Client Getting Blueprint

#1 Foundation Blueprint

- Lesson #1: Experts vs. Marketers
  - Experts believe the value is in the content of what they know and their experience
    - Talk About what's Important to Them
    - Your prospects are in an irrational state
    - Always expect people to buy
    - Think they should hoard their knowledge
  - Marketing mindset knows the value comes from how the customer "perceives" what they know
    - Ask & Listen: What does the customer want?
    - Project themselves into their customers shoes
    - Never expect people to buy: Test
    - Give away their best stuff
- Lesson #2: Commodity vs. High Value
  - Commodity
    - Sell what you do - i.e. tactics
    - Look at how much i can do
    - Let me prove i'm good enough (Sample Sessions)
    - Sell based on how much time or stuff they're providing
  - High Value
    - Sell what people are missing
    - Use powerful attractive language
    - Tell me why you are ready
    - Ask for decisions
    - Charge based on results NOT time
- Lesson #3: Diagnose the Problem
  - Ask Questions & Listen
  - Sell the freedom from the problem
  - Separates you from the competition
  - Maximizes their desire to invest in the getting the outcome

#2 Market Selection

- Lesson #1: Niche Selection
  - 4 Major Categories
    - Relationships
    - Finances
    - Health
    - Faith
  - How many segments in your market?
    - Weight Loss Coach
    - Women
      - Older
        - Just divorced
        - Professional
      - Younger
        - New Mothers
        - Getting Married
    - Men
      - Over 40
      - Over 30
      - Over 20???
    - Vegan
    - Paleo Diet
    - Vegetarian
- Lesson #2: Customer Avatar
  - "Everyone" isn't a good answer
    - Can you describe them in detail?
      - Age range
      - Income Level
      - Single/Married/family
      - Hobbies
    - Can you articulate their fears & desires?
    - Can you anticipate their objections they may have in believing you?
  - Discover your ideal prospect
    - What's their problems & desires?
    - Look at their problem from their perspective
    - Who is your ideal segment where you start?
    - Customer Avatar Process
- Lesson #3: Best Approach
  - Can you serve the best with your skill set
  - Can you solve their problem quickly & efficiently
  - Is the most profitable
  - Is Scalable
- Lesson #4: Research Resources
  - Amazon reviews
  - Forums & Blog Posts
  - Twitter #hashtags
  - Facebook #hashtags
  - Facebook Fanpages
  - Quara.com
  - Alexa.com

#3 Credibility Factor

- Lesson #1: Why Credibility
  - To attract more ideal **prospects**
  - 96% of all coaches all look and sound the same
  - To STAND OUT
- Lesson #2: What To Do
  - COMMUNICATE APPROPRIATELY TO YOUR CLIENTS DESIRED OUTCOMES
    - Talk About what's Important to Them
    - Your prospects are in an irrational state
    - SELL WHAT THEY ARE MISSING
    - GIVE AWAY YOUR BEST STUFF
    - Do all of this public & privately
  - Referrals & Testimonials
    - Framework
    - Japkin.com
  - Professional Look
    - Website
    - Branded Marketing
  - What NOT To Do: Compare yourself & your results with other peoples assets
- Lesson #3: How To Do it
  - Education Based Marketing
    - Context Vs Content
    - Strategies vs Tactics
  - Get featured in your industry news or Media
  - Publish a Book: ISBN #
  - Host a Show: Podcast, Youtube or G+

