

Game Plan For 2022

Areas We Need To Focus On

- 1.) Lead Generation**
- 2.) Products/Services To Sell**
- 3.) Residual Income (The Great Equalizer)**
- 4.) Social Media Strategy**
- 5.) Advertising Game Plan (Paid Advertising)**
- 6.) High Ticket Products**
- 7.) Webinar Strategy (Automation)**
- 8.) Automation With Zapier**

Goals

- 1.) Increase Revenue**
 - a.) What is that number? (Dollar)**
 - b.) How are you going to get there?**
 - i.) What are you going to sell?**
 - ii.) List out the products you'll sell and what percentage of the overall pie chart do they represent?**
 - iii.) Rough, Rough, Rough Game Plan**
- 2.) Decrease In Time Spent**
 - a.) Outsourcing**
 - i.) Make a list of all the things that have to be done within your company**
 - (1) Huge exhaustive list (in detail)**
 - ii.) What do you HAVE TO do?**
 - iii.) What do you WANT TO do?**

- iv.) Take the list of everything you have left and then mark your name next to the ones that you are going to continue doing.**
- v.) If not you... then who?**
 - (1) If we know or have someone on our team that is going to do this task then write their name next to the item.**
 - (2) Then we filter the list to what is left and this what we need to outsource of find someone else to do.**
 - (a) Can this be automated without human intervention?**
 - (3) If not we need to find someone to do it**
 - (a) OnlineJobs.ph - Hiring**
 - (b) PeoplePerHour.com**
 - (c) Fiverr.com**
 - (d) Upwork.com**
 - (e) Freelancer.com**

Lead Generation

1.) Trial Offer List Building

- a.) You have a product that you can give a person a trial to. (Typically a membership)**
- b.) Free to try the product for 14 days and then at the end of trial they either cancel or they stay**
- c.) Two Options to build a list**
 - i.) Option 1 - Optin page then sales letter - The optin teases about the offer on the next page and they have to optin to see the offer. The optin video is a pre-sell to the sales letter.**
 - ii.) Option 2 - just the sales letter itself. Because the sales letter is essentially you optin because it's a trial.**

5 Minute Webinars - Training

- 1.) Create an optin page to teach a certain strategy**
- 2.) Then we teach them the strategy and after we say...
“Let me share with you something we're doing right now” then go into you sales pitch**
- 3.) I can repeat this an unlimited number of times**

Example Trial Offer

- 1.) Let's say we drive 100 visitors a day**
- 2.) For the month we have 3000 unique visitors**
- 3.) 1000 Optin - they know what the offer is**
- 4.) 200 = 20% take offer**

- 5.) 100 new members who stayed
- 6.) $100 \times \$97 = \$9700/\text{Mo.}$
- 7.) Net \$6700
- 8.) \$3.23 Per visitor

Not counting

- 1.) Retargeting the 2000 people who didn't optin
- 2.) 8 Day Follow Up System to the 800 who didn't buy
- 3.) Marketing other products and services to the list

Retargeting Super Strategy

- 1.) After you tag the people who visit
- 2.) Have marketing campaigns setup to promote your other products to these people
 - a.) I can now market all my products to them
 - b.) If I had 8 product that's 8 campaigns

2.) Webinars Marketing Strategy

- They have to optin to watch the webinar ***
- Then during the webinar we sell them hopefully
- Then after the webinar we do an 8 day follow up
- We can promote other products and services

Sales Methods are Not Equal - Under \$500

- 1.) Method One - Sales Letter - 3%-5%

- a.) **If you put an optin page in front of a sales letter then you double the conversion rate.**
- 2.) **Method Two - Webinars - 10% - 15%**

Our Strategy is Simple...

- 1.) **We have a webinar for each product that we have**
- 2.) **We promote the webinar constantly**

Products/Services To Sell

1.) Residual Income Product or Service

- a.) It's not about the price point**
- b.) It's about the residuals**
- c.) Typically a Membership Site**
- d.) Why? - Make residual income**

2.) High Ticket Product(s)

- a.) Min. of a \$500 - Preferably at \$2000**
- b.) Has to be scalable**
- c.) Shouldn't have you included in the price if it's under \$5000**
- d.) You can include group training**
- e.) Why? Get to your income goals faster.**

3.) Selection of Products \$97 or Less

- a.) Create intro products that can easily consumed**
- b.) Get people used to you**
- c.) These can videos 20-60 min on a specific topic**
- d.) Think tutorials**
- e.) Why? These are paid lead generators**

4.) Your normal product line

What is your Rome? - Should be a membership site.

