



SPEAK & WRITE TO MAKE MILLIONS

DAY 1 – OCTOBER

Welcome

#speakandwrite2016

What Motivating the Masses Does



- Guiding Principles
- GLP: *Global Leadership Program*
- YANA: *You are not alone*
- Live Stream
- Coaching: *Executive, PD, Entrepreneur, Laser Coaching*
- JUICY
- BOL: *Breakthrough Out Loud*
- MTM: *Motivating the Masses*
- MTS: *Motivating the Teen Spirit*
- YES YES

What you will get...

- Relationships – The Key to Growth
- Type of Speaker - What's Your Niche?
- SNAP: Super Networking Accelerated Pace
- Attracting the Ideal Client
- Real Truth about the Speaking Business
- How to Write a Book
- Why Business Fail
- Story Telling
- Steps to Book or Speaking Tour
- Understanding all the Revenue Streams
- Resources, Resources, Resources



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Evolution of Speaking

New Definition of a Speaker

Mind Frame for Speak and Write

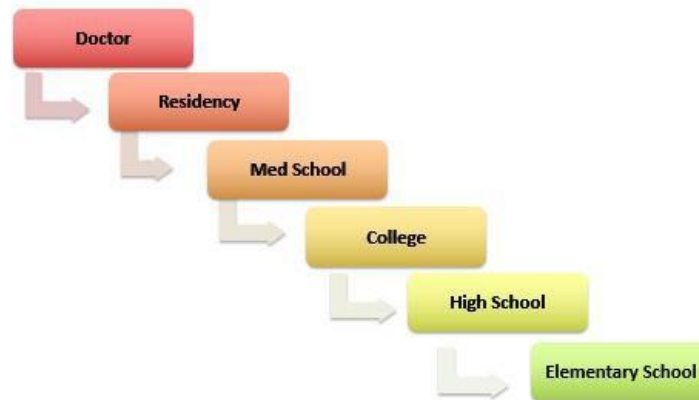
- You are here to learn theory
- Connect with individuals on the same path
- Find partners
- Learn the next steps for YOU to take
- Take Action on your next steps
- Validate that you are on the right path or learn what you need to shift



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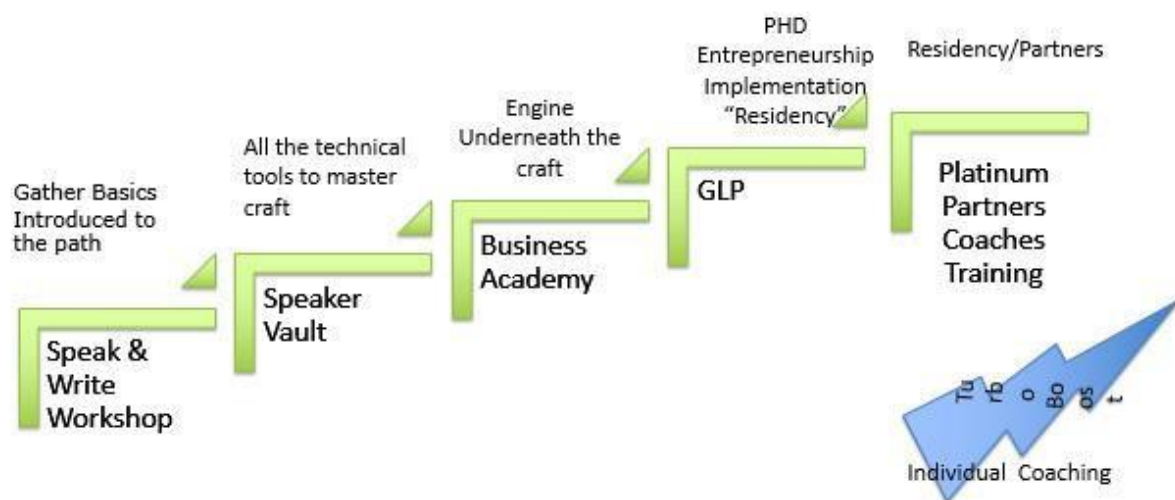
Clarity leads to Action / Action Leads to Results

- Find out the Next Step to find the actions steps that lead to the dream
- Know Your Path Map Your Path



Motivating The Masses “Campus”

