

Masterclass – Branding and Marketing

Keys to Building a Magnetic Brand

Authenticity	Value	Generosity



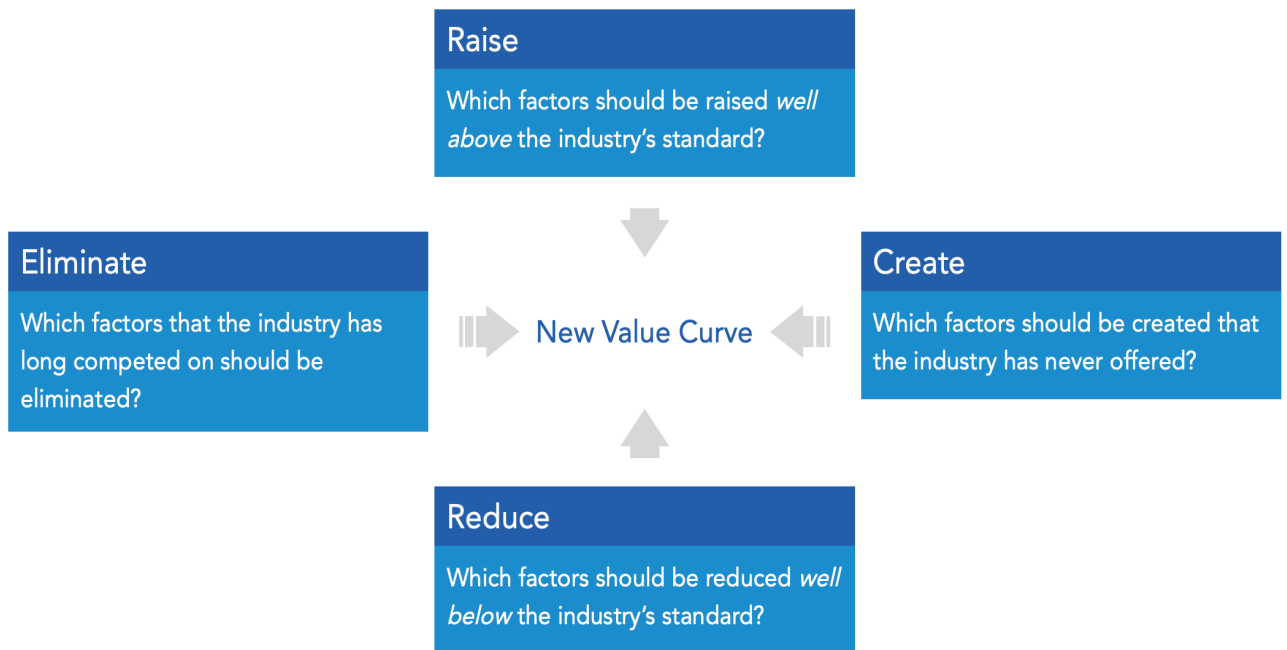
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Create a Distinctive and Disruptive Signature System