Residual Income (The Great Equalizer)

- 1.) If you have a stream of residual income already then what can you do to maximize it?**
 - a.) How can grow this bigger?**
 - b.) How can I generate more leads for this?**
 - c.) IDEA: Trial Offers**

- 2.) If you do not have any residual income, then we need to create something.**
 - a.) Create a paid monthly newsletter**
 - i.) Email Newsletter**
 - ii.) PDF Newsletter**
 - iii.) \$10 - \$30**

- 3.) CreatorConnection.com**

- 4.) Monthly Video**
 - a.) Charge people to access the video**
 - b.) Just send them the link to the video**
 - c.) Monthly Webinar get access to the webinar live each month and the recording.**

- 5.) LearnUniversity.com**

Social Media Strategy & Podcast Strategy

- 1.) Create our Video podcast show**
 - a.) 15-20 minutes for the whole show**
 - b.) We promote Marketing University**
 - c.) Try to get email addresses**
 - d.) 3-4 topics**
- 2.) Post to iTunes as Video Podcast**
- 3.) Post to iTunes as Audio Podcast**
- 4.) Post video to YouTube**
- 5.) Post video to our Blog**
- 6.) Post video to FaceBook**
 - a.) Send an email to your list about your video on FaceBook and make sure you send them to the direct link of the video post**
- 7.) Post video to LinkedIn**
- 8.) Link to video in Twitter**
- 9.) Link to video in Instagram**
- 10.) Link to video from Pinterest**
- 11.) Post to the video to Libsyn**
 - a.) Stitcher**
 - b.) Soundcloud**
 - c.) Spotify**
 - d.) Google Play**
 - e.) Plus Others**
- 12.) Transcribe the Audio**
- 13.) 3x Post the transcription to blog**
- 14.) 3x Post the transcription to FaceBook**

- 15.) 3x Post the transcription to LinkedIn**
- 16.) 3x Post the transcription to Medium**
- 17.) 3x Post the transcription to Blogspot**
- 18.) 3x Post the transcription to WordPress.com**

**That's 31 different posts we are making each week
1500 pieces of content a year**

**We can pull out quotes and put them on images
We can pull sound bytes and put them on audiograms**

38 Pieces of Content a Week

*** Get instant access for 14 days to all my programs. Click here for full details. <https://marketinguniversity.com>**

Advertising Game Plan

1.) Search Engine Advertising

a.) Google

- i.) Google Standard (Search) Keywords**
- ii.) Google Display (Banners) Network**
 - (1) Choose your sites to advertise on yourself and give them to Google**

b.) Bing/Yahoo

- i.) Standard Ads (Search) Keywords**
- ii.) Standard Ads (Network)**

c.) YouTube

- i.) Discovery Ad to a content video**
 - (1) The retarget them with an offer**
- ii.) Classified ad On YouTube**
- iii.) Pre-Roll Ads**
- iv.) Banner Ads on specific Videos**

2.) Social Media Advertising

a.) FaceBook

- i.) Standard on facebook**
 - (1) Except change out the image for a video (15-20sec)**
- ii.) Lead Gen Ad**
- iii.) Video Ad for views (views)**
 - (1) Retarget for a conversion ad**
- iv.) Alternate Version**
 - (1) Awareness ad (Video) For Conversions**

(2) Retarget for a conversion ad

b.) LinkedIn

i.) Standard ads (most expensive)

ii.) InMail Ad

c.) Pinterest

i.) Standard Ads

d.) Reddit

High Ticket Products

- 1.) If you don't have one...
 - a.) Find an affiliate product
 - b.) Find a high ticket product you can buy
 - c.) Make your own high end product
 - i.) Use recorded powerpoint + screen capture
 - ii.) Choose your topic
 - iii.) Break down how many major steps there are in teaching your topic - Chapters or Segments
 - iv.) Then we break down each segment into smaller steps start with 4 steps and more if needed
 - v.) At this point you are going to create 8 powerpoints one for each segment.
 - vi.) Each powerpoint has at least one slide intro and 1 slide wrap up
 - vii.) Each powerpoint has 4 main topics you're going to cover - each topic starts as a slide
 - viii.) Then we expand as needed to cover the topic thoroughly - in other words we add slides as needed for explanation
 - ix.) Use graphics, pictures, videos as needed to make your points
 - x.) Once we write each powerpoint slide
 - xi.) Then we record each one
 - xii.) If we think ahead each powerpoint COULD be a stand alone product

Example: How To Make a Website

- 1.) Choosing a Domain Name**
- 2.) Choose a hosting account**
- 3.) Creating a high end website design**
- 4.) Website Conversion Strategies**
- 5.) List Building Strategies**
- 6.) Search Optimization**
- 7.) Using WordPress**
- 8.) Marketing Your Website**

8 individual products - \$97 x 8= \$776

Everything as Bundle = \$597 Everything

When I sell the individual products I upsell into the big one

Webinar Strategy

- 1.) Have a webinar for every product we have**
 - a.) We build a new list**
 - b.) We sell our products**
 - c.) We have a higher conversion**
- 2.) Different Webinar Takes...**
 - a.) It can be for a low end product**
 - b.) It doesn't have to be 90 minute it's ok to have a short webinar 60 minutes or less**
 - c.) We use a PRE-SELL webinar**
 - i.) We setup a webinar for specific day each week (the webinar plays only once each wk)**
 - ii.) We spend the rest of the week promoting this weekly webinar**
 - iii.) The process...**
 - (1) They optin for the webinar**
 - (2) When they get to the thank you page, we thank them and give them an offer before the webinar.**
 - (a) We tell them this what I'm going to offer on the webinar and we pitch them.**
 - (b) If they buy today before the webinar, we're going to give them a huge discount EXAMPLE: 25% off**
 - (c) We follow up with them up until the webinar and try to get them to buy**

Zapier