

Kathy

Book Launch: May 2015

Action Plan

- get gifts (email)

- get affiliates (email) - Michele - 1 shopping cart

Step 1 - Landing Page - generic - interested in book

www.AHigherBid.com

I think our next thing with you - because we will build the landing page - is

(overall process)

what do you give away

and you should start to prepare the social media content

- I'll tell you how to do that

We can get in place step 1 - gather leads for the launch - now it's about step 2.

Getting a booth before the book -

No -

>> Promote to your own list - push them to LP for book
do an email on that every 2 weeks - 3rd week in Jan
- hey did you get a chance to opt-in for book information
- I just got advance copy from Wiley - so excited - make
sure you are a part of launch day...

1. Strategically -- what should I give away.

- gifts

- webinar - register now - push it about 3 weeks out date
- webinar with upsell

2. How to build the FB page --- content and look and
other bells and whistles

3. Timing for the launch date (still do not have production
schedule from Wiley)

Jan 15th - landing page to thank you

mean time join my FB community -

<https://www.facebook.com/groups/startrightmarketing/>

(I can provide header for that page - from Landing page)

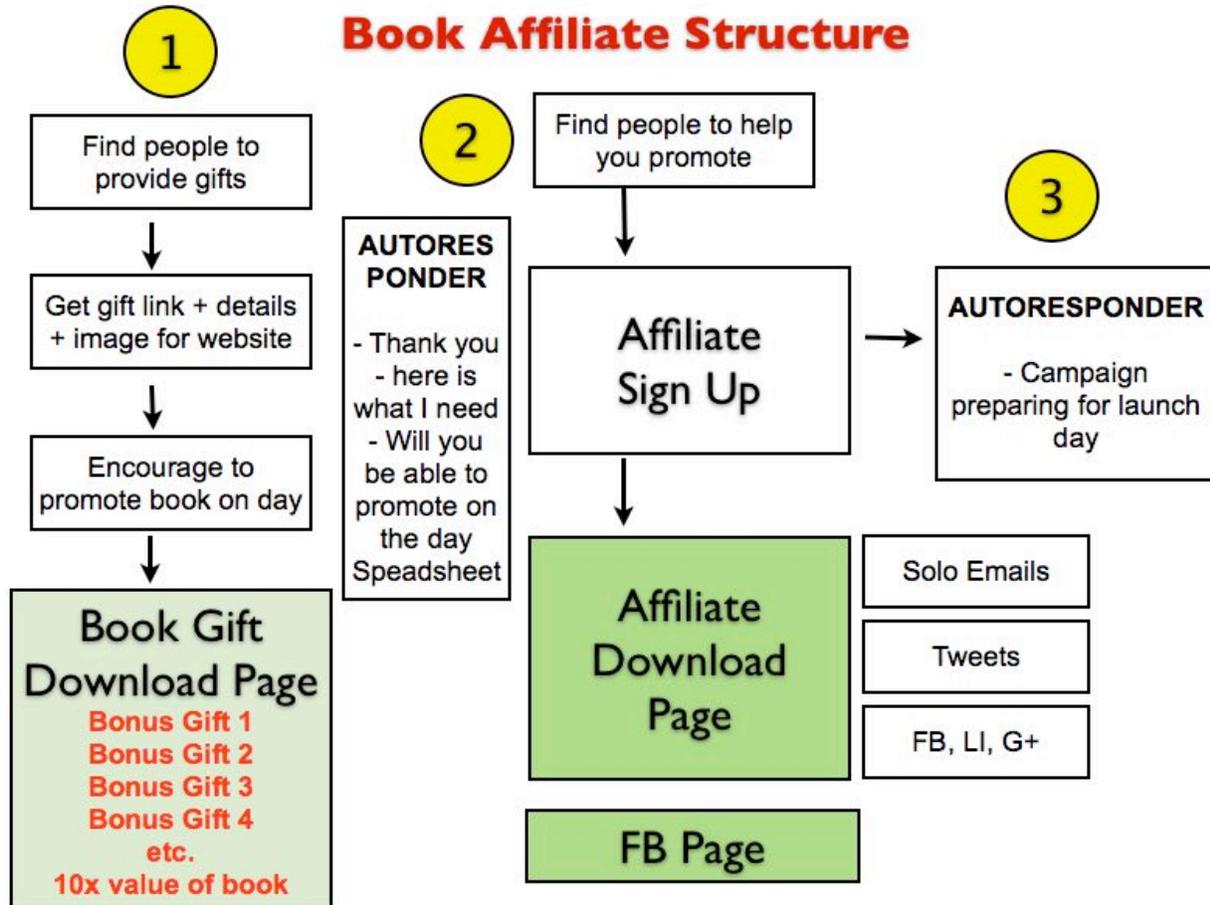
4. Continue discussion on how and when to have a
presence at major conferences

- when you have the book - booths
- drive to a webinar - upsell on webinar >>

5. Affiliates

>> My goal is to have a #1 bestseller on Amazon.

