Success is NOT a choice, it’s Your Destiny – Make it Happen!

90 Days to Coaching Success
Business-Building/Marketing Blueprint

By **E.G. Sebastian**, CEC, CSL
Author, Speaker, Coach

[www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com)
Dear Coach,

... or Consultant, Speaker, Author, or Other Solo Professional...

Thank you for downloading the 90-Days to a Successful Coaching Business!

This BluePrint was primarily created for members of www.myClientAttractionAcademy.com, www.myOnlineMarketingToolbox.com, and www.getMoreClientsAcademy.com. However, even if you are not a member in any of those programs, you should still greatly benefit from the info presented...

In the following pages you’ll find the exact steps you need to take to create a successful coaching (consulting, etc.) business; however, it is not enough to know the WHAT (what do I need to know to succeed?), it’s equally important to know the HOW (how do I implement each step?). This business-building blueprint provides you both the WHAT and the HOW, with some FREE tutorials and some low-cost ones. The paid resources have low nominal fee and include not only tutorials, but also live support through regular Q&A calls and online/eMail support.

As you explore the info below, you’ll find sound business-building and marketing strategies that - when applied correctly - will ensure you’ll build a sustainable and profitable coaching or consulting business. Most of the tutorial videos and articles were created by 6 and 7 figure earner professionals - follow closely the instructions provided in order to maximize your results. If any of the info is unclear or you feel is incomplete, contact us and we’ll fill in the gaps for you 😊.

If you are not a member of www.myClientAttractionAcademy.com, consider joining, even if only for 90-Days till you complete the program (or even if only for 30-Days, for only $1.00); this will ensure that you’ll get access to the whole array of client-attraction tutorials mentioned throughout the 90-Days program.

*** REMEMBER - STICK WITH WHAT WORKS!!!
Find 2 or 3 Marketing/Client-Attraction Strategies that Work and keep on applying those strategies over and over and over again....!!

Plan to complete each activity within the specified timelines!

HOWEVER, if you can’t complete an assignment as scheduled, don’t stress about it! If you complete the 90-days program in 100 (or 120 days), you’ll still be leaps and bounds ahead of your competition... and ahead of where you’d be had you not completed the entire program...

Keep up the great work 😊
How to Use this Blueprint

You will notice in the following pages 3 main elements:

1. The exact strategies, broken down into 12 weeks (or modules) that you need to put in place to build a successful business - **YELLOW BACKGROUND**

2. Action steps / assignments at the end of each module

3. Some **links to FREE resources** that will guide you on HOW to put those strategies or elements into place

4. **Links to low-cost resources** - mostly step-by-step video tutorials - that you’ll be able to access when you become a member at [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) (don’t let the low price full you - you can get the same info from other sources for $1500.00 or much much higher prices)

* - if you see a link to a product or resource, assume that it’s an affiliate link. You’ll pay the same price, except I’ll be rewarded for my referral. Most links, however, lead to either free sources/resources or to [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) tutorials (or resources in the training area)

*** If you are a Business Coach, feel free to use this blueprint and resources to coach your clients who need marketing, client-attraction, or business-development coaching or mentoring

My hope is that **the info provided here will help you build the business you desire and attain your financial goals**; and in return for sharing with you all these great resources and the live support (through Webinars, email, and the Q&A Page), I really hope you’ll **honor me with a testimonial** (you can include your web address in it) and a **LinkedIn Recommendation**.

Enjoy it, and let me know if you have any questions or suggestions,

**E.G. Sebastian**
Your Client-Attraction Specialist
Author, Speaker, Coach
[www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com)
[www.myOnlineMarketingToolbox.com](http://www.myOnlineMarketingToolbox.com)
[www.yourSuccessChecklists.com](http://www.yourSuccessChecklists.com)
[www.eqSebastian.com](http://www.eqSebastian.com)
LEGAL NOTICE

The information presented herein represents the view of the author as of the date of publication. Because of the rate at which some online (and offline) marketing methods change, the author reserves the right to alter and update his opinion based on the new developments. While every attempt has been made to provide useful and accurate information in this book, neither the authors nor their affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. You should be aware of any laws which govern business transactions or other business practices in your country and state.

Every effort has been made to accurately represent this product and its potential. Examples in these materials are not to be interpreted as a promise or guarantee of earnings. Earning potential is entirely dependent on the person using our product, ideas and techniques. We do not purport this as a “get rich scheme.”

Your level of success in attaining the results claimed in our materials depends on the time you devote to the program, ideas and techniques mentioned; your niche, target market, and proper application of the methods described throughout the book; your finances, knowledge, and application of your existing skills. Since these factors differ according to individuals, we cannot guarantee your success or income level. Nor are we responsible for any of your results.

Any and all forward looking statements here or on any of our sales material are intended to express our opinion of earnings potential. Many factors will be important in determining your actual results and no guarantees are made that you will achieve results similar to ours or anybody else’s; no guarantees are made that you will achieve any results from our ideas and techniques described in our material.

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Goals for the 90-Days Program:

- **Develop a “Tribe of a 1000 True Followers”**  
  (We’ll help you build a list of 1000s of prospects & ideal clients)

- **Become known as the Go-to-Person in your niche**

- **Develop a profitable coaching (or speaking, consulting, ...) Business**

Note!

* Try to **follow the steps as laid out in the following pages** - they are designed to build upon each other. If you skip a step, it might just be the missing puzzle piece... Feel free to contact me to discuss any step that you might have questions about.

** Make sure that you don’t just skim through this document. **Take action - IMPLEMENT!!!** Don’t be afraid to make mistakes - learn from them and move on...

*** **Don’t get discouraged** if you can’t keep up with the 90-days time-frame! The key is to keep on implementing... if you get stuck, contact me and I’ll guide you to a tutorial that will help you get unstuck, or I’ll create it for you... or if it’s something simple, I’ll just tell you how to knock out your stumbling block.
The 90-Days Program Outline:

**WEEK 1 - The Basics: Niche, Target Market, Elevator Pitch | Pg. 9**
- Develop a Success Mindset
- Select a profitable niche
- Develop an elevator pitch
- Create a client-attracting business card
- Related Assignments

**WEEK 2 - Web-Building & Web-Marketing Strategies | Pg. 18**
- Creating a Client-Attracting Website/Blog for less than $25 in 90-minutes or less(!!!)
- Installing the most popular WP plugins
- The 5 pages you must include on your site (10-30 mins set-up time each)
- Help the search engines find you
- Related Assignments

**WEEK 3 - The Sales Funnel -How to Transform Your Prospects into Repeat Customers | Pg. 26**
- Develop an effective Sales Funnel
- Generate ideas for your Irresistible Offer
- Plan the format of your irresistible offer (video, video course, eCourse, eBook, case study, Top 10 Tips to..., etc.)
- Plan, create, and (how to) set up an opt-in box
- Review sample email marketing campaigns and plan your own follow-up autoresponder messages
- Explore ideas on how to drive traffic to your irresistible offer
- Keep your customers engaged
- Related Assignments
WEEK 4 - Writing Powerful Copy for the Web: Copywriting 101 | 37
- Writing powerful copy for the web + keyword search & simple SEO strategies
- Let family, friends, former colleagues, etc. know about you career change (incorporate a referral system in your communication)
- Review sample sales scripts & create your own
- Related Assignment

WEEK 5 - Become Known as an Expert in Your Niche | Pg. 41
- 10 simple, easy-to-implement strategies to help you develop your expert status in your niche
- FREE resources to getting mass exposure for your message
- Related assignment

WEEK 6 - Repurposing Your Content & Product Creation | Pg. 47
- Repurposing your content and why you should do it
- Product creation: 5 easy ways to create your next product by next week
- Related Assignment

WEEK 7 - Product Creation & Promotion | Pg. 52
- Product Creation (Continued)
- How to Promote Your Product
- Increase Sales through Affiliate Marketing
- Promote Your Product through a Viral Campaign
- Related Assignment

WEEK 8 - Webinar & Video Client-Attraction Strategies | Pg. 55
- How to use Teleclasses and Webinars to attract more clients and generate more sales
- How to use video to attract more clients and generate more sales
- How to use video landing pages to attract more clients and generate more sales
✓ How to use barter to attract more clients and generate more sales
✓ Related Assignment

WEEK 9 - Social Media Marketing Strategies | Pg. 59
✓ Social media marketing – LinkedIn & FaceBook Strategies
✓ How to turn social media into a source of leads, referrals, and sales
✓ Related Assignment

WEEK 10 - Lead-Generation, Traffic Generation, List Building | 61
✓ Lead-Generation Strategies
✓ How to create effective newspaper & radio ads
✓ Get interviewed on TV & Radio (FREE PUBLICITY!)
✓ Get published in local and/or national publications (and online publications)
✓ Related Assignment

WEEK 11 - Joint Venture & Licensing 101 | Pg. 69
✓ Joint venture strategies
✓ Basics of licensing your products or services
✓ Related assignments

WEEK 12 - Public Speaking Strategies | Pg. 72
✓ How to use Public Speaking to become known as an authority, generate leads, and generate more sales
✓ Plan your marketing for the next 90-Days
✓ Related Assignments

Need help implementing the 90-Days Program?
Contact E.G. Sebastian at info@myClientAttractionAcademy.com
and ask about our upcoming Group Coaching Programs
or ask for availability for 1-on-1 coaching
* - limited number of reduced priced scholarships available for select programs
WEEK 1
The Basics: Niche, Target Market, Elevator Pitch

1. Develop a Success Mindset - Crucial to your success!!! See short video (2.22 mins. @ http://www.youtube.com/watch?v=rSZc0A-6rbo)

How to Create A Success Mindset
- Dare To Dream
- Goal Setting
- Organize Your Office
- Profitable Time Management

2. Decide on Niche & Target Market

Pick a PROFITABLE NICHE!
FREE Niche-Discovery Worksheet:
http://j.b5z.net/i/u/2055788/f/Niche_Marketing.pdf
(FREE eBook – Definition of terms included)

Ask yourself these questions:
- Do you have prior experience – or extensive knowledge – in this niche? [it does help]
- Do you have a passion for it?
- Does your Target Market have a burning problem [?] or burning desire – so burning that they are willing to pay to resolve it?
- Can they afford you?
- Can you easily reach your target market?

