

# Module 3: Crafting Your Marketing Assets



# Crafting a Compelling Title

- Choose Clear over Clever
- Use a Specific Number - 3, 5, 7
- Long Titles Are Great
- Use Benefit Words & Phrases



# Crafting a Compelling Title

- 5 Keys to Putting the Romance Back in Your Marriage
- How a Virtual Assistant Can Help You Make More Money
- Money Management: How to Keep More of What You Earn
- The 6 Critical Ways to Stick To Your Diet



# Fill-In-The-Blank Title Formulas

- “How to \_\_\_\_\_ so you can \_\_\_\_\_”
- “How you can \_\_\_\_\_ in the next \_\_\_\_\_ (# of days)”
- “How to \_\_\_\_\_ in # Simple Steps”
- “# Ways to \_\_\_\_\_ so you can \_\_\_\_\_”
- “# Secrets/Keys/Steps/Strategies to \_\_\_\_\_”



# Benefit Words

Easy

Free

Reduce

Strategy

Learn

Discover

How to

Avoid

Sure-fire

Tips

Elite

VIP

Criteria

Premium

Exciting

Experience

High-income

Application

Increase

Simple

Learn How

Mistakes

Now

Platinum

Master Mind

Personal

Maximizing

Decrease

Quick

Discover How

Strength

High-end

Diamond

Improve

Fast

Proven Techniques

Accelerated



# Crafting Benefit-Rich Bullets

- Bullets should speak to one or more of these:
  - What they don't know
  - What they are mistakenly doing wrong
  - What they want instead
  - How this makes it easy for them
  - What problem does it solve



# Crafting Benefit-Rich Bullets

- **Step #1:** List ONE piece of content on left side of a sheet of paper
- **Step #2:** Brainstorm answers to the '5 Types of Bullets'
- **Step #3:** Use '50 Fill-In-The-Blank Bullets' to craft 5-7 options for each piece of content



# Crafting Benefit-Rich Bullets

## - Health Coach Example

Content	Bullets
<b>How to stop eating foods that cause hot flashes</b>	<ul style="list-style-type: none"><li>-Don't know which foods do this</li><li>-Don't know hot flashes are impacted by foods</li><li>-Don't know what to substitute</li><li>-Need simple checklist of foods to toss</li><li>-Need simple checklist of foods to buy</li><li>-Solves the "What do I eat to feel better?" problem</li></ul>