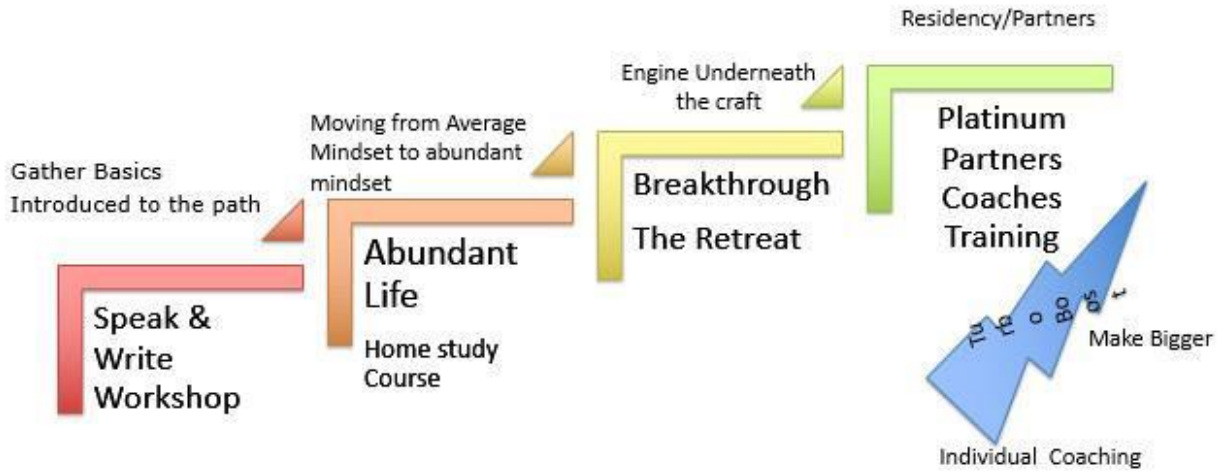
Business Development





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Personal Development



Ideal Client

- Demographic
- Physiographic
- Geographic



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Ideal Client Profile

- *The Business*
 - Business State
 - Start-Up (first year, with base of operations)
 - Developing and wants to develop faster
 - Stuck
 - In trouble
 - Gross revenue \$3,000,000 or less
 - Less than 20 employees
 - Has viable concept

 - *The Business Owner / Manager / Partners*
 - Male / Female
 - Age groups, 26/40 41/65 65/+
 - Small business owner
 - Professional
 - Self-employed
-
-
-

What They Want

- *From Their Business*
 - Financial freedom
 - Increase revenue and profits
 - Sustainable long term business growth
 - Less work, less stress
 - Be in business on their own but not alone
 - Live an extraordinary life

- *From MTM*
 - Answers to their questions
 - Proof we can deliver
 - Make decisions with confidence & certainty
 - Increase their likelihood of success
 - Reduce or eliminate the possibility of failure
 - Achieve goals and objectives faster
 - Beat the competition
 - Know what works and how to do it
 - Fast access to answers & the right information



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- Advice you can trust
 - Reduce learning from years to weeks or hours
 - Get help when needed (on demand)
-
-
-

What WE Want: Ideal Persona

- Entrepreneurial
 - Passionate about what they do
 - Wants our help... more than needs our help
 - Serious and committed to growing their business long term
 - Willing to invest time and money to get results
 - Looking for financial security
 - Realizes it takes effort to increase revenue & profits
 - Realizes get rich quick schemes are a waste of time
 - Wants the truth, no bull, bottom line
 - Willing to get out of their own way (no ego)
 - Participates fully and willing to follow the process
 - Goodwill ambassador (provides referrals & testimonials)
 - Recognizes value and the quality of the experience
 - Open minded and willing to do things differently
 - Looking to reduce their workload & stress levels
 - Strives for a better quality of life
-
-
-

What We Want

- What We Want: Persona #1 (Business Owner/Entrepreneur)
 - Realizes that there is a lot riding on their success
 - Understands ongoing need for coaching & mentoring
- What We Want: Persona #2 (Professional)
 - Acknowledges that help is required to realize their full potential
 - Wants to build a business that does not depend on them
 - Realizes that their practice has limited income potential



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- What We Want: Persona #3 (Self-employed/Solopreneur)
 - Desires to be in business on their own but not alone
 - Wants a residual income
 - Wants to build a business that does not depend on them
 - Wants more from their business, tired of just the scraps

More Business / More Money / More Life

USP

- Unique Selling Proposition
- What is yours?

