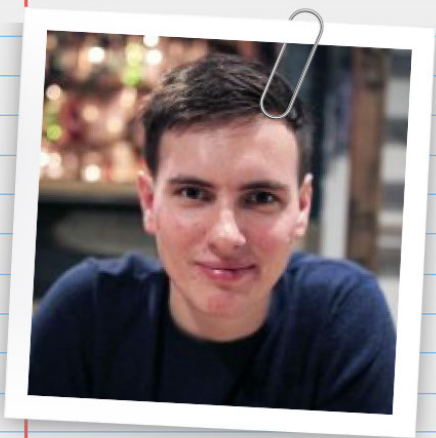




"Oli's Notes"

- Magic Mentor

April 2017

1ST OF MARCH - "THIS IS NO JOKE"

This is a mentoring group, of a tribe supporting you on your quest.

The responsibility to do the work lies on YOU.

This is all about thinking for yourself.

We're not holding your hand.

* "Empower Greatness Within You"

This month's theme is ... "Marketing on a tiny Budget".

What is marketing? Buying customers.

Generate a return on your investment, to create a profit.

What do you really want/What are you marketing for? (most people aren't marketing, they're just making noise).

Is it more leads/more money/customers spend more?

We're here to support and help you.

APRIL 2ND - "BUILDING YOUR 90 DAY PLAN"

What an amazing time to be alive - more opportunity than ever.

90 Day marketing Calendar.

If you can't see 12 weeks ahead of yourself, what are you doing?

Amazing what you can achieve in 90 day period.

You then have four perfect periods to make influential change to your life.

Marketing is about creating the opportunity to sell.

Only three ways to grow a business.

1. Get more customers

2. Get customers to come back to you more often

3. Get them to spend more money

What are our communication channels?

People make the mistake of thinking they have to appear everywhere. Wrong.

Great ideas do not make you money. Excellent execution makes you money.

Go where your customers are.

Where are the people that I'm looking to influence?

Be brilliant at the channels that where your customers are.

"Minimum Effective Dose" - what's the smallest amount of activity that you can do to be present in that channel, without taking all your time".

Ignore the channels that won't work for you.

Use the document in the group to create your marketing plan, for April, May and June.

Simple document to commit your activities.

Plan your actions. Don't just do stuff for the sake of doing stuff.

3RD APRIL - "ON THE COUCH"

McDonalds asking "Would You Like To Go Large" - the best up-sell.
They just ask, there's no downside or awkwardness of saying no.
You need to decide when the right opportunity is.

The timing is essentially with up-sells.

Always be planned; the gym is winning visibility for the New Year rush in October.
Be patient - you don't put out a social media post that makes you a fortune instantly. Be building trust/authority 12 weeks in advance.

How often should I communicate with my customers?

If a customer is worth £50/month - then you wouldn't phone them every week managing their account (you'd burn all your profit) ... but if you had an account worth £250K - you'd better be there at all times.

How do you decide if a marketing piece is a winner or a loser?

"Marketing isn't a game, it's a puzzle"

If something isn't working, you need to make changes/test it.

You need to understand WHY the piece doesn't work? It may depend on the trust.

If Phil told you to do something, you'd do it - but if you got the same advice from somebody else - you may not.

Make the first transaction easy - capture data, bring into community.

How do you get long-term customers on a recurring order to be interested in new products?

Ask them questions: What three things do you like about us? Would you change anything about us? Some of our other customers like XYZ, would you like us to add some to your next order?

Leave a note with a sample of other things.

How to improve SEO? Content and back-links.

You should be building back-links.

Social profiles, LinkedIn, Directories - all leading to the right place

4TH APRIL - "JOHN JANTSCH - DUCT TAPE MARKETING LIVE"

Marketing is the most important part of business.

A marketing system is all about delivering customers.

Online presence is the hub of your business.

Lead generation/lead conversion and ongoing planning.

Strategy before tactics - huge mistake for most people in business.

You must understand why you do what you do, who you're set up to do it for, and how you're unique.

Who makes an ideal client for your business?

If you try to be all things to all people, you won't be anybody to anything.

Melanie Parry comment - "Find your SUPER client and speak their language"

Find 6-8 of your best clients and interview them.

Ask them why they buy from you, stay with you and why you deliver something others don't.

You'll unearth what you do that is unique.

You probably don't know what it is, but your customers do.