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The Basics: Niche, Target Market, Elevator Pitch

1. Develop a Success Mindset
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- Create a client-attracting business card

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- Can they afford you?
- Can you easily reach your target market?
**How To Identify Your “Perfect” Target Market** (Video & WorkBook)

Check out this **FREE Resource**, from my friend, Niche-Discovery Expert, Cindy Schulson: *"Ten Steps to Finding and Attracting Your Ideal Niche"* Click HERE to discover a Step-by-Step System to Find Your Niche and Attract Your Ideal Clients

You’ll gain access to the step-by-step process I use with my clients and discover:

- How to find your niche and create a **niche marketing strategy** that naturally attracts your ideal clients
- How to identify those who desperately need your products and services…and will gladly pay you for them
- The 8 criteria of a wildly successful niche
- Three free ways to research the deepest desires of your target market
- How to build a targeted and responsive list
- One simple statement that will instantly set you apart from the competition

**Click HERE to download this resource!**

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**All the Marketing tools below are included ABSOLUTELY FREE with your hosting account**

- Autoresponder
- Video Producing System
- Blogger Builder
- Conferencing
- Prospecting System
- Lead Capture System

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Got Questions? Ask @ www.myClientAttractionAcademy.com/blog/support-forum/
THE NICHE BREAKTHROUGH SYSTEM
Discover Your Niche and Unique Personal Brand

Here Are Some of The Key Things You’ll Discover in the Niche Breakthrough System:

- My special formula for finding your ideal niche.
- How to overcome your fears about choosing a niche once and for all.
- The specific questions you must answer to make sure your niche fits you perfectly.
- How to pinpoint your ideal client, so you know exactly who you want to work with.
- Specific criteria for evaluating your niche to make sure it will be successful.
- Simple market research techniques so you can learn everything you need to know about your niche, including how to market to it.
- My favorite market research tool for pinpointing a hot niche.
- Easy steps for researching your target market, so you understand them inside and out.
- The simple formula for creating your 30-second “elevator speech”, so you feel confident telling people what you do.
- How to inspire people to join your list and want to stay in touch with you.
- The four magical questions you must answer to create a powerful personal brand.
- How to turn your niche into a personal brand that sells YOU!

Click HERE for More Details!
3. Spend an hour learning about Autoresponders:

- [www.ConstantContact.com](http://www.ConstantContact.com) – probably most user friendly
- [www.aWebber.com](http://www.aWebber.com) - used by many successful coaches, authors, marketers, etc. (also great if you need to import a large database into it)
- [www.MailChimp.com](http://www.MailChimp.com) - FREE – never used it, but know several business owners who use it and are satisfied with it (if you can afford it, I highly recommend using one of the paid solutions – you usually get what you pay for; FREE often will mean either lower quality, poor tech support, or advertisement-supported)
- [http://www.1ShoppingCart.com](http://www.1ShoppingCart.com) - Complete solutions for online business (this is what I use // $57/month for the basic package)
- [www.imnicamail.com/plans-pricing/](http://www.imnicamail.com/plans-pricing/) - FREE autoresponder (for up to 1000 subscribers)

4. Plan to spend a day studying Copy-writing & Newsletter “Relationship Marketing” – See detailed training:

How To Develop Insatiable Copy For Your Ads, Website & Advertising Collateral

How To Create Sales Letters To Drive Prospects To Your Business
How To Write Newsletters That Keep Your Business in The Spotlight
How To Develop Compelling Scripts For Your Business (Video & Workbook)

Lead-generation training/tutorials:

Plan to Review these Tutorials at Least Once a Month, till You Feel in Control of Your CopyWriting Skills!
You might find the following **Library of CUSTOMIZABLE Resources** helpful:

**Customizable Sales & Promotional Scripts:**

Click on the tabs below to explore further...

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**Scripts By Industry**

- **Attorney**
- **Carpet Cleaner**
- **Office Furniture**
- **Pest Control**
- **Chiropractor**
- **Consultant**
- **Plumber**
- **Remodeler**
- **Fence Contractors**
- **Home Remodeler**
- **Roofing Contractor**
- **SEO**
- **HVAC**
- **Insurance**
- **Steel Framing Supply**
Learn Powerful eMail Marketing Strategies:
(Click on the tabs below for more...)
Explore our Library of Customizable Marketing Resources:

Advertising and Marketing Library
What if you could create marketing and advertising that was so compelling it would get your prospects emotionally engaged, make them devour your sales message and then buy your product or service without flinching? This is a virtual archive of compelling marketing that gets prospects to take a specific action.

Elevator Pitch Library
We often refer to the elevator pitch as the "million dollar message." That's what any small business owner can make when they develop it properly. This library contains a multitude of powerful elevator pitches created specifically for businesses so you don't have to take the time or do the work required to create a powerful and compelling elevator pitch.

Email Library
This library provides you with both the resources to help you create the emails that compel prospects to engage with you, and the autoresponder templates you can use as models to set up your very own "competition-crushing" drip campaign.

Sales Letter Library
"Leverage our letters that built and made hundreds of millions of dollars for Newsweek, Time magazine, Mercedes Benz, Mastercard, Timex etc... (many of these are still used today - 20 years later!"

Script Library
"Here you will find powerful sales scripting examples and techniques to ensure everyone from your secretary to top sales performer follow a guided, structured, format and process when speaking to prospects and clients."

Strategy Library
Every small business owner would love to click a button and gain instant access to the specific strategies they could use that would instantly generate more leads and bring in more cash flow. This library does just that. Here are the latest cutting-edge, step-by-step strategies and tactics that will enable any business to out-market and out-sell their competition.
5. **Plan to spend a few hours every week on learning about the basics of promotions and advertising:**
http://myclientattractionacademy.com/vip/marketing-advertising/how-to-make-your-marketing-produce-results/

6. **Develop an Elevator Pitch**


See further instructions and samples at [www.myClientAttractionAcademy.com](http://www.myClientAttractionAcademy.com) – **CLICK** on the links below:

- **Sample Elevator Pitches for Specific Businesses**
  (Check the one that’s closest to your niche – or help your clients develop their elevator pitch)

- **Create Your Own “$1 Million Message” – Elevator Pitch Template** *(VIDEO & Workbook)*

- **Let Us Help You Create Your Own “$1 Million Message” – Elevator Pitch Library** *(VIDEO & Workbook)*

- **How To Develop A Market-Dominating Unique Selling Proposition** *(Tutorial Video)*

**Customized Million Dollar Messages (Elevator Pitch Library)**
**Do-It-Yourself 10-Second and 30-Second Elevator Pitch Template**
Select Your Specific Business
How To Create Customized Unique Selling Propositions (USP’s) That Define Your Uniqueness

USP’s by Industry

25 Powerful Words That Make A Compelling USP

7. Transform Your Business Card into a Client Magnet (FREE Article)

Sample Client-Attracting Business-Card – Click Here, then scroll down to the bottom of that page -- FREE Article

- Identify your niche (What service/s will you deliver)
- Identify a clear and profitable target market (Who will you serve?)
- Develop a 5 to 10-second elevator pitch and a 1 to 2-minutes elevator pitch

Do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it... or we’ll create it for you. Contact me on FaceBook at http://www.FaceBook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-forum/

Ok, you had a busy day, take some time to play with your kids or your dog... go have some fun... always remember to re-energize ☺
WEEK 2
Web-Building & Web-Marketing Strategies

✓ Creating a Client-Attracting Website/Blog for less than $25 in 90-minutes or less(!!!)
✓ Installing the most popular WP plugins
✓ The 5 pages you must include on your site (10-30 mins set-up time each)
✓ Help the search engines find you

12 Elements of a Client-Attracting Website
(1-Hour+ Video - NO Opt-in Required)
http://myclientattractionacademy.com/blog/12-elements-of-a-client-attracting-website/

1. Create a Simple Website - Ideally WordPress Based

Why a Blog (Based) Site?
✓ Search engines love Blogs
✓ It’s Almost FREE
✓ Try www.fThemes.com for great looking affordable themes. Search google (or your favorite search engine) for "Free WordPress Business Themes" or buy a great one (search for Wordpress Business Themes" or "Top Wordpress Business Themes")
✓ Can create a WordPress site with static home - contact me if you need a tutorial video @ http://myclientattractionacademy.com/blog/support-forum/

Make your website stand out with a Virtual Video Greeter or other Video Strategies!
Click HERE to learn more!
How Blogging Can Position You For Success – Click Here!
12-Part Video Tutorial

1. Celebrity Blogging
2. How To Find A Domain Name
3. How To Find Web Hosting
5. How To Set Up Your WordPress Blog Manually In 5 To 10 Minutes
6. Where To Find WordPress Themes And How To Install Them
7. Where To Find And How To Install WordPress Plugins
8. How To Customize Your WordPress Themes
9. How To Get Backlinks To Your Blog
10. WordPress SEO Plugins
11. Making Your Posts Stand Out
12. Other Pages For Branding

2. Installing Powerful WP Plugins make your site/blog instantly powerful and business-ready

* Simply go to your WordPress Dashboard, click on Plugins (on left column), then click Add New (top, near the Plugins heading), then type the plugins you want to install in the search box (any of the plugins listed below in red)

**Akismet** - to eliminate SPAM

**Subscribe2** - super great subscription tool to your blog posts - subscribers get automatically all your new posts

**All in One SEO** - help you get higher search engine ranking (FREE - click on Plugins + Click Add New + Search for “All in one seo” (no quotation marks needed)

