

SUPPLEMENTAL GUIDE

THE MARKETING & BUSINESS GROWTH PLAYBOOK

THE ESSENTIAL BLUEPRINT FOR
CLARIFYING YOUR MESSAGE,
GENERATING MORE PROFITS,
AND GROWING YOUR SMALL BUSINESS

— DAN LU —

TABLE OF CONTENTS

Chapter 2: Where Are You and Where Are You Going?	4
Chapter 3: Scaling Your Company	9
Chapter 4: Using Leverage to Achieve Goals Faster	12
Chapter 5: Know Your Clients	16
Chapter 6: Competitor Research	24
Chapter 7: Testimonials/Social Proof/Case Studies	27
Chapter 8: Building Your Digital Marketing Assets	28
Chapter 9: Referral Marketing	91
Chapter 10: Strategic Partnerships	92
Chapter 11: Publishing Content	98
Chapter 12: Scale Your Revenue with Affiliate Marketing	100
Chapter 13: Optimizing Before Expanding	101
Chapter 14: The Dual Parthenon Business Growth Model™	102
Chapter 15: Generate More Profit from Packaging	103
Chapter 16: How to Quickly Generate More Revenue	104
Chapter 17: What is Your Achilles' Heel?	105

INTRODUCTION

Welcome to the supplemental guide for **The Marketing & Business Growth Playbook!**

This document was designed for you to get the most out of the book. It allows you to have your thoughts, ideas, and answers in one, easy-to-use document.

It's important you complete the exercises as you read each chapter.

Do not wait until you read the entire book first and then complete the exercises. You want to write your answers while the content from each chapter is fresh in your mind.

If an exercise/question isn't applicable to your business, just skip over it and continue on with the ones that are.

Make sure your answers are detailed and thorough. Remember that this document will serve as your business plan.

Refer to it periodically and update it as your business evolves. This could be every 3 months, 6 months, etc.

If you want personalized help with growing your 6 or 7-figure company, apply for a complimentary strategy call to see how we can grow your business or solve your biggest challenges.

[**CLICK HERE TO GET THE BOOK ON AMAZON**](#)

[**CLICK HERE TO APPLY FOR A STRATEGY CALL**](#)

CHAPTER 2

What result(s) does your client get from using or experiencing your products/services? Think beyond surface level and dive into why people are truly buying your product/service. Is it saving time, making more money, to be happier, healthier, less stressed, more security, etc.?

How much do your products/services currently cost? You could have multiple prices here.

What makes you or your products/services unique from your competitors and stand out in the marketplace? Think about your USP.

If you don't believe that you're unique, what can you do to set yourself apart from your peers?

What is the average lifetime value (LTV) or total revenue per client that comes to your business?

How much revenue did your company generate last year? Are you on track to match or exceed that number for this year?

CHAPTER 2

What are your best performing products/services that are responsible for the majority of your sales? What are your worst performing products/services?

What are the biggest challenges or obstacles that are preventing you from reaching your financial goals? How long have you been stuck or unable to hit your revenue targets?

Below, write down your business/company's one-liner statement. Use the 3-part formula as a foundation—you can always refine it later. This one-liner could be used for your pitch, your website, your tagline, business card, in media, on your social media profiles, etc.

MARKETING STRATEGY ASSESSMENT

Facebook (Page Likes, Followers)

Instagram (Followers, Average Comments/Post)

YouTube (Subscribers)

Twitter (Followers)

CHAPTER 2

How many people are on your email list?

How many phone numbers do you have for leads and/or clients?

How many website visitors are you getting/month?

How many Yelp reviews do you have? What is your overall rating?

How many Google reviews do you have? What is your overall rating?

What is the most successful marketing/advertising campaign you've ever run? List the details, the offer, and the result.

What is the worst marketing/advertising campaign you've ever run? List the details, the offer, the result, and the lessons learned.

Why have clients bought and continue buying from you? You can get answers from past clients, surveys, your testimonials, or any other means of feedback.

CHAPTER 2

Why DON'T people buy your products and services? Price, competition, confused by your marketing, etc.? Find ways to learn why people don't buy so you can address them in your products/services or your marketing.

WHERE ARE YOU GOING IN YOUR BUSINESS?

What is your ideal annual revenue for your business? What is your ideal annual income from your business?

How big of a team do you think you need to produce that type of revenue? Are you looking to grow a large company or would you rather stay smaller?

What would your daily activities in your business be? What are you great at, passionate about, and enjoy doing?

How much time do you want to work in your business? Do you want to work as few hours as possible or are you okay with working 40, 50, 60+ hours per week?

CHAPTER 2

Where do you want to operate your business from? Remotely? A downtown office? A commercial building in a quiet neighborhood?

Write down any other goals, wants, desires, or visions you have for your business.

Write down everything that you don't want to have in your business.

CHAPTER 3

How can you create a sales funnel for your business? What additional products/services can you offer to your clients? Think about your core offer, upsells, and downsells. Again, sales funnels aren't just for online businesses, they can work for offline businesses as well.

What types of offers can you have in your value ladder? Think about low, mid, and high price. Can you create a "top-tier" offer or program that provides clients with special treatment or access to additional products/services? If so, what will you name it (gold, platinum, elite, diamond, signature, VIP, etc.)?

CHAPTER 3

Is there a way for you to generate recurring revenue for your company? Write down ideas for a recurring revenue program(s) you can offer and list ways that it'll benefit your clients.

Can you create an upfront cash offer(s) in your business? What sort of incentive(s) will you give clients to take your upfront cash offer versus recurring payments? If you collect cash up front, what will you do with it? How will you use it to grow your business?

CHAPTER 3

Write ideas of how you can increase your clients' success rates. What can you do or offer to help ensure they achieve the results they're looking for?

Write ideas for how you can reward your best clients (i.e. spends the most, been with you the longest, refers the most, etc.). What do they need to qualify and what will you offer them?

CHAPTER 4

Write down your business goals below.

Then, think about what you need to reach those goals. Is it more leads and clients? Lower costs? Better sales process? More exposure? Restructure your offerings? Equipment? Inventory? A specialized manufacturing process?

Write down what you need to achieve those goals.

Then, write down all of the problems, obstacles, challenges, etc. that are preventing you from achieving your goals.

CHAPTER 4

The Leverage Framework

Below, you'll find a category for each letter in the word LEVERAGE. And for each category, there are different areas to look into so you can address the problems/challenges/goal(s) you just listed or to improve your business.

Lessons – Mistakes, Failures, Successes from Your Peers and Competitors

Expertise – Knowledge, Skills, Intellectual Property, Data, Content, Education and Training

Voices – Endorsements, Testimonials, Sponsorships, Social Proof, Reviews

Energy – Time, Efforts, Team, Culture

Relationships – Brand, Goodwill, Trust, Audience, Email List, Fans, Followers, Networks, Connections, Reputation

Assets – Land, Property, Process, Finances, Capital, Cash, Equity, Building Space, Products, Inventory, Services

Growth Strategies – Sales Processes, Marketing, Advertising, Referral Systems, Client Retention Methods, Value Ladders, Sales Funnels, Websites, Associations, Joint Ventures

Equipment – Facilities, Technology, Machinery, Electronics, Supplies, Tools

For every goal and challenge you listed, go through each category and write what or who could help you achieve the results you want. As you go through this framework, you're brainstorming ideas on how to address your challenge/goal(s) from multiple angles. Note that certain categories may not apply so just skip those.

This process will give you options and you can find the best one that will work for you. Go deep and get specific.

CHAPTER 4

#1: Write down your goal/problem/challenge that you're looking address. Then, write what forms of leverage from the list above you can use to achieve or overcome it. Then, write out what you need to do or who you need to contact specifically to access that resource(s).

#2: Write down your goal/problem/challenge that you're looking address. Then, write what forms of leverage from the list above you can use to achieve or overcome it. Then, write out what you need to do or who you need to contact specifically to access that resource(s).

#3: Write down your goal/problem/challenge that you're looking address. Then, write what forms of leverage from the list above you can use to achieve or overcome it. Then, write out what you need to do or who you need to contact specifically to access that resource(s).

CHAPTER 4

#4: Write down your goal/problem/challenge that you're looking address. Then, write what forms of leverage from the list above you can use to achieve or overcome it. Then, write out what you need to do or who you need to contact specifically to access that resource(s).

#5: Write down your goal/problem/challenge that you're looking address. Then, write what forms of leverage from the list above you can use to achieve or overcome it. Then, write out what you need to do or who you need to contact specifically to access that resource(s).

CHAPTER 5

How old is your ideal client? Give an approximate range.

What is their ethnicity?

Are they male or female?

Are they single, married, divorced?

Do they have children? If so, about how many?

What is their education level?

Who/what influences their buying and/or decision-making? A spouse, their kids, a religion, an organization, etc.?

Whose products/services are they using that are similar to yours?

Who do they follow on social media?

CHAPTER 5

Who do they turn to for answers to their questions (family, friends, colleagues, partners, etc.)?

Who (if anyone) is standing in the way of them buying your product/service?

Who is the “villain” in your client’s life that is creating or contributing to the problem they’re looking to address? This so-called villain doesn’t necessarily have to be someone who has ill-intent and is purposefully try to harm your clients. It can be a person, a company, an organization, a group, an event, a cultural trend, etc.

What do they do in their careers/business?

What are their goals, dreams, desires that’s related to what you offer?

What is the real result they’re seeking that is related to the product/service(s) you provide? Think deep at an emotional level and what truly drives their actions and buying decisions.

What are the obstacles/challenges that they face?

CHAPTER 5

What are their biggest pain points? What keeps them up at night?

What do they not like about their current situation?

What is the biggest objection they have to buying your product/service?

What is holding them back from getting to the next level (mindset, resources, knowledge, etc.)?

What do they enjoy doing for fun or in their leisure time?

What groups/associations are they in?

What sort of books do they read (personal development, fiction, drama, action, romantic, comics, science fiction, thriller, mystery, travel)?

What types of events do they go to (seminars, conferences, networking, art festivals, concerts, social, meetings, etc.)?

CHAPTER 5

What do they buy regularly that is related to what you offer?

What types of apps are they using the most (games, social networking, productivity, self-help, podcasts, Audible, travel, transportation, shopping, education, sports, music, etc.)

What blogs do they read?

What are emotional reasons why someone would buy your product/service?

What are logical reasons why someone would buy your product/service?

What are some statistical reasons or data can you use to help make a point of why your product/service is necessary in your ideal client's life? For example, if you're selling financial services, you could talk about how X percentage of people don't have enough money for retirement or the average person can only survive on Y years when they retire. This helps paint a picture of a client's future without your product/service. It doesn't have to be a negative outlook, it can be a positive one. Remember, people primarily do things to move away from pain and towards pleasure.

CHAPTER 5

When do they work in their careers or business?

When are they most likely to buy your product or service? Is there a specific time of the day, month, or year? Perhaps it's after a major life event like a wedding or graduation, after starting a business, etc.

When are they typically using your products/services? Specific time of day, week, month, year, etc.

When can they expect to see results from using your product/service?

Where do they live? What city, state, or region?

Where do they work? Where's their business, office, or company located?