Continuing questions ensue about finding and incentives for affiliates and launch partners.



FF's priorities for tomorrow's Alumni webinar:

- #1 Prep for his sales meeting w/ Dibble & Miller on Fri
 - review attached order form, especially the "terms"
 - note: I put the video on the desktop of his laptop, so he just needs to click on it to play

quick intro from WIIFM - marketing

Video - play

- Pull out order form - buy the video - social media, website, buy promo time online - ads
- low cost endorsement

Get order signed within 10 minutes ---- >>>

Then if he invites you to continue talking - chat about 'future of this project'

#2 FF wrote goals for 2015, which I've copied here - he wants to know which things you can help with

1) sizzle reel completed which means that I will have to pay Clint Arthur for my 2nd celebrity launch pad attendance

-- send us the sizzle reel link - and we'll put on your website

2) Davin Michele's get me a P. A.

-- you have to deal with 123

- what do you want them to do
- so they can find you someone to do that
- technicians -

- do my email sorting - send me what I need to read
- post my social media to hootsuite
-

what can they do - that would cost me time or money otherwise

3) market my P. I. Testimonial

4) do I want to change my pitch? Because when I was at the love the final chapter event both DD and SS said that they thought it should be changed in order to draw to me the woman who I need

5) start charging a membership - no

6) ask my list what do they want from me? - YES
survey your list always good

7) I need to be able to set up a policy and procedure Palmer for each of my (paid) workers with a video

- YES - always good

Necessity - Video - documenting step by step - do their own documentation with screen shots - standard operating procedure

Hootsuite - SOP - give to my next VA - do this - Video training link - SOP with screen shots

Cynthia - Social Media - Document what they are doing

- posts of MEMEs - document - step by step

- radio show -

- getting guests - step by step - job description

8) set up and host my first local live event

- huge undertaking - need event manager -

- who would come

- what would they pay

- why are you doing it

- what will they learn

- how will you make money from it

9) do a poetry book

- no - when you are retired wealthy
- motivational and inspirational speaker

10) my autobiography book

- no
- story - fire - possible movie -
Rudy - took 30 years to get his movie made
Unbroken - olympic athlete - 50 years to get his movie
made - died months ago 98

-

11) I am ready to move my BTR off of the TBI niche to a different place where?

BTR - free platform -

>> other radio show - what is the concept of the show

Interview - Jarrod - Show Name -

>>>> From Flawed to Fantastic

- you as a speaker
- pushes your brand
- associates you with top people - credibility by association
- matches your talk title, your book etc.

eWomenRadio - \$8000 (runs on BTR)

TBI Radio

Too many diverse goals -

Pick 2 main goals tops

(1) Become a #1 Amazon BS - Wiley

(2) Dominate with videos in the Lawyer market

(3) Get booked as a speaker

Go through

Contaminate or Contribute

New York Times Bestseller

Technical Staff full time:

creating a membership site - enormous task

- enormous throughput - traffic god

1000 people - 1% - 10 - \$20 = \$200

- maintenance is huge

Contribute

(3) Dominate with videos in the Lawyer market

- Researching all lawyers you can connect with
- calling them to ask if you can send an email with a marketing idea for them
- send email
- follow up with phone call
- write that email - include video link

(3) Get booked as a speaker

Contaminate

Contribute - add it



Sales Order

Fantastic Frank Johnson

Trapped in a Fire, Carried out in a Body
Bag, Motivated to Inspire Millions

Date: Dec. 19, 2014

Invoice #: 11

Customer ID: Dibble & Miller

To: Dibble & Miller, P.C.
55 Canterbury Road
Rochester, NY, 14607
(585) 271-1500

Qty	Item #	Description	Unit Price	Line Total
1	1	Video #1: "If it Wasn't for a Personal Injury Attorney, I Wouldn't Be Here Today"	\$ 297.00	\$ 297.00
Total:				\$ 297.00

Terms: Dibble & Miller has usages rights. This consists of:
Dibble & Miller has unlimited use of the video for their website, social media, meetings, etc.
Dibble & Miller can not edit or sell the video.

Frank R. Johnson retains copyright. This includes:
Frank R. Johnson may edit, customize, and sell the video to other clients.

Upon receipt of full payment, the purchaser will receive online download access to the video.