**Measure my SEO [PAID]** - POWERFUL search engine optimization plugin, user-friendly for any novice: www.MeasureMySEO.com

**AddToAnny:** Share/Bookmark/Email Buttons [simply search for the AddToAnny plugin]

**Call to Action [PAID]** encourages blog readers to post comments

**Call to Action [FREE]** - will automatically post your bio at the end of every post [include a call to action at the end of your bio, such as directing the reader to a landing page, product, service, or any hot offer you might have]

**Reveal IDs** - so you can hide certain pages from your navigation; such as pdf/product download pages, bonus material, thank-you pages [when subscribing to your autoresponder or when someone makes a purchase, etc.], etc.
Mingle Forum - to set up a professional looking discussion/support/etc. forum - see example at http://myclientattractionacademy.com/blog/support-forum/ - and while there, why not post some questions or comments 😊

Links You Might Find Useful:

How to Create A Revenue-Generating Website (Video & Workbook)

Advanced Website Techniques That Give You A Competitive Edge (Video & Workbook)

3. The Five Pages to Include on your site when you get started:

The most effective online sales tools are one-page sites that promote one product or service. See a sample at http://www.getMoreClientsAcademy.com or at http://www.myOnlineMarketingToolbox.com

- HOWEVER, in addition to these powerful one-page sales “tools,” it does help to have a main website (increases credibility, and it’s a great way to let others know more about your business). You can create a basic website in 90-minutes or less (start with basic info and add more later), with the following pages:

Home Page - (pre-headline/)Headline/Sub-Headline: State the Problem and Suggest Solutions - Have an Opt-in Offer/Irresistible Offer

Services - List the Services You Provide

Blog IF you have the discipline to keep it going!!! (use videos, plr articles [re-write them, interviews, guest posts [from non-competing “experts”], etc)

(About US - have your picture on this page!)

Contact Us (have your picture on this page!)

Remember! The fanciest website with greatest copy is worthless if it's not set up to capture/convert visitors into prospects & clients
Links You Might Find Useful:

"How to Create a Revenue Generating Website”: See Step-by-Step Instructions (Video & Workbook)

REMEMBER! You don’t want a fancy online brochure - you want a client-attracting website - see 90-minute video tutorial at
http://www.getMoreClientsAcademy.com/90DaysBluePrint - no opt-in necessary - FREE resource

Here are some tutorials that you might find helpful:

How We Design Market-Dominating Websites

Click on the titles below to explore each topic:

How We Design Market-Dominating Websites (6-Part Video Tutorial)
- How We Get People To Buy What Your Website Is Selling
- How To Use Landing Pages To Drive Leads To Your Business
- How We Convert Your Visitors Into Paying Clients
- How We Get Your Prospect's Email Address… Every Time
- Advanced Website Techniques That Give You A Competitive Edge
• Ethically Steal Our Advanced Website Techniques

How To Create A Membership Site From Scratch (8-Part Video Tutorial)
- Getting Started
- How To Install The Membership Script
- Planning Your Membership Area
- Download Page Setup
- Securing Your Product
- Testing Your Product
- Installing A WordPress Blog
- Installing A Membership Forum
•
• How To Create A Forum
- Finding Your Niche Topic
- Forum Software And Web Hosting
- How To Setup phpBB Using cPanel
- Forum Features And How To Use Them
• **Building Your Community And Content**
• **Marketing Your Forum To Build A Community**
  o **How To Create Web 2.0 Graphics Using GIMP**
  o **Adobe Photoshop For Newbies**

**Low-Cost Resources** (Click on the links below):

**Let your website stand out** with these great graphics – [Click HERE for more info...](#)

**Affordable Web Hosting + 6 Business Building Tools, for only $9.97/month**

Here’s what’s included:

1. Web Hosting for 4 domain names
2. eMail account (matching your domain name/s)
3. Autoresponders/Page forwarders
4. Web Host Manager
5. Blogger builder
6. Easy Video Producer
7. Webinar Platform
8. Professional looking lead capture/landing page generator
9. cPanel
10. Fantastico
11. Training Videos
12. Affiliate income generation potential

All the above for only $9.97/month – saves you literally $100s!!!

Click HERE to read all the details!

**Webinar Recording – Overview of all these great tools – Click HERE to listen in!**
4. Help the Search Engines Find You

How To Capitalize On Search Engine Optimization (8-Part Video Tutorial)

1. Building A Search Engine Friendly Website
2. A Look Over Our Shoulder As We Walk You Thru Marketing A Small Biz Online
3. 10 Frequent SEO Mistakes
4. How To Get Your Website Indexed Fast
5. How To Add Your URL To Google
6. How To Add Your Business To Google Places / Local Search
7. How To Upload And Embed A YouTube Video
8. How To Create A Sitemap For Your Website

101 Ways to Make More Sales Online

Our Secret Resources And Templates To Help You Do-It-Yourself

- Headline Bank
- Master Ad Template
- Website Template
- Free Report Template
- Sample Ad Templates
- Business Card Template
- Target Customer Forms
- Sample Marketing Schedule
- Sample Revenue Plan
- Gap Analysis Template
- Distribution Channels, Strategies And Tactics
- Marketing Definitions

Online Marketing Strategies

Grab Your FREE 14 Day Hosting Trial.. Get Started Today!  

Enter Your First Name  Enter Your Email  Continue

No Credit Card required - No contract - No risk - All benefits!

All the Marketing tools below are included  

ABSOLUTELY FREE  

with your hosting account

- Autoresponders  Video Producing System
- Blogger Builder  Conferencing
- Prospecting System  Lead Capture System
Web Tools To Help You Run Your Business

- **Instant Content Creation**
- **Graphic Design 101**
- **Online File Storage / Backup**
- **Online Survey Tracking / Creation**
- **Instant Outsourcing**
- **Phone Calling / Recording**
- **Project Management**
- **Random Coolness**
- **Instant Sales with Screen Sharing / Collaboration**
- **Testing / Tracking**
- **Video / Audio / Picture**
Your Assignment for This Week:

✓ Create a plan to implement as many of the 12 Elements of a Client-Attracting Website as possible

See video here: http://www.youtube.com/watch?feature=player_embedded&v=LbwjluMMLms

Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info...

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting: info@myClientAttractionAcademy.com

Work and Connect with Anyone - Anywhere - Anytime!

ONLY $19.97 PER YEAR

Watch a Quick Video Overview

Just Some of the Top Marketers That Use MeetCheap

Mike Filsaime
Stephen Pierce
Brian Blak
Michael Cheney
Mark Call
Chen Chia
Tissa Godavitarne
Stone Evans
Jack Dugatik
WEEK 3
The Sales Funnel - How to Transform Your Prospects into Repeat Customers

- Develop an effective Sales Funnel
- Generate ideas for your Irresistible Offer
- Plan the format of your irresistible offer (video, video course, eCourse, eBook, case study, Top 10 Tips to..., etc.)
- Plan, create, and (how to) set up an opt-in box
- Review sample email marketing campaigns and plan your own follow-up autoresponder messages
- Explore ideas on how to drive traffic to your irresistible offer
- Keep your customers engaged

“When you model mediocre businesses’ strategies and systems, you’ll get mediocre results. Focus on modeling Best Practices of successful entrepreneurs...”

1. Develop a Marketing/Sales Funnel to Generate More Leads & to Convert your Leads into Clients: (1-Hour Video - NO OPT-IN)
   http://myclientattractionacademy.com/blog/the-sales-funnel-7-steps-to-convert-prospects-into-repeat-clients/

   AND
   http://www.getmoreclientsacademy.com/f101/ (Short Video & Sample Funnel Download)

How to Develop an Online Sales Funnel 6-Part Video Tutorial: (Tutorial Videos – CLICK on the links below)

- How To Develop An Online Sales Funnel
  - How To Set Up A Proper Sales Funnel
  - Getting Your Resell Rights Product Ready
  - Customizing Your Sales And Thank You Pages
  - How To Connect Your Download Page And Downloadable Files
  - How To Automate Your Sales With PayPal Buttons With PayPal Security
  - How To Upload Files And Test To Ensure Your Sales Funnel Works
2. **Generate ideas for your Irresistible Offer**


*How We Use "Compelling Incentives" To Lure Prospects Away From Our Competitors*  

**Click here:** How To Create Powerful Offers For Your Business *(Video & Workbook)*

3. **Plan the format of your irresistible offer**

(video, video course, eCourse, eBook, case study, Top 10 Tips to..., etc.) *(See *[How to Develop an Online Sales Funnel](http://myclientattractionacademy.com/vip/more-leads/fundamentals/how-to-develop-an-online-sales-funnel.php) – 6-Part Video Tutorial, above)*

Develop an Autoresponder Sequence to Help You Build a Massive TARGETTED LIST  
(Build on the Opt-in offer developed in week1, or this is the time to make it happen) -- See detailed training and Sample eMail Campaigns here: [http://myclientattractionacademy.com/vip/marketing-advertising/marketing-libraries/email-library/](http://myclientattractionacademy.com/vip/marketing-advertising/marketing-libraries/email-library/)

**How To Get Your Emails Read And Acted Upon**  
(Click on each link to see the tutorials)

- Compelling Email Template
- Email Campaign Templates by Industry
- Email Marketing Tips, Tricks And Tools
- How To Build A Massive Email List
- Email Marketing - New Product Launch Campaign
- Email Marketing - Sample Drip Campaign

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Writing a Compelling Email - Formula:

Follow this format to create a competition-crushing message with a compelling offer...

1. Open with an **attention-grabbing, interrupting** headline or opening paragraph focused on a problem, fear, frustration or concern

2. **Engage by promising a solution** to the problem in the opener (focus on the benefits and the likely outcome they will experience)

3. Give them a **reason to purchase**

4. Tell them **what you will do** to help them gain the benefits

5. Be specific about the actions **they will take**

6. **Offer them a compelling bonus** or some form of additional incentive (when practical)

7. **Reverse their potential risk** using powerful guarantees

8. **End with a PS** (use it to restate the benefits)
4. Decide on platform for your irresistible offer - one-page sales page, video landing page, home page w. strong headline and a strong call to action (w. opt-in box and irresistible offer above the opt-in box – STAY AWAY from “Sign Up for My Newsletter” type call to action – if that’s the default text, change it!)

