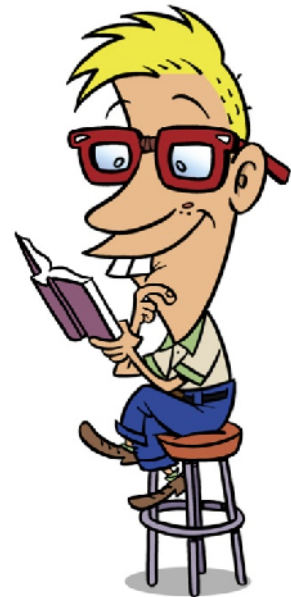


MY NOTE TAKING NERD

“Giving You The Edge”



**What My Note Taking Nerd Learned From
The Clayton Makepeace Online
Profit Multiplier Program**

Online Profit Multiplier Campaign Strategy

1.1 Invitations to event

- (1) Within the email the recipient can click on links and be sent to your registration page

1.2 Registration Page

- (1) This is where you get their name and email address
- (2) Then the person gets sent confirmation & instructions for attending the event

1.3 Event

1.3.1 Then to a blog

He inserted blog while selling OPM because this was the first time he'd done this and he wanted to know what you wanted to know so he could answer your questions, to identify any objections among people who were considering being part of this coaching program

1.3.2 Then to a Sales or Action page

1.4 For people who registered but didn't attend

- (1) They get an email series driving them to the event
- (2) No mention of product, just simply you need to watch this event, it can really help you
- (3) One someone got in here they went into the normal rotation and ended up on a sales or action page by the deadline date

1.5 PPC and Paid Invitations to video of Event

- (1) You can send people to this video forever
- (2) You can send ppc traffic invites to watch the video which builds your list

2 Why OPM?

2.1.1 1. Produces enormous engagement with prospects and customers.

(1) He had nearly 40% of his list attend his conference

(2) What happened on the event?

- ❖ **Heard him talk for 90 minutes giving valuable information that could make them money**
- ❖ **Heard his concern for them which is genuine**
- ❖ **Came away from the event excited about what we were about to do with this coaching program**
- ❖ **And feeling closer to him because they understood my motivation for offering it and because they had spent the time with him at the event, they'd been able to hear his voice, they'd been able to ask some questions, and they'd received things of value from him absolutely free.**

2.2 2. Establishes him as a spokesperson, as the prospect's champion

(1) Instead of being the salesman in this confrontational arrangement, he was able to move around the desk and sit next to you and say "let's do this together. I'm not here to sell you something. I'm here to take you by the hand and show you something that's making my clients tens of millions of dollars every year. And it's making me 6 figures every single month."

(2) "Because I'm concerned about you and what you're facing in this economy in your business today, I'm giving you this free.

(3) Then he moved on from here and gave a lot of value in that period of time

(4) Anyone with minimal resources could've taken what he talked about there and run with it, Without buying a thing from him, they got tremendous value.

2.3 3. Eliminates the drumbeat of daily promo's

- (1) We've all had the experience of signing up for an ezine and then getting hammered with "buy, buy, buy" emails
- (2) With OPM you spend a good amount of time doing nothing but asking them to accept something of tremendous value for free

2.4 4. Extends average customer lifetime and value

- (1) People will stay with you longer because they do see you as a champion who's trying to help them through these events
- (2) The emails you're sending them are invitations asking them to please register, please come to this event, don't miss it. This is something that will help you.

2.5 5. Produces high response rates

2.6 6. Never Gets Old

- (1) He's been doing this on his clients file now for a year and almost every month they break their attendance record for previous events
- (2) The more people attend these things the more they want to register for the next one

2.7 7. Can be used to sell products or services or to qualify leads

- (1) Doesn't matter what you're selling or if you have multiple step selling process

3 Win-Win Deals: The Object of the Game

- (1) "This guy Clayton Makepeace is using this system to rake in close to ten million dollars a year for his client, he's teaching others how to do it and I'm a graduate of his course. And I'd really like to test it's effectiveness with your file.

(a) "I think it'd make you a lot of money but we need to test it

3.2 Web based campaigns are longer term rather than one shot sales shots

- (1) Have deadlines
- (2) They establish a theme and day by day expand on that theme using a multitude of techniques
- (3) Far more effective than what Nordstroms or 1-800-flowers are doing
- (4) You have opportunity to interact with customers and you make arrangements where people pay for the privilege to be on the call
- (5) People's shield gets worn down over time as they're given more and more reasons why your service really would be great for them

3.3 Creates the basis for a long-term relationship with the writer who's gotten to know your biz and your market

- (1) "If this works well, which I think it will, we're gonna want to do one of these every 6 weeks or so, maybe even more often and can be an entirely new stream of income for your company. So after we do this first one, I'm gonna want to sign a contract with you and I'm gonna want to make a commitment to you to do one of these on a regular basis with you.
- (2) Talk about this right upfront so you understand my motivation now that I'm looking to be around for the long haul.