# Crafting Benefit-Rich Bullets

## - Health Coach Example

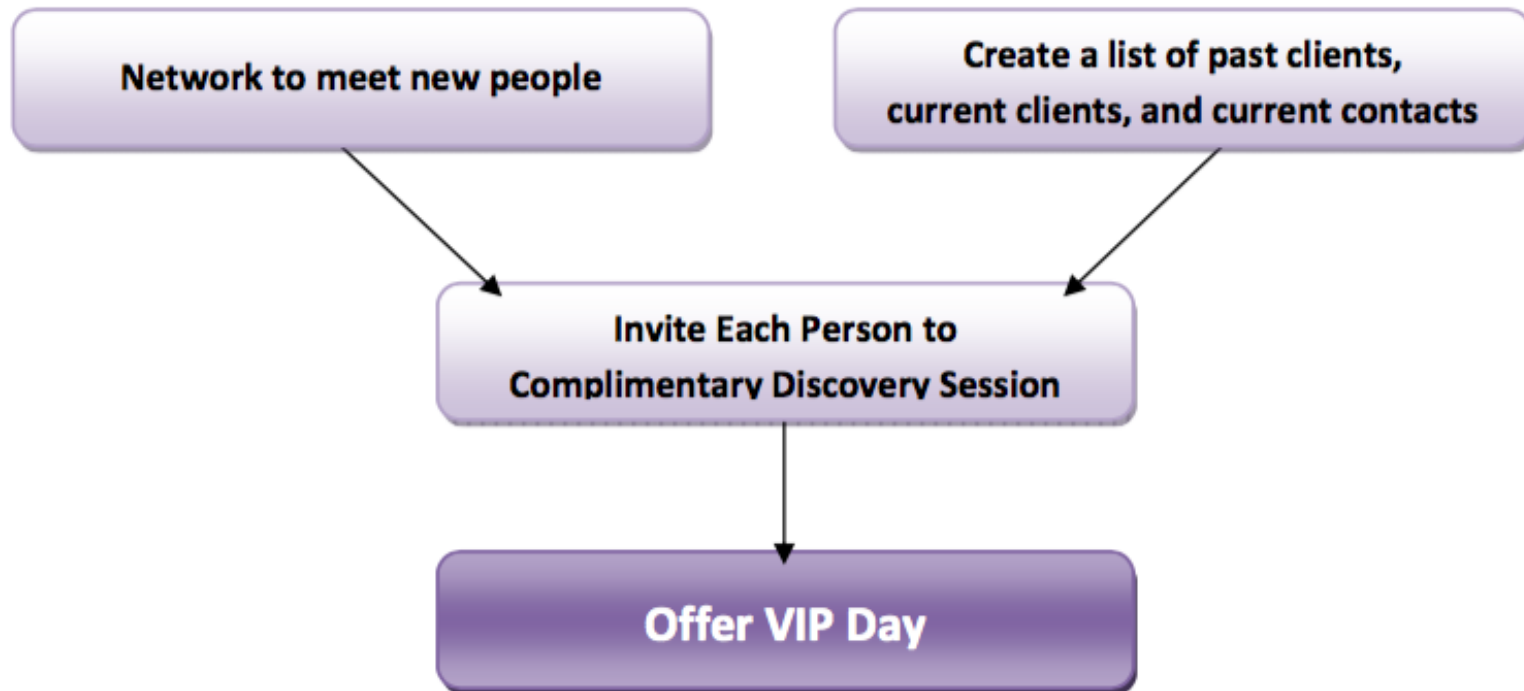
Content	Bullets	Magic Bullet
How to stop eating foods that cause hot flashes	<ul style="list-style-type: none"> <li>-Don't know which foods do this</li> <li>-Don't know hot flashes are impacted by foods</li> <li>-Don't know what to substitute</li> <li>-Need simple checklist of foods to toss</li> <li>-Need simple checklist of foods to buy</li> <li>-Solves the "What do I eat to feel better?" problem</li> </ul>	<ul style="list-style-type: none"> <li>-At last! Find Out what Other Successful 60+ Year Old Women Know About Avoiding Foods that Cause Hot Flashes!</li> <li>-Revealed: Why Eating These 5 Foods Will Immediately Cause A Hot Flash and What To Eat Instead</li> <li>-You'll Find Out 25 Suprisingly Delicious Things to Stock Your Fridge With So You Can Never Go Hungry or Cause a Hot Flash Again</li> <li>-Here's How to Eat to Feel Better – For Free</li> </ul>