Where do they spend their free time?

Where do they like to travel to?

CHAPTER 5

Where do they spend their time online (Facebook groups, Instagram, LinkedIn, YouTube, forums, etc.)?

Where do they get their current products/services that is related to yours?

Where do they get their information related to your product/service or industry? Blogs, TV, social media, print ads, magazines, etc.

Why do they do what they do? What drives them (money, prestige, legacy, impact, family, community, etc.)?

Why would they be seeking your product/service? Are they planning ahead or solving an immediate issue?

Why do people buy your products and services? Ask your clients what made them buy from you over anyone else.

Why DON'T people buy your products and services? If possible, find out why people don't buy so you know how to address the reasons.

CHAPTER 5

Why aren't they familiar with your product/service? Lack of education, access, etc.?

How much income does this person generate monthly or annually?

How often does someone use your product or service?

If there's any other information that you think is important to know about your client that may have been missed here, write it down. We'll be using some of this information in other parts of the book.

CHAPTER 5

MOVING AWAY FROM/TOWARDS EXERCISES

Write any additional words/state(s) that your ideal client is moving away from.

Write any additional words/state(s) that your ideal client is moving towards.

In the space below, write down your top 10 words/states and explain how your business/product/service helps your ideal client move away or towards that state.

For example, if my word was clarity, then my explanation could be: This book helps businesses move towards clarity by giving them a simple framework to optimize their marketing, generate more revenue, and grow their business effectively.

CHAPTER 6

List your top 5 competitors below.

Reviews

List positives you find from reviews that you can incorporate into your business.

List negatives you find from reviews that you can avoid, modify, or eliminate from your business.

Website

List any ideas you believe will benefit your website/marketing strategy.

CHAPTER 6

Advertising

List any notes about ads that have caught your attention. What was the image, headline, copy, offer, etc. that made it stand out to you?

Sales/Marketing Funnels

List ideas of other sales/marketing funnels that you can incorporate into your own funnels. Look at their headlines, layout, copy, etc.

Offers

List ideas of how you can improve your offer to match or exceed that of your competitors.

CHAPTER 6

Processes

List ideas of where you can or need to improve your processes and what can you learn from others to help you.

Fulfillment and Follow-Up

List ideas of how others fulfill their products/services and follow up to improve your own processes.

Look Outside Your Industry

List any ideas from outside of your industry that you can use to improve your business.

CHAPTER 7

In the space below, write down your strategy for collecting testimonials from your clients. Will it be asking through email, phone call or message? Will you have a survey or way to collect videos? Brainstorm ideas below.

Testimonial #1

Testimonial #2

Testimonial #3

Testimonial #4

Testimonial #5

CHAPTER 8

Welcome to **The Modular Marketing Method™**!

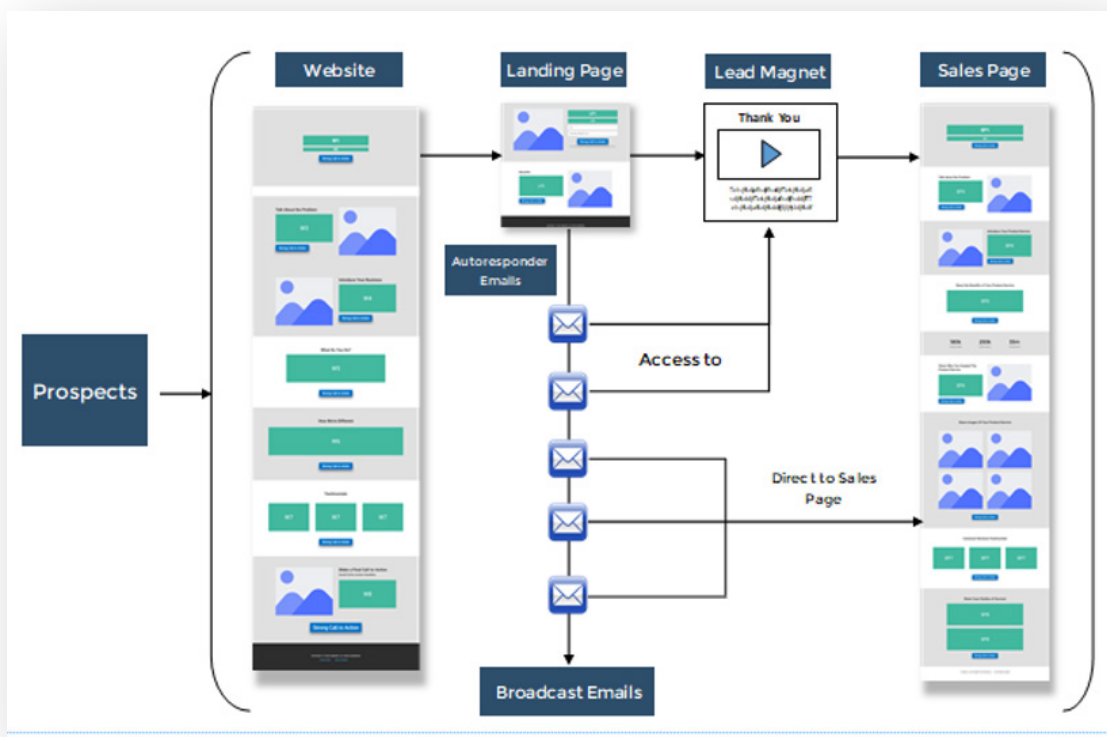
This part of the workbook is designed to help you create a strategic digital marketing process for generating leads and clients in a streamlined process.

It's a step-by-step framework that uses the best fundamental marketing strategies and concepts to create your website, landing page, sales page, and email campaigns.

In this process, you'll create “building blocks” or modules of information that you can use in multiple places throughout your marketing.

That will save you from confusion, overwhelm, and wasted time trying to understand what to write and where to write it.

We'll dive into your business as well as the product/service you're looking to promote.



CHAPTER 8

Once we have all the necessary information, we can then start building out your marketing assets like your website, lead funnel, sales page, lead magnet, email campaign, etc.

Each question/answer has a TAG that will correspond to a specific location on one or more of your marketing assets.

For example, a question with SP3 means that this answer will go on your Sales Page in the number 3 spot.

Make sure to follow the videos in the course for more clarification on this whole process.

TIP: When it comes to answering the questions throughout this workbook, you want to answer as if you're talking with your ideal, target client.

Imagine they are sitting across from you and asking you the questions and then just write what you'd say to them.

This is a great start to getting clear answers but we'll work on adding more to it to really make your answers (and your marketing) much more effective.

On the next page, you'll find the overall framework for this program.

So we'll start with this workbook and then build out each of your marketing assets once we have the right information laid out.

Don't worry about making your answers here absolutely perfect. But make sure to be detailed and thorough which will make the rest of the process easier.

W1

Create a “One-Liner” or Headline for your business. In a very short sentence, summarize what your business does and who it serves. Here’s a basic formula:

Helping [Target Market] Do [Result Target Markt Desires]

This is going to tell your website visitors exactly what you do in a clear and concise way. Don’t try to be too clever or too cute.

Examples: Helping Entrepreneurs Scale Their Companies Faster, Easy Marketing for More Profits, Helping Mothers Build a Successful Career at Home, We Help Local Businesses Generate Leads on Autopilot, Helping Doctors Grow Their Practice, We Help Couples Build a Stronger, Loving Relationship

[Click Here to Reference Your One-Liner from Chapter 2](#)

W2

Create a Tagline or Sub-headline for your business. You can use a few short sentences or even just one-sentence words to further explain what you do, how you do it, or maybe even some benefits that you offer. Try to use 3 phrases or words as there is a rhythm and cadence that makes it effective when reading.

Examples:

Phrases: Fast Service. Reliable Transportation. Simplify Your Business. Feel More Energy. Quick Results. Trusted for Over a Decade.

Words: Bold. Fearless. Empowerment. Strength. Dependability. Clarity.

W3

What is the main problem your business solves? Who do you serve? What are the results they want?

Here's where you dive into the main problems or challenges that your target client is facing. You want to **amplify** the problem and really get the person to acknowledge and understand the extent of it as well as the negative impact it has on on their life/career/business/relationship/etc.

Talk about how “most” of your target market wants to reach this end result but they're likely struggling because of certain reasons which you want to explain.

TIP: Ask questions that your target client would likely say ‘yes’ to regarding a result or problem they're likely having.

Examples:

Do you wish you could [insert a result they want]?

Are you tired of [insert a problem they've likely been experiencing]?

Struggling with [insert a common challenge they're likely dealing with]?

The problem with losing weight in today's world isn't because of X, it's because of Y. Most companies tell you how to do X but they don't tell you that you also need to do Y if you really want to get the results you're after.



Introduce your business here by explaining who you help and how you help them. How do you get your target clients the results they're after? Is it through products, services, consulting, programs, courses, books, etc.

You can also share a bit about why you're helping this group of people (your target client) and why you want them to succeed in achieving their goals. This is your origin story which may help you connect with your target audience.

Example:

At [insert your company], we offer private coaching programs to mothers over 40 to help them achieve their emotional and health goals. We have strategic frameworks that allow our clients to make breakthroughs in the shortest time.

Growing up, we also dealt with extreme mental and emotional health issues. And after dedicating our life to learning about it and healing ourselves, we made it our mission to help as many women as we can overcome their daily challenges so they can live more free, happier, and healthy lives from hereon.

A large, empty rectangular box with a thin black border, intended for a user to provide a custom example or additional information.

W5

In this section, dive a bit deeper into what it is you do for your target audience.

Expand on what you mentioned in the previous sections so a visitor really knows whether or not you're the business that can solve their problem or address their needs.