Then spend your time on THAT.

Content is the voice of strategy

Content drives everything.

Builds awareness, educate, inform potential clients, convert clients ... it's not just a "thing"

- it's the THING.

It's how you move people along the customer journey.

You need to plan.

The days of just running ads and winning customers is over - that's how marketing has changed.

People don't buy the same.

What does the buying experience need to look like?

Build a customer journey with the end in mind

It's how you're going to move people through the steps

Educate, create awareness, nurture, build trust.

How everything works together to build a total presence.

A website that puts the customer as the "Hero" of the journey.

John spends most of his advertising dollars on building know/like/trust.

You need a systematic approach to turning leads to sales.

You want to have a methodology for you respond to every enquiry.

Qualify/disqualify

Give them the education/information that they need to know that you're different

Map out the components.

Ensure they go through the know/like/trust stage before you sell them anything.

You must live by planning/not the plan

The trick is understanding that the plan will never end. You're never done.

It evolves, you're always improving it.

Make marketing a habit.

APRIL 5TH - "CAMPAIGN VS. CONTINUITY"

What's the difference between a campaign piece and a continuity piece?

If you're running an event ...

Campaign could be seasonal - around Easter holidays.

Continuity - collect data for future opportunities

If you're using email marketing ...

Continuity - send regular email newsletter (customer of the month/showcase piece, simple tip, etc).

Campaign - you have an offer/incentive that runs in the same channel

For example, if you're a newspaper ...

Continuity - the articles that are there every single month

Campaign - the ad space where the ads are continuously changing

9TH APRIL - "GEEK CHEAT" - NATHAN LITTLETON

A huge amount of marketing comes with a certain amount of design.

Whether it's for a promotion, or for your social media profiles

But good design can be expensive (and since this month's theme is "Marketing on a Budget") - then there's a tool that can help.

The best option is to design for yourself.

The "Geek Cheat" is called Canva (www.canva.com)

It makes it very easy to create brilliant designs.

It's a drop & drop editor.

Perfect for creating professional images, Facebook posts, social media profiles, business cards etc.

10TH APRIL - "ON THE COUCH"

How do you decide who your perfect customer is?

You're looking for your "bread & butter" and you're looking for the top clients.

There are lots of different clients at different times.

But the people that you're targeting might not be in the position to be your perfect client.

Phil can't afford to help people because of the cost of his time.

Nice guys win. Build your business in an ethical way.

Ask your clients the three reasons why people like working with you AND "what would be the one thing you'd change about us"

You'll learn everything you need to grow your business.

Can you build up your proposition to make it a "no brainer" for your clients?

When Phil speaks, the client is paying for his 90 minutes of stage - it's the 20 years of experience.

What campaigns would drive customer frequency? For example; Restaurants giving you vouchers to come back or loyalty cards in coffee shops.

Could you run a "celebration" for repeat customers?

The campaign could be an "Easter Party Event" - run campaign to get them there in order to acquire new customers.

Phil could run a free information-based Webinar, run a campaign to get attendees, then offer value/give information and at the end, invite people to become clients.

A brand won't win your customers, look at apple, they got a simple logo because they were more focused on the tech side - when they got big, they changed their logo to match their brand values.

Want to feel confident in any meeting? Be better prepared than the other person.

11TH APRIL - "MINDSET FOCUS"

Phil's nine secret ingredients to think like a more successful marketer.

How to think like a winner.

- 1) Believe that opportunity is everywhere
- 2) Your network will affect the quality of your net worth
- 3) With every campaign, you'll either win or learn
- 4) Have a carpet fitters mentality - measure twice, cut once.
- 5) Build plans that are 10x bigger than your problems
- 6) Progress beats perfection. Always be moving forward
- 7) You must respect your competition and know where you fit
- 8) Success leaves clues and opinions create distractions
- 9) Have the belief that there is more on the table, don't celebrate too early

16TH APRIL - "SIMPLE TIP"

"Collect the data of everybody that you come into contact with"

It's the lifeblood of your business.

Do you hold all the contact details of your current customers? Highly unlikely.

Challenge: get their information for every communication channel (phone number, email, LinkedIn, Facebook, Instagram, address?)

18TH APRIL - "ON THE COUCH"

When you have one or more businesses, how should you cross-sell?

Don't think about them as multiple businesses, they're different products.