4 Advantage To Business Owner

(1) Fast Start up

- (a) Someone who understands this process can get you up and running in 2 weeks

(2) Lower cost and risk

- (a) You can make an arrangement where the writer doesn't make a dime unless you make money and only then does he make 10% of what you make.

(3) Better Response

- (a) When someone understands this approach you can make more money

5 Use OPM to Build Your Business

(1) 1. Pick your niche

- (a) Pick an area you'd enjoy working in where you have some expertise or you wouldn't mind spending significant amounts of time acquiring the expertise in.

5.2 2. List the players

(1) Go to library and get the SRDS

(2) Flip through and find the niche and there's a list of all the companies that are building lists in those areas.

(3) You'll see how big their list is, how many hotline names they have, how many names they've added to the list in the last 60-90 days so you have an idea of quickly the company is growing

(4) Tells you how big their list is so you know who's the leader

5.3 3. Study the leaders

Come home and google the leaders. Go to their sites, look at their product and if they have ezines you sign up for me. And you start monitoring how they're marketing.

What you're looking for here is a gap in the market you can insert yourself into. An opportunity like if they aren't using campaign strategy or not using events.

5.4 4. Make them an offer

6 What You'll Need to Get Started

- (1) 1. A computer
- (2) 2. A web host, website, shopping cart, merchant account and autoresponder service
- (3) 3. PowerPoint Software
 - (a) Watch the kind of fonts you use because they can affect how fast new slides load
- (4) 4. A video camera/camtasia
 - (a) Need a mic
- (5) 5. An event host

7 Each Campaign Consists of Three Phases

- (1) Invitation Phase (Five to Seven Days)
- (2) Event Day
 - (a) This anchors the entire campaign
- (3) Post Event (Seven to fourteen days)

8 Event Driver

- (1) The reason why your prospects will not want to miss your event - the benefits they'll receive for attending

8.2 Crucial Questions to Ask

8.2.1 "What are my prospects dying to know RIGHT NOW?"

💰 "When is this bear market gonna be over with and how bad's it gonna get and how can I make money in the mean time and how can I not loose any more money?"

8.2.2 "What kind of 'Happening' would be impossible for my prospects to ignore?"

Libertarian telethon was an event that invited all kind of celebrities to it who are Libertarians to help raise money.

Online contest

8.2.3 "What kind of special freebie could I give away during the event to increase attendance?"

Something that costs you little to nothing but is valuable to them

"Be sure to attend the entire event because in the last 5 minutes I'm going to give you an incredible gift worth \$500."

8.2.4 And Especially

"How can I create an event that leaves my prospects champing at the bit to act now?"

Purpose of event

- 1. Attract maximum number of people to register**
- 2. Compel maximum # to hang out for the entire event**
- 3. Maximum response at the end of the event where your action device is and you ask them to go to a sales page or you ask them to send you an email for 2 step program where you have to qualify or you ask them to go to a blog to continue the conversation going.**

8.3 Your prospects will feel compelled to attend because you'll...

- (1) Ease a fear
- (2) Eliminate a frustration
- (3) Solve a Problem
- (4) Most Compelling Fears, Frustrations, Problems, Desires and Needs Include...

❖ **Personal safety**

❖ ***Car seats for kids***

❖ ***Anything that has to with protecting your own body or your families is highly appealing***

People will be willing to show up & spend an hour to hear about a threat like this, especially if you can demonstrate it.

Job Security

Unemployment rate increasing

Performing now is even more important than ever because the economy is ripping weak people a new asshole

Financial Security/Independence

Anyone who watches CNBC for an hour at night has a real idea of how bad it's gonna get

They see people in neighborhood losing house

See people losing retirement on tv or in person

If you show them how they can get through this crisis with greater comfort and safety than I might otherwise have you've got me for a whole hour. I'll be there.

Health

Romance/Sex

Dating sites are huge because there's a lot of lonely people out there

Marriage & Relationships

With financial industry being rocky now, this can lead to turmoil here

This is a great topic, especially for women

Successful Parenting

Huge players in this industry - Sylvan Learning Center

Social Status/Respect

Directbuy furniture store

Success With a Hobby

gardners, golfers, quilters

These people want to be better at their hobby, especially good if this is the one area in their life that they pee away money on.

If you get the cult figures in these niches on board you're in like Flynn