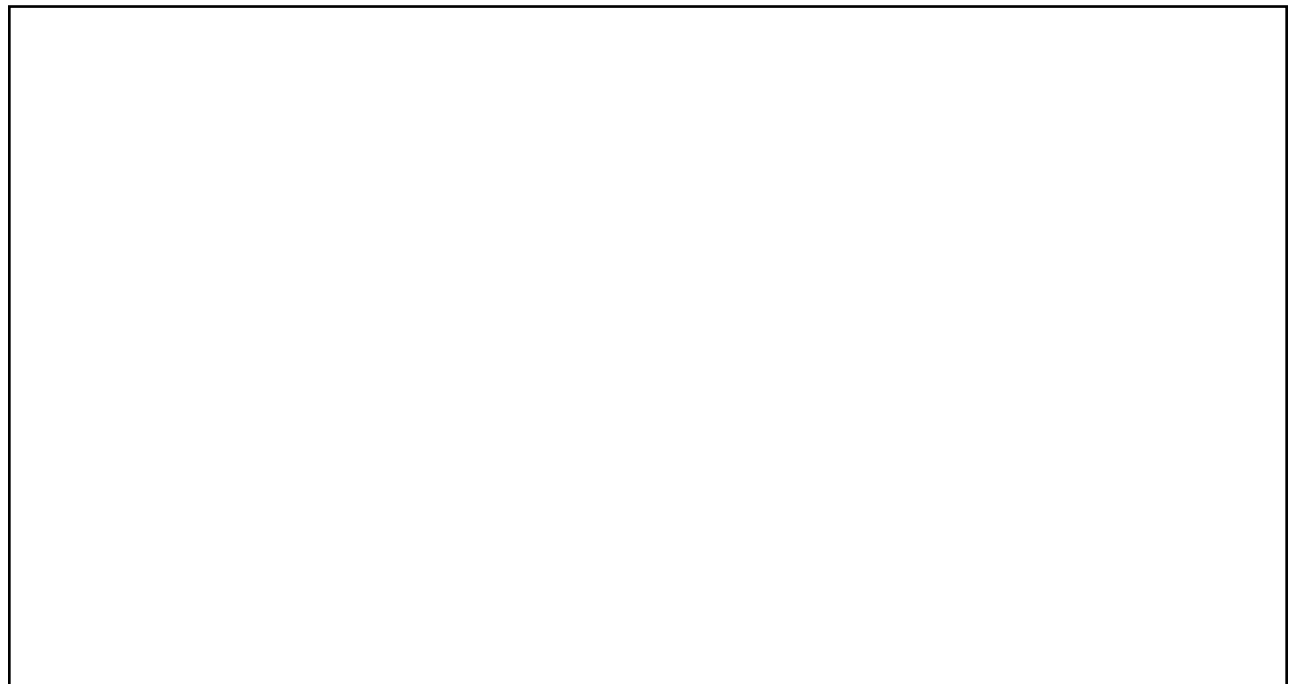
This is more of an open section for you to talk about what you offer. But don't just talk about what you do. Remember to relate it back to the client's desires, values, and goals so that it better resonates with them.

Examples:

Our unique product/service(s) helps our clients achieve X goal faster so they can save X hours a day and spend that time doing what they love.

We're experts in helping clients save money so they can have more funds for vacations/savings/their family.

We make your life easier/better by [insert how you do it] so you can enjoy your days more and escape the daily stress and overwhelm.

A large, empty rectangular box with a thin black border, intended for the user to write their own example or additional details.

W6

Explain how your business is different than most others in your industry. What competitive advantage do you offer? Here's where you can use your USP!

If you don't believe you have one, then what can you do differently to position yourself away from your peers?

Examples:

We have a unique system that does [fill in what it does for the client] which allows them to [insert a benefit they'll experience].

Our proprietary method helps our clients [insert the result they want] in less time and with less effort.

Unlike most other companies who just do X, we also offer Y and that helps you achieve [insert desired result] faster.



Compile testimonials for your business and/or your products/services.

Testimonials helps establish trust for your brand/company and they help your target client feel more comfortable knowing that others have had great results from what you offer.

Below, compile at least 3 testimonials that will be featured on your website (you can use the same ones from Chapter 7)

W8

Make a call-to-action for what you'd like your visitor to do.

Hint: It's to go into your lead funnel and get your lead magnet which we'll talk about later so we'll come back to this part. Or, it can be to make a purchase if it makes sense for your business.

But real quick, your lead magnet is something of **value** that you give away for free in exchange for a visitors email address so that you can communicate and market to them after they've left your website.

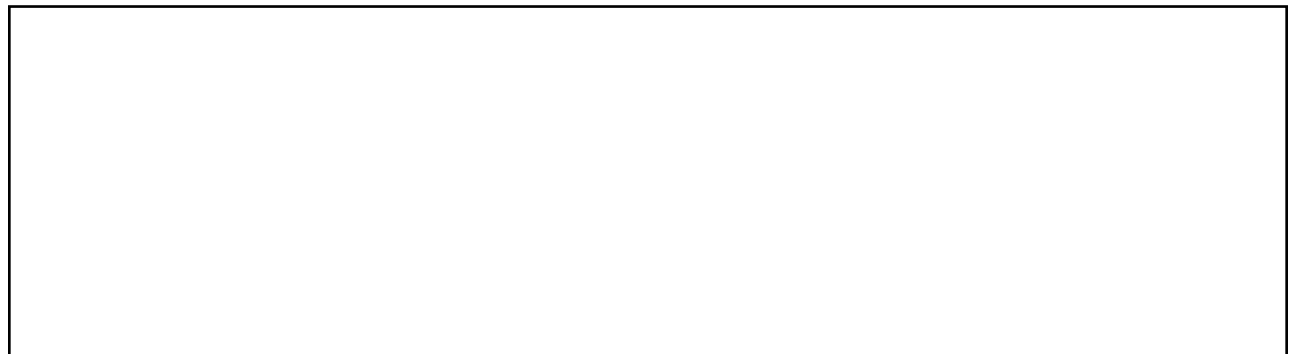
Examples:

Download Our Free Guide That Will [Insert the result/benefit it offers].

Get Instant Access to [Name of Your Lead Magnet] to [Insert desired result].

Ready to [Insert desired result]? Grab Your Free [Name of Your Lead Magnet]

If You're Looking to [Insert desired result], Then You'll Need the [Lead Magnet]



WEBSITE LAYOUT

Here's a general framework that can be used to build your website.

Remember that your website should be simple, clear, and effective.

It should also be pleasing to the eye and allow the visitor to easily consume the content.

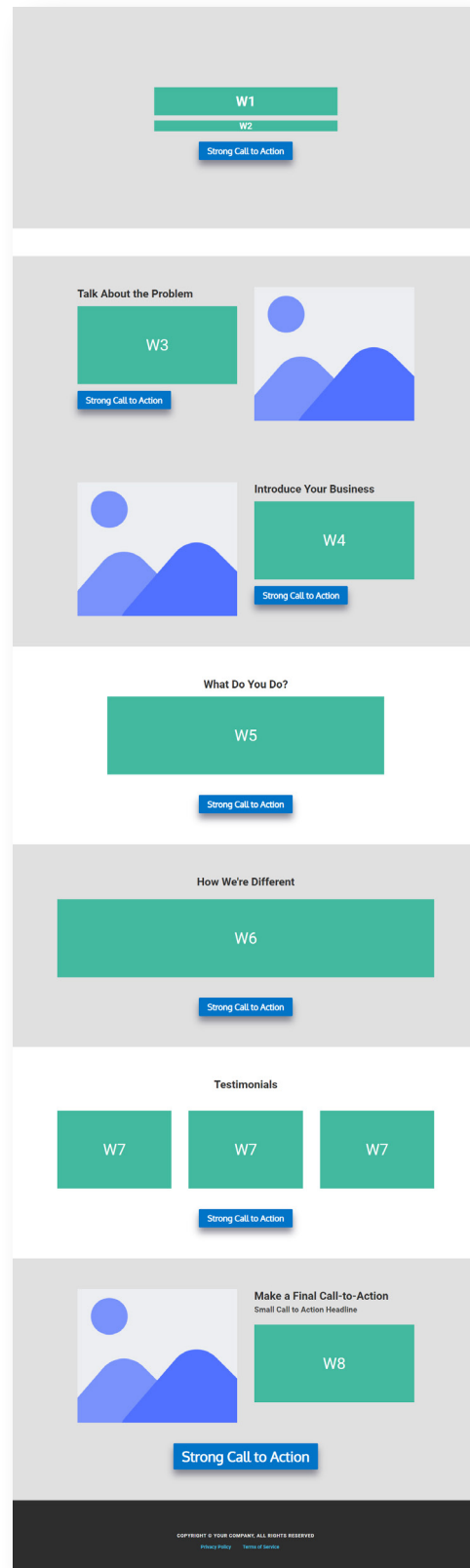
The information you compiled above can go to it's corresponding placeholders shown in the layout (see the tag above each question).

Note that this is just a baseline to start from and it is not set in stone.

Feel free to get creative and design (or have your website designed) to your liking.

But remember that the words on the page is what's most important and having the right information is your priority.

This is why the questions you answered above were strategically asked—they fit into this marketing “puzzle”.



CHAPTER 8

Creating Your Sales Page (if you don't have/need a sales page for your product/service, you can skip this section)

What is the product/service that you're looking to promote?

SP1

Like you did for your business/website, write down a One-Liner or Headline for your product/service.

Create a simple phrase that explains what your product/service does for your target client. What result will they experience?

This will go in the header section of your sales page and is one of the very first things someone will see/read so you want it to stand out and be clear.

Examples:

The Only Course You Need to Be a Digital Marketing Expert

This Book Will Help You Become a Best-Selling Author in Less Than 6 Months

The Fitness Program Designed to Get Male Entrepreneurs Over 50 In the Best Shape of Their Life

SP2

Like you did for your business/website once again, create additional tag lines, slogan, or sub-headlines. Use a short sentence or a few words to quickly summarize the benefits of what your product/service offers.

This will go in the header of your sales page under your One Liner/Headline.

Examples:

Made Just For [Insert Target Client].

Lightning Speed Results.

Better Sleep. Less Stress.

More Sales. More Freedom.

Helping You Do What You Love Most.

Become the Leader In Your Industry.

Passion. Purpose. Profit.

Undeniable Results.

Hit Your Goals in Record Time.

Explain and amplify the problem(s) that your product/service addresses. Use questions to get people to identify themselves as the right client for what you offer.

Your questions should really highlight the problems and challenges that your target client has been struggling with for some time.

Identifying problems gets people to understand the widespread issues they cause in their life and makes them more open to a solution (aka your product/service).

Examples:

Do you ever feel like losing weight is overly complicated? Do you wish that you can just get a customized plan that tells you exactly what to do so you don't have to guess and waste time trying all these different things?"

Are you tired of buying course after course only to learn a small piece of the puzzle and feel forced to spend even more money? You've been misled to believe that you need to only learn how to do X but there's more to it.

The healthcare industry forces people to pay absurd amounts of money for things they don't need and overpay for what they do need. You could be saving that money for other things like your family, your hobbies, or vacations.

SP4

After you clearly explain the problem that the target client is likely facing, you then introduce your product/service as the solution.

What is it and how does it work? Who is this product/service designed for?

Share some of the features of your product/service such as number of modules/lessons, length, what type of content you offer, what's included, etc.