Making Money While You Sleep

Trends				
Live Stream	Digital Assistance Periscope FB live Zoom	Social Media Ads	Instant Stories	Funnels



Live Stream

- Periscope
 - FB Live
 - Live Stream Platforms
 - Zoomfest
 - Broadcast Classes
-
-
-

Social Media

- Step 1: Build an Ark
 - Nobody should “own” social media strategy in your organization. Social impacts all corners of the company, and should be more like air (everywhere) than like water (you have to go get it). Thus, the first step in the process is to create a cross-functional team to help conceive and operate the rest of the strategy.

- Step 2: Listen and Compare
 - It’s an old social media strategy chestnut by now, but “listen” is still good advice that’s often ignored. The reality is that your customers (and competitors) will give you a good guide to where and how you should be active in social media, if you broaden your social listening beyond your brand name.

- Step 4: Select Success Metrics
 - How are you going to determine whether this is actually making a difference in your business? What key measures will you use to evaluate social media strategy effectiveness? How will you transcend (hopefully) likes and engagement? Will you measure ROI?



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- Step 5: Analyze Your Audiences
 - With whom will you be interacting in social media? What are the demographic and psychographic characteristics of your current or prospective customers? How does that impact what you can and should attempt in social media?

- Step 6: What's Your One Thing?
 - It doesn't matter who you are, or what you sell, your product features and benefits aren't enough to create a passion-worthy stir. How will your organization appeal to the heart of your audience, rather than the head? Disney isn't about movies, it's about magic. Apple isn't about technology, it's about innovation. What are you about?

- Step 7: How Will You Be Human?
 - The mechanics of social force companies to compete for attention versus your customers' friends and family members. Thus, your company has to (at least to some degree) act like a person, not an entity. How will you do that?

- Step 8: Create a Channel Plan
 - Only after you know why you're active in social at all, and how you'll measure social media strategy success should you turn your attention to the "how" of Facebook, Twitter, Tumblr and the rest. This channel plan should be distinct, in that you have a specific, defensible reason for participating in each (I covered this more in-depth in my post on.
 - When we're working on social media strategy for major companies, the plan and the deliverable is quite a bit more comprehensive than what you see above, but it's based on this scaffolding and thought process. I hope you'll find it useful in your own endeavors.

