

Kathy Kingston

Amazon -

http://www.amazon.com/Higher-Bid-Transform-Fundraising-Strategic/dp/1119017874/ref=sr_1_1?ie=UTF8&qid=1416935113&sr=8-1&keywords=a+higher+bid

May 2015 >>

Book Ready for launch -

(1)

Watch this - it is launch strategy for a book

<https://vimeo.com/92764372>

PW - m2mtracy

Print and go through this document

<http://messagetomillionsmastermind.com/dwnlds1127/m2m6productlaunch.pdf>

(if you need a password get in touch with Dave he'll see if you have access to it)

Watch this - <http://vimeo.com/107619936>

PW - trclientcall

It was the on the day strategy stuff with the 'JV launch partners'

To do

- Get FB page in place
<https://www.facebook.com/groups/startrightmarketing/>
(I got this in place before the book was event finished)

- Domain name - www.ahigherbid.com
FREE GIFTS

- Get Landing page in place - CRITICAL
ie. www.StartRightMarketing.com

- Get Launch gifts in place
ie. <http://startrightmarketing.com/download.html>
- Start gathering bonuses for launch day
 - (Value: \$250) 15 minute call 1:1 Kathy
 - Webinar - normal 50 min 10 upsell >> (\$497)
 - ebooks, guides, checklists (\$47-\$197)

Dec - Landing Page - NOW Phase I gather name

(talk about the book) Anyone who opts-in for notifications on release date will get a free "gift"

- send to FB page community - tell them reveal behind the scenes planning etc.
- sneak leak of your best tips from the book
(autoresponder series)
- Push to LP and social media

Jan - getting download page in place with free gifts

- Building the Phase II page - Buy Now and BUY registration
- Get launch partners
- Push to LP and social media

Feb

- Push to LP and social media
- Get launch partners
- Building gift list

March

- Push to LP and social media
- Get launch partners
- Building gift list
- Back end strategy established and built

April

- Push to LP and social media
 - All websites autoresponders and partners are in place
- Get launch partners

May - Launch

- Rally launch partners
- Queue all social media and solo emails for send - for self and partners

Speaking >> Drive them to the LP

Education - draw and get names

--> Forms (refer Kathy opt-in to get notice of new book release) - SAMPLE)

Frank Johnson -

Videos to lawyers - Frank spokesperson/testimonial

Here are FF's Q's for the Alumni webinar in a couple days
(Tues Nov 25):

1) review his edited video: <https://vimeo.com/112620836>
pw: fantastic

GOAL - \$497 >> at least one video
>> buyer - proof of concept - testimonial

Then sell 3 - \$497 add the buy out price - \$3497
(beta testers)
Total of 4 lawyers

Then get fancy - \$997 and the buyout price

2.5 minutes - video - help you sell - third party
endorsement - \$497 introductory unlimited use 1 video -
customized

the launch price will be \$997 and up
- tell me more

(Dibble and Dibble) - Testimonial

>> Modify with their in and out - then show them
(Lawyer B) - this concept from me

Introductory email - to go to one lawyer - follow up call results

2 choices MAX

- VIP Platinum - 2 months \$13,500
- VIP Platinum - 1 year - \$17,500 + mastermind (\$5000)
(no brainer \$4000 for 10 extra months+mastermind)

>> Master sellers can convince to the middle

- commercial - 30 seconds - cutting - \$1997
- concerned citizen

2) What do you think of this for pricing for ONE video?

	3 Month Contract	6 Month Contract	12 Month Contract
Months	3	6	12
One Time Investment	\$997	\$997	\$997
Monthly Leasing	\$497	\$447	\$397
1st payment	\$1,494	\$1,444	\$1,394
Pay In Full Today	\$2,187	\$3,147	\$4,807
Total (one time + lease)	\$2,488	\$3,679	\$5,761

Back to fundamentals

Full usage rights

No copyrights - FF retains all copyright

Customization - what will sell it

- load on their own website, own YT channel, promo it where they want

Series of videos

Sold 1 -

Next topic - \$997 unlimited use or you can pay \$3497 for (no duplication) - bought this video - nobody else can use it

Create another - video creation - similar - \$997 or \$3497 private use -

per office - huge undertaking to track this

>> multiple location purchase prices will vary (custom domain top and tail) - quote 10 customize - change domain >> (\$5500)

- 1 main site - price remains the same

video creation - charging for it

complicated software and tracking for leasing - admin

Email #1 - please call me to get your video gatekeeper - to the lawyer

\$497 - Introductory - full usage offer

MAKE THE FIRST SALE

Ready to Buy email -

Great - link to purchase -

terms of the buy - confirm acceptance by replying yes to this email

Get the money

Film maker - video expertise - use him for that

- content - mics backgrounds - eye

Marketing -

Later - edoc - fill out this contract and the video will be sent

>> Phase IV:

Future - recruiting others to be in a commercial that you sell - Pay them a fee - split fee royalties

3) what do you think of this for the features/terms, and how does he get this translated into a legal contract?

Features

Opens w/ Custom Title

Domain Name Throughout

Closes w/ Custom Call to Action

What attorney can do with the video:

put on their website & youtube channel

show to prospects/clients during presentations

What they can NOT do w/ video:

cannot edit

cannot sell to anyone else

cannot make video downloadable from their sites/
social media

cannot use in any other mass media channel

Terms:

"exclusive" per area code of their office location

pricing chart is for ONE area code only

after contract expires, rates may change

FF has no obligation to renew

they are not obligated to renew either

payments due by 1st day of month.

10% late fee from the 1st to the 15th.

If not paid by the 15th, contract is nulled

at end of contract, must take off their websites &
youtube

Website - update Frank to include Videos for Lawyers