

www.89DayLaunch.com

Thanks for downloading the 89DayLaunch.com Marketing Blueprint. This is the exact format that I use in order to launch any new business or product. Whether you are performing a service, i.e., plumbing, painting, or even coaching the format is EXACTLY the same.

In fact, you'll routinely hear me say business is simple. It's just not easy. And as human's we have a history of making things more complicated than they ought to be.

As you go through this remember to use it for what it is intended. A blueprint. This is not the holy grail of marketing plans. In fact being flexible is one of the key points for any entrepreneur.

But I can't stress enough, that even if you have failed in the past doing some of these EXACT same techniques this is what I use in my business and what I teach my coaching students to use.

This is the EXACT blueprint that we have used to build out businesses.

With that being said let's jump into it.

I look forward to working with you.

Myron Allis

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Before You Run You Have To Learn How To Walk

Time management is something that we hear quite often but we don't think applies to use. I assure you it does. I follow the Bullet Journal model and I suggest you look into it to see if it can help you manage your tasks and for scheduling I use an online scheduler that allows me to schedule in 30 minute blocks. This way if I get off track it is very easy for me to dive into my next task without feeling that I won't be able to get something accomplished because I am so late into my next "appointment". Until you can solve your ability to maintain focus with time management you'll always feel you pushing a large boulder up a hill only to have it roll back down again.

Left Brain vs Right Brain

Left brain vs right brain only means are you a technical person who lives in the details or do you paint the big picture and want someone else to figure out the details. Personally I am left brain when it comes to structure but I teach in a right brain way. This is because I have had years of coaching myself in order to ensure that my business will be successful. Once you've sorted out time management it is now time to dig into the technical aspects of your business and make sure that you have it set up correctly. Do you have a way to manage clients? Send emails? A merchant account? Website? Server? A sales funnel? Syndicating your content? And most importantly:

Do you have a marketing plan?

Once you have sorted out these key details you'll have the foundation needed in order to build a business that will be successful.

Building out Your Bench

Building your business means that you have implemented all of the technical details and you have started to build out your bench. When you build out your bench this means that you are either partnering or hiring the right people for the right places. Do you have someone to handle operations? Human Resources? Graphic design? Websites? Or.... **MARKETING?** Are you going to wear all of these hats until your business is more cash positive? Again you are making important decisions. Maybe you simply don't want to do one or all of these things. It's important to know that from the beginning so you don't self-sabotage your business.

It Pays To Be Social

If you are one of the few remaining people left that simply despises social media I have some bad news. In today's marketing landscape social media isn't something that is nice to have. It is required. In fact you not only have to have ONE social media account you have to have several. Now this can seem daunting but it's one of those things that once you set it up you merely manage it going forward and it becomes part of your marketing plan going forward. There are FIVE required social media accounts that you need to have set up.

1. Facebook
2. Twitter
3. LinkedIn
4. Instagram
5. YouTube

PRO TIP: Use www.IFTTT.com to help you syndicate your content across all platforms.

It has saved me THOUSANDS of hours of marketing and I know that it will be just as helpful for you as well.

If You Build It...

Having a flow of products that you want your clients to purchase so that they end up a final destination shows that you are a business that has a plan. Has a plan for your company as well as your clients. There are five products that you need to create in order to work your clients down a sales funnel.

1. Entry Level Product - \$5-\$7
2. Mid-Level Product - \$199 - \$249
3. High Level Product - \$997- \$1997
4. Group Coaching - \$19-\$97/month

(This is a continuity program. This could be group coaching or something as simple as a service plan to routinely service a client or customer)

5. One on One Coaching- \$5,000 - \$100,000

(This is a high end product that provides the most value for your client/customer)

The Will Come

Another critical decision needs to be made. How do you want to launch this? Do you want to do an online campaign? Build out one of two funnels? 4 Step Funnel or Webinar Funnel? Do you have your emails prepared to get people excited about your launch? Or are you going to do a live event? What type of event? Preview Event (Free) or a two day workshop? What is the agenda for your event? Have you ever booked an event at a hotel? Do you know what Plus Plus is in regards to events? These are all decisions that you need to make.

Personally I use live events, both Preview and Two Day Workshops, as lead generation for my high end coaching programs. I use an online funnel, both types of funnels, as lead generation for you guessed it, my high end coaching programs. Everything is designed to lead them down a path to purchase coaching (INCLUDING THIS FREE REPORT!)

Copy. Over and Out.

When you write down your sales letter, or a product description it is called: Copy. Writing copy is not difficult. You put the words down on paper (or type) that will motivate people to purchase your product or service. Easy right? Well to be honest it is far from easy and what's worse is that there is no proven formula of what needs to be written down in what order to get someone to purchase. What's worst is that just because someone was successful writing copy before does not mean they will be able to do the same thing on another campaign. There are a few tricks though. First talk about the benefits NOT the features. Also when you writing you want to sell them on the idea of the thing. Not the actual product or service. What's the problem you are solving and why should they only go with you to have it solved!

Mad Man

Now we get to advertise. Yay. If you like many other people have tried to advertise on Google AdWords or Facebook, I'm willing to bet you've spent much of your budget and didn't really get any results from it. In fact you could be like many other business owners I've met that have sworn off online advertising all together. Chances are you didn't click one of the right options or you didn't narrow down your demographics and pick out exactly who your ideal client is. You should have multiple ads that relates to each demographic that you are targeting. Think about it, you're very different at 35 than you are at 45. Your

priorities have changed and what you want/need out of life is extremely different.

PRO TIP: Select AmEx as one of your target demographics – This will generally eliminate people that are unable to afford your higher products.

Cast a Wide Net

A funnel is designed to cast as wide a net as possible to get people to purchase. The four step funnel sells each one of your products that you created earlier. Selling from the lowest priced product/service to the highest priced product. Each stage they qualify themselves into the next working farther and farther down the funnel. A webinar funnel is a landing page where they sign up to watch a webinar and then you sell them on your High Level product. Each page of the funnel is a sales page that requires sales copy to get them to purchase. Each page follows as the thank you page to the previous sale in a linear fashion.

Mark Your Calendars

Whether you are doing a live event or an online product launch you need to set a date. We recommend that you set a date that is 60 days from today. Mark it down. At this point you should have your funnel, your event sign up page, products, decided what to sell and how to format your preview event or how you are going to launch your funnel. You have Facebook ads and you're ready to start driving highly converting traffic to your funnel. Congratulations!

The Money Is In The Follow Up!

60 days will go by faster and it will all be a waste unless we have a follow up plan. We need a plan on following up with people who haven't purchased. People who have purchased. People who have purchased lower end products getting them to purchase high end products. People who haven't attended an event but registered. People who attended the event but didn't purchase. People who purchased. There is a lot to follow up with and each one needs an individual campaign in order to move them to the next step.

Ready, Set, GO!

The final step is to raise capital. Now this isn't going to a bank or investors, instead it is cashing in on your relationship capital. Getting your friends and family to promote your event/product for you. Also another good strategy is to get affiliate to promote your product/service for you and paying them part of the sale! It's only fair right!

And There It Is!

I bet after reading all of this it makes more sense why it takes a full 89 days to get your marketing plan created, implemented, and follow up! The good news is that you can do it! You now have the exact plan that I use for all my businesses and what I give to my students to get them started and moving forward as well.

Your next step is to schedule a call by going to <https://meetme.so/MyronAllis> and find out how you can get started following our proven 89 day launch course that will walk you through and create each step from above. In 89 days you can be well on your way to having one of the most successful marketing campaigns your company has ever seen!

To Your Success!



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