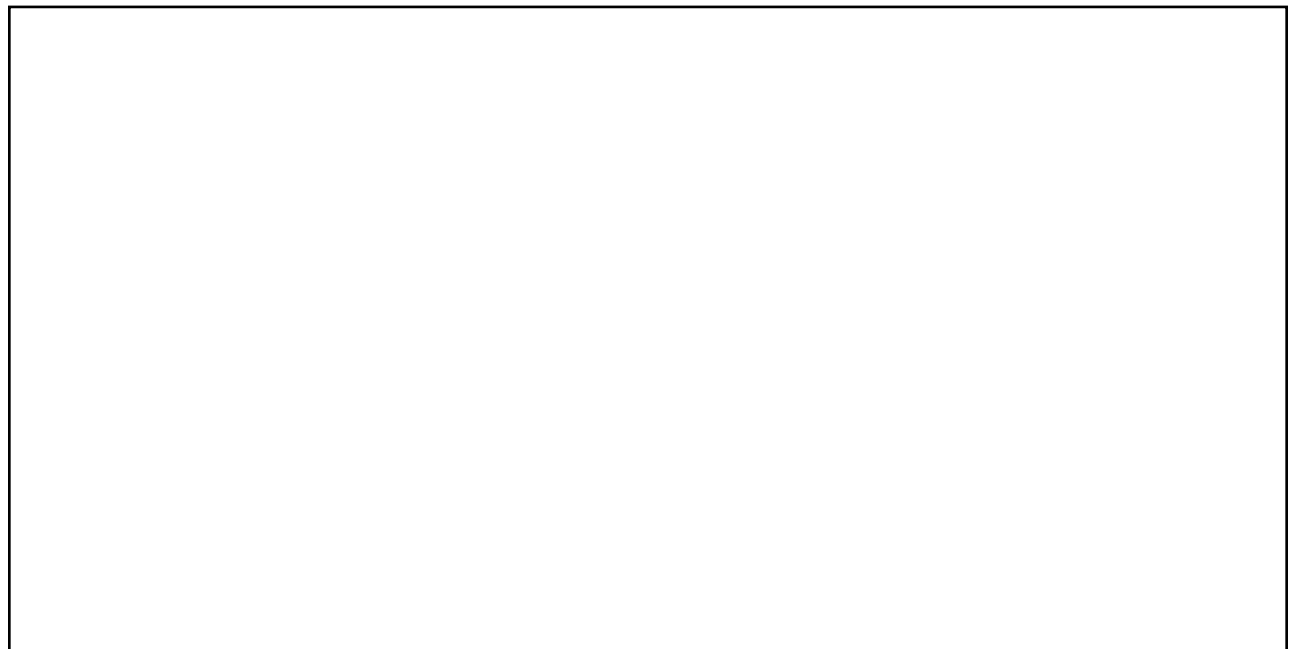
Examples:

This is a 250+ Page Book Filled With The Best Strength Gaining Exercises.

The [insert name] Course is a 20+ Video Program with PDFs and Assignments to Ensure You Get [insert desired result]

The #1 Product For Helping You Build a Dog House in One Hour Without Any Skills or Tools Needed

Introducing Our Interactive Software That Allows You to Cut Your Calorie Tracking Time in Half and Keeps You On Track 24/7



SP5

Share the benefits of your product/services? What is the result they really want? What does your product/service do to get them what they want?

Features are great but BENEFITS are what really sell. And when you're thinking of benefits, you want to go deep and talk about how their overall life and emotional well-being will be improved.

Less headache, less worry, less fear, less stress, more happiness, more energy, more fulfilment, more passion, more freedom, more time, etc.

Here's a simple formula to help you brainstorm...

Our product/service has [insert benefit] so you can [how it'll better their lives]

Examples:

Our product is completely online so you can save money and time from traveling away from your family/business.

This 8-week program will allow you to enjoy less studying and more time with your family and friends.

After reading this book, you'll find passion and fulfilment in both your life and career so you wake up energized each day loving every moment.

--

Why did you create this product/service? Share a story that a visitor can identify or connect with. Did you have a problem that they are now facing?

This is similar to the Origin Story of how/why your company was started but here, it's more direct to the product/service you're selling. Here, you can really dive deeper into the beginnings or creation of your product/service.

Examples:

After years of struggling with [insert common challenge], I decided to create [insert product] to help as many single mothers as I could to find their strength.

I spent thousands of hour studying and obsessing on how to solve [insert problem] for [insert target market] so they can [insert benefit]. After finding the best research and data, I developed [insert product/service].

My brother has been battling [insert challenge] his entire life. I couldn't stand watching him suffer anymore so I created [insert product/service]. Then I realized how many people were in the same situation he was so I decided to make it my mission to help as many people as possible rid their lives of [insert challenge].

SP7

E7

E13

E16

Like you did for your website, compile testimonials for your products/services.

Again, testimonials help establish trust and they have a huge impact on helping your clients move towards a buying decision.

You definitely want to include several testimonials in your marketing.

Below, compile at least 3 testimonials that will be featured on your sales page (you can use testimonials from Chapter 7 if they're specific for the product/service that you're promoting).

SP8

E7

E13

E16

If your product/service has case studies, share the results of past clients and how they went from Point A (where your client is now) to Point B (where they want to go which your product/service will help them get to).

Talk about past client's challenges/problems and then how your product/service was able to overcome them to get your client their desired goal.

If you can use exact figures or data, this will help (i.e. increased revenue by X%, lost X pounds in Y weeks, got X dates in just one month, etc.)

What makes your product/service different or better than what's currently in the market? Is it cheaper, faster, better, simpler, etc.?

Talk about what others are currently doing to give a point of reference and then what you do differently that makes your product/service unique and ideally, more effective in getting them their desired results.

Examples:

[Insert Product/Service] has a special material that keeps your body warmer so you don't have to wear more layers that restrict your climbing ability.

Most medicine promise results in 100 days. Our patented system uses a [insert feature] that allows you to reduce your healing time to just 44 days.

Other courses focus only on part of the marketing equation. This course teaches you everything you need to know from A-Z for half the cost.

Popular brands commonly use this cheap material that breaks easily and forces you to replace the product in 2 months. However, we use a specially designed fabric that is twice as strong but allows you to use it for up to 6 months.



SP10

So you've explained your product/service, the benefits, why you're better than you're competitors. Now, what is your offer?

Explain what someone is getting when they purchase today. Share any bonuses or additional value-add items to sweeten the deal.

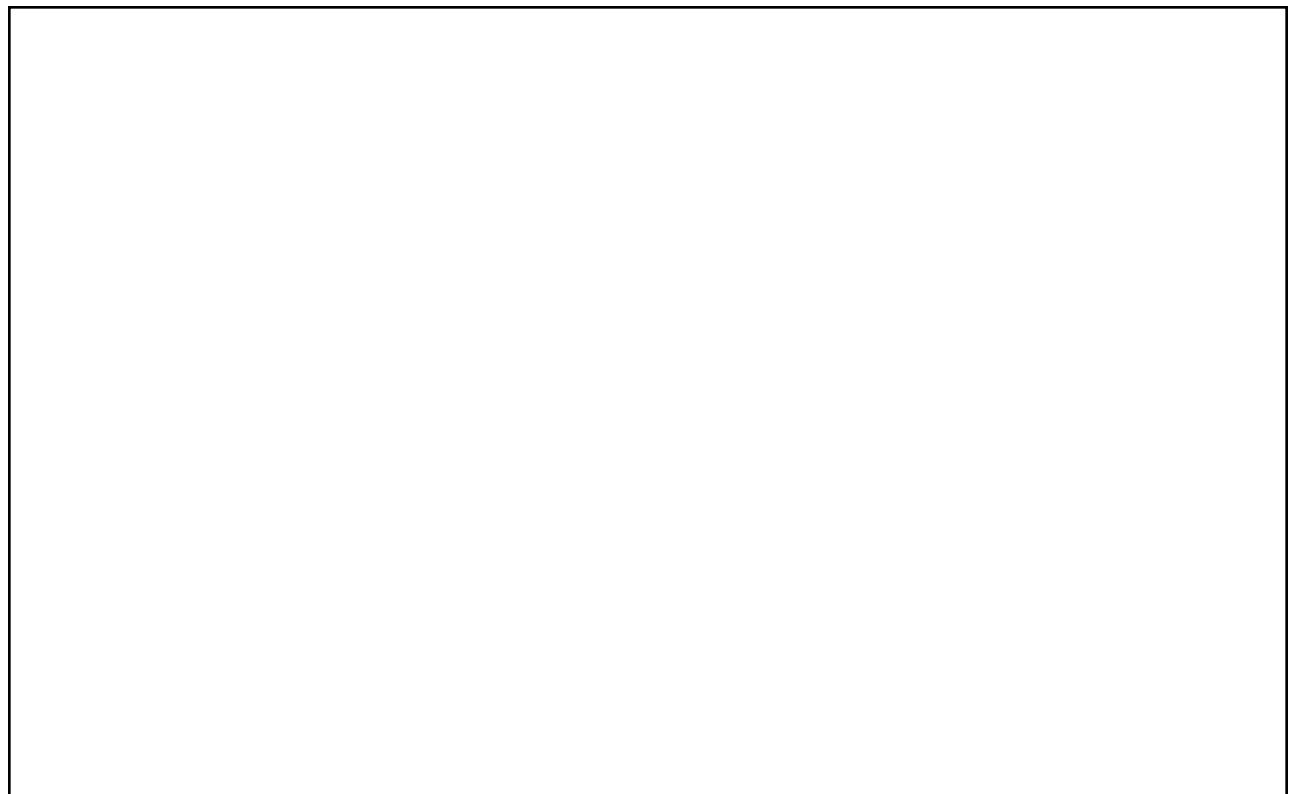
Examples:

Today, you'll get access to 6 modules with 30+hours of content, 6 PDF worksheets, and 40+ hours of audio.

In this kit, you get Product A that comes with Product B and Product C.

As a Bonus for buying today, you'll also get access to a limited collection of interviews from the top pediatricians discussing childrens health.

In addition to Product/Service A, you'll also get Bonus B, Bonus C, and Bonus D to make sure you reach your goals faster.



SP11

Think about objections people would have to buying your product or service.

It could be related to price, duration, time to get results, time needed to invest, how would the client know if it'll work for them.,etc.

Address these common objections to reduce the number of reasons people will “create” in their minds for not buying your product/service.

Examples:

You may think that 8 weeks is long for a program but it goes by quick and it's to virtually guarantee you get the results you're looking for.

Some people believe that a thicker cloth means that it's stronger but it's actually the weaving pattern and the fibers. We use a thin cloth with a tighter pattern as well as the strongest fibers in the market.

\$497 might sound like a lot of money, but it's an investment and the low cost of getting a proven system that will help you avoid losing more than that price in the future because of the mistakes you'll likely make trying to go at it alone.



SP12

E5

Compile a set of at least 3 Frequently Asked Questions about your product/service. These can be addressing objections but again, the goal is to reduce all of the reasons people would have for not buying your product/service.

Preemptively giving them the answers to what they want to know also reduces the friction to buying and lessens the time it takes for them to make their buying decision.

Below, write out the Question and the Answer in the SAME box.

SP13

If you have any guarantess that you offer for your product/service, write it below. What do you offer to reverse what a potential client would consider a “risk”?

Although not necessary, this will help people be more comfortable making the purchase if they feel like there’s “no risk” in it for them.

Examples:

If you’re not happy with [Product/Service], just send us an email within 30 days of purchase and we’ll happily refund you in full. No questions asked.

