

GPS Business Academy 90 DAY QuickStart Program



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with Jennifer Hoffman

Module 6 – Marketing & Promotions Worksheet 1 - Foundation

Marketing is how you communicate with your market – the people who are interested in your programs, products, and services.

Your marketing umbrella 70-20-10 rule

70% of your marketing is to inform and educate

20% is promotions

10% is the sales conversation, where you tell clients where to go to pay for your program, product, or service

To give an example we're going to use 10 emails (you will probably have more) so you can see how the 70-20-10 rule is distributed. While I mention emails you can use a variety of emails, videos, audios, free training, live calls, etc.

70% inform and educate

Email 1 Email 2 Email 3 Email 4 Email 5

20% promote

Email 6 Email 7 Email 8

10% sell

Email 9 Email 10

After the first round of sale emails you will send follow ups to remind your audience the promotion is ending.

If you notice above that there is overlap between providing and information, and then between providing information and selling.

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You can send more or fewer emails to your mailing list and potential customers, just be sure to follow the 70-20-10 distribution

Here's how to apply this to your business:

Describe what is under your marketing umbrella – what are you marketing to your customers, or what are you selling:

To use this in your business we will do this exercise:

You are marketing a product and are going to send 10 emails. I'll provide sample headlines & a brief explanation for you. You can use these or create your own.

- Emails 1 to 7 Inform & Educate (this includes overlap)
- Emails 5 to 8 promote and should include some type of free training, a webinar or video series with at least 1 live call
- Emails 8 & 10 sell and may also include a final webinar or training

Email 1: Introduces the problem you are going to help your customers solve

I wonder if you knew
Did I ever tell you how I
I have something to share with you
I know it's hard to
What do you think about

Email 2: goes into story behind email 1:

The biggest challenge I had in
I was really afraid that
I was happy when I realized
I never thought I could do this

Email 3: expands on #2 can also be a video

I was really surprised to know
How could I not see that
I thought I knew everything about _____ but
Here's what I learned during the worst time of my life

Email 4: expands on #3

What would you have done?
Did you know that
How long did you think it should take to
Here's what I did to fix my problem with

Email 5: expands on #4

Here is what I wish I knew when I was going through
Did you ever wish you had someone to guide you through tough times?
I wish I could go back in time and

Email 6: expands on #5 and introduces promotion

Here are the answers I wish I had

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Here is the solution I wish I had
I wonder how different my life would be if
I want to help you resolve _____(problem) with
Here's how I solved my problem with

Email 6: follows #5 and goes into full promotion mode

I want to share this powerful solution with you
Join me in a free training call where I'll show you how to
I have the answer to your question about how to

Email 7: follows #6 and hints at sale, can also be a video or podcast

What if you could
Did you know you could be free from _____
I'll admit I used to be scared of/to but here's how I stopped
I became an expert at _____ by doing _____

Email 8: follows #7 and hints that program will be available

I decided to share my methods for _____ with you
Would you like to know how I _____ so you can do it too?
I know this is hard for you so I'm going to share my methods
What can I do to help you _____ (you can send a survey with this)?

Email 9: follows #8 and is sales message

I want to invite you to be part of my program, course, etc where you will learn
I created this program with you in mind because I know

Email 10: follows #9 and is another sales message

Registration is now open for my new course, program, offer.
I'm answering questions about the new program
If you haven't registered for my _____ yet, this is a courtesy reminder
that the early registration discount expires on _____

Remember people will often purchase at the last minute. You can send multiple
emails in the last 36 hours reminding people to register.

Once you identify what you are selling, use the outcome you want clients to achieve
to build your story.

The sales conversation will be addressed in a separate video, to give it the attention
and focus it deserves as it is an important part of your marketing.

Remember to send questions to support@enlighteninglife.com

I am here to support your business success!

Jennifer Hoffman

Founder, GPS Business Academy, your Expert Source for Business Advice, Resources
& Training

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Founder Enlighteninglife.com, your Expert Source for Life Transformation & training
to have a 'rich, happy & successful' life
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