



90 Day Continuity Workshop

Week 11 of 13

WHAT SHOULD YOU HAVE DONE?

1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments
14. Installed Facebook Marketing
15. Installed Youtube Marketing
16. Have a basic valuation of your business.
17. Have a basic weekly system of activity for your business.
18. Have created a product in your niche that moves your potential customers forward

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.



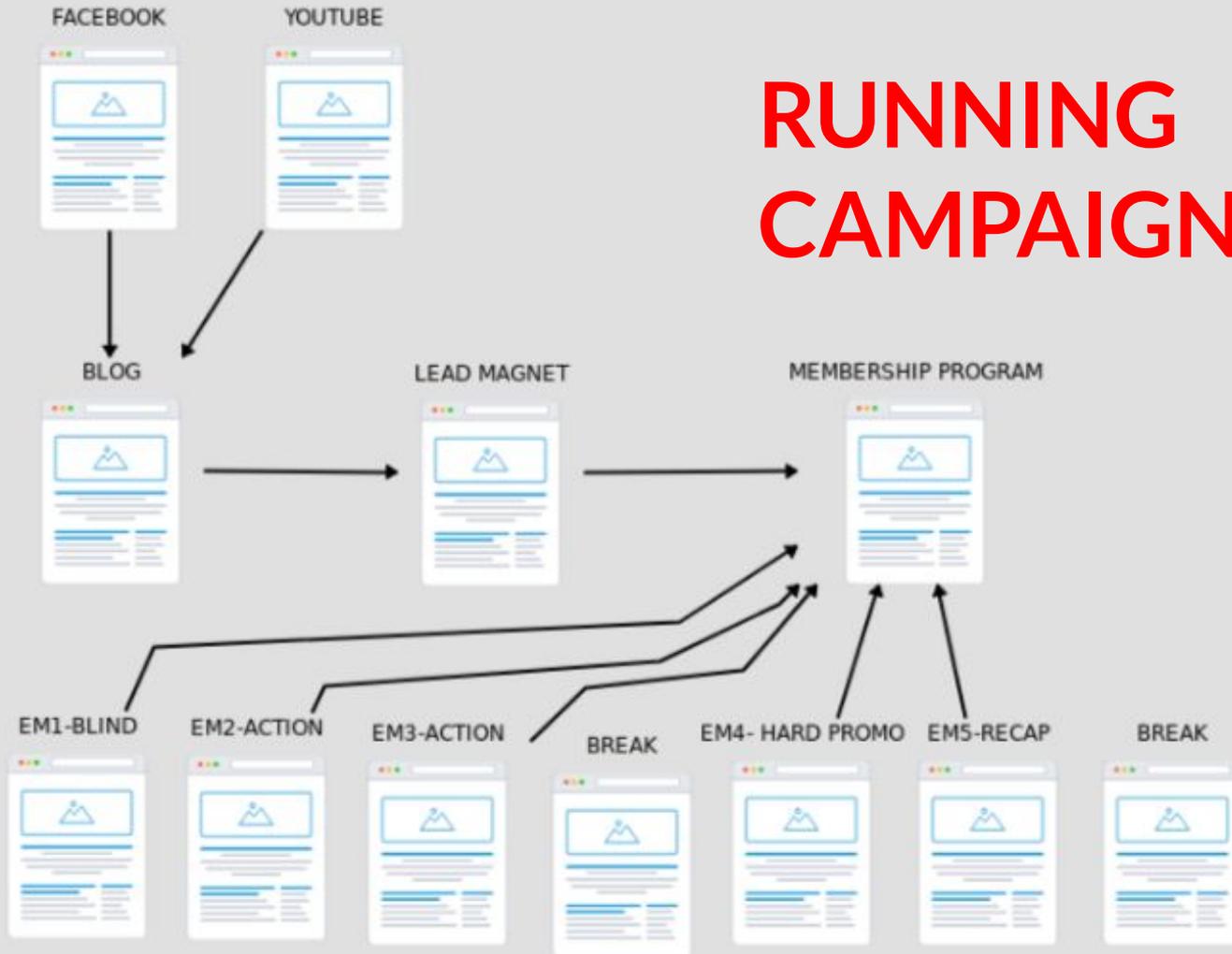
What we are going to cover today...

1. the give and the take
2. Holding a 4 day offer campaign
3. art of sales around holidays and the effectiveness based on scarcity
4. any reason to run a sale but must have a reason
5. examples of sales that have and could work for membership programs
6. syndicating the offer campaign
7. the blind subject line/story email with a soft pitch
8. the actionable content email with a next step pitch
9. the actionable content email with a where to get started pitch
10. the hard pitch promo email with features, benefits, and scarcity
11. Homework
12. Q&A

*I don't own no diploma for school, I quit!
So there's nothing for me to fall back on, I know no
other traits
So you'd better trade your fuckin' mics in for some
tool-box-es
'Cause you'll never take my pride from me
It'll have to be pried from me*

– Marshal Mathers (Survival)

RUNNING CAMPAIGNS



overview



Section 1: the give and the take



Marketing really is a give and take. When you go to run a sales campaign try to always be conscious of that. Ask yourself, am I giving here AND taking? Or am I just taking?



