

Viral Marketing - Take One

The Strategy - Sell each of our monthly trainings a stand alone product. This creates revenue and it creates leads that might come into your coaching/consulting business

The Key - Make an offer for them to join your program as an upsell. This could be during the purchase, after the purchase or after the training is completed.

How To...

- 1.) Think of your 12 monthly trainings
 - a.) Make a list of ideas that you could do for your monthly trainings. (You actually need to do this anyway.)
 - b.) Once you create the list, ask yourself can each one of these topics be marketed and sold?
 - i.) Would people buy this?
 - ii.) Do people want this?
 - iii.) Is this a problem or a question that people have?
- 2.) Executing The Idea
 - a.) Parts
 - i.) The product - video - monthly training
 - ii.) Optin Page
 - iii.) Sales Letter
 - iv.) How they will access it - Membership
- 3.) Pricing Strategy
 - a.) BAD - pricing it less than your monthly
 - b.) Strategy #1 - Price the same as one month's program
 - i.) If you charge \$97/mo, then you charge \$97

- ii.) Variation #1 - Sell it for \$97 but at time of order, you ask them how you like to get this for FREE? If you try our program today then you'll have access to this product in the members area.
- iii.) Variation #2 - We sell it for \$197 but at the time of purchase we offer them to pay only \$97 a month if they join our program.

Viral Marketing - Take Two

- 1.) 12 tips / strategies each year one a month.
- 2.) We give these away
- 3.) At the end we simple offer them to join our program
- 4.) These tips or strategies can be in a wide variety of forms
 - a.) PDF
 - b.) Excel Spreadsheet
 - c.) Audio
 - d.) Video
 - e.) Ebook
 - f.) Newsletter
- 5.) After a person gets them... make an offer...
 - a.) Could after the optin
 - b.) Could be on the thank you page
 - c.) Could in the strategy
 - d.) Could be in an autoresponder

Execution

- 1.) We make a list of what we could offer. We need 12 ideas.
- 2.) Simple question... what do people want to know?
- 3.) We need a few parts to execute it...
 - a.) The giveaway tip/strategy

- b.) We need an optin page.
- c.) We need a thank you.