

Alumni Members in Action

Drew Hunthausen
Deanna Hansen
Elizabeth Naylor
Kathy Kingston
Mary Stevenson

Drew Hunthausen

Video and blog talk radio -

Promo videos - 2-4 minutes
Quick messages - 5 concepts - penetrate Google

Gratitude - video - Monday
Attitude - video - Tuesday
No Excuses - Wed
Motivational - Thurs
Inspirational - Fri

which day gets best response - topic/day

but will be doing more of the short videos every month as I get better with the whole process and it becomes easier. I just need to keep up with the radio and blog talk opportunities as I know they will come as I get better with the process and presenting my message.

You have the video process I want you going through -
I want every description to start with a keyword - and attach to the category with same keyword -

Categories
motivational disabled speaker - N M

inspirational disabled speaker - G A I

motivational disabled author

Title - Keyword based
- motivational disabled speaker
- inspirational disabled speaker

Video - No Excuses Blind Guy Inspirational Disabled Speaker

Description:

website

<http://www.DrewHunthausen.com> Inspirational Disabled Speaker - The No Excuses Blind Guy (say a bit more about what the video actually is)

Blog Post - same video headline -

Share - from Youtube

Google+ - keyword

Blog Post - same video headline - share again

Far out reason - Custom Audience in Facebook - FB Ads -
grab keyword - Inspirational Speaker

Action Plan

- revise any posted and repost blog
- update youtube descriptions
- start to get a pattern in place

Deanna Hansen

Social media frequency

I want to complete the sales page for the 21-day program,

JV Link - opt-in page - then that sends to GTW Link - ALL in IS - registration under this JV -

- they may not take 2nd step register for webinar
- reminder
- new list - webinar sequence - then pop into our 'regular sequence'

Get my new supplier for block production secure

- Kim - Secure US production and distributor

Get a better handle on how to use social media,

make more sales!!! - 21 day program launch - JV promo

<http://www.21dayblockblitz.com>

Create promo for them - Promote webinar/ Webinar FU /
Social Media Posts - Tweets

Great plan:

Block production in USA - status?

Action Plan:

Social Media - <http://www.thescienceofsocialmedia.com> - login and start with Facebook - Post at least daily in your own community

FB

Twitter

Linkedin

Get on the phone - make more sales

Secure the webinar - set it up with a LP concept
JV opportunities - create a relationship to get one of these per month
Solo email
Social media - FB LI G+ and Tweets -

20 tweets

Join us on the 21 Day Challenge Webinar - Get Fit Fast - LINK to webinar
@BlockTherapy #fitness Link to LP Affiliate code - IS code

Repeat their use - promote to both your Twitter channels

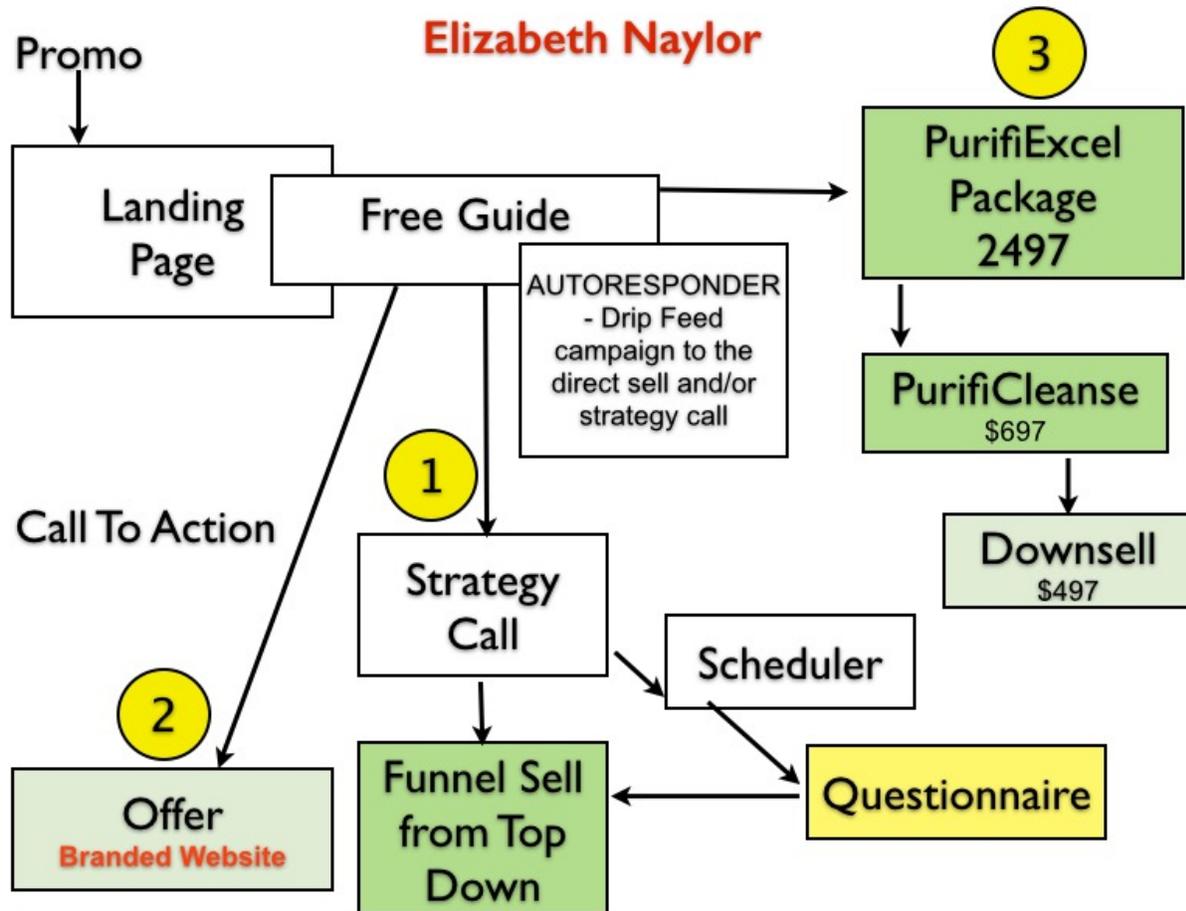
Direct to GTW registration
Video ranks - then pictures - then just text