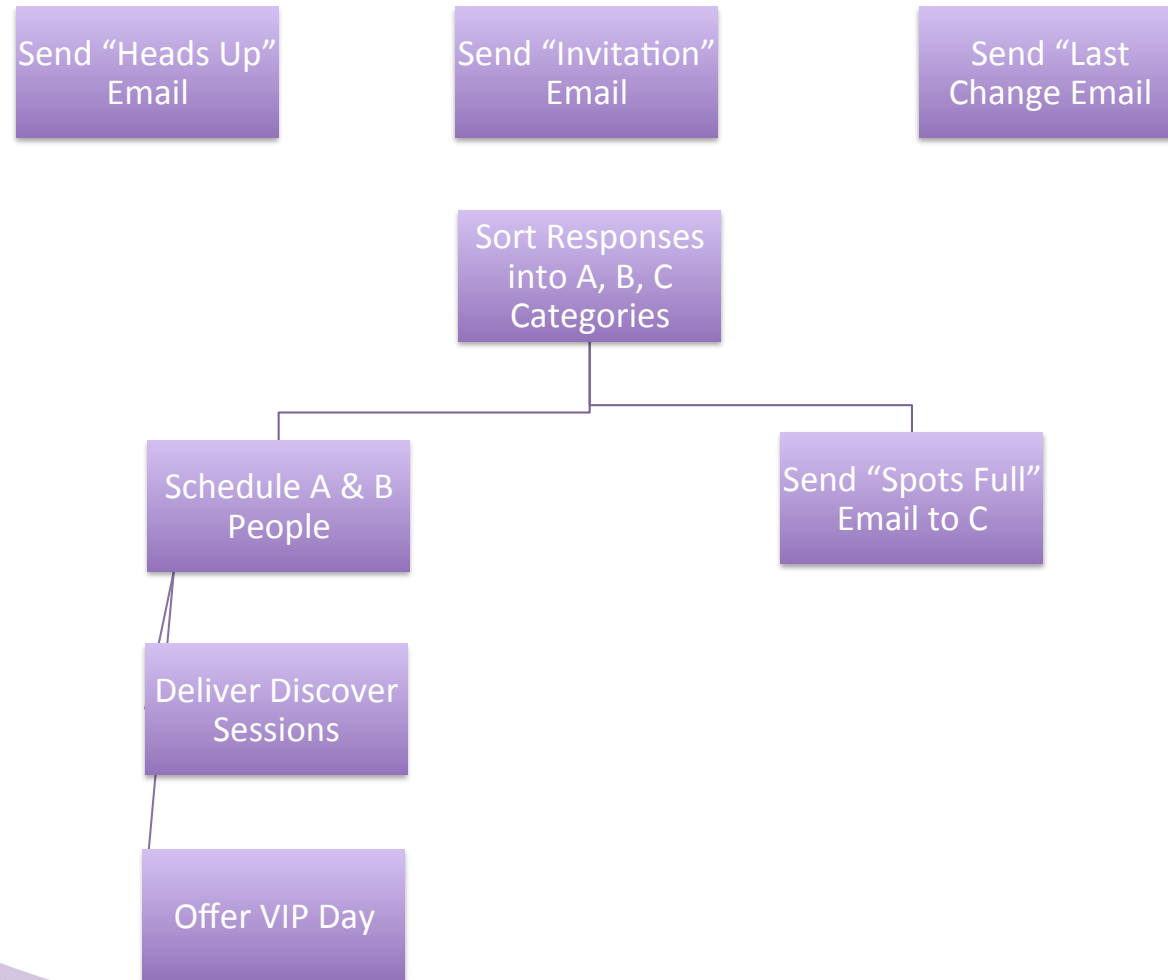
# Sample Email Marketing Calendar

Date	Task	Subject Line Examples
Tuesday	Send “Heads Up” Email to Your List	I was thinking of you... This is a heads-up...
Friday	Send “Invitation” Email	Today is the day (Time Sensative) If you’d like my personal help, open TODAY
Wednesday	Send “Last Chance” Email	Today is the LAST Day This ends TODAY I don’t want you to miss this (open TODAY)
Thursday	Send A & B list link to online schedule program	Let’s get your Discover Session Scheduled
Thursday	Send C list notice they didn’t get a spot	About the Discovery Session you applied for

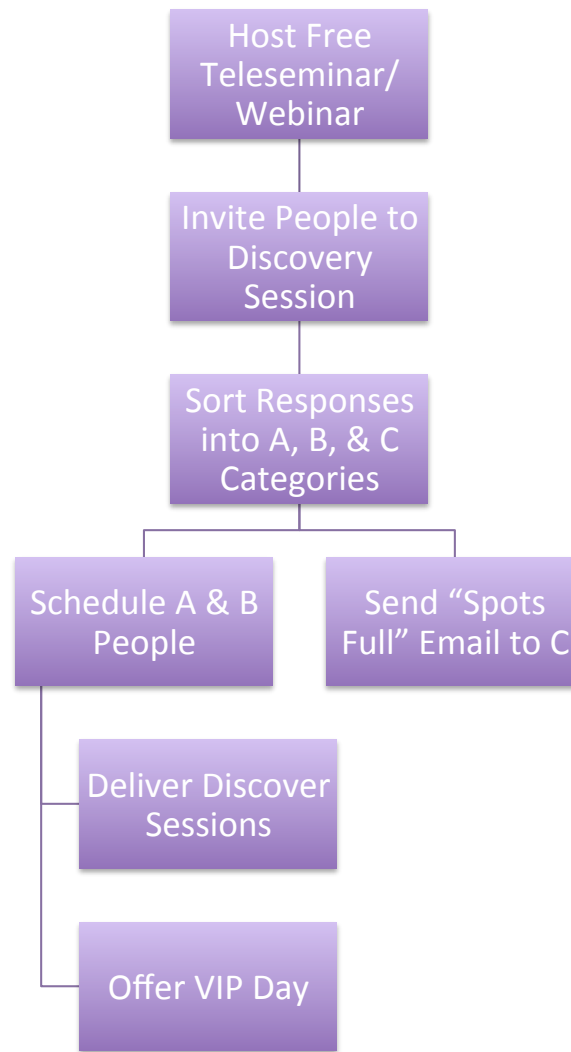
# I-on-I VIP Day Flow Chart



# Email VIP Marketing Flow Chart



# Teleseminar/Webinar Flow Chart



# Time to Promote Your VIP Day Offer

- One method everyone should note: start your promotion early, so you can get a buzz going
- That includes:
  - Blogging about it
  - Creating a Facebook Page (if you don't already have one) and keep people updated there
  - Promoting your Facebook Page (and most popular posts) with Facebook Advertising
  - Creating a Facebook Event and inviting specific ideal clients—or peers who are likely to help spread the word