Think of Tesco - you go in to buy groceries, at check-out, you see information about credit cards, insurance, etc.

At your check-out, you can then mention different businesses that you do - take advantage of cross-sells (but do it at the right time)



6 p's of Persuasive copy

Perspective - "set the scene"

Problem - "explain the problem"

Pain - "what does the problem do?"

Possibilities - "outline possible solutions"

Pleasure - "outline the feelings and emotions"

Plan - "get obvious with the steps/actions to take"

Phil uses social media platforms differently.

Instagram - personal - what he sees on his journeys

LinkedIn - business orientated

Twitter - delivering content

Facebook Groups - controlled environment for content delivery

Doubling the Guarantee - what can you do to go to above & beyond to take all the risk away from the sales process?

You need to know who you serve and what problems you fix for them, then create some lead bait for free to build credibility - to get people into your marketing funnel.

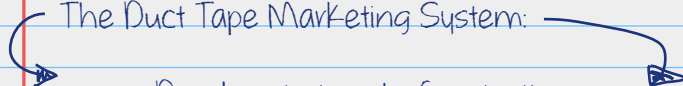
21ST APRIL - "CLAIRE'S BOOK REVIEW - DUCT TAPE MARKETING"

Best used as a 'Handbook' of tools rather than something to read cover to cover.

Read the first three chapters and implement - no point in moving forward until you have the foundations in place.

Strategy before tactics.

What's the big overall plan, before you work out the intricate details.

The Duct Tape Marketing System: 

- Develop strategy before tactics
- Embrace the Marketing Hourglass (see point 10)
- Adopt the content publishing model
- Create a total web presence
- Orchestrate the lead generation trio
- Drive a lead conversion system
- Live by the marketing calendar

Claire's favourite part: 'The Marketing Hourglass'

Most people put all their effort into acquiring a client, but the real profits come in the phase 'below the funnel'

Develop relationships to have a constant flow of profitable income.

Know - like - trust - try - buy - repeat - refer

22ND APRIL - "JOHN JANTCH INTERVIEW"

"Duct Tape Marketing" doesn't have to be pretty or expensive, it has to work.

Failing fast is something we all should do. Experiment to eliminate.

Not understanding who makes an ideal client is one of the biggest mistakes most small business owners make.

Once you understand who your client is, you can design your marketing message to make yourself the solution to help them.

Look for people who have a community/tribe look to partner with them - leverage other people's relationships

Social Media Tip: Look for conversations you can add value to, rather than just trying to start conversations

Being a coach/consultant/expert seems to be a trendy thing, the best way to grow your authority (in John's words) is to "develop a unique point of view in the market"

Make it easy for your customers to refer you - send them two gift certificate, one for themselves and one to give to a friend.

We all have 20ers% - build your community of champions/fans - take care of them, run an event for them etc.

Most powerful thing you can do is to understand why people buy from you - understand their problems and ensure you the solutions.

23RD APRIL - "BUSINESS BUILDER"

Define your target market

Make a list of name & contact details of partners (people who can introduce you these customers).

Create appointments to meet and build relationships

Make a win/win scenario - where both parties win.

Get close to these people/align with them.

Communicate like a pro.

When you receive introductions, act accordingly.

Say "thank you" for every introduction you ever receive - regardless of the results.

Over-deliver (so the refer passes you move).

24TH APRIL - "ON THE COUCH"

The best way to build your business using Facebook is to use it as a listening tool rather than a broadcasting tool.

Engage where appropriate (like you would in real life).

If you add value and build genuine relationships - you'll get better results.

Phil started working with 'experts' - rather than sticking it all over FB - he did two posts and everybody that responded got added to a private group.

Don't fall foul of the 'Broadcast'

Google Places and Reviews - works for businesses, it's debatable to whether it's worth the effort (come up against a lot of trouble).

For Phil's clients, he focusses on a different review platform for clients every few months and then moves between them to ensure they're reviewed everywhere.

What's the right kind of programmes for mindsets? It's all shifting your beliefs.

When bad stuff happens, do you see the positive or do you get pee'd off.

Adopt better beliefs that are helpful.

How to build relationship with data?

Get Capsule CRM - customize for your business

Get the tool right now to help you overcome the biggest problem - most peoples issue is they have the wrong business model.

It will never allow you to get to your targets. You may have to fix that?

If you have that right, learn how to acquire more clients.

CASH IS KING!!