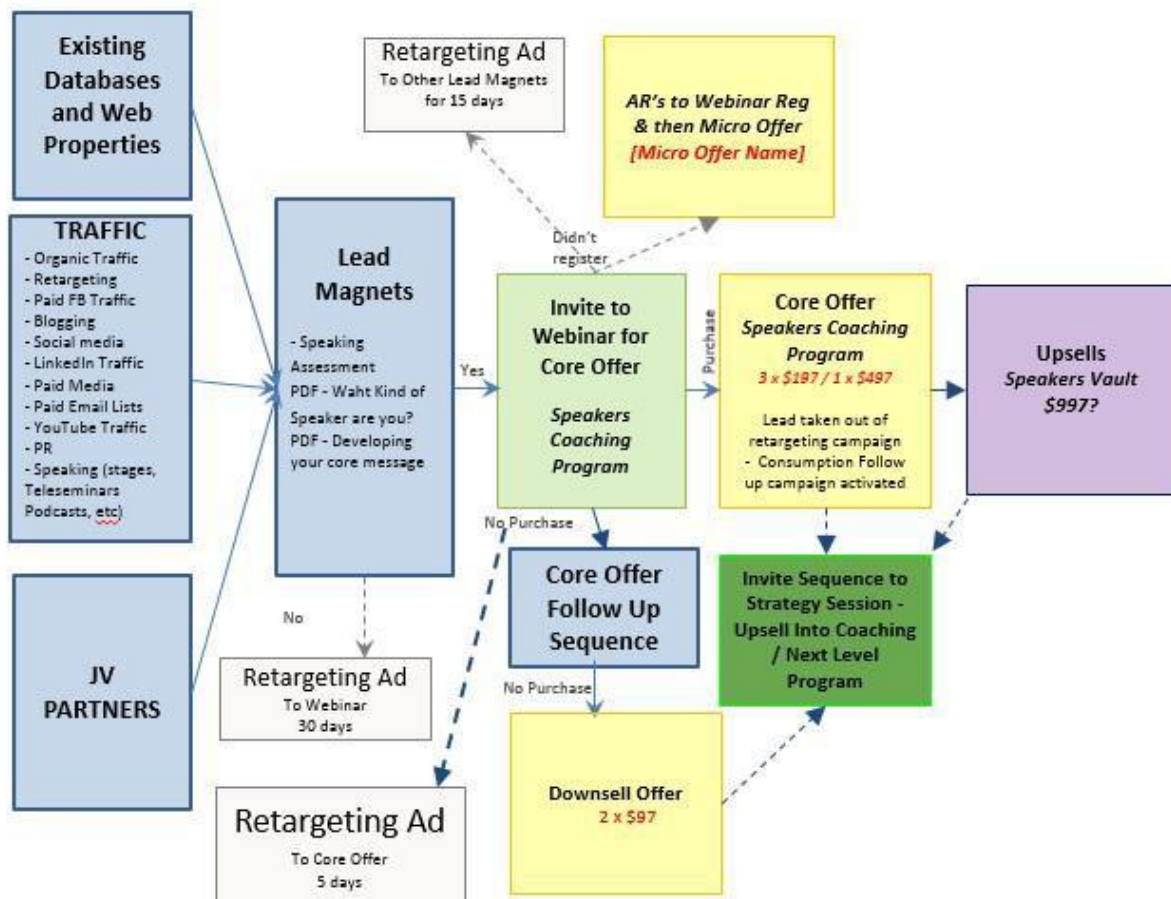


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Instant Stories

- Use Your Audience to Share the Successes
- Have Clients Post BOL
- Growth
- Results
- Videos
- The WOW Factor

MTM Speaker Evergreen Marketing and Sales Funnel





Key Performance Indicators

- **Track Your Results:** Online marketing makes it easy to measure program performance; take advantage of this by closely monitoring the response to your marketing programs. Increase your investment in the programs that work well and revise components of programs that aren't working as well as you would like to see how your program improves.
- **Website Conversions:** This can be tracked by measuring the number of form submissions, tracked phone calls and tracked emails coming from your website. If one of your major tactics is increasing website visitors every month, you should monitor conversion rate like a hawk.
- **Cost Per lead Source:** You want to keep lead acquisition costs low so that you can maintain healthy margins and see meaningful growth. By measuring cost per lead for different web sources, you can focus on digital activities that will be the most profitable for your business and reinvest your marketing dollars accordingly.
- **Revenue per Lead by Source:** On the flip side of Cost per Lead, we also want to measure the approximate sales value of each new lead. This will help you forecast future sales based on expected traffic and conversion rates. This KPI will help you determine where your most profitable leads are coming from so that you can reinvest in those channels.
- **% of Sales from Digital:** This last KPI is often overlooked but will justify the role of the digital marketing manager for many companies. By increasing the share of total sales attributed to digital marketing, you will effectively justify your value to the company's bottom line and make a case for more investment in your department. Building a sound strategy and supporting it with the right people and technology is key to increasing this number over time.



Map Your Path to Success Calendar

Tip a Day: Map Your Path to Online Success

Online marketing can make your head spin. There are countless options, experts, trends and changes. That's why we created this Tip-a-Day feature. Bit by bit, following easy-to-take steps, you can start marketing your company online or step up your current efforts.



	MONDAY	TUESDAY	WEDNESDAY
WEEK 1	Get a website. This may take more than 30 minutes. If you want a basic site, get started with a template from an online website development tool.	Claim your Google Places listing. Put your business on the map with free Google Places (http://places.google.com/business). Easily add photos, coupons.	Survey your customers. Put together an online survey and find out what your customers think about your products, your customer service or whatever else you are curious about.
WEEK 2	Start a blog. Blogs are a great way to demonstrate your expertise and start conversations with all kinds of visitors – who may become great customers.	Simplify the shopping process. Many sites make it difficult for shoppers to complete basic tasks. Have others test your site and fix what they point out as stumbling blocks.	Test paid search. Set up a Google AdWords account (www.google.com/adwords) and create a search ad. Include prices, special offers and unique selling points.
WEEK 3	Begin an affiliate program. To start an affiliate program, you will need tracking software or outsource it to a third party like Google Affiliate Network (www.google.com/ads/affiliate_network).	Launch an email newsletter. Update your customers with important company news and industry events. Online email services can help you get started.	Know your customers. Google Analytics (www.google.com/analytics) can help you measure your program response and track your Flash, video and social networking sites and applications.
WEEK 4	Build a forum. Offer advice and tips to build trust and generate sales. Set up your own message board with standard software or try a hosted forum service.	Add a sitemap. Sitemaps help make sure the search engines look at every page of your website. You can also submit an XML Sitemap to Google (www.google.com/webmasters).	Use clear navigation. Step back and look candidly at your site. Can first-time visitors find the information they're looking for? If not, change it.