#4 Branding Strategy

- Lesson #1: Branding Basics
  - 4 Parts to Branding
    - Name
      - USP & Difference: What's your unique way you look at the world and solve this problem?
        - USP Formula
          - Power Phrase
          - Benefit Phrase
          - Desired Outcome
        - "We show _____ how to _____ and ____ in ___ even if ___ guaranteed."
      - The "Sales Moment"- The one idea that tilts sales in your favor (triangulate 1-3)
        - 1. Customers Desires
          - Customer Avatar
          - Customer interviews
        - 2. Your Strategic Advantages
          - What can you be the best in the world at?
          - Why do you do things the way you do?
          - What do you struggle with?
          - Looking out the next 5 years, who are your ideal customers?
        - 3. Competition Weaknesses
          - Competition is considered anyone your potential customer can choose as a substitute for your product or service
          - What area are they trying to own?
          - Look for the white space; unique ownable position
        - Everything that can be said about your company into one idea, an one mental image, to break through the clutter
        - A brand is a single mental image that tilts sales in your company's favor.
      - Only change the brand name if you think you can make more money
      - Articulates what you stand for
      - Must convey a mental image of your brand
      - 6 types of names:
        - Functional
          - naming after a key product feature you want to own
          - The name functions as what it does
          - Example: Liquid Plumber
          - You know exactly what you're buying and why
          - Can also tend to signal a lower price point
        - Metaphor
          - Using a strategic word to suggest the key value of your brand
          - Example: Amazon.com - The Worlds largest Online Store
        - Energy
          - Words that convey the emotion, action or tone of the brand
          - Example: Yahoo
        - Morpheme
          - The small syllable of a word that conveys essential meaning, put these together to form a new word
          - Example: FEDex = Federal Express
        - Historic
          - Using a historic character, event or location to embody a brand
          - Example: Baby Einstein Products to make your baby smarter
        - Family
          - Using a family name
          - Example: Samsung, Casio, Ford, McDonalds
      - Naming Process
        - Obtain a clear brand idea to spring from
        - Develop names in all six areas
        - Determine which type of name helps you best own your brand idea
        - Choose the name that is most memorable and best owns your strategic idea
        - Do trademark searches on the best naming candidate to see what's available for federal trademark
          - Use: www.uspto.gov
        - Have a qualified trademark attorney screen your name for conflicts
      - Rolling out your new name
        - Explain new brand to employees if you have any
          - So they can communicate the brand
        - Tell your current customers
          - Use stationary
            - Explain why, after surveying you learned the key reason why customers chose you.
            - You chose the new name to better reflect your unique positioning
            - They can expect the same great service
          - Explain how the name came about and was derived and share the new brand in it's entirety, demon-strating how it came to life
        - Run and Ad/Press Release
    - Tagline
      - A Promise
        - Take an attribute that you own and your customer wants and use it
      - A Call to Action
        - You as a company have a philosophy, if you have a philosophy that says "You Will
        - Examples:
          - Be All You Can Be- Army
          - Just Do It - Nike
          - A Diamond is Forever - Debares
      - Memory
        - The tag line locks up with the logo or name of the company to help remember the name.
    - Logo
      - There are 4 qualities that are consistent with great logo's of the
        - Be simple in a symbolic way
          - Examples: Nike, Mercedes
        - Be easy to remember
        - Differentiate from the competition
          - Example: Apple
        - Tell a story
      - A logo needs to be:
        - Legible
        - Be used with trademark and stylized word mark combined to bring the identity to life
        - Work in either black or white or in color
      - Perception is reality, be Big. Be International
        - Is your logo easy for the customer to recreate in their mind?
        - Does your logo tell a story that communicates your sales moment?
    - Campaign Character
      - Word Hook
        - "Priceless" = Master Card
        - "Can you hear me now?" = Verizon
      - Character Hook
        - Hero = Ronald McDonald
        - Villain Captain Morgan (spiced rum)
        - Victim = Maytag Repair Man
      - Repeatable Theme
        - Makes the viewer feel as if they have the insider track because they already know the punch line. They know how to play along.
      - Consistent Layout
        - Continental
        - Consistency reassures customers in an inconsistent world
  - Rolling Out the Brand Consistently
    - Steps to follow
      - 1. Planning
      - 2. People = employees
      - 3. Website
      - 4. Collateral = brochures
      - 5. Partners - JV's Affiliates & Vendors
      - 6. PR - Press Releases
      - 7. Ads
        - Print
        - Facebook, Retargeting & Internet banners
        - Paid search
        - TV and Radio = Local Cable = media buys
      - 8. Direct Mail
      - 9. Event Marketing
    - Steps 2-5 are the first tactics to address
      - These 4 items are moving from the inside
      - These tactics cost the least
      - Focus initially on these because you're already doing them and it doesn't cost much more to do them right
    - Questions as you roll out:
      - Does your marketing tactics come out of the brand sales moment?
      - Do all your marketing tactics consistently convey what the brand looks like and talks like?
      - Are you making the most of your lowest foundational tactics of People, Website, Brochures, and Partners?