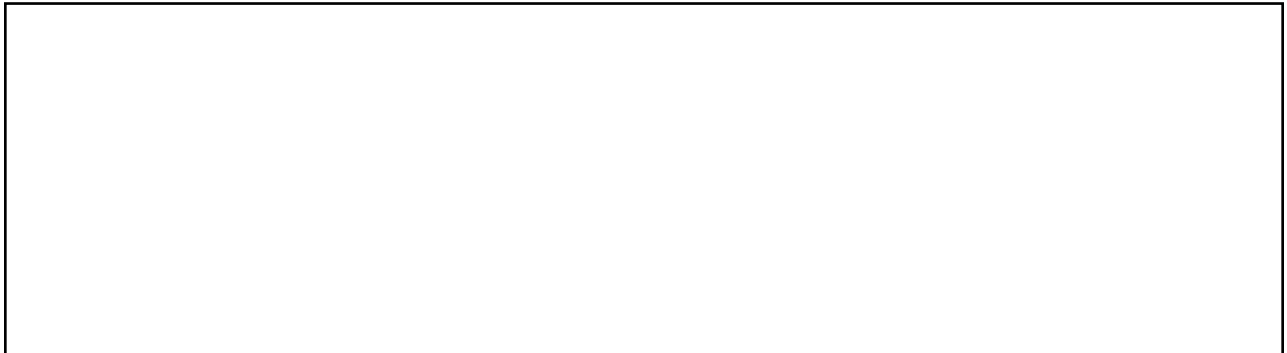
You can test drive the program and if it’s not for you, just let us know within 14 days and we’ll give you a full refund. And you’ll get to keep the PDFs.

SP14

So after a client has learned about your benefits, seen your offer, and you've addressed their questions and objections, it's now time to summarize what you're offering here and make a final call-to-action to purchase.

Examples:

So when you purchase today, you're getting Product A, and bonuses of Product B and Product C. If you're ready to stop struggling with [insert their goal], then take action and invest in your future.



NOTE:

This is the last question in the "required" list of questions for this section.

The following questions aren't absolutely necessary for use on your sales page but many of the questions/answers will be used in your email autoresponder campaign so you'll need to answer them anyway.

It's up to you whether you want to include the remaining question/answers on your sales page or not.

Who is the “villain” that is causing your client to experience the problem you’re solving for them? This doesn’t have to be an actual person, company or real entity. It could be a mindset, common behavior, or thought pattern that limits people and keeps them from reaching success.

Talk about how this “villain” is holding them back and making your client’s life worse.

Then, share how your product/service is the “hero” and saves people like your target client. What does your product fight against? What does it fight for?

Examples:

This book provides people like you with empowerment and the feeling of self-worth while destroying limiting beliefs that hold people from their potential.

This program teaches you how to become masters of money and your finances so you don’t fall victim to the money “system” that keeps most people struggling financially their whole lives.

SP16

What is happening in your industry that causes people NOT to get the results they want?

Is there a common message or something that is being taught by your peers/competitors that could actually be hurting people or that's preventing them from reaching their goals? Or at least slowing down the process?

If so, you want to call them out (not directly) and share how/why this common misbelief actually hurts more than helps.

This is a way to identify yourself as someone who is honest and wants to "save" your target client from the wrongs of the industry.

Examples:

You may have been led to believe that you need to limit your caloric intake to X calories. But that's not entirely true. In fact, inside the [insert product/service], you'll learn how you can still eat X calories and lose weight.

Most dating coaches will teach you that you just need be confident in order to be attractive to others. But confidence actually comes second to this one important trait which we'll dive deep into in Module 3 of the program.



What's the biggest mistake people commonly make when trying to fix the problem or get the result associated with your product/service?

Share what the mistake(s) is and how they hurt people's results. Then explain how your product/service helps them avoid the mistake(s) and why it's beneficial for them to do so.

Examples:

Most people have way too many components to their skin care routine. However, we help you achieve clear skin with just 2 which means less time to implement and less harsh chemicals that other brands use.

Most beginners will try to piece parts of the puzzle together which costs more time, more money, and even more frustration. We give you the entire process in a simple system so everything is congruent and works together perfectly.

SP18

Why do most people fail in getting the results they want and how does your product/service help them avoid that? Limiting mindset? Lack of belief in themselves? Not finishing the program?

Share what prevents most people from getting the results they want and what your product/service does to increase the chances of success of the results they want.

Examples:

Most people fail with other products because they aren't given the right mindset to start with so they were doomed from the start. That's why we have an entire module dedicated to rewiring your brain for success.

The majority of people who buy programs like this fail because they quit too soon. However, we've built out a whole 12-month calendar to help you generate ideas and stay on track for the long term.

How will the client's life be better after experiencing your product/services (health, wealth, relationships)?

We talked before about sharing the true benefits of your product/service. Here, we want to really paint the picture of how life will be better long into the future. We want to share how other parts of their life will be better as a byproduct because your product/service helped them in a different part of life.

So think about the ripple and residual effects of what your product/service can do for your clients or clients.

Examples:

When your business becomes successful, you'll feel more empowered and confident. You'll be willing to try new things, explore new places, meet new people. Perhaps make new friends, find the true love of your life, and finally achieve the level of happiness you've been searching for.

When you restore your body to full health, you'll feel strong and grounded. You'll have more energy to put into your career/business, your hobbies, and into your loved ones to strengthen your relationships.



How will the client's life be the same or worse if they do NOT purchase your product/service (health, wealth, relationships)?

Previously, we talked about the benefits of buying your product/service. Now, you want to explain the consequences of NOT taking action and being stuck in their current situation for longer.

How is that going to ripple through the rest of their lives and for years to come? Again, you have to think deep on an emotional level and explain how not taking action in one area of life will negatively affect other areas too.

Examples:

If you keep doing what you're doing, you'll never be able to achieve the fitness and energy level you desire. As your kids grow, it'll become more challenging to keep up with them and enjoy all of the great moments you'll share.

How long are you willing to allow your business to suffer? How long are you going to let your marketing prevent you from more revenue? More income for you and your family?

I know change is hard. You might be fearful of investing. But wouldn't it be worse if you kept doing what you're doing and you're exactly in the same poor financial situation 5 years from now? Maybe even worse?



What's a negative action that people often associate with the product/service you're offering in terms of what they think they'll have to do.

For example, something they believe they absolutely must do but don't want to in order to get the desired result but your product/service can help them get that result **WITHOUT** having to do that thing.

Examples:

You may think that in order to be a great marketer, you have to lie or use shady tactics. But in this program, I'll show you how to effectively market **WITHOUT** having to lie or sell your soul.

Many people believe that in order to lose weight fast, they need to cut their calories in half and exercise five times per week. With my diet plan, I show you how you can eat healthy portions **WITHOUT** giving up your favorite foods and snacks. And I'll show you how to create a fitness program **WITHOUT** needing to go to the gym more than two times per week.

Popular opinion is that in order to attract your soul mate, you need to build this fake confidence. I'll show you how to grab the attention of the person you desire **WITHOUT** having to "fake it till you make it" or feel like you're being disingenuous.



SP22

What does the client need to STOP doing that isn't working to get the result they want? These are things they may have been led to believe is the "right way" to do things but is more likely hurting than helping them.

Then explain the problem that what they're doing is likely causing. You may have to be a stern here and call people out.

List 3+ things they need to stop immediately if they truly want to get the results they're after. Then we'll position your product/service as the solution.

Examples:

Losing Weight: Stop counting every calorie cause you'll go insane. Stop holding yourself back from the foods you love, you deserve to enjoy yourself. Stop with the crazy restrictive diets, you can eat more and still lose weight.

Finance: So stop pinching pennies cause that's not the way to generate wealth. Stop sacrificing on what you want today so you can save up for the next 50 years. Stop listening to gurus who tell you debt is bad cause it's not if used correctly.

Relationship: Stop pretending like it's okay to be alone forever. Stop lying to yourself and telling yourself you're not good enough cause you are. Stop sitting around and waiting for love to fall into your lap.



SALES PAGE LAYOUT

Here's a general framework for your sales page.

Like your website,
your sales page should
be simple, clear, and
effective.

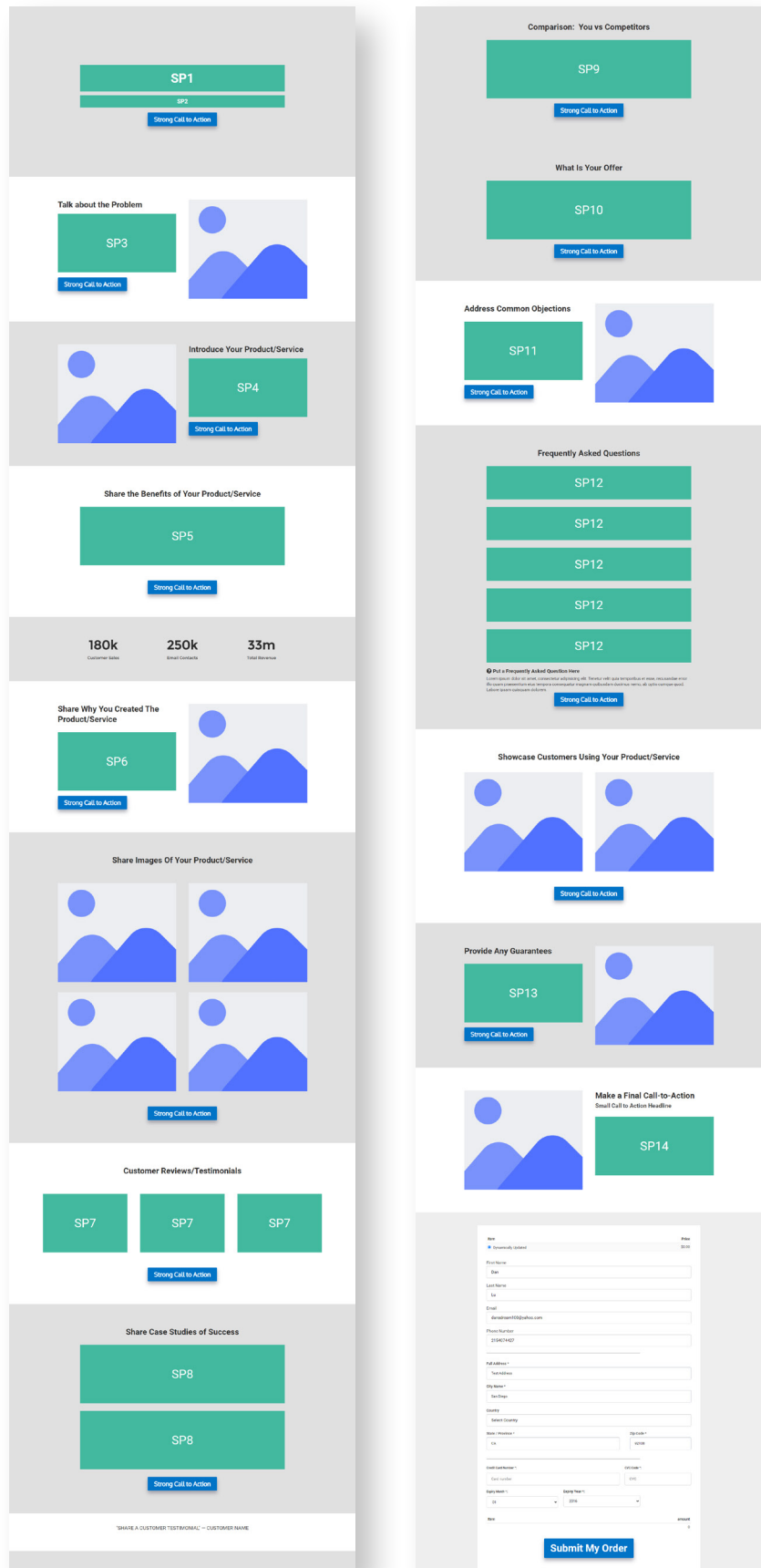
The answers you created above can go in it's corresponding placeholders shown in the layout (see the tags above each question).