5. Review sample email marketing campaigns and plan your own follow-up autoresponder messages

How To Create A Revenue-Producing Drip Campaign — Click HERE!

Sample eMail Campaigns here AND feel free to use these messages to create your own (tweak them as needed):
http://myclientattractionacademy.com/vip/marketing-advertising/marketing-libraries/email-library/

Email Marketing - Sample Drip Campaign (Click on each of the following links for more...)

[FIRSTNAME], Here's Your Sales Process Map
Can changing your mindset really improve your business bottom line?
Have you created a niche market for your business?
Do you know who your ideal client is?
Can you really explode your revenue by 16 times?
Do you know how your clients make decisions?
Do you know that Web 2.0 is the future of all marketing?
Do you have a compelling message?
Does Your Marketing Grab Your Prospects Attention?
Do You Know How To "Innovate" Your Business So You Dominate Your Competition?
Do You Have A USP?
How Do You Create Marketing That Really Works?
Do you know how much each prospect is worth to your business?
The basic business fundamental that would have saved the auto industry
Can just changing the way you think really help grow your business?
Do You Know How To Turn Your Business Card Into A Lead Generating Machine?
How Did Starbucks Build A Multimillion Dollar Empire Using A Basic Commodity?
Change Your Habits & Grow Your Business
Three Things Every Business Owner Must Know To Be Successful
Do You Have A Website That Makes Your Business Money?
Would You Like To Transform Your Business... AND Your Industry?

6. Plan, Create and Set-up your opt-in Box
Your opt-in box code will be provided to you by your provider (1shoppingCart, ConstantContact, aWebber, mailChimp, etc. - most of these providers have great customer service and will help you generate your html code for your opt-in offer – if need any help with this, contact me at info@myClientAttractionAcademy.com)

Create Professional Looking Landing Pages - Click Here for more info...

This is what most Pro’s Use to Build their Landing Pages ! Click HERE to learn more !
7. Plan & design your first 10 (or 30... 30...) follow-up autoresponder messages

During week 2 you planned your Irresistible Offer... once your prospects sign up to your offer, these will be the messages that you’ll send your prospects once or twice a week (or even daily, if your niche allows you that frequency without getting too many unsubscribes)

**eMail Marketing - Sample Drip Campaign:**

8. **Explore ideas on how to drive traffic to your irresistible offer** (you’ll also see suggestions throughout the 90-day program)
How We Generate Leads Using Our Compelling Emails & Sales Letters

**Write A Sales Letter That Actually Sells** *(Video & Workbook)*


**Links You Might Find Useful**

**Create A Drip Campaign That Will Skyrocket Your Revenue And Profits** *(Video & Workbook)*

**What To Write on A Simple Postcard That Will Bring You an Avalanche of Customers**

How To Profit Using Trade Shows And Special Events

9. **How to Sell to Your List**

**How To Lower The Barrier of Entry / Irresistible Offers**

- Risk-Reversal
- Down-sell
  - Down-sell
  - Scholarship/Hardship Program
- Price / Terms

**How To Immediately Increase Your Profits**

**How To Instantly DOUBLE Your Business' Profits** *(Video & Workbook)*

**How To Reactivate Stale Clients** *(Article)*

**How To Create Additional Value For What You Sell Using Gift Vouchers**

**How To Offer Discounts That Can Explode Your Profits**

**How To Create An Automatic Sales Process And License It For Millions** *(7-Part Video Series, Case-Study, and Workbook)*

1. **The Sales Process - Introduction**
2. **The Sales Process - Laser-Target Your Target Customer**
3. **The Sales Process - Understand Your Target Customer's Thought Process**
4. The Sales Process - Elevator Pitch - “Your Million Dollar Message”
5. The Sales Process - Your Roadmap To Market Domination
6. The Sales Process - Competition-Crushing Marketing
7. The Sales Process - Wrap-Up
8. The Sales Process - Chiropractor Case Study

How We Create So Much Added Value In Our Business That We Can Charge Twice As Much As Our Competitors And Still Out-Market And Out-Sell Them (Video & Workbook)

How To Immediately Increase Your Profits (Tutorial Video)

How To Write Sales Letters That Compel Prospects To Buy
- Compelling Message Template
- 9 Brilliant Tips To Use That Create Successful Sales Letters
- Anatomy Of A Sales Letter
- Additional Sales Letter Resources
- Hair Salon Letter Campaign (adapt these To fit your business)
- Letters That Built Major Companies
  - How To Create Scripts So Everyone In Your Company Knows Exactly What To Say And When To Say It
- How To Write A Compelling Script Every Time
- Scripts by Industry
- Universal Scripts

A Look Over Our Shoulder As We Walk You Thru Marketing A Small Biz Online

101 Ways to Make More Sales Online

Learn These Powerful Fundamentals For Marketing Your Business Online
- How To Market Your Business Online Overview
- The 7 Figure Internet Code
- 8 Figure Internet Marketing

Sales & Power Persuasion
- Persuasion Power: Creating Customers For Life
- How To Get $1 Million Worth Of Free Publicity
10. Keep Your Customers Engaged

**Develop a Relationship With Your Prospects** - Detailed Tutorial: *How We Increase Customer Loyalty – CLICK Here!* - It's easier to make a sale to an existing customer than to sell to a new one // understand the life-time value of a customer

Provide both your existing customers and your prospects with quality solution-based info: autoresponder messages, blog posts, videos, etc.

**Tutorials You Might Find Useful:**

*How To Write Newsletters That Keep Your Business in The Spotlight – Click HERE!*

*How To Make Email Marketing Work For Your Business (8-Part Video Course)*

1. Introduction
2. Brainstorming
3. Different Types Of Promotional Emails
4. Mistakes To Avoid When Writing Promotional Emails
5. Importance Of A Good Subject Line
6. How To Format Your Emails For Easier Reading
7. Importance Of A Good Email Body
8. How To Get Your Readers To Take Action

*How Online Automation Can Benefit Your Business*

**Our Secret Resources And Templates To Help You Do-It-Yourself**

- Headline Bank
- Master Ad Template
- Website Template
- Free Report Template
- Sample Ad Templates
- Business Card Template
- Target Customer Forms
- Sample Marketing Schedule
- Sample Revenue Plan
- Gap Analysis Template
- Distribution Channels, Strategies And Tactics
- Marketing Definitions
Online Marketing Strategies

How To Systemize Your Business

*** Industry Specific Strategies – Click on the Tab for your Industry (or your client’s industry, if you are a business-development coach)!
Your Assignment for This Week:

- Develop an Irresistible Offer
- Develop your own sales funnel
- Come up with a plan on how you’ll send traffic to your sales funnel
- Work on your autoresponder emails – put it on your planner so you’ll remember adding more follow-up messages to your autoresponder

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting: info@myClientAttractionAcademy.com

Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info...

Create Professional Video Landing Pages - Click on the Graphic Below:

Dozens of Templates to Choose From

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WEEK 4
Writing Powerful Copy for the Web:
~ Copywriting 101 ~

- Writing powerful copy for the web + keyword search & simple SEO strategies
- Let family, friends, former colleagues, etc. know about you career change (incorporate a referral system in your communication)
- Review sample sales scripts & create your own
- Related Assignment

1. Explore sample sales scripts & create your own
   - If you are not a member of www.myClientAttractionAcademy.com (where you can explore our library of sales scripts), do a search for your main keywords and examine the top results. Explore and take notes on the “system” they used that made them be on top of the search results.
     - did they use the main keyword several times throughout the page, or pages of the site?
     - did they use the main keyword in the headline and subheadlines?
     - did they use video with the keywords spoken in the video? (Yes, it sounds crazy, but the Google bot can actually sense the words in your videos and can increase your search results ranking)
     - do they have many pages, or just one page
     - if it’s a one-page sales letter, is it really long, does it use video/s, headlines, subheadlines, short or long paragraphs...
   - I highly encourage you to learn as much as possible about basic copywriting - it will make or break your online marketing and email marketing efforts.
   - Here’s a 1 hour 15 minutes long FREE training video on the topic, delivered by Master Copywriter, Arfa Iqbal: http://youtu.be/LbwjluMMLms (trust me, it’s worth putting up with my mumbling in the intro... or fast-forward a bit – this is a step-by-step training on how to put a great web or sales copy together.)
More Resources:

How To Write Sales Letters That Compel Prospects To Buy

(CLICK on the titles below to explore this topic)

- Compelling Message Template
- 9 Brilliant Tips To Use That Create Successful Sales Letters
- Anatomy of a Sales Letter
- Additional Sales Letter Resources
- Hair Salon Letter Campaign (adapt these to fit your business)
- Letters That Built Major Companies

Copywriting
- Killer Copywriting And Persuasive Marketing Tools
- Secret Confessions Of A Master Copywriter
2. Let family, friends, former colleagues, etc. know about your career change

✓ Make a list of all your friends and relatives – shoot to create a list of at least 100 individuals
✓ Send each a post-card or letter informing them of your new career; the types of clients you are working with; and a referral incentive for sending clients your way...
✓ Pick some crazy/intriguing/etc. looking post-cards that is more likely not to be discarded for a while

✓ Here is some training on how to write compelling sales copy:
  http://myclientattractionacademy.com/vip/marketing-advertising/marketing-libraries/sales-letter-library/
✓ Sales Letter CheckList for Direct Response Mail:
  http://myclientattractionacademy.com/vip/more-leads/strategies-we-use-to-generate-leads/how-to-send-direct-mail-to-qualified-lists/sales-letter-checklist-for-direct-response-mail.php
✓ Here's a strategy called "Dream 100 Prospect Strategy " to help you attract more clients with your mailings:

Writing powerful copy for the web: copywriting101

Killer Copywriting and Persuasive Marketing Tools - Dean Kennedy (5-Part Video Tutorial)

Secret Confessions of a Master Copywriter - Pete Godfrey - 3-Part Video Series: (3-Part Video Tutorial)
http://myclientattractionacademy.com/vip/more-leads/resources-we-use-to-generate-leads/marketing-tv/copywriting/secret-confessions-of-a-master-copywriter.php

3. Review sample sales scripts & create your own

How to Write Sales Scripts (Video Tutorial)
http://myclientattractionacademy.com/vip/more-leads/fundamentals/how-to-develop-compelling-scripts.php

How To Develop Compelling Scripts For Your Business – CLICK Here!
Your Assignment for This Week:

- Write or re-write your home page sales copy to reflect the lessons you learned today - remember to use Powerful Headlines and equally Powerful Sub-Headlines
- Write a short sales copy for a service or a product that you have... or for one that you plan to sell in the future

Do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it... or I’ll create it for you. Contact me on FaceBook at http://www.FaceBook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-forum/

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting: info@myClientAttractionAcademy.com

Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info...
WEEK 5

Become Known as an Expert in Your Niche

- 10 simple, easy-to-implement strategies to help you develop your expert status in your niche
- FREE resources to getting mass exposure for your message
- Related assignment

**Develop "Expert" - or Authority - Status in Your Niche** - Plan to spend no more than 1-Hour/Day (with the exception of occasional burst of few hours work, when creativity takes over and you just find yourself writing, writing, writing... or recording some videos for hours...)

1. Write articles & post on your site/blog/others' blogs/in print/article submission sites [eZineArticles.com, ArticleBase.com, eHow.com, etc.]
2. !!! NOT necessary to post on more than 2 or 3 sites!!!
3. 7 Sure-Fire Ways to Build Your Expert Status: (FREE Article) http://yoursuccesschecklists.com/7-sure-fire-ways-to-build-your-expert-status/ (FREE Instructional Article)
4. Write Top-5/7/10 Tips Articles - for example, Top 7 Tips to Conflict Free Relationships; Top 5 Tips to Social Media Marketing; Top 7 Tips to Delivering a Great Presentation; etc.
5. Create Videos and or Video Courses
6. Put on Teleclasses & Webinars
7. Put on Live Events (even if only 2 people show up)
8. !!! IN YOUR ARTICLES, VIDEOS, ETC. State a Major Problem + Give Solution/s - See Training Videos on How to Create Compelling Content: http://myclientattractionacademy.com/vip/marketing-advertising/marketing-tv/copywriting/
9. Share your articles on Social Media (FaceBook, Twitter, LinkedIn & Bookmarking Sites, such as Dig and Delicious)

**REPURPOSE ALL OF THE ABOVE** to leverage your efforts and post them on your website, blog, youtube, etc.
- Teleclasses
- Webinars
- Articles
- Top 7 Tips Articles
Set Yourself Up as an Authority in Your Niche!
Follow these tips to harness the power of LinkedIn: (Free Instructional Articles)

- Create a Smokin' Hot Profile - http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part1/


- Build a Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part-3-start-building-your-tribe-of-1000-true-followers/

- Continue Building Your Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-%e2%80%93-part-4-continue-building-your-tribe-of-1000-true-followers/


Get Interviewed on www.BlogTalkRadio.com - contact radio hosts that cover your niche-area / try to find shows that have a high listenership

Great practice for when you'll be interviewed by "real" radio stations + it CAN generate dozens or hundreds of new leads and potentially new clients

Might get some business through exposure to the listeners of those stations
✓ You can **place the interviews on your website, blog, iTunes, YouTube, and other video sites** (transfer it into video format with the use of some pictures and/or PowerPoint slides – let me know if you need help with this)

✓ **Contact your local media** - paper, radio, TV - and ask them to interview you or make a story about you -- local media is always looking for interesting local stories

✓ **Contact radio stations** in neighboring areas - working yourself up to pitching to national radio stations - See on Amazon.com: How to Get on Radio Talk Shows All Across America without Leaving Your Home Office, by Joe Sabah

**13. FREE Services to Grow Your Expert Status:**
✓ Get national media interviews: [http://www.reporterconnection.com/join/](http://www.reporterconnection.com/join/)
✓ Get interviewed / provide articles /etc. [http://pitchrate.com/](http://pitchrate.com/)

You Might Also Find Useful these Tutorials:

**How To Create Your Market Dominating Position** (2-Part Video & WorkBook)

**Business Growth Secrets** (5-Part Video Tutorial)

- 5 Step Proven Profit Formula Explained
- Becoming Known As An Expert In Your Field
- How To Dominate In Your Category Of Business
- Staff Recruitment, Training And Development
- Understanding The Numbers In Your Business
How to Get Interviewed on Radio and TV

When a show host or writer needs to find an expert, it's not always easy to find the person they need. There are all sorts of resources for the media, but it's not always easy for them to find guests who have expertise in current topics. For example, when the BP oil spill first hit the news, every major media outlet was scrambling for experts to interview. They're still searching — daily — for new experts who have insights into this disaster. They don't have an easy to use resource for finding experts with relevant talking points. Well... they didn't before now.

INTRODUCING GuestMatch Online Media Kit

Our friends over at SpeakerMatch partnered with Allen Media Strategies to create an online directory to help media bookers find guests on just about any topic. Burke Allen (CEO of Allen Media Strategies) specializes in helping people just like you get media exposure. People pay big money for his team's personal assistance. But not everyone can afford to pay thousands of dollars for publicity. The good news is that there are thousands of TV, radio, and Internet shows (big and small) who are searching each and every day for interview guests.

The way GuestMatch works is simple. As a guest, you enter as many "pitches" as you want. A pitch is a topic idea for a show. The media outlets look for pitches that meet their needs, and contact the expert (you) directly. They'll also be able to view your online media profile, including pictures, videos, audio files, your blog, and more. All of this material is easy for you to add with our simple and intuitive interface.

FIRST THINGS FIRST

GuestMatch is relatively new. They had their first round of beta testers (about 150 in all) use the site and input their pitches. Many have already received multiple bookings on TV, radio, and print publications! Now that they've had time to work out some minor kinks they want to bring in another 200 beta testers. Getting publicity is not always easy to do on your own The annual subscription is extremely reasonable at $299/year (after your 30 day, one dollar trial).

Click HERE for Details!

Remember... this BETA $1 offer is a limited time opportunity and I'm told there will be a price increase once the site is no longer in beta in the coming months.
## AFFORDABLE WEBINAR PLATFORM

**Affordable Webinar Platform** - with **more features than goToWebinar.com** and other high-priced webinar service providers -- **Starting at $19.97/year for a 20-seat conference room -- $9.97/MONTH, for a 100-seat conference room** – **Click HERE!**

### Here are some of the features you’ll get:

<table>
<thead>
<tr>
<th>Feature</th>
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<tr>
<td><strong>REMOVE CURRENT SPEAKER</strong></td>
<td>Moderator can remove guest speaker from room</td>
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<td><strong>BAN CURRENT SPEAKER</strong></td>
<td>Moderator can ban guest speaker from room</td>
</tr>
<tr>
<td><strong>CLEAR TEXT CHAT</strong></td>
<td>Moderator can clear all text chat posted</td>
</tr>
<tr>
<td><strong>MEMBERS</strong></td>
<td>Lists all guests present in room</td>
</tr>
<tr>
<td><strong>ACCESS TO SHARED FILES</strong></td>
<td>Send files to guests in room</td>
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<tr>
<td><strong>DESKTOP SHARING</strong></td>
<td>Moderator can display desktop to end users</td>
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<tr>
<td><strong>PRESENTATION</strong></td>
<td>Converts and presents your Power Point</td>
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<tr>
<td><strong>RECORD</strong></td>
<td>Moderator can record full audio/video of presentation</td>
</tr>
<tr>
<td><strong>ISSUE MODERATOR FUNCTIONS</strong></td>
<td>Moderator can issue moderator functions to end-user</td>
</tr>
<tr>
<td><strong>IN-BUILT VIDEO PLAYER</strong></td>
<td>Broadcast video and movies to your end-users</td>
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<tr>
<td><strong>COMPATIBLE WITH ALL OPERATING SYSTEMS</strong></td>
<td>Windows/Linux/Mac   🍊Steam  🍋</td>
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### TALK NOW
Click to enable voice to be broadcast to members logged into your conference room.

### MUTE CURRENT SPEAKER
Moderator can mute guest speaker

### BAN CURRENT SPEAKER
Moderator can remove guest speaker from room

### CHAT
Text message all guests

### BROWSER SIDE TABS
Expands browser window size

### SETTINGS
Systems settings for conference room set up

### 1-4 FULL AUDIO AND VIDEO DUPLEX
Drag and drop up to 4 members into the browser window and go into a full audio and video chat.

### 1-10
Full audio conversation with up to 10 people. Click on name in members list and on the drop down click to engage.

### SHOW
Live streaming video

### 5 ROOM PACKAGE OWNERS ONLY!
Your extra rooms displayed in bottom right box. Drag and drop members into other rooms created on your account

### ISSUE MODERATOR FUNCTIONS
Moderator can issue moderator functions to end-user

### MULTIPLE MODERATORS
Create multiple moderators for your live events

### COMPLETE VOTE MODULE
Take live on the spot poles

### FLAGS
Moderator can see country flag to members location

---

**Test-Drive MeatCheep Webinar Platform for $1.00 – Click Here!**

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Your Assignment for This Week:

1. Implement this week as many of the 10 Strategies as you possibly can
2. Create a recurring reminder on your electronic planner to remind you to implement at least one of these strategies **each and every week** - try to implement a different strategy each time, with the ultimate goal being to have each of the 10 strategies implemented

Do you need a tutorial that you didn't find here?