#5 Pricing Strategy

- Lesson #1: Internal Pricing Problems
  - Lack of Certainty & Confidence
  - Fear of Rejection
    - Your tone
    - Your language
    - Your body language
    - "I'm not sure about this"
  - Uncertain About
    - How to assign value to your work
    - What the result is worth to your prospect
    - How to Translate Value for the Prospect
    - How to ask for what you want - when you don't feel you deserve it
- Lesson #2: External Pricing Problems
  - Copying what others are charging
  - Only charging for time spent with client
  - Pricing isn't covering expenses & Costs
  - Making ZERO profit
- Lesson #3: What Is Pro Pricing
  - **A rate that covers 3 things:**
    - 1. Properly paid for your labour
    - 2. Your expenses & costs are met
    - 3. Your investment is rewarded with profit
- Lesson #4: Price Like a Pro
  - Step1. Your Skills + W2 Compensation
  - Step 2. # of Working days per year
  - Step 3. Average Selling Days Per Month
  - Link to CFC

#6 Marketing Funnel

- Lesson #1: Why Funnels
  - Measurable
  - Scalable
  - Profitable - when done right
- Lesson #2: What are Funnels
  - Strategic Pathway To Profitable Marketing
  - Example
    - Traffic Source
    - Landing Page
      - Squeeze page
      - Sales Page
      - SS Form
    - Conversion
      - Opt in
      - Purchase
      - Request SS
    - Conversation
    - Sale
- Lesson #2: Setting Up Your Funnel
  - Prospects can't get a "better" deal
  - They generate more genuine awareness around their problem
  - When they own it - you don't need to sell it

#6 Generating Leads

- Lesson #1: Why FB Ads
  - Highly Targeted Data
  - Immediate Traffic
  - Fail Fast & Cheap
  - Easily Tested
  - Quickly Scalable
  - Measurable Results
- Lesson #2: FB Ads 101
  - Promoted Page Posts
    - Need Fanpage
    - Cheaper
    - Higher CTR's
    - Higher Engagement
    - Desktop Only
    - Shows Social Proof
  - Post "BOOSTS"
    - Need Fanpage
    - Content Testing
    - Cheap
    - Targeted
  - Power Editor
    - Dark Posts
    - Custom Audiences
    - Conversion Tracking
    - Placement
    - Look alike Audiences
    - Retargeting
- Lesson #3: FB Formula
  - Formula 1
    - Audience
    - Ad
    - Landing Page
    - Conversion
  - Formula 2
    - Create Blog Post
    - Post Onto Fanpage
    - "Boost" Post
    - Test CTR & Likes
  - Dominate FB
    - Watch Ads closely for first few hours
    - CTR, CPC conversion
    - Shoot for 1% CTR min. (Ideally 2-5%)
    - Pause any ads less than 1%
    - lots of clicks + high CTR - watch conversions & scale
    - If not getting clicks - increase bid .05 - .10 cents at a time. Monitor
    - Ad life cycle - 5 -7 days

#8 Conversation Process

- Lesson #1: S.P.I.N.
  - Situation
  - Problem
    - They're trying to deal with
    - Not dealing with
  - Implication
    - If they don't solve the problem what will happen?
  - Need
    - Be clear on the "need"
    - Create an offer around the need
- Lesson #2: Diagnosis
  - Prospects can't get a "better" deal
  - They generate more genuine awareness around their problem
  - When they own it - you don't need to sell it
- Lesson #3: Question & Answer
  - Step 1: ask what they want
  - Step 2: ask what's stopping them
  - Step 3: Make Offer to "Eliminate" Step 2. answer and "Get" Step 1. answer
  - Step 5. Ask for a decision