



Welcome to The Millionaire Marketing Machine. Over the next 4 weeks you will receive a series of videos, audio files, documents and templates that will help you map out your marketing strategy and create a personalized Millionaire Marketing Machine for the coming year. You will have access to our Emerald Club for 2 months including the online forums.

By the end of the course, you will know your business vision, a clear definition of your product/service and its features and benefits. You will have done an analysis of your industry and competitors and know where you stand in relation to them. Most importantly, you will know intimately who your customer is, what makes them tick and how to talk to them. You will have defined your brand and required marketing materials. You will know how best to find your customers and will have a prioritized list of tactics to use to reach them.

Are you ready?

Let's get started....

Each weekday for 30 weekdays, you are going to go to your membership site and you will see a worksheet (pdf) to download and print out. You will also see a video to watch. First print out the worksheet and have it in front of you with a pen or pencil when you watch the video. Then listen and write down the first things that come to your mind. Remember, this is a process. You can always add more and go back and change what you write down. You may want to have two copies of the worksheet. One is your rough draft, your work in progress and then when you are satisfied with the results, you can go back and write a clean copy for you to reference throughout the year. I've also included a word document template that you can use to take the information from your worksheets and re-write it into a formal plan. Some of you may find that easier to use and refer to than the worksheets so that option is available to you.

Millionaire Marketing Machine

- 🔴 Blueprint Design – iSAM Plan
 - 🌐 Ideal Customer
 - 🌐 Strategy
 - 🌐 Action & Implementation
 - 🌐 Metrics

Expert Marketing
COACH
UNVEIL YOUR POWER.
ACHIEVE SUCCESS!

Your marketing plan should be your Blueprint to Design your personalized Marketing Machine for your business. What you should be looking for is a marketing plan that will create a sustainable source of customers for your business that grows over time. But most marketing plans fall shy of this. You see, they are missing the 2 Key ingredients to get more customers knocking on your door while spending less effort getting them. Seriously, it is possible and we will show you how.

2 Secret Components

🔥 MMM Gear Engine – TAQCAR

- 🌐 Tools
- 🌐 Awareness
- 🌐 Qualify
- 🌐 Communicate
- 🌐 Accept
- 🌐 Resell

🔥 MMM Psychological Propeller - TIP