Let me know and I’ll send you a link to it... or I’ll create it for you. Contact me on FaceBook at [http://www.Facebook.com/marketing151](http://www.Facebook.com/marketing151) post in our Support Forum at [http://myClientAttractionAcademy.com/blog/support-forum/](http://myClientAttractionAcademy.com/blog/support-forum/)

Do you need help implementing any of the strategies in the 90-Days Program?

**Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting:**
[info@myClientAttractionAcademy.com](mailto:info@myClientAttractionAcademy.com)
WEEK 6 – Repurposing Your Content & Product Creation

- Repurposing your content and why you should do it
- Product creation: 5 easy ways to create your next product by next week
- Related Assignment

If you implemented some of the strategies in module 5, this module seamlessly ties into it. If you had an interview or had a webinar, or wrote an article, you can now repurpose that content into a chapter of your soon-to-be-published book, a video (series), blog post, home study course, or in other different formats.

Remember to always leverage your efforts and create multiple formats of anything that you create!

1. Product Creation

Click on the following links for in-depth tutorials on Product Creation:

**Info Product Creation**
* (6 Part Video Course)

1. Making Products Unique
2. Private Label Articles
3. Private Label Ebooks
4. Private Label Audio Ebooks, Audio Articles
5. Private Label Videos
6. Private Label Source Code / Software

Learn HOW To Interview Others Effectively For Product Creation & Profit

Click HERE to download your FREE Tutorial!
2. Repurposing your products

REPURPOSE ALL PRODUCTS and content you created to leverage your efforts; post them on your website, blog, youtube, etc. Here are some formats that you can repurpose into:

- Teleclasses (whenever possible, opt to do a webinar instead)
- Webinars
- Articles
- Top 7 Tips Articles
- Videos
- eBooks
- Books
- Video Tutorials
- Video Training
- Membership Site
- Group Coaching
- Home Study Course

Use our webinar platform to record your next product
Click HERE - only $19.97/YEAR

AFFORDABLE WEBINAR PLATFORM

Affordable Webinar Platform – with more features than goToWebinar.com and other high-priced webinar service providers --
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Test-Drive MeatCheep Webinar Platform for $1.00 - Click Here!
Your Assignment for This Week:

- Come up with a plan to repurpose your existing material, such as articles, blog posts, webinar recordings, interviews, etc. into several of the formats mentioned in this module – and start implementing that plan
- Plan your next product – create a table of contents for your product

Do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it... or I’ll create it for you. Contact me on FaceBook at http://www.Facebook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-forum/

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting: info@myClientAttractionAcademy.com

Looking for One-On-One Coaching Help?

Ready for professional help and guidance?

We understand how to...

- generate immediate sales
- create a revenue-generating marketing plan
- develop irresistible offers
- map out your entire sales process so you know exactly what to do and when to do it

Click Here To Request Additional Information On One-On-One Coaching

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51
WEEK 7
Product Creation & Promotion

✓ Product Creation (Continued)
✓ How to Promote Your Product
✓ Increase Sales through Affiliate Marketing
✓ Promote Your Product through a Viral Campaign
✓ Related Assignment

1. More Product Creation Tutorials that you might find useful...

Click on any of the titles below to access the tutorial:

How To Launch Your Own Online Product – Click HERE!

How To Create Products That Increase Your Revenue And Profits

- Info Product Creation
  - Making Products Unique
  - Private Label Articles
  - Private Label Ebooks
  - Private Label Audio Ebooks, Audio Articles
  - Private Label Videos
  - Private Label Source Code / Software

One of the most effective ways to create a product is to record a series of training webinars and host them in a membership type site (wordpressed based – really easy to set up – let me know if you need help with it – we also have several video tutorials on this).

Sell access to your content for a one-time payment… or for a recurring payment for 6-months, 12-months (after which period they’d have 100% access to all content); or have it as a recurring fee till they cancel their membership.

If you don’t have an affordable Webinar Provider, click on the banner below:
The following tutorials will help you set up your membership site: 
**Click** on any of the titles below to access the tutorial:

- **How To Create A Membership Site From Scratch**  
  o Getting Started  
  o How To Install The Membership Script  
  o Planning Your Membership Area  
  o Download Page Setup  
  o Securing Your Product  
  o Testing Your Product  
  o Installing A WordPress Blog  
  o Installing A Membership Forum

### 2. How to Promote Your Product/s
**Click** on any of the titles below to access the tutorial:

- **How To Market Products Or Services With Proven Results**
- **How To Expand Your Products & Increase Customer Revenue**

- **7 Steps To Every Sale**
- **Appointment Setting**

### 3. Promote Your Product through Affiliate Marketing
**Click** on any of the titles below to access the tutorial:

- **How To Set Up An Affiliate System To Increase Sales**  
  o How To Set Up An Affiliate System  
  o Choosing The Right Affiliate System And Payment Processor  
  o How To Create A Clickbank Product As A Vendor  
  o Creating Affiliate Pages Using Aweber  
  o What Resources Should You Provide Your Affiliates  
  o Paying Affiliates - Clickbank Versus Hosted Systems  
  o Paying Affiliates Through PayPal Using Mass Pay
4. Promote Your Product through a Viral Campaign

Click on any of the titles below to access the tutorial:

- How To Capitalize On Viral Marketing
- Introduction
- Two Types Of Lists
- Methods That Will Help You Boost Your List Growth
- What Should You Give Away
- How To Create Your Viral Product And How You Should Create It
- Marketing It And Finding People To Build Your List

Low-Cost Resources (Click on the links below):

- How to Publish on Kindle & How to Promote Your Book

Your Assignment for This Week:

- Start putting some “meat” on your product – plan your recordings, chapters, etc.
- Plan HOW you’ll market your product (see suggestions in this module)
- If you have a product ready, implement your promotion plan – put your marketing plan on your planner (create a marketing schedule)
- Attempt some form of viral marketing – if done right, it can generate $1000s in extra income

Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info…

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WEEK 8
Webinar & Video Client-Attraction Strategies

✓ How to use Teleclasses and Webinars to attract more clients and generate more sales
✓ How to use video to attract more clients and generate more sales
✓ How to use video landing pages to attract more clients and generate more sales
✓ How to use barter to attract more clients and generate more sales
✓ Related Assignment

1. How to use Teleclasses and Webinars to attract more clients and generate more sales

- How To Develop Your Own Webinar / Teleseminar Strategy (Short Article)
- Steal These 21 Time-Tested List Building Ideas Using Teleseminars (Check List)

2. How to use video to attract more clients and generate more sales (Click on the titles below to explore each title)

How To Upload And Embed A YouTube Video

Video / Audio / Picture – Video Production Resources
3. How to use video landing pages to attract more clients and generate more sales

Landing pages are one of the most effective ways to generate leads and generate more sales - adding video to your landing page is proven to increase site visitor conversion. Use the following tutorials to create your landing pages and market them effectively; use the tutorials in the previous section to create, publish, and embed your videos into your site.

Other Useful Links:
How To Use Landing Pages To Drive Leads To Your Business
How To Use Landing Pages To Drive Leads To Your Business
Tools You Need To Create A Landing Page
Landing Page Items
Landing Page - Putting It All Together

Low-Cost Resources (Click on the links below):
Transform Your FaceBook Fan Page into a Niched VIDEO Website
How to Easily Rank Your YouTube Videos #1 on Google
Use our webinar platform to record your next product (only $19.97/YEAR)

Make your website stand out with a Virtual Video Greeter or other Video Strategies!
Click HERE to learn more!

Use a Transparent Video Player to Engage Your Site Visitors
Click HERE to learn more!

Get Trained on HOW To Optimize Your Videos to Attract High Traffic and Attract More Paying Clients
Click HERE to learn more!
**AFFORDABLE WEBINAR PLATFORM**

**Affordable Webinar Platform** – with more features than goToWebinar.com and other high-priced webinar service providers -- *Starting at $19.97/year for a 20-seat conference room -- $9.97/MONTH, for a 100-seat conference room – Click HERE!*  

Here are some of the features you’ll get:

<table>
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<td>Disable or enable web cam or microphone</td>
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<tr>
<td><strong>HANDS FREE</strong></td>
<td>Moderator can click tab to speak hands free</td>
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**Test-Drive MeatCheep Webinar Platform for $1.00 - Click Here!**
4. How to use barter to attract more clients and generate more sales

and

How To Establish Profitable Barter Relationships (Article)


Your Assignment for This Week:
- Plan a webinar & schedule it
- Plan a series of short videos and schedule them for publishing on YouTube
- Create a video landing page
- Brainstorm some ideas on how you could barter some of your services for other services that you currently pay for (or check out some barter clubs around you and see if you’d like to join)

Do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it... or I’ll create it for you. Contact me on FaceBook at http://www.FaceBook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-forum/

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WEEK 9
Social Media Marketing Strategies

✓ Social media marketing – LinkedIn & FaceBook Strategies
✓ How to turn social media into a source of leads, referrals, and sales
✓ Related Assignment

1. Social Media Marketing Strategies

Follow these tips to harness the Client-Attraction power of LinkedIn: (FREE Instructional Articles)
✓ Create a Smokin' Hot Profile - http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part1/

✓ How to Attract Warm and Hot Prospects http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-%e2%80%93-part-2-how-to-attract-warm-hot-prospects/

✓ Build a Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part-3-start-building-your-tribe-of-1000-true-followers/

✓ Continue Building Your Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-%e2%80%93-part-4-continue-building-your-tribe-of-1000-true-followers/

Explore Related Tutorials:

**How To Use Social Media To Grow Your Business**  (18-Part Video Tutorial)

1. How To Upload And Embed A YouTube Video
2. Podcasting
3. Choosing A Podcast Topic
4. Creating An Outline
5. Recording Your Podcast
6. Editing And Saving Your Podcast
7. Promoting Your Podcast: Turn Your Blog Into A Podcast And Create An RSS Feed
8. Promoting Your Podcast: iTunes And Podcast Directories
9. What Is Social Networking
10. Using MySpace For Social Networking
11. Facebook Social Networking
12. LinkedIn
13. Yahoo Answers
14. StumbleUpon
15. How To Quickly Get Friends And Drive Traffic From Facebook
16. How To Get Traffic From Twitter
17. Twitter For Internet Marketers
18. How To Display Recent Tweets On Your Website

Your Assignment for This Week:

- Pick one of the above strategies and implement it - e.g., join LinkedIn, create a hot profile, and generate a large number of followers
- Decide to implement each (or most) of the above tips - schedule to implement one of the above strategies every week (or twice a week) --- social media is an extremely powerful medium - use it!