FOUR ACTIONS FRAMEWORK



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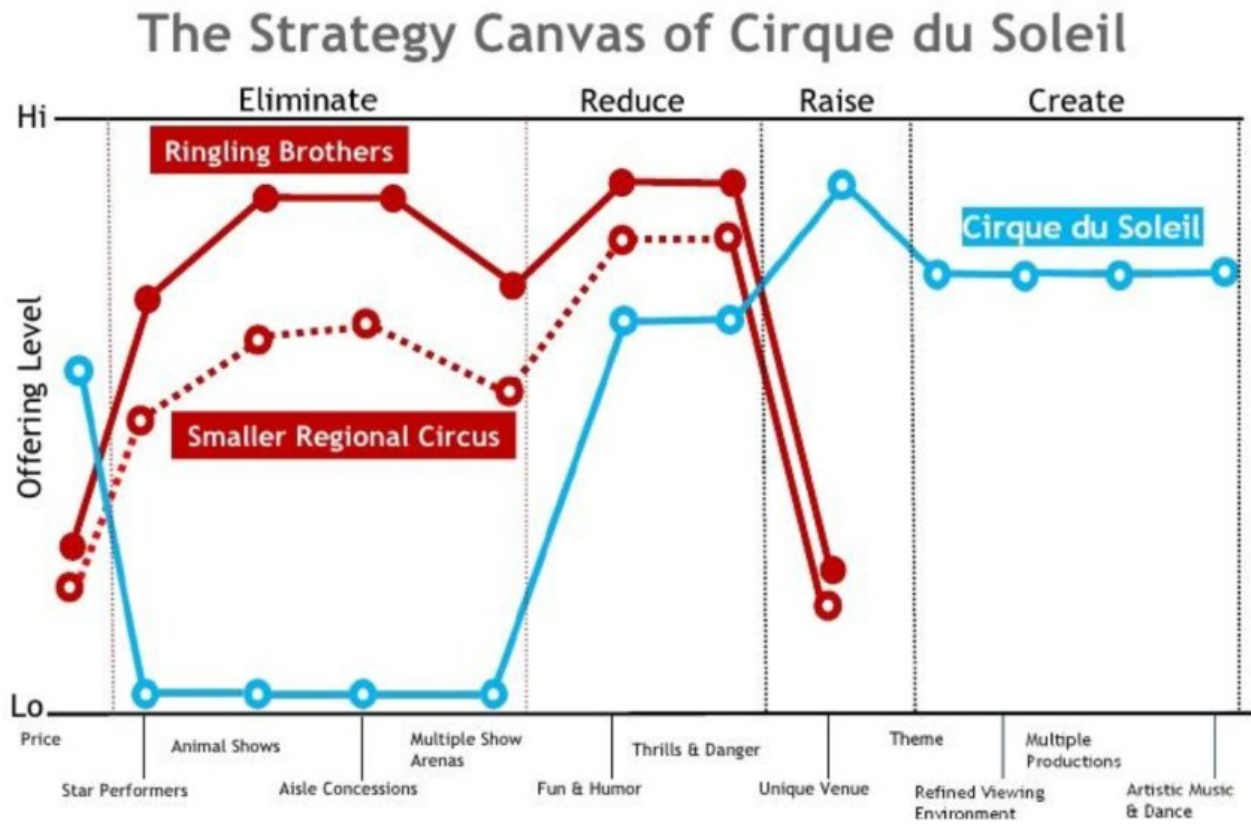
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<h2>Eliminate</h2> <p>Three Rings Star Performers Animals</p> <p><i>(What acts and activities do leaders invest their time and intelligence in that should be eliminated?)</i></p>	<h2>Raise</h2> <p>Clowns Acrobat Tent Settings</p> <p><i>(What acts and activities do leaders invest their time and intelligence in should be raised above current value?)</i></p>
<h2>Reduce</h2> <p>Humor Danger</p> <p><i>(What acts and activities do leaders invest their time and intelligence in that should be reduced well below their current level?)</i></p>	<h2>Create</h2> <p>Story Line Original Music</p> <p><i>(What acts and activities should leaders invest their time and intelligence in that they currently don't undertake?)</i></p>



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Monetize Your Message and Create Your Game-Changing Sales and Marketing Playbook

Headlines

- How To Get A Really Big Increase In Sales And Profits...
- How To Shorten The Copywriting Process And Close More Sales
- This Comprehensive Tool Gave Me A Huge Advantage Over Every Other Speaker In My Niche
- Discover How To Quickly Create Content That Converts Followers Into Customers
- How Many Times Have You Had This Thought? “I’m A Coach Not A Copywriter!”
- How Many Times Have You Had This Thought? “I’m Not Good At Selling!” Here’s Your Solution.

