Monthly Online Workshop 26 November 2019

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What's Coming Up

- IDEAL Moments
- Sales & Marketing
- Study Tasks
- What's Next?
- Your Questions



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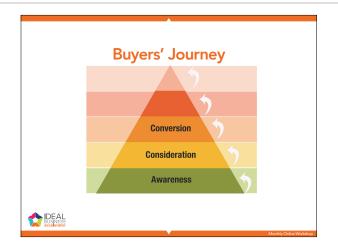


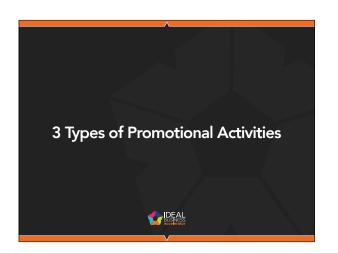














Attract - Getting Attention

- Lead magnets
- Free events
- Webinars
- · "chats" and other freebies
- Content marketing
- Podcasts
- Facebook Lives
- Blogs



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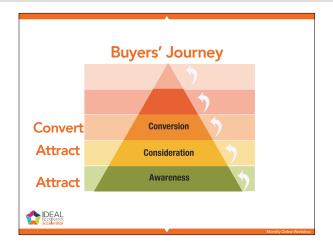


Convert

- Opt-ins
- Sales
- Offers (Your WHAT)
- Launches
- · Open Cart
- Asking for the lead or the sale



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Keep

- Loyalty
- Advocacy
- Repeat purchases
- Maintaining contact and relationships
- · Keeping them warm
- Nurture sequences



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Action Steps

- What **attention-getting** activities (attracting) do you have planned throughout the year?
- What converting attention activities do you have planned throughout the year?
- What **keeping attention** strategies do you have planned throughout the year?



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2020 Promotional Calendar

Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sept	Oct	Nov	Dec



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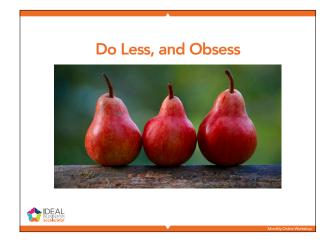


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The highest level of mastery is simplicity.
Most information is irrelevant and most effort is wasted, but only the expert knows what to ignore.

JAMES CLEAR - ATOMIC HABITS



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Study Tasks

- Download your IDEAL Promotional Calendar Worksheet
- Map out our attention-getting, converting and attention-keeping promotional activity for 2020
- Determine when your promotional campaigns will be
- Choose your next main PROJECT to start working through in detail. It could be one of your promotional campaign (but could be from any Growth Zone)



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A step in the wrong direction is better than staying on the spot all your life. Once you're moving, you can correct your course as you go. Your automatic guidance system cannot guide you when you are standing still.

Maxwell Maltz



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