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching... or for hourly-consulting: info@myClientAttractionAcademy.com
WEEK 10
Lead-Generation, Traffic Generation, List Building

✔ Lead-Generation Strategies
✔ How to create effective newspaper & radio ads
✔ Get interviewed on TV & Radio (FREE PUBLICITY!)
✔ Get published in local and/or national publications (and online publications)
✔ Related Assignment

1. Lead-Generation Strategies

LinkedIn Lead-Generation Strategies: (Free Instructional Articles)
✔ Create a Smokin' Hot Profile - http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part1/

✔ How to Attract Warm and Hot Prospects http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-%e2%80%93-part-2-how-to-attract-warm-hot-prospects/

✔ Build a Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-part-3-start-building-your-tribe-of-1000-true-followers/

✔ Continue Building Your Tribe of 1000 True Followers http://yoursuccesschecklists.com/linkedin-client-attraction-strategies-%e2%80%93-part-4-continue-building-your-tribe-of-1000-true-followers/


Create Professional Looking Landing Pages - Click Here for more...

This is what most Pro’s Use to Build their Landing Pages! Click HERE to learn more!
More Lead-Generation Tutorials You Might Find Useful:

How We Help You Write Persuasive Marketing

Learn Our Bullet Proof Marketing Equation And Dominate Your Market

Lead Generation Skill Building Audio (5-Part Audio Training)

Strategies we Use to Convert our Leads into Paying Clients

Click on the tabs below for detailed instructions:
How We Generate Leads Online (Video & WorkBook)

How We Generate Leads Using Our Compelling Emails And Sales Letters (Video & WorkBook)

Change Your Business Card Into A Lead Generation Machine (Video & WorkBook)

Sample Client-Attracting Business-Card (FREE Article – scroll down to the bottom of that page)

How To Create A Compelling Message Your Market Will Respond To (Video & WorkBook)

How To Create Risk Reversal & Guarantees That Generate Leads (Video Tutorial)

How We Use “Compelling Incentives” To Lure Prospects Away From Our Competitors (Video & WorkBook)

How We Create Your Elevator Pitch Using Our 4 Part Process (Video & WorkBook)

How You Can Steal Our Competition-Crushing Marketing (Video & WorkBook)

How To Spy On Your Competition And Then One Up What They Do (Video Tutorial)

How To Generate Unlimited Leads For Free (Video & Workbook)

How To Use Direct Mail To Increase Your Sales (Tutorial Video)

How To Send Direct Mail To 50,000 Qualified Prospects For FREE!

How To Profit Using Trade Shows And Special Events
How To Get Someone Else To Sponsor Your Next Event

Learn These Solid Methods For Managing Your Business
How To Build A Revenue-Generating Database
The Secrets To Tracking & Reporting
How To Create Processes, Procedures And Systems
How To Attract Quality Pay-Per-Click Traffic
- Quality Pay-Per-Click Traffic
- Test Example And Brainstorming
- Keyword Tools To Help You
- Creating A Google Adwords Account
- Creating A Google Adwords Campaign And Ad Groups
- Tweaking Your Campaign

Learn Our Online List Building Secrets
- Finding Your List Topic
- Creating A List In Aweber
- Tools You Need To Create A Landing Page
- Landing Page Items
- Landing Page - Putting It All Together

More Leads – Click Here!
2. Effective Advertising Strategies

How We Design Competition-Crushing Ads

How To Effectively Advertise Online

Create Your Own Marketing And Advertising (Video Tutorial and Workbook)

How To Develop Insatiable Copy For Your Ads, Website And Advertising Collateral (Video Tutorial and Workbook)

Market-Dominating Advertising & Marketing Samples
Select Your Specific Business (116 businesses listed here)

How To Create Powerful Offers For Your Business (Video Tutorial and Workbook)

How To Use Craigslist Advertising To Grow Your Business

Our Itemized Checklist For Direct Response Advertising

How to Send Direct Mail To Qualified Lists

How to Execute A Dream 100 Prospect Strategy

Sales Letter Checklist for Direct Response Mail

How to Create Sales Letters to Drive Prospects To Your Business

3. More Marketing Strategies

Marketing TV - World-Class Instructional Videos

- Marketing 101 (8 Series of Video Tutorials)
  - The Attention Age (4-Part Video Tutorial)
  - Defining Your Target Market
  - How To Create A Unique Selling Proposition
  - How To Create A Powerful Offer
  - Increase Your Sales With Social Proof
  - Low Cost / No Cost Promotions
  - Sales Secrets
4. Get interviewed on TV & Radio (FREE PUBLICITY!)

How To Make Radio & TV Advertising Work For Your Small Business

How To Produce TV Ads That Grab Attention And Get Results

How to Get Interviewed on Radio and TV

When a show host or writer needs to find an expert, it's not always easy to find the person they need. There are all sorts of resources for the media, but it's not always easy for them to find guests who have expertise in current topics. For example, when the BP oil spill first hit the news, every major media outlet was scrambling for experts to interview. They're still searching — daily — for new experts who have insights into this disaster. They don't have an easy to use resource for finding experts with relevant talking points. Well... they didn't before now.

INTRODUCING GuestMatch Online Media Kit

Our friends over at SpeakerMatch partnered with Allen Media Strategies to
create an online directory to help media bookers find guests on just about any topic. Burke Allen (CEO of Allen Media Strategies) specializes in helping people just like you get media exposure. People pay big money for his team's personal assistance. But not everyone can afford to pay thousands of dollars for publicity. The good news is that there are thousands of TV, radio, and Internet shows (big and small) who are searching each and every day for interview guests.

The way GuestMatch works is simple. As a guest, you enter as many "pitches" as you want. A pitch is a topic idea for a show. The media outlets look for pitches that meet their needs, and contact the expert (you) directly. They'll also be able to view your online media profile, including pictures, videos, audio files, your blog, and more. All of this material is easy for you to add with our simple and intuitive interface.

FIRST THINGS FIRST
GuestMatch is relatively new. They had their first round of beta testers (about 150 in all) use the site and input their pitches. Many have already received multiple bookings on TV, radio, and print publications! Now that they've had time to work out some minor kinks they want to bring in another 200 beta testers. Getting publicity is not always easy to do on your own The annual subscription is extremely reasonable at $299/year (after your 30 day, one dollar trial).

Click HERE for Details!

Remember... this BETA $1 offer is a limited time opportunity and I'm told there will be a price increase once the site is no longer in beta in the coming months.

5. Get published in local and/or national publications (and online publications)

How To Get $1 Million Worth Of Free Publicity

Our Secret Resources And Templates To Help You Do-It-Yourself

- Headline Bank
- Master Ad Template
- Website Template
- Free Report Template
- Sample Ad Templates
- Business Card Template
- Target Customer Forms
- Sample Marketing Schedule
Your Assignment for This Week:

- Pick one of the above strategies and implement them – e.g., join LinkedIn, create a hot profile, and generate a large number of followers
- Decide to implement each (or most) of the above tips – schedule to implement one of the above strategies every week (or twice a week) --- social media is an extremely powerful tool – use it!

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WEEK 11

Joint Venture & Licensing 101

✓ Joint venture strategies
✓ Basics of licensing your products or services
✓ Related assignments

1. Joint venture strategies

- How To Find, Contact And Persuade Strategic Endorsement Partners (Video & Workbook)
- How To Establish Host Beneficiary Relationships (Video & Workbook)
- How To Build Your Business Fast Using Joint Ventures (Video & Workbook)
- How To Double Your Referrals (Training Video)
- How To Create Risk Reversal & Guarantees That Generate Leads (Training Video)

- How To Create A Revenue-Generating Referral System
  - How To Set Up Dynamic Referral Systems
  - How To Develop A Neighborhood (Neighboring Business) Referral Program
  - How To Implement A "While I'm in The Neighborhood" Referral Program
- How To Network Your Business To Success
  - How To Create A Million Dollar Message (Elevator Pitch)

Create Professional Video Landing Pages - Click on the Graphic Below:

Dozens of Templates to Choose From
Check Out Our Powerful Bonus Joint-Venture Creation Tips – Click HERE!

Click on the titles below to explore more relationship-based marketing training:

1. How To Create A Revenue-Generating Referral System
2. How To Network Your Business To Success
3. How To Find, Contact & Persuade Strategic Endorsement Partners
4. How To Build Your Business Fast Using Joint Ventures
5. How To Send Direct Mail To Qualified Lists

2. Basics of licensing your products or services
How To License Your Successful Concept
Your Assignment for This Week:

- Pick one of the above strategies and implement it - e.g., join LinkedIn, create a hot profile, and generate a large number of followers
- Decide to implement each (or most) of the above tips - schedule to implement one of the above strategies every week (or twice a week) --- social media is an extremely powerful medium - use it!

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Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info...
WEEK 12
Public Speaking Strategies

✓ How to use Public Speaking to become known as an authority, generate leads, and generate more sales
✓ Plan your marketing for the next 90-Days

1. Public Speaking Strategies

• Speak/present workshops at (local) Associations on your topic and mention success stories during your workshop or keynote.