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Plan on 30 minutes or less a day. Over the course of a month, you will be surprised at how much you accomplish!



THURSDAY	FRIDAY	SATURDAY / SUNDAY
<p>Offer freebies. Offer a free bonus with an order to anyone who buys from you. If you sell to other businesses, a free special report can boost your credibility and drive sales.</p>	<p>Get social. Use social media sites to connect with prospects or customers in your target demographic by sharing information and engaging in conversations.</p>	<p>Create a banner ad. Use Google's AdWords display ad builder to create your ad (www.google.com/display_network); then place it using an ad network. </p>
<p>Review your "About Us" information. Does yours say who you are and what you do in easy-to-understand language? If not, change it.</p>	<p>Add on-site product reviews. Let your customers rate your products or solicit testimonials from past customers.</p>	<p>Use your email signature to sell. Don't let your emails go to waste. Include the URL of your website or sales page in your signature (sig) file.</p>
<p>Add site search. Help visitors find what they're looking for by adding a search function like Google Site Search (www.google.com/services/websearch.html).</p>	<p>Sell the benefits. Look at how you describe your products or services. Does it say how it solves a problem? Remember: People buy results not products.</p>	<p>Get listed. Like the phone book, online directories can help categorize your products and make it so others can easily find your business.</p>
<p>Record a video. Use short (two-minute) videos to explain how to do a task that relates to your business. Post your video on YouTube (www.youtube.com).</p>	<p>Get involved. Get active in your small business community – your chamber of commerce, local events or other networking opportunities. Online networking services can help you network and plan meetings.</p>	<p>Make an e-book. Combine several of your articles into an e-book and give it away. You need a word processing program that turns a document into a PDF, or use an online <u>self-publishing</u> service.</p>



How to Get Started Worksheet

Section 1: Strategy

1. I want to:
 - Increase awareness of my company
 - Sell more to existing customers
 - Find New Customers
 - Other _____

2. My customers are primarily:
 - Local
 - In my State
 - In the United States
 - Global

3. Most of my customers found my business by:
 - Word of Mouth / Referrals
 - In-person presentations
 - Search engines / online ads
 - Phone calls
 - Yellow Pages / other directories
 - Billboards / other Signage
 - Print advertisements
 - Direct mail
 - Radio / TV advertisements
 - New coverage / Press releases
 - Foot traffic / walked by
 - Other _____

4. My customers visit these websites regularly:
 - Search engines (list Names, URLs)

 - Social Media Sites (list Names, URLs)

 - Community Sites (list Names, URLs)

 - Other



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5. Internal assets I can use to build my business online

- Website / Ecommercestore
- Blog
- On line videos
- Special offers, such as coupon codes
- Landing pages
- Staffer(s) available to help
- Staffer(s) available to answer calls
- Other _____

6. Online Tactics that may fit my business include:

- Local listings and classifieds (Rationale?)
- Google AdWords (Rationale?)
- contextual ads (Rationale?)
- Geotargeting (Rationale?)
- Display ads (Rationale?)
- Group buying (Rationale?)
- Mobile marketing (Rationale?)
- Affiliate marketing (Rationale?)
- Online videos (Rationale?)

7. Companies I follow that do these activities well:

Business Name	Online Activity	Lessons Learned



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Section 3 – Planning Specifics

1. My online efforts will be managed by:

- Me
- Staff Member _____
- Staff Member _____

2. I will spend this much on my online marketing each month:

- Less than \$500
- \$500 - \$1000
- \$1000 - \$3000
- More than \$3000

3. For the next three months I will:

Action Item:	Platform / URL:	Frequency:

4. I will measure my success by:

Metric:	Platform / URL:	Goal:



Delivering a Standing Ovation

Elements of A Powerful Speech

- Core Message
- Verbal Highlights
- Edgy
- Thought Provoking
- Pregnant Pauses
- Voice Over Inflection
- Passion
- Inflection
- Discomfort
- Emotion
- Conviction
- Confrontation
- Risk
- Hope
- Possibility
- Relatability
- Humor
- Etc.
