EXPAND YOUR REACH AND GROW YOUR REVENUE

WORKBOOK

NAMS
Novice to Advanced Marketing System

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Every business person must have the ability to persist until they prosper by training the right mindset...

2 **Monetize**
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

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After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

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WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

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Step 1 Evaluate Your Existing Marketing

Document your daily marketing tasks that should help you expand your reach.

What type of marketer are you: proactive or reactive? Why?

Step 2 Inventory All Offers

List all your products

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EXPAND YOUR REACH AND GROW YOUR REVENUE

Programs

Affiliate Offers

Review your documented inventory and list the items you are proud to promote.

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Do any of the items need to be updated or enhanced for you to feel excited to promote?

Brainstorm ways you will commit to be more visible to promote your products and programs.

Step 3 Review Your Blog Process

Do you blog consistently? If not, why?

Brainstorm blog content topics.

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Step 4 Evaluate Your Recent Posts

Write attention grabbing headlines.

What's your goal for the blog posts?

Consider your audience: what do you want these blog posts to achieve?

Do you have strong calls to action? If not, you must include them in all your posts.

What is the next step the reader should take?

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Step 5 Evaluate Your Offers

Do you have affiliate products you would consider promoting? Always make sure their products will benefit your audience.

Do you have coupon codes for your products or group programs? What kind of discount would you like to provide?

Step 6 Review How You Utilize Facebook

Do you have a Facebook business page and/or a group? If not, create them.

Do you post consistently? If not, create a content calendar and brainstorm posting ideas.

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Research social media scheduling management tools which allow you to schedule posts in advance.

List the 3rd-party systems you will investigate, then select one.

RESEARCH NOTES FOR OPTION 1:

RESEARCH NOTES FOR OPTION 2:

RESEARCH NOTES FOR OPTION 3:

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Step 7 How do You Engage with Your Audience

Do you offer exclusive content? Brainstorm your ideas.

Do you offer exclusive discounts on future purchases? Brainstorm your ideas.

Do you offer social media exclusive offers? Brainstorm your ideas.

Step 8 Calls to Action Everywhere

What do you want your blog readers to do next?

What do you want your email subscribers to do next?

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What do you want your social media followers to do next?

What do you want your video watchers to do next?

What do you want your clients and customers to do next?

What do you want group program participants to do next?

Step 9 Evaluate Your Use of Video in Your Biz

If you don't use video in your business now, why not? What are your fears?

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Have you gone LIVE on Facebook or Instagram? What were your results?

Have you pre-recorded videos for Facebook, Instagram, or YouTube? What were your results?

Step 10 Plan Your Video

Select a topic you are excited about.

Write a creative, attention-getting title with a catchy description.

Create bullet points of what you intend to talk about. Focus on Quality.

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Begin with a Q&A session. Select your date and time, then promote it with your followers

When is your target audience online? Ask them directly or do your research so when you go LIVE or post your video when they are active online.

Step 11 Review Your Email Marketing Process

Do you email consistently, at least once a week? IF not, why?

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Brainstorm topics your subscribers would find valuable.

Create an email system so you know what you will send and when. Add the that to your master content calendar.

Add a call to action for each email, with one of your offers or an affiliate offer.

Step 12 Review Your Instagram Process

Do you have an Instagram account? If not, create one.

Brainstorm how you can use IGTV, direct messages and stories can expand your reach.

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Evaluate how your audience reacts to IGTV. Tweak as necessary.

Evaluate how your audience reacts to IG direct messages. Tweak as necessary.

Evaluate how your audience reacts to IG stories. Tweak as necessary.

Test and track the best days and times your audience is active.

Create a list of hashtags that describe your message and brand.

Create branded hashtags for all your products.

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Step 13 Evaluate How Well You Engage

Are you engaging with you followers, clients, subscribers, and blog readers consistently?

Brainstorm topics to talk about and share.

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