• Do a search on associations for your area or see if the chamber of commerce has a directory + Check Library or amazon.com [used] for National Trade and Professional Associations of the United States - it's a thick directory that costs a few hundred $$$s - try to get last year's/used one on amazon.com

• Provide workshops to company employees: realtors, insurance agents, etc. as well as County employees and other larger businesses - most businesses have a weekly or monthly meeting where they invite speakers [they often pay the speaker pretty well] - you can also get speaker leads, locally and nationally, through speaker bureaus and through paid services such as www.SpeakerMatch.info.

TONS More FREE Public Speaking Strategies @ http://www.PaidSpeaker101.com

More Public-Speaking Related Training to Explore:

Public Speaking Riches (8-Part Video Tutorial)
Big Mouth Big Money Day 1 – Click HERE!
Big Mouth Big Money Day 2 – Click HERE!
Do you want to present a professional workshop to corporate clients next week?

Check out our ready-to-go facilitator kits @ www.egSebastian.com/facilitator_kits

Do you need help implementing any of the strategies in the 90-Days Program?

Join one of our Group-Coaching Programs @ www.getMoreClientsAcademy.com/90Days; or contact E.G. to find out if he has an opening for 1-on-1 coaching… or for hourly-consulting: info@myClientAttractionAcademy.com

Your Assignment for This Week:

➢ Commit to overcoming your fear of public speaking, if you have one – join your local Toastmasters club as a start
➢ Volunteer (or ask to get paid) to deliver workshops at organizations within your target market
➢ Put together a list of 3 to 5 of your most effective marketing strategies, and create a schedule on how you’ll apply these strategies in the next 90-days
➢ Take a look at a holidays calendar – add to your marketing plan the holidays where you’ll provide special deals – plan your promotion at least 2-months early – check www.myClientAttractionAcademy.com for sample promotion emails

Do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it… or I’ll create it for you. Contact me on FaceBook at http://www.FaceBook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-forum/
Ready-to-Go Facilitator Kits
Training Solutions for Corporate Trainers
and Solo-Workshop Presenters & Seminar Leaders

Coaches, Consultants, Speakers, Trainers, and Workshop Presenters!

Are you looking for a resource that allows you to start delivering professional presentations right away? Take a look at our facilitator kits designed by Inscape's professional designers.

These are all proven and time-tested presentations; we presented many of these exact materials to more than a hundred Fortune 500 companies nationwide, and some even worldwide.

Each facilitator kit includes:

- a **scripted seminar** divided in several modules - **customizable** to shorter workshops or into longer ones - up to three-day seminars... or break them up to present them regularly for a multi-months contract.
- **ice-breakers, energizers, and interactive exercises** in each module
- professionally designed support **DVD** (to be used during the training - most play from within PowerPoint)
- customizable ready-to-go **professional handouts**
- professional **valid and reliable assessment(s)**
- professionally designed **customizable PowerPoint** presentations
- and more...

To **see sample** modules, PowerPoint slides, and view sample DVD snippets **explore the following links:**

**Team Building, Improving Team Performance,**
**Effective Communication, Improving Managers' Performance,** etc (13 Modules / 15 applications + course outlines)

http://www.EverythingDiSC.com,
http://egsebastian.com/everything_disc,
http://egsebastian.com/everything_disc_w_out_dvd (without DVD), http://egsebastian.com/everything_disc_dvd (DVD only, if you have your own DiSC/DISC-based program)

**Improve your Sales Performance** -
http://www.everythingdisc.com/Sales/Default.htm &
http://egsebastian.com/disc_sales_facilitation

Improve Employees' Performance, Communication, and Conflict Management - Everything DiSC Workplace® Facilitation Kit
http://www.everythingdisc.com/Workplace/Default.htm &
http://egsebastian.com/everything_disc_workplace_facilitation_kit

Improve Managers' Performance -
http://www.everythingdisc.com/ED_Management/ &
http://egsebastian.com/disc_management_facilitation

Stress Management - Coping & Stress
http://egsebastian.com/coping___stress

Time Management
http://egsebastian.com/time_mastery1

Leadership - Everything DiSC® Work of Leaders™ Facilitation Kit
http://egsebastian.com/everything_disc_work_of_leaders
BONUS STRATEGIES - CLICK on the Links Below:

**Time Management**
- Profitable Time Management
- Profit Acceleration Program
- Profit Acceleration Spreadsheet
- Goal Setting For Success
- Goal Setting Worksheets
- How To Systemize Your Business

**Outsourcing**
Outsourcing mundane tasks allows you to focus on serving your clients more effectively and spending time on business-building activities...

How To Use Freelance Sites To Bid For Jobs Or Outsource Your Business
- Overview
- Popular Sites That Bring Freelancers And Buyers Together
- The Freelancer: Bidding For Jobs
- How To Increase Your Bid Acceptance Rate
- The Buyer
- Hiring Freelancers

**More SALES**

How To Immediately Increase Your Profits

How To Instantly DOUBLE Your Business' Profits (Video & Workbook)

How To Reactivate Stale Clients (Article)

How To Create Additional Value For What You Sell Using Gift Vouchers

How To Offer Discounts That Can Explode Your Profits
How To Create An Automatic Sales Process And License It For Millions
(7-Part Video Series, Case-Study, and Workbook)

1. The Sales Process - Introduction
2. The Sales Process - Laser-Target Your Target Customer
3. The Sales Process - Understand Your Target Customer's Thought Process
4. The Sales Process - Elevator Pitch - "Your Million Dollar Message"
5. The Sales Process - Your Roadmap To Market Domination
6. The Sales Process - Competition-Crushing Marketing
7. The Sales Process - Wrap-Up
8. The Sales Process - Chiropractor Case Study

How We Create So Much Added Value In Our Business That We Can Charge Twice As Much As Our Competitors And Still Out-Market And Out-Sell Them (Video & Workbook)

How To Immediately Increase Your Profits (Tutorial Video)

Licence your concept or product: see instructions here: http://myclientattractionacademy.com/vip/lead-generation/advanced-lead-generation-strategies/licensing-a-successful-concept.php (HOW-TO ARTICLE)

- Get organized - FREE super-duper planner: http://actioncomplete.com/

COMMIT to at least 4-hour of marketing activities every day. Successful coaches, in the first year of their practice, spent about 80% of their time marketing their services!
Create a Membership Site (and a Residual Income)
* Having a membership site has multiple benefits – residual income is only one potential benefit; a **FREE membership site** is a great way to grow a community of loyal followers – a community comprised of your ideal clients... a great way to develop your relationship with your list/ideal clients

**How To Create A Membership Site From Scratch** (8-Part Tutorial)
- Getting Started
- How To Install The Membership Script
- Planning Your Membership Area
- Download Page Setup
- Securing Your Product
- Testing Your Product
- Installing A WordPress Blog
- Installing A Membership Forum

**Graphic Design Tutorials**
**How To Create Web 2.0 Graphics Using GIMP**
**Adobe Photoshop For Newbies**

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Looking for One-On-One Coaching Help?

Ready for professional help and guidance?

We understand how to...
- generate immediate sales
- create a revenue-generating marketing plan
- develop irresistible offers
- map out your entire sales process so you know exactly what to do and when to do it

[Click Here To Request Additional Information On One-On-One Coaching]
Got Questions??
Or do you need a tutorial that you didn’t find here?

Let me know and I’ll send you a link to it… or I’ll create it for you. Contact me on FaceBook at http://www.FaceBook.com/marketing151 post in our Support Forum at http://myClientAttractionAcademy.com/blog/support-

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Do you want to become an affiliate of www.myClientAttractionAcademy.com or www.myOnlineMarketingToolbox.com?

NO COST TO JOIN!
50% Recurring Monthly Commissions

Contact me @ info@myClientAttractionAcademy.com for more info…

Thank you
About The Author

**E.G. Sebastian** has been a business owner for 20+ years; he is an author, consultant and international speaker (speaks 6 languages) and has written extensively about the subjects of marketing and business-building. In his books, workshops and seminars he teaches business owners how to dramatically increase leads, sales, and profits while minimizing their marketing expenses.

His perspective is unique because while he consults regularly with business owners, he also owns, manages and operates **E.G. Performance Solutions** - a successful Leadership Development training and coaching company - and therefore has insights, strategies and effective business-building techniques that are significantly different than the average consultant.

E.G’s consulting career started at an early age. He capitalized on his ability to speak multiple languages, and by age 24 (1991) he had a successful International Business Consulting business, helping foreign investors set up their companies. Inspired by his clients‘ success, at 25 he created a joint-venture with one of his international partners, retaining 49% ownership, and became the general manager of the new company, Gomek Ltd, with main office in Budapest, Hungary. By age 27 he was earning a multiple-6-figure income.

In the past decade, E.G. dedicated his time to sharing his Leadership & Client-Attraction strategies with 10s of thousands of audience members; as well as coached hundreds of clients personally or in group coaching settings.

He is available for speaking engagements on marketing and client-attraction topics. He also provides online training, both through webinars & teleclasses, group coaching, and through his membership sites (www.myClientAttractionAcademy.com and www.myOnlineMarketingToolbox.com).

If you want to learn how to implement marketing systems that will generate results and the profits you desire, sign up for free training videos, articles, and upcoming training announcements by visiting: [www.getMoreClientsAcademy.com](http://www.getMoreClientsAcademy.com).

To learn about E.G.’s availability for one-on-one coaching or for a marketing-makeover consulting for your business, contact him on LinkedIn (www.LinkedIn.com/in/egSebastian), by email at info@myClientAttractionAcademy.com, or call Toll FREE 877-379-3793.

Stay in touch with E.G., by —Likeing his FaceBook Fan Page where he shares new strategies weekly and discusses the strategies covered throughout this book! **To Like us on FaceBook, please follow this link:** [www.FaceBook.com/marketing151](http://www.FaceBook.com/marketing151)

The End 😊