Note that this is just a foundation to start like your website.

Feel free to get creative and design (or have your sales page designed) for your needs.

Again, the words on the sales page is what's most important and having the right information is your priority.

But design and layout
do matter as well!



CHAPTER 8

In order to generate leads, you need to give something of value away for free for someone to exchange their email address.

Do NOT offer a newsletter and expect to get great conversions of visitors to leads.

People don't want more emails so you do not want to use a generic newsletter as a way to persuade people to get on your email list.

That doesn't mean you can't send out a newsletter but it does mean that you should not use it as an incentive for getting people to exchange their email.

The main goal of a lead magnet is to get people onto your email list so you can extend the conversation, provide value, build a relationship, and market your products/services.

Below, think about what you'd like to offer to people for free in exchange for their emails.

Here are some hints for creating a lead magnet:

- It should be easy to consume
- It should help your target client in some way. Ideally moving them closer towards their desired results(s) or goal
- It can be a video, series of videos, PDFs, templates, blueprints, guides, etc.
- It should not take any time for you to provide after you've created it one time. Meaning that you shouldn't have to manually give access to it when someone subscribes—access to it should be completely automated.

CHAPTER 8

Write out what your lead magnet is. It doesn't have to be overly complicated or complex but it should be something desirable to your ideal client. It can be a video, series of videos, a PDF, a guide, a blueprint, templates, audio, etc.

What result is your lead magnet going to get for your target client? How are they going to benefit from it? Will they save time, save money, make money, relieve stress, get clarity, etc.?

NOTE: Once you know what you're lead magnet will be, go back to [PAGE 36](#) to fill out your call-to-action for your website.

LP1

After you create your lead magnet, you need to create a strong headline to promote what you're offering.

The main goal here is to build **desire** and build **curiosity** to make people willing to exchange their email addresses.

A simple formula to follow is...

BENEFIT + CURIOSITY

You have to build up the reason(s) for people to take action so think about what's in it for them.

Examples:

FREE Video Shares How to Tell If The Girl You Like Actually Likes You Back and Exactly How to Ask Her Out

This Guide Reveals the #1 Mistake Most People Make In Their Diets That Prevent Them From Losing Weight (and Even Makes Them Gain Weight)

FREE Report Shares the 5 Secrets of Generating Money Online that the Top Marketers and Entrepreneurs Use and How You Can Double Your Business With It Too

TIP: You may have to think like a tabloid here because you're trying to get people's attention and build their curiosity to check out your lead magnet.

LP2

Create a sub-headline that dives a bit deeper into why someone should submit their email address in exchange for your lead magnet.

Examples:

Get instant access to the best formulas to grow your business.

Get the exact script to make sure she says YES for the first date.

Learn exactly how to avoid this diet pitfall so you can lose weight effectively and easily.

LP3

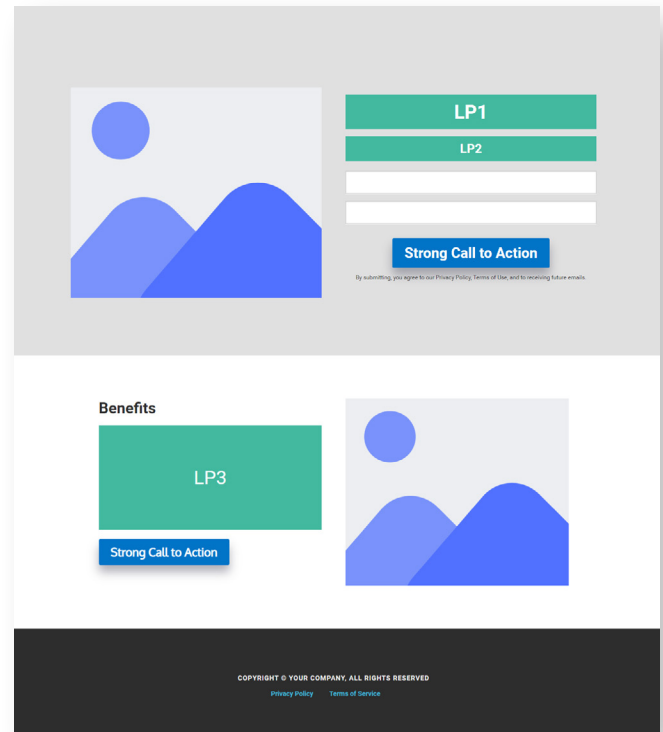
Make a list of at least 3 benefits of your lead magnet. How will their life be easier, better, simpler, more clear, more fulfilling, less stressful, less confusion, etc.

You really want to “sell” someone on why they absolutely need to get your lead magnet. It could be because it helps them move away from certain pain points or move them towards something pleasurable or the results they desire.

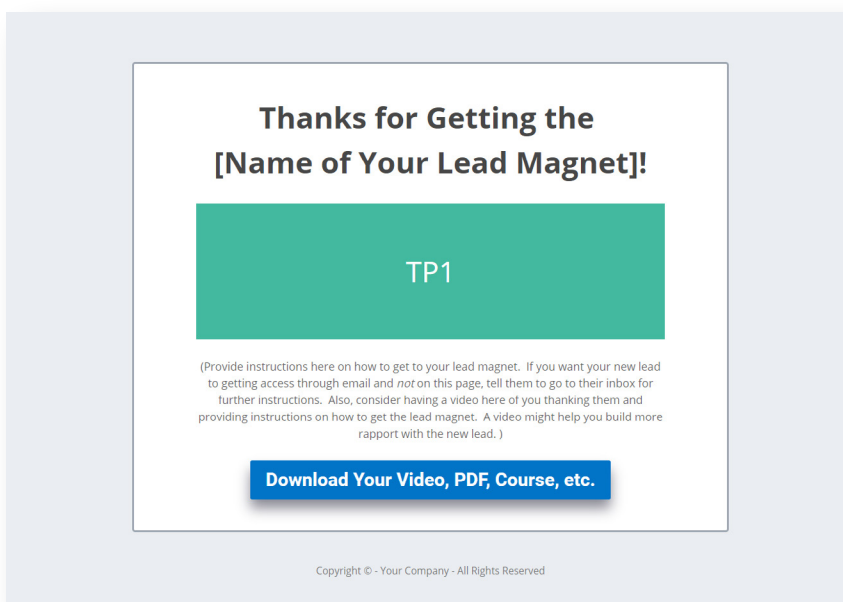
LANDING PAGE LAYOUT

Your landing page should be clean, simple, and clear about what you're offering in exchange for someone's contact information.

If you can, include pictures of what you're offering to build up the desire for it. Images like a cover of a PDF, a screenshot from a video, etc.



THANK YOU PAGE LAYOUT



Your Thank You page is simply there to thank/congratulate them and give them instructions on how to access their lead magnet.

In the TP1 spot, you can write out what you'd like them to do or create a short video to help you build a connection with them (i.e click the button below or check their email).

LEAD EMAIL #1

SUBJECT LINE:

Example: Here's your [Name of Lead Magnet]

BODY:

Send your lead magnet and give a brief introduction to yourself/company who you help, and what you do for them.

LEAD EMAIL #2

SUBJECT LINE:

Example: Get the [Name of Lead Magnet]?

BODY:

Make sure the new lead gets access to their lead magnet by sending them access to it again.

Explain why it's important that they consume it and how it'll help them move closer towards their goals or with their career/business/life/relationship/etc.

LEAD EMAIL #3

SUBJECT LINE:

Example: The BIG mistake [your target client] make

BODY:

Dive into the biggest mistake/problem that the product/service you're selling addresses.

Explain the problem in detail and how this problem affects different areas of the reader's life. Talk about how it affects their business, their finances, their relationships, etc.

Then offer your product/service as the solution to their problem (include link to your sales page).

CLICK TO REFERENCE: [SP3](#)

LEAD EMAIL #4

SUBJECT LINE:

Example: Why I/We Help [Insert Target Client]

BODY:

Share your story about why and/or how you created your product/service. Make sure it's relatable to your target client. Share the problems/frustrations that you had and why/how you decided to make a change or a difference. Maybe how the idea for your product/service was created.

Talk about why you want to help your target audience (i.e. you were once in their shoes) and explain what your mission or goal is with your product/service and even your overall business.

CLICK TO REFERENCE: [SP6](#)

LEAD EMAIL #5

SUBJECT LINE:

Example: FAQs about [Name of your product/service]

BODY:

In this email, list out 5+ questions and answers that you commonly get about your product/service. If you don't have any, think about questions your target client might have and then provide answers.

Or, you can work backwards by thinking about the answers you want to give and create questions based on them.

CLICK TO REFERENCE: [SP12](#)

LEAD EMAIL #6

SUBJECT LINE:

Example: Why most fail [whatever your client is trying to achieve]

BODY:

In this email, go into the reason(s) why most people don't succeed with other products/services similar to yours.

What is the biggest reason that causes people to fall short of their objectives (ideally, your product/service helps them avoid this reason)?

Then, offer your product/service as the solution that helps them get the results WITHOUT the reason why most people fail.

CLICK TO REFERENCE: [SP17](#)

LEAD EMAIL #7

SUBJECT LINE:

Example: Listen to what [Name of Past Client] said

BODY:

Share a testimonial (or multiple) or a case study about how your product/service helped a past client or client. Testimonials have a huge impact on people's buying decision—even if they're from total strangers.

We consider other people's opinions more than just relying on the business telling us how great their products/services are. If there are past clients that share their feedback, this will greatly help new potential clients move closer towards buying.

CLICK TO REFERENCE: [SP7](#) [SP8](#)

LEAD EMAIL #8

SUBJECT LINE:

Example: What they're missing

BODY:

Here, you can talk about how other products/services from other companies don't offer something that your product/service does which helps them achieve their goal faster, more easily, more inexpensively, etc.

Basically, you want to position your product/service as superior to others because it offers XYZ features that give your clients certain benefits.

Remember to focus on the **benefits** and NOT the features.

For example, don't just say something is lightweight but explain how that helps the client. Like how it reduces stress on their back that other products/services typically cause or don't help with

CLICK TO REFERENCE: [SP9](#)

LEAD EMAIL #9

SUBJECT LINE:

Example: They don't want you to succeed

BODY:

In this email, you can talk about a “villain” that is preventing your target client from the success they want. It doesn't have to be a person or company or some type of real entity.

It could be a mindset that is common with your target market that gets in the way of their success.

Then, position your product/service as the “hero” to help them eliminate the villain.

CLICK TO REFERENCE: [SP15](#)

LEAD EMAIL #10

SUBJECT LINE:

Example: Is this you?

BODY:

In this email, you want to basically run through a checklist to explain who your product/service is perfect for. Your goal is for the person to run down your list and acknowledge to themselves that they meet virtually all of the criteria for being a perfect candidate for your product/service.

For example, you could say something like...

So I just want to make it clear exactly who this [product/service] is for because I don't want you to invest in it if it's truly not for you.

