



IGNITE YOUR ULTIMATE SUCCESS SUMMIT



STRATEGY PROCESS



How To Multiply Your Income Without Multiplying Your Workload – Marketing Blueprint Strategies

Session 2

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- What key marketing points did you learn that you can implement?
- What part of designing a marketing plan for 2012 do you feel that you are struggling with the most?
- How are you going to reward yourself for successful implementation of a 2012 plan?

Lets Unpack Our Calendar



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
2 Day Boot Camp		BNE		MEL	SYD	BNE	MEL	SYD	BNE	MEL	SYD	BNE
Fitness First	BNE		MEL	SYD	BNE	MEL	SYD	BNE	MEL	SYD	BNE	
Intro Talk	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Expo's				Filex					Sun Coast			

Before & After



Weeks Out	Task	Mode	Purpose
8	Intro Letter & UFM Article	Snail Mail	Introduce, So They Know Of Us
7	Build Relationship	SMS	Ask If They Received Letter & Get Email Address
6	Intro Call	Phone	Get Feedback On Where They At
6	Follow Up To Call	Email	Email Some Powerful Info – Eye Jot
5	Email Sequence Starts	Email – 30 Day X 7 Emails	Keep At Front Of Their Mind & Several Offers
4	Follow Up Calls	Phone	Get Commitment & Up Sell Home Study Pack
3	Documents	Web Page	Pre-Workshop Documents
2	Auto Responder	Email	Continues
1	Bring a Friend	Email / SMS	Make a Referral & Receive a Bonus

Now It's Your Turn



Step 1

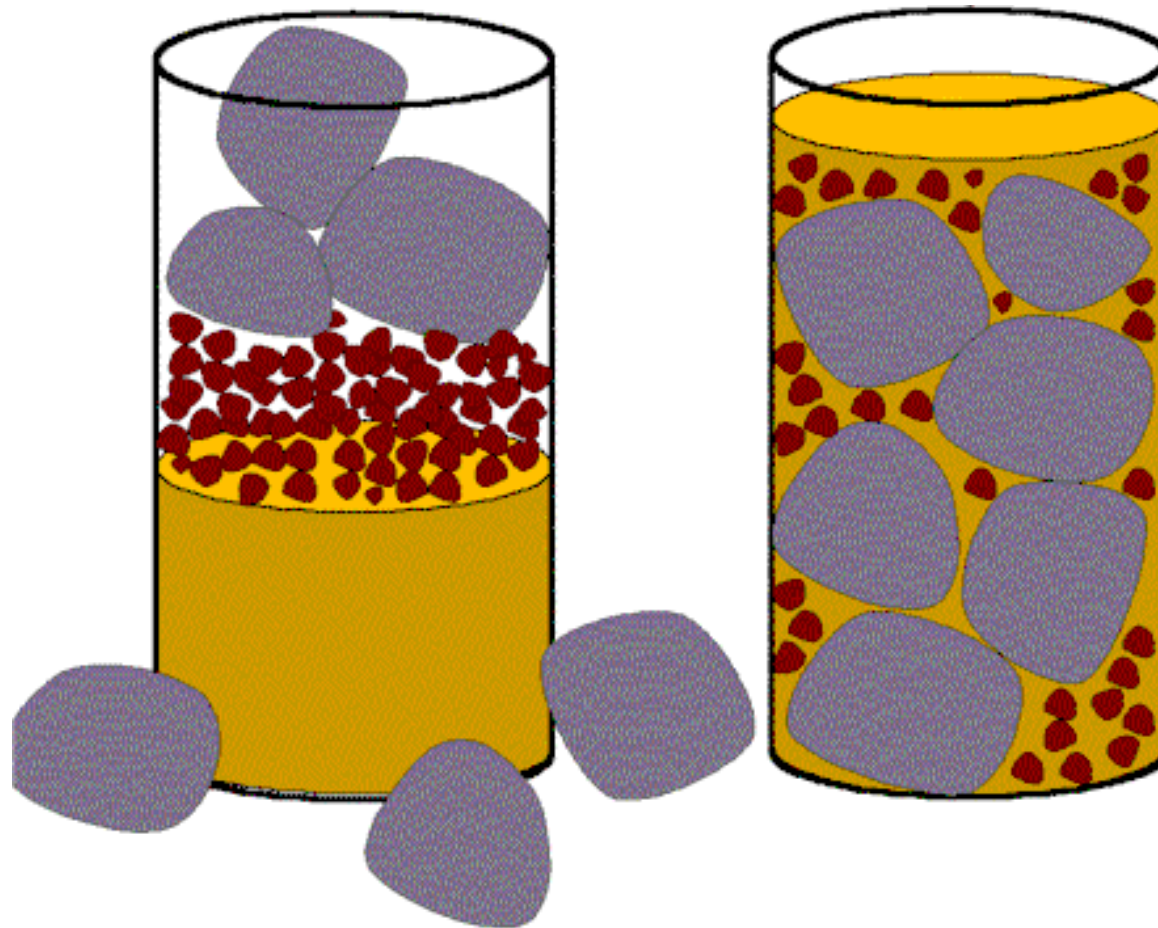
Design Your 2012 Marketing Calendar



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Step 2

Get Specific With ***ONE*** Of Your Events



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