# Time to Promote Your VIP Day Offer

- Creating and registering a Hashtag for your VIP Day landing page or lead-generation webinar at [Hashtags.org](https://www.hashtags.org)
- Creating an email campaign
- Actively seeking guest spots with other coaches and relevant niche peers



# Time to Promote Your VIP Day Offer

The number one way to promote: Running a free teleseminar or webinar to weed, nurture and capture highly qualified leads





# Step 1: Planning Your Lead Generation Webinar



# Planning Your Webinar

- Many coaches choose a free service like [FreeConferenceCall.com](https://www.freeconferencecall.com)
- But remember, you are creating quality every step of the way for your client to justify a VIP price tag
- Make sure that you (or your assistant) is comfortable with whatever webinar platform you use, so the experience will be **seamless and easy to access** for your ideal client prospect



# Webinar Platforms

- There are many choices, including Google+ Hangout
- It really depends on what your ideal client is most comfortable and familiar with
- You can always outsource it to a virtual assistant or tech assistant who has proven experience with that particular platform
- Make sure your platform has the ability to record your webinar
- Consider hiring an experienced transcriptionist to provide a PDF copy as a bonus
- Make sure your platform allows you to practice



# Practicing Your Webinar

- When practicing or giving the actual webinar, use **index cards** or a **script** or **core outline** to:
  - Keep yourself on topic
  - Make sure you don't omit vital information
- The more you **practice**, the more smoothly your webinar will run on the big day
- Make sure any guests you interview are familiar with the technology too
- Make sure you have decided who will press "Record"



# Step 2: Creating Great Content



# Focus First & Foremost On Your Webinar Goal:

- What do you want this webinar to achieve?
- What do you want this webinar to make the attendee do?
- What should it showcase?
- Why will your audience care?



# Your Webinar Should

- Point out that you know and understand your ideal client's dream
- Deal with a single major obstacle
- Give a taste of the way past it—and prove you are the best person to help them achieve this breakthrough
- Your webinar has to promise breakthrough and provide it on at least one component of your ideal client's major problem
- The ideal is to **get the audience past the first hurdle**—proving you can lead the way through the minefield
- Your webinar has to be “sexy” too!



# It's Not Enough to Have Great Content

- You also have to demonstrate you can create **great flow** Your webinar should be dynamic, professional and a real page-turner
- Your attendee can't leave, because she wants to know **what happens next**
- If you are not experienced in writing webinar scripts—Check Out [WebinarMagicBullet.com](http://WebinarMagicBullet.com)





# Step 3: Creating the Perfect Landing Page



# Your Easiest Option

- Subscribe to LeadPages™
- You will find hundreds of top-quality templates you can easily set up in seconds—and that includes all types of landing pages, including video pages
- Add lightbox popups and use their tracking analytics
- Host on your site or theirs



# Step 4: Your Call-To-Action



# A Proven Formula

- At the end, invite people to a second call or webinar for a **free “discovery session”**
- Ask them to stick with you till the end of the call, promising special, exclusive bonuses
- Run your free discovery session and talk about:
  - What you're offering
  - How it works
  - What it costs
- Promise a **Q & A** session “in just a few moments” but “first, let me tell you about the special bonus I have for those of you who stayed with me till the end of this call”
- Present your bonuses and details on options and early-bird pricing; tell and show **where to sign up** three or four times during the closing section
- Finish off with a **Q & A** session, inviting questions about your VIP Day offer (and repeat your call-to-action)



# Early-Bird Pricing

- Some coaches offer a limited time window for options such as early-bird pricing or other features
- The more you are asking, price tag-wise, the less you should employ this strategy
- Someone capable of paying \$15,000 for a VIP Day is less likely to be lured by extras
  - In this case focus all your energy on the benefits of trying the free Discovery Session
- If you are using a relatively small pricing option—\$397-\$997 (or even \$2,997, depending on your niche)—that’s when to include and talk up your bonuses



# Step 5: Following Up



# If They Turn You Down At the End of the Strategy Session...

- Don't give up
- Use low-key but focused follow up strategies
- Remember also that once your client has made a purchase it will be much easier to sell your next package, product or offer



# You Don't Know Why They Didn't Purchase So Don't Assume the Worst

- Instead...
  - Send out thank you emails to all who showed up for your webinar, inviting them to the free discovery session, if they did not take you up on it at the end of the call
  - Send out personalized thank you emails to those who showed up for the discovery session
  - Continue to maintain the relationship (whether or not people converted)
    - Provide prize tips, news, affiliate links to other products you think they'd like and new special offers
    - Every now and again, steer them back to your VIP Day landing page
  - Let them know how to get in touch with you
  - Provide a forum or a Facebook Group where they can have limited but real interaction with you