But if you're...

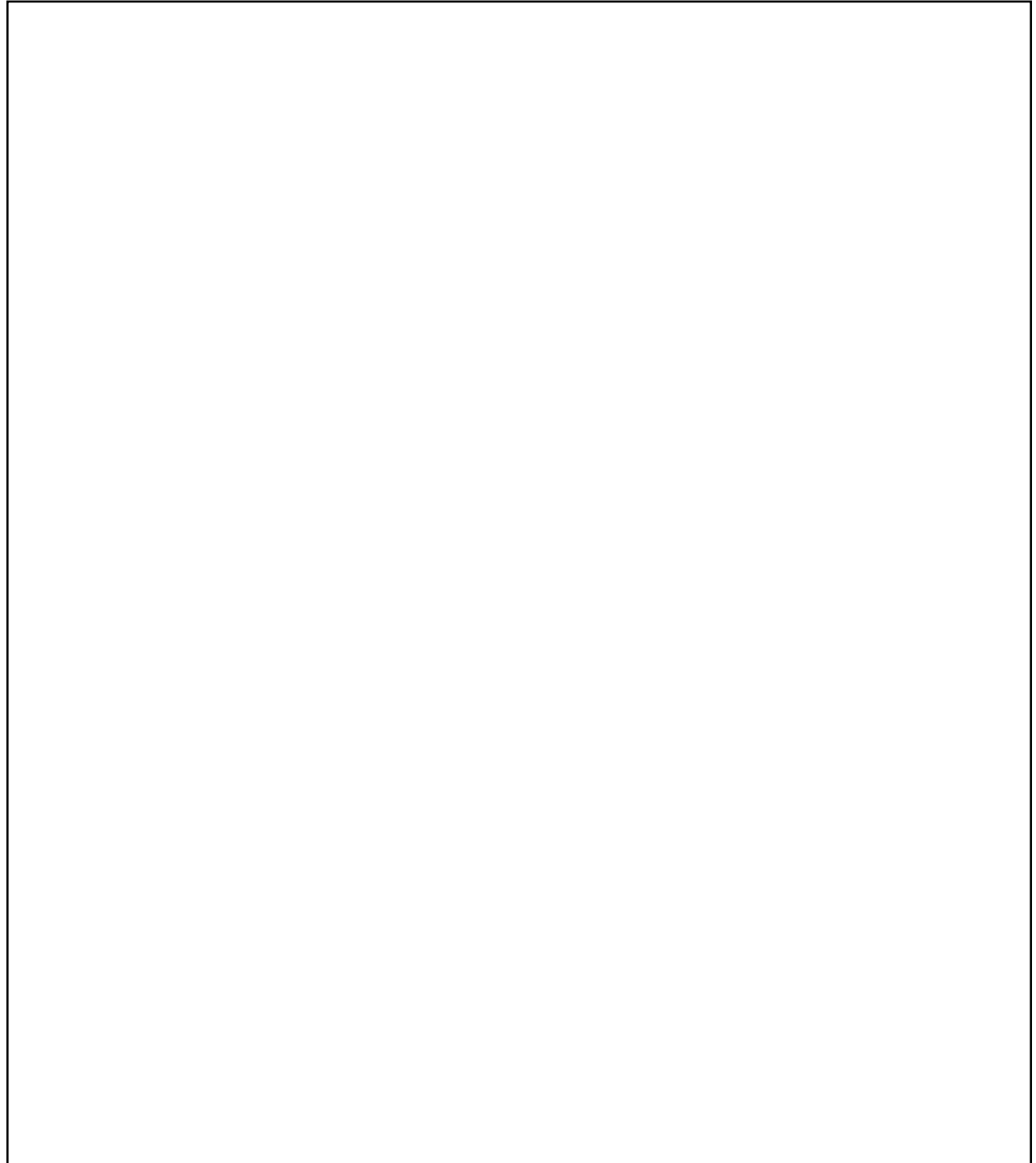
- Experiencing [insert a pain that your product/service offers]
- You've been struggling with [insert a challenge]
- Constantly feeling [insert some negative emotion]
- Tired of being/living [insert something they've been battling for a long time]
- Looking for a simple, straightforward way to [insert the promised result]
- Someone who wants a step-by-step, proven process
- Is an action-taker
- A person who wants real change

Then, [insert your product/service] is right for you. Let's do this! [CLICK HERE](#).

That's just an example but hopefully you can imagine the power of the someone reading each line while nodding and saying "Yes, that's me!" to each of your carefully crafted criteria.

LEAD EMAIL #10

(Continued from previous page)



LEAD EMAIL #11

SUBJECT LINE:

Example: Will you be happy in 5 years?

BODY:

This email is about painting the picture of what your lead's life will be like if they keep going without investing in your products/services.

Go into how their life/career/business/etc. might get worse if they keep doing what they're doing. How will this affect other parts of their life?

What pain will they experience because they're choosing not to take action?

Then position your product/service as the solution to help them avoid that not-so-pretty future.

CLICK TO REFERENCE: [SP20](#)

LEAD EMAIL #12

SUBJECT LINE:

Example: Your future self will thank you

BODY:

In the last email, we talked about how life for your lead will be more painful if they don't invest in your product/service. In this email, we're going the opposite way and want to share how life will be better if they do buy your product/service.

Again, you want to go into detail here about how other parts of their life will be better off once they achieve the results they're after.

Then offer your product/service as the vehicle to help them get to a better life.

CLICK TO REFERENCE: [SP19](#)

LEAD EMAIL #13

SUBJECT LINE:

Example: What did [Name of Past Client] say?!

BODY:

Share another testimonial or case study about how your product/service helped a past client.

This is one of the most powerful forms of marketing out there!

CLICK TO REFERENCE:

SP7

SP8

LEAD EMAIL #14

SUBJECT LINE:

Example: [Insert Number] things to stop doing right now

BODY:

This email is about getting the person to realize that they have to stop doing what they think is going to help them but isn't going to.

Maybe it's things others have told them to do but you disagree and share why it doesn't or isn't going to work.

Then talk about what they should be doing to get a specific result and then tie that into your product/service.

CLICK TO REFERENCE: [SP21](#)

LEAD EMAIL #15

SUBJECT LINE:

Example: Sorry, I forgot to ask!

BODY:

In this email, you can simply ask if your lead has any questions that you can answer. Whether it's related to the product/service your promoting or just a general question about your industry.

You may not have the right answer but if you help them find it, that could be enough to get them to invest in your product/service.

LEAD EMAIL #16

SUBJECT LINE:

Example: I didnt make this up, I promise

BODY:

Once again, share a testimonial (or multiple) or a case study about how your product/service helped a past client or client.

The more people hear about other people's success with your product/services, that more likely they'll consider buying.

CLICK TO REFERENCE:

SP7

SP8

CHAPTER 8

Awesome, your lead campaign worked and you've got a new client! Congratulations! Now what?

Well, first and foremost, you want to make sure they get access to the product/service. Then, you want to make sure they get off on the right foot towards success.

Think about what mistakes you can help them avoid and what will make them successful. Think about frequently asked questions that you can answer upfront so they don't have to struggle later.

Basically, provide emails and do what you need to in order to make sure they get the results they're after.

Below, you'll find 6 follow-up email templates but feel free to add more in if you want to. Remember, it's just a foundation to build upon!

NOTE: When someone makes a purchase for your product/service, they should automatically be taken off of your email campaign for leads.

You don't want them to continue getting messages telling them to buy if they've already bought.

Every Email Service Provider (ESP) should allow you to do this but how you do it within each will vary.

CLIENT EMAIL #1

SUBJECT LINE:

Example: Congrats On Your Order for [Name of Product/Service]

BODY:

Congratulate and thank the client for their purchase. Provide access to their purchase if necessary (i.e. links).

Reassure them that they made a wise investment by talking about the benefits they're going to experience after using your product/service.

CLIENT EMAIL #2

SUBJECT LINE:

Example: Getting the most from [Name of Product/Service]

BODY:

Talk about how to get the most out of your product/services for them to be successful.

What do they need to do to ensure they get the results the product/service promises?

CLIENT EMAIL #3

SUBJECT LINE:

Example: Avoid this common mistake

BODY:

Talk about common mistakes to avoid so they can once again ensure success from your product/service. What do clients commonly do after buying your product/service that gets in the way of their success or the results they're after?

This will help build rapport with your client because it shows that you care about them reaching their goals.

CLIENT EMAIL #4

SUBJECT LINE:

Example: If you ever need help...

BODY:

Send a friendly email telling your client that if they need help, they can contact you/your team.

This is to help improve their overall client experience and understand that you're there to support their success.

CLIENT EMAIL #5

SUBJECT LINE:

Example: Could you do me/us a huge favor?

BODY:

Depending on how long it ideally takes for your client to get results with your product/service, you can send out a request for a review/feedback/testimonial. We talked about strategizing ways to get testimonials in a previous chapter and here's an example of where you can do it.

This doesn't have to be sent out on the 5th day so use your best judgement as to when would be the right time to ask for feedback.

You don't want to ask too soon if and you don't want to wait too long where they've forgotten about you.

CLIENT EMAIL #6

SUBJECT LINE:

Example: Want more resources?

BODY:

Down the road, you can share more products/services that would be beneficial to your new client.

Think about sending them into a new lead funnel that has it's own lead magnet/ email campaign/sales page.

CHAPTER 8

Below is a checklist to ensure you have completed all of the steps for your digital marketing ecosystem.

Created a Desirable Lead Magnet

Created a Landing Page

Created a Thank You Page

Created a Sales Page (and Thank You /Confirmation Page)

Created a Streamlined Website Designed for Conversions

Website Directs People to Lead Funnel to Collect Contact Info and Has a Pop-Up Offering Your Lead Magnet

Integrated Email Campaign to Landing Page/Pop-Up To Trigger Automatically When Someone Opt's In and Becomes a Lead (Tested to Make Sure Emails Are Being Sent As Scheduled)

Integrated Email Campaign to Sales Page to Trigger Automatically When Someone Purchases/Becomes a Client (Tested to Make Sure Emails Are Being Sent As Scheduled)

Tested to Email Campaigns to Make Sure People Stop Receiving the Email Campaign For Leads After They Buy and Become Clients

CHAPTER 9

Referral Marketing Strategy #1

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Referral Marketing Strategy #2

--

Referral Marketing Strategy #3

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CHAPTER 10

Make a list and brainstorm potential categories of partners for each of the 4 categories below (think about industries and professions).

Before

During

After

Instead Of

CHAPTER 10

STRATEGIC PARTNER #1

Name of Person/Business/Company:

What do they do? What do they offer? What's their mission?

How do their products/services complement yours or how are they related?

How does your business or your products/services benefit their customer base? How do you address a need that they can't?

How can you create a mutually beneficial strategy to help each other market your products/services to each others customer bases?

Who can you contact to initiate discussions about a partnership? What approach will you use to reach out and get their attention? You might want to think outside the box or find creative ways of contacting them.

CHAPTER 10

STRATEGIC PARTNER #2

Name of Person/Business/Company:

What do they do? What do they offer? What's their mission?

How do their products/services complement yours or how are they related?

