal setting

Do it by design

swimming and baseball -

Email - College - you graduated from -

Coaches -

Action Plan:

Jan/February -

- do 2 videos and follow the protocol - social media - formula
show me the video - post on Youtube - check keywords

- make sure you have 3 emails in your autoresponder to keep your tele summit subscribers connected - make sure you add one new message at least every month - for every video you do - do an autoresponder message
- book an interview via blogtalk radio or other source - create an email you send to prospects and let me see it - once approved - send out
- do 1 blog post per week
- submit to one speaking gig
google search - connections - Holistic Chamber of Commerce - local church groups - small local meetups - www.meetup.com
picture at the event - social media post - post on your speaker site - logo -

Focus this month

I would like to focus more on the blog talk and on line radio show. We've talked about this before, but would love to get any more specifics/ tips on searching and or contacting the hosts. There's probably something relatively simple that I'm not doing or not seeing.

Also want to contact some colleges to see what opportunities there might be in the sports arena for inspirational speakers.

- get the list and start contacting them
<https://colleges.niche.com/all/>
sports - https://en.wikipedia.org/wiki/List_of_college_athletic_programs_in_California
- <http://www.radioguestlist.com/premium-verification.html>

Mary Stevenson

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

What I have been working on is getting my calendar booked in advance with times to work on my business etc. As talked about in M2M. I am also working on planning time for self care (i.e. massages, exercise) because I had a wake up call last month that this should be a priority (having gotten so ill).

If not as much as you expected, why?

I am still finding full days of work to be challenging for me physically so I am slowly getting back to doing lots of appointments.

What do you want to accomplish this upcoming month

This month I want to finalize packages for people-

-I have had people say they want to work with me once a month all year.
YEAH!!

I want to research and find a place where I can set up an introductory class for people regarding their animals.

- physical location

Online - we can do that - it's just us creating a page a month - like we have with M2M

- Blab.im - integrates to Twitter - start to build your twitter follower

Guide - step by step

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 go through my year and see what I need to charge for sessions or classes that will earn me a yearly salary that I want. I haven't figured this out yet.

- reverse money flow

\$50,000 - \$100k - \$125k

\$5000 per year - \$2500 start \$2500 month 6 -

- program unfolds
- sell 10 of these
- high level high service

Year - \$7500 -

\$625/month - Family Holistic Program

show the value

\$2000 x 25 -

\$1000 x 50

\$500 x 100 - / 12 = 9 new clients a month - doing a service

- 9 of them

Pure breed - \$3000 - every month special food,

- hip injuries - \$3500 surgery 3 x

- Horses - \$3500 - \$700

Beverly Hills - necklace

pet stores

online - follow celebrities - tweet -

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

RE: I need some assistance in how to get everything done that you want to accomplish. I tend to get caught up when people call and feel their session should happen right away.

Emergency Fee - use this - pain = fast buyers

Income comes first - if they call and you have time - Emergency - take the credit card and do the call now. KEY - TAKE THE MONEY FIRST

At the end of the call - present the upgrade option - work with you for

3-6-12 months - and you apply what they just spent towards any of those programs

\$7500 - \$2500 \$2500 \$2500 month 9

6 month - \$5000 - \$2500 \$2500 month 3

3 month - \$3500 - \$1500 \$1500 \$500

Must make that offer - give them full service - up to them

Also any advice on what to say when people are asking for a deal.

— the thing is you only have so many hours in the day - it's not like you can 'sub' this work out - which is why the rates are where they are. If you had someone else you could train and they could continue with you and your pet - then that could be offered at a lower rate - but right now you are getting the best for the best price I can offer

- creating a caring community of people and pets you care for deeply

You want to make sure your pet is getting the best care right?

- ask them questions that make them qualify the purchase

RE: I offer the package but they don't want to pay that but they want a lower price on two sessions.

— this is okay - bulk buying does = discounts - so I agree with this - if 2 isn't enough - you can say - I have 3 offers

1 session

3 sessions

10 sessions

- pick which one works for you

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.

— package pricing and reverse calendar

Kathy Kingston

What did you accomplish last month?

3 seminars - promote the heck out of those seminars
promote KK in Sonoma and Pacific Northwest
sell KK as consultant and auctioneer at seminars
book about 4-5 more spring auctions == \$20K
build partnerships with my tech and auction item vendors for the seminars

Review site:

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

- reverse the page - info first - booking next - center those buttons

<http://create6figurecourses.com/retreat/>

What do you want to accomplish this month

I do want to book some "Book Tour Seminars" in Seattle, Sonoma, San Francisco, Portland for early March. This is my #1 way to get business in a new location.

— DONE

I will also teach my **advanced auctioneer class** in Phoenix privately for an auction company. All I need to do is show up and teach.
Jan 16 and 17.

— fantastic - opportunity > offer mentor - give a referral fee -

Bobbie Dee - mid 30s -

- BOOKED and SOLD

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

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

- TODAY - need help with copy for promo

- ideas for Supreme Queen follow up - just do it - reach out ask what can I do for you - people like this - serve first
- seminar promo help -

Action Plan:

1. Email promo -

List of attendees -

Special book offer with a free discovery call gift certificate

- fill the gap

5 calls - close 1 - high end

2. Find key players - connect with them - on event dish

3. Get the audience