Purchase Approved by: _____(print)

_____ (sign)

Email Address for Video Download Instructions: _____

Date: December 19, 2014

Preferred Payment method: Checks

Make all checks payable to Frank R. Johnson
Thank you for your business!
2391 St. Paul Blvd, Rochester, NY 14617

Dibble & Miller is purchasing usage rights.
This consists of:

....

Frank R Johnson retains... to do whatever he wishes with the video including customizing and selling to others.
Dibble & Miller cannot edit, reproduce, redistribute or sell.

If purchaser wishes to obtain full rights to the video - thus preventing resale to any other outlet - prices can be requested for this option.

(3) MarBeth

Copy review - webinar

Possible Domains:

www.prosperousnewyou.com - Webinar - 3 week training - \$197 - \$97

Bonus 1

Bonus 2

Bonus 3

www.spiritualwealthsystem.com) - product

www.spiritualwealthactivationsystem.com) - product - \$997

1. **List survey**
2. **Financial - Money Clearing**
3. **Finance - greatest challenge**

WEBINAR LAYOUT

3 Simple Secrets to Create a PROSPEROUS New YOU!

Finally Shatter the Financial barriers that are holding you back!

I'm MarBeth Dunn, the Joy to Abundance Strategist, and I'm about to share a secret. I'm abundant. Joyfully abundant. In fact, I'm blessed to be worth millions of dollars. I own my ocean front condo outright, no mortgage. I wear designer clothes and drive a fancy car. I travel often. In the past year alone I've visited LA, San Diego, CA, Santa Fe, NM, Chicago, Las Vegas, Aruba, the Bahamas, Puerto Rico, Grand Cayman, and Grand Turk.

I'm happy in love.

I am, however, very familiar with the stress of not having enough.

You see, I spent many years struggling with money, heavily in debt. I played musical credit cards... Borrowing from one to pay off the others, and then

borrowing from the others to pay that one off. I made money; I lost money.
Always on the edge. Always struggling.
Major STRESS! Can you relate?

**Then I realized I had the key to help others too - but I wasn't sharing it.
Much of my time was focused on how to find joy in your life - but the
reason I had so much joy is the financial worries of life didn't exist for me.
So I decided to gift you this FREE
WEBINAR that can dramatically change your life over the next 365 days!**

Sound good?

According to a recent McKinsey survey, 40 percent of Americans said they live from one paycheck to the next - maybe that's you...

The good news is whether you are experiencing this or know someone who is - we can do something about it!

"A Federal Reserve report released in July on the economic state of U.S. households showed that while gains have been made, "economic challenges remain for a significant portion of the population."*

In my most recent survey, the majority of respondents (49.3%) selected Finances as their greatest challenge, 53% chose Abundance Acceleration over all the other topics.

New Years is traditionally filled with promise and opportunity. It is a time of resolution, a time of renewal, and time to create new, healthier habits. If you're like most people, you begin the year determined to shift at least one habit or behavior. You may plan to wake up at 5:00 am to work out every morning. You may resolve to drop 50 pounds with a new diet; change your spending or savings patterns, or eliminate self- sabotage once and for all.

Yet, I must ask you...

As you craft your New Years Resolutions and vision boards in hopes of a vibrant, more POSITIVE future, are you creating more of the same disappointments you know far too well?

On December 30th I will share with you my secrets.

Three secrets to creating a prosperous new YOU!

If you're ready to attract money...

If you're ready for abundance...

If you're ready for a LIFE of miracles and wealth...

Then join me on

**December 30th
8pm Eastern - 5pm Pacific
for my FREE WEBINAR:**

“Three Secrets to Creating a Prosperous New YOU!”

Considering not coming?

Let me tell you that this webinar is not a rehash of the Law of Attraction.

**In this information packed webinar I will introduce you to my
Spiritual Wealth Activation Process that has taken almost three decades to
develop.**

**It is carefully designed to help you access your True Wealth, your deep
Inner Strength, an unwavering Inner Peace, and a deep Unconditional Love
for yourself and others.**

**By using this system, you will learn to harness the power of miracles and
create your life from the inside out.**

**You will learn to detach from your desires and money, which will
paradoxically attract them to you.**

In My Webinar I Will Cover...

- >> How to access your True Wealth**
- >> Simple Mindset Secrets for a Miracle Consciousness**

**>> The Most Important Factor for Creating The Life You Desire
and How to Implement it Immediately**

Register Now and I'll see you on

**December 30th
8pm Eastern - 5pm Pacific
for my FREE WEBINAR:**

“Three Secrets to Creating a Prosperous New YOU!”

*** [http://america.aljazeera.com/watch/shows/inside-story/articles/2014/12/11/
living-paycheck-topaycheck.html](http://america.aljazeera.com/watch/shows/inside-story/articles/2014/12/11/living-paycheck-topaycheck.html)**