Benefits (Emotions, Intangible Feelings Or Results)

- I’m Sure You Wish You Could Just Focus On Speaking/Coaching/Etc Rather Than Trying To Come Up With Copy To Convince People To Do Business With You. When You Use MCM You Can Quickly Build Trust, Strengthen Relationships With Your Followers And Be Of Service With Greater Ease.
- Huge Advantage Over Other Experts In Your Niche
- Really Big Increase In Sales And Profits
- Higher Profits / Revenue
- Close More Sales, Faster And With Greater Ease
- Overcome The Frustration Of Not Knowing What Content To Publish To Promote Your Products And Services.
- Most Comprehensive Copywriting Swipe File And Resource I’ve Ever Seen
- Dominate Your Market
- Simplify And Streamline Your Content Creation Process
- Convert Skeptical Prospects Into Trusted Buyers
- When People Trust You, They Buy From You

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- When People See You As The Expert And Trust You They Are Less Likely To Negotiate And Haggle
- Leverage And Maximize Your Time

Hidden Benefits

- You Enjoy Your New Time Freedom With Family, Friends And On Other Important Tasks And Revenue Generating Activities.
- You Are Less Stressed And Overwhelmed When Facing A Content Creation Task

Future Pacing

- Just Imagine Writing Copy For Your New Sales Page In Half The Time
- Just Think About How Great It Will Feel To Have Your Social Media And Marketing Content Created Months In Advance.

Trust Respect Reputation

- Ranked #8 Among The Top 30 Brand Gurus In The World
- I Am A Certified Personal Branding Strategist
- My Clients Have Collectively Earned Over \$8 Million Dollars Following My Systems

Agitate The Problem

- “I’m An Expert Not A Copywriter”
- Frustrated / Challenged With The Content Creation And Copywriting Process
- Writing Sales Copy Isn’t Easy
- Your Stuck
- Not Closing As Many Sales As You’d Like
- Prospects Not Calling You Back



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Comparison

- Your Competitors Don't Have A Magnetic Copy Tool To Help Them Sell More Faster.
- Your Competitors Are Spinning Their Wheels Creating Copy The Long Way

Scarcity (FOMO)

- The XYZ Bonus Is Available For The First # People To Purchase The MCM Program

Adjectives

- Proven
- Comprehensive
- Unbelievable Value
- Quality Content
- Powerful
- Affordable

Pain Points

- Frustrated With The Sales Copy Writing Process
- Don't Feel Like You Are A Good Copywriter
- Copywriting Takes Forever
- You Know What You Want To Say But Don't Know If You Are Saying It Most Effectively

Objectives

- Increase Your Sales With Powerful Copy
- Write Copy Faster
- Make Copywriting Faster And Less Stressful
- Build A Tribe Of People Who Love Learning From You

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Calls To Action

- If You're Serious About Increasing Your Sales, This Is A No-Brainer
- If You're Ready To Increase Your Sales Faster And With Less Stress, Please...
- Click Here To Get Access To The Complete Program NOW!
- Don't Make The Mistake Of Giving Your Competitor This Huge Advantage
- Click Here To Get Started NOW!
- Here's How To Get Started
- Here's Your Solution
- \$97 Gets You Access To The Magnetic Copy Mastery Jumpstart Bundle



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Cutting Edge Social Media Marketing Strategies to Help You
Grow Your List and Audience



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Discovery Call Strategies for Closing More Clients

CLIENT DISCOVERY QUESTIONS

Opening

- I'd love to start by asking you a few questions to learn more about what you've done up to this point that's been successful and see if I may be able to help you... is that okay?
- What brought you to have this conversation today, from your perspective?
- One of the things I believe in, is that in times of crisis or rapid change, it's even more important to leverage the support of experts and coaches who have solutions and ask transformational questions... and it's more important now, than it was just weeks ago, would you agree?

Outcomes

- What is the result that you want to see at the end of working together?
- What is the most important outcome you are trying to achieve?
- What does long term success look like for this you? If it achieved your highest aspirations, what would it look like 3-5 years from now?
- Why is this work important to you?

Tactical Information

- What kinds of things have you done in the past that have worked well?
- What kind of a timeline are you operating on for the transformation you want to see?
- What are some of your biggest challenges and/or concerns you are facing right now?
- How are you handling the challenges you are dealing with? What strategies have you tried?



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Financial

- What is your budget for solving this problem?
- Who else is part of making the decision?

Conclusion

- Is there anything else that you think is important for me to know that we haven't discussed yet?
- What else?



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