Join us on the 21 Day Challenge Webinar Apr. 7th Get Fit Fast - LINK to
webinar @BlockTherapy #fitness

Find out about @BlockTherapy on Apr. 7th webinar - LINK #fitness

Email Promo - to your own list - piggy back on this launch

Elizabeth Naylor



For some reason I am still fuzzy about the front end/top of the funnel. And the process of moving them from meeting me/hearing me and actually buying from me. That is the key issue. I have stacks of contacts that like me - I really think that what I do is so different from what they are familiar with that an event with a clear offer is the key. So perhaps the clear offer is what I need to work on.

VibrantMomVibrantBaby - topic - excitement - capture - email sequence - \$

April 1st - small group 10-12 - 20 - 30 year olds - attract - market research
 Right marketing approach -
 1/2 day - 8:30 - 1pm - serve lunch - offer? \$995 - \$1495

workshop materials

Survey and live group feedback

Testimonials

Start Right Baby - PurifiMe Baby Wellness

6 45 min. segments - ISSUE - calm, peace,

Program - fast short burst sessions - 30 minute session -

8:30 - program presentations until 11 am

11 am - formal pitch - \$995 presentation - 3 people — 20 minute

BENEFITS - about them - prevent childhood disease

Pay in full - \$995 - or \$97 per month = \$1200

Lunch

Survey -

Mary Stevenson <http://www.maryestevenson.com/>

- issue with selling 1 hour at a time - and people expecting followup for free

- solution - packages — HELP - no probs - HELP - Ask for money - JOB

3 pack call it something

Need: packages set for both people and animals and some coaching on how to sell them. I have had people expecting me to 'check in' and 'fix' things with their animals months after I have worked with them. They are expecting me to do this without getting paid.

For everyone - if you take money AFTER the delivery - you have a JOB. Money comes before.

- Learn to take money before doing any distance sessions.

POLICY - All sessions require prepayment

Solution:

When people want to book a session - they go to your website and PAY - when the order comes through - you go

They can now ONLY pick a package -

Establish the Funnel

1:1 is going -

Inform your current clients - that your rates are changing as of May 1st
They are welcome to purchase the \$150 hour rate now in as much quantity as they want. Buy 5 - prepay NOW.

Whole Harmonized Communication (Healing) - 3 month program

3 sessions

1 75 minute - healing

1 20 minute - follow up 7 days later

1 20 minute - follow up 3 months later

\$375

Healing - 6 month program

1:1 for owner - 50 minute call

1 20 minute - follow up 6 months later

\$675

Family - \$995 - 1 year program

Kathy Kingston

After my Assn. Fundraising Professionals Conference this week, how do I follow up with the people I met at the conference.

I have their cards and what is the best follow up?

Basket drop - table - email

Collect them - email

150 kudos - Infusionsoft - APP called SNAP - business cards - takes a photo - guy manually types it in - then you go and assign a tag and confirm - TAG - AFP2016 -

Bulk email to AFP2016

- do 1 more email -

Did you get a chance to fill out the survey....

Also - if you did fill out the survey - I'll be in touch shortly, and if you'd like a free copy of my guide - yada - go here >> LP

Old school - 100 emails - 100 emails

Warm personal email - invite to strategy session

Goals - 1 - FILL OUT THIS SURVEY -

2 - call you

Tell them to go to your landing page, opt-in first get a free gift plus you'll be a part of your community and qualify for a free Higher Bid strategy Session (valued at over \$250)

Questionnaire - with qualifiers for 'amount' -

<https://form.jotform.com/60613405184247>

those leads cost you MONEY. DO NOT GET LAZY IN FOLLOW UP.

20 of those cards - 1 could be a buyer of your master package - \$15k

Over arching element of business:

Cash Calendar - campaigns specific to cash generation
webinars \$ JV

Speaker Calendar -

Traffic Calendar - <http://tracyrepchuk.com/trafficplan.pdf>