YOu can give by offering a great deal. YOu can give by offering free information by email. You can give by offering a great bonus. YOu can give by offering your time in the way of group coaching or 1 on 1 coaching. Many ways to give, but generally when I respect the give and the take I win.

Section 2: Holding a 4 day offer campaign



I like running 4 day sales campaigns. I used to run 7 day campaigns but it just felt too long. Seemed like people were over it after a few days. After testing at 5 for a while I settled on 4 for a nice sweet spot. It might be different for you. YOU need to test it.



I want to show you how to create a 4 day sales campaign for a membership program, but before that I want to talk just a bit about why these kind of campaigns work.

Section 3: art of sales around holidays and the effectiveness based on scarcity



Holidays bring us all together for a common celebration. It's something we already share. It also has a built in scarcity. This lends itself to running easy win sales.

Section 4:

any reason to run a sale but must
have a reason



If you give a reason why you are running a sale you will get more sales period.

EXAMPLE: Today is the day that I earned my first dollar online. I want to run a sale in celebration of that and to hopefully inspire others to keep grinding!

Section 5: examples of sales that have and could work for membership programs



I run sales based on the following pretty annually and they work really well:

Anniversary Sale for Business

4th of July

My Birthday Sale

Halloween Sale

Black Friday Sale

New Years Sale

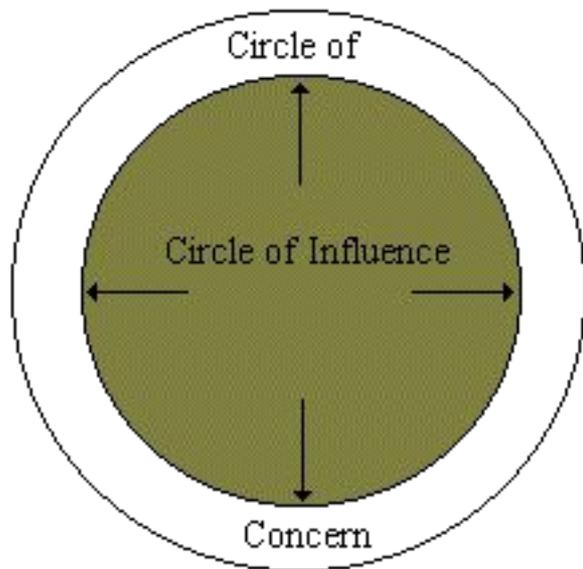
Section 6: syndicating the offer campaign



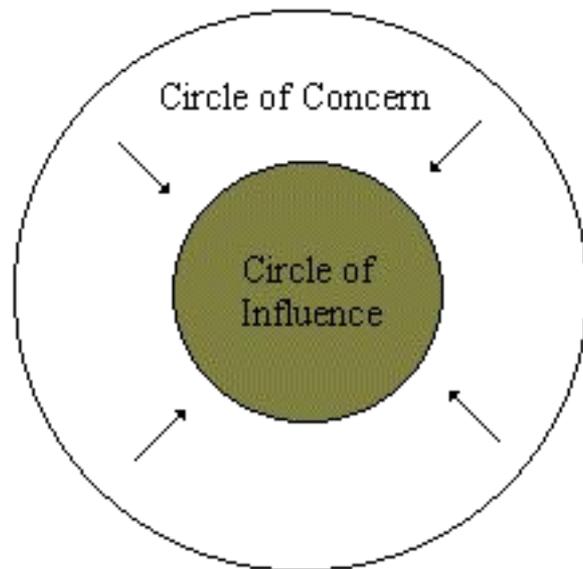
So emails are content and when we are talking about a sales campaign we have to think about your circle of influence.



Every point of exposure to your offer will equal more sales.



PROACTIVE FOCUS
*(Positive energy enlarges
the Circle of Influence)*



REACTIVE FOCUS
*(Negative energy reduces
the Circle of Influence)*



- Facebook profile
- Facebook Page
- Facebook groups
- Youtube
- Email
- Blog

Section 7: the blind subject line/story email with a soft pitch



Let's do one together...

Section 8: the actionable content email with a next step pitch



Let's do one together...

Section 9: the actionable content email with a where to get started pitch



Let's do one together...

Section 10: the hard pitch promo email with features, benefits, and scarcity

Let's do a hard pitch promo
together...

HOMework

1. Create a 4 day sales campaign for your membership program around Labor Day (September 2nd) or something else (Birthday, something personal, website anniversary)

Don't forget you can reach out to me at kamienningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Q&A!