How does your business or your products/services benefit their customer base? How do you address a need that they can't?

How can you create a mutually beneficial strategy to help each other market your products/services to each others customer bases?

Who can you contact to initiate discussions about a partnership? What approach will you use to reach out and get their attention? You might want to think outside the box or find creative ways of contacting them.

CHAPTER 10

STRATEGIC PARTNER #3

Name of Person/Business/Company:

What do they do? What do they offer? What's their mission?

How do their products/services complement yours or how are they related?

How does your business or your products/services benefit their customer base? How do you address a need that they can't?

How can you create a mutually beneficial strategy to help each other market your products/services to each others customer bases?

Who can you contact to initiate discussions about a partnership? What approach will you use to reach out and get their attention? You might want to think outside the box or find creative ways of contacting them.

CHAPTER 10

STRATEGIC PARTNER #4

Name of Person/Business/Company:

What do they do? What do they offer? What's their mission?

How do their products/services complement yours or how are they related?

How does your business or your products/services benefit their customer base? How do you address a need that they can't?

How can you create a mutually beneficial strategy to help each other market your products/services to each others customer bases?

Who can you contact to initiate discussions about a partnership? What approach will you use to reach out and get their attention? You might want to think outside the box or find creative ways of contacting them.

CHAPTER 10

STRATEGIC PARTNER #5

Name of Person/Business/Company:

What do they do? What do they offer? What's their mission?

How do their products/services complement yours or how are they related?

How does your business or your products/services benefit their customer base? How do you address a need that they can't?

How can you create a mutually beneficial strategy to help each other market your products/services to each others customer bases?

Who can you contact to initiate discussions about a partnership? What approach will you use to reach out and get their attention? You might want to think outside the box or find creative ways of contacting them.

CHAPTER 11

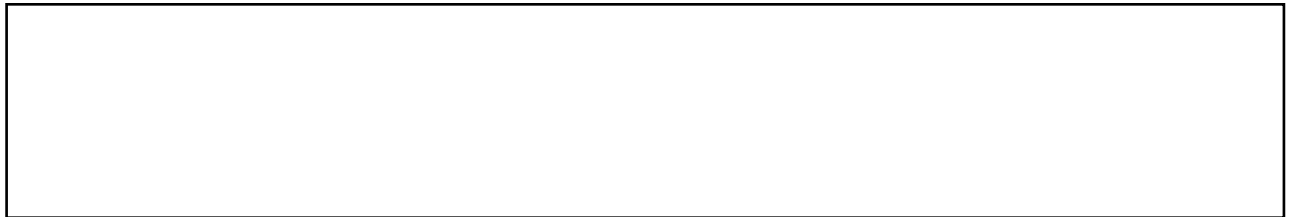
Think about your core messaging pillars for your company. What are the foundational messages or ideologies that your business has? List them below.

What are the top 2-3 platforms that you should focus publishing content on (YouTube, Facebook, Instagram, LinkedIn, Twitter, Pinterest, forums, Quora, etc.)? Think about where your ideal clients are spending their time.

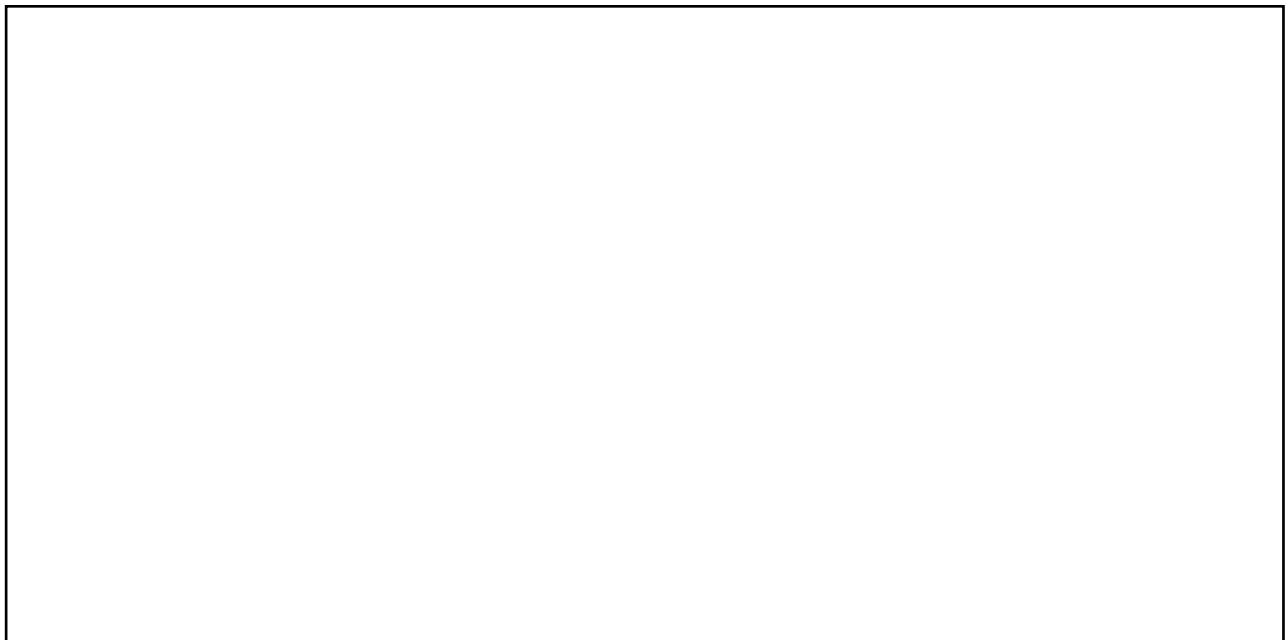
What type of content will you post? Use your messaging pillars for inspiration and also use the answers from the Know Your Client section to address people's pain points, challenges, desires, objectives, goals, values, emotions, etc. List your content ideas below.

CHAPTER 11

Why your business was started? Here are some examples: you had a problem and didn't see a good solution so you created a product/service, you wanted to improve the way something was currently being done, you have a mission to help a specific group of people because you were once part of that group (or still am). Remember to relate it to your clients.



Share stories of people with great experiences or results from your product/service. This is more than a just testimonial created by the client themselves. Here, it's more scripted and intentional. You can build a story sharing how a past client went from Point A to Point B, which should be the same journey or similar to the one that your target client will go through. Again, you can create different stories for people at different stages of your sales process to help move them to the next step.



CHAPTER 12

Below, research affiliate offers that would be beneficial to your clients and complementary to what you offer. Then write a strategy for how you will offer it (i.e. email, blog posts, YouTube, etc.).

Affiliate Offer #1

Affiliate Offer #2

Affiliate Offer #3

Affiliate Offer #4

Affiliate Offer #5

CHAPTER 13

Write down areas that you need to optimize immediately that will make the biggest improvement in the results for your business. What can you test that will make an impact on your results (e.g. website, landing page, email campaign, offers, sales funnels, lead magnet, client services, fulfillment strategies, etc.)?

Write down other areas of your business you can optimize and continuously improve upon. How often will you refine your strategies to improve your results?

CHAPTER 14

Write down your sources (current and future) for new leads and clients.

Write down your various sources for revenue.

CHAPTER 15

Below, write out ideas for how you can improve your packaging to grow your business. Think about the 4 things you want your client to do and how you can incorporate that strategy.

How will I get my clients to order more or re-purchase?

How will I get more clients to enter my email or phone list?

How can I promote other companies through affiliate marketing or advertising?

How can I get my clients to share my product/service/company with their network?

CHAPTER 16

Below, write down ideas for different offers you can make to your client base to generate more revenue right now. Think about all of your own products/services and affiliate products/services. Think about what you can re-package or bundle to create a “new” offer.

CHAPTER 17

Below, write down the top 3 (or more) weak spots of your business. Where are you vulnerable? What could jeopardize your entire business? Look at your products/services, personnel, pricing structure, sources for revenue, sources for leads and clients, bottlenecks, etc. Then, write a plan for each that would help lessen or avoid the negative impact if those events occurred and how you can keep your business running smoothly.

Weak Spot/Contingency Plan #1

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Weak Spot/Contingency Plan #2

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Weak Spot/Contingency Plan #3

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CHECKLIST

Here's a checklist to ensure you've created and implemented the most important strategies discussed throughout this book.

My business has a clearly defined vision and goals

My business has a simple one-liner that clearly conveys who I help and how I help them

My business has a streamlined website and/or landing page designed for converting visitors to leads and makes it easy for people to buy

My business has a strategic email follow-up campaign to convert leads to clients

My business has a post-transaction email campaign to improve client success rate

My business has a continuous follow-up strategy that provides value and maintains communication with clients over the long-term so my company can continuously make offers

My business has core messaging pillars for publishing content and stories to share throughout my marketing

CHECKLIST

My business has at least one referral marketing strategy that is systemized and implemented consistently

My business has at least 3 strategic partners where I share a mutually beneficial relationship to help grow each other's businesses

My business has strategies to improve my product packaging (if I sell and ship physical goods) to get clients to re-order, order other products (my own or other companies'), and refer others

My business has looked into affiliate marketing and whether it can be implemented into my business growth strategy

My business has looked into any flaws or vulnerabilities and has plans to address them

My business has plans to evaluate my business throughout the year, so my company is operating optimally

NEXT STEPS

That's it! I know this was an intense process but if you apply what you learned throughout the book, you'll undoubtedly improve the results for your business. Here's what to do next...

1. Implement what you learn! The reason this book was created as a “playbook” or “workbook” was to increase the chances of you actually getting results. None of what you do here matters unless you take action with it.

As a business owner, you have two options. You can either learn the skills needed to implement your new marketing strategies or you can take what you have and find the right people to help you with specific areas of your marketing (provide them with this completed PDF)

2. Share this book with anyone you think would find value in the strategies and concepts that were explained throughout. Ideally, it's an entrepreneur who is looking to start or grow their company.

List 5+ people below that you think would enjoy this book and send them an email, text, or message about it! Then, check the box when you've shared it with them.

NEXT STEPS

3. Please rate and review the book as it helps others decide if they should purchase it to support them with their business goals. Answer these questions in your review:

- What was the problem/issue/challenge you were having before you read this book?
- Was there any specific chapter or topic that you found to be the most valuable? If so, how and/or why? What was different about this book compared to others you may have tried?
- How is or will your company be better from having read this book?
- Would you recommend the book to others who are looking to improve their marketing and business strategy? If yes, why?

[Click This Link to Leave a Review](#)

Check this box when you've left a review.

4. Read this book again (and again). Set your calendar to come back to this playbook 6 or 12 months from now. Go through some of the key strategies and exercises. Certain concepts might not “click” the first time reading it but will at later times. You might come up with new ideas or find strategies that you weren't able to the previous times you read it.

5. If you're currently operating a business that generates 6 or 7-figures in annual revenue and would like personalized help with strategy or implementing what you've learned throughout this book, then schedule a strategy session so we can help you reach your goals in the most efficient way possible.

CLICK HERE TO APPLY FOR A STRATEGY CALL

Thanks again for purchasing the book. I wish you all the best
in your business and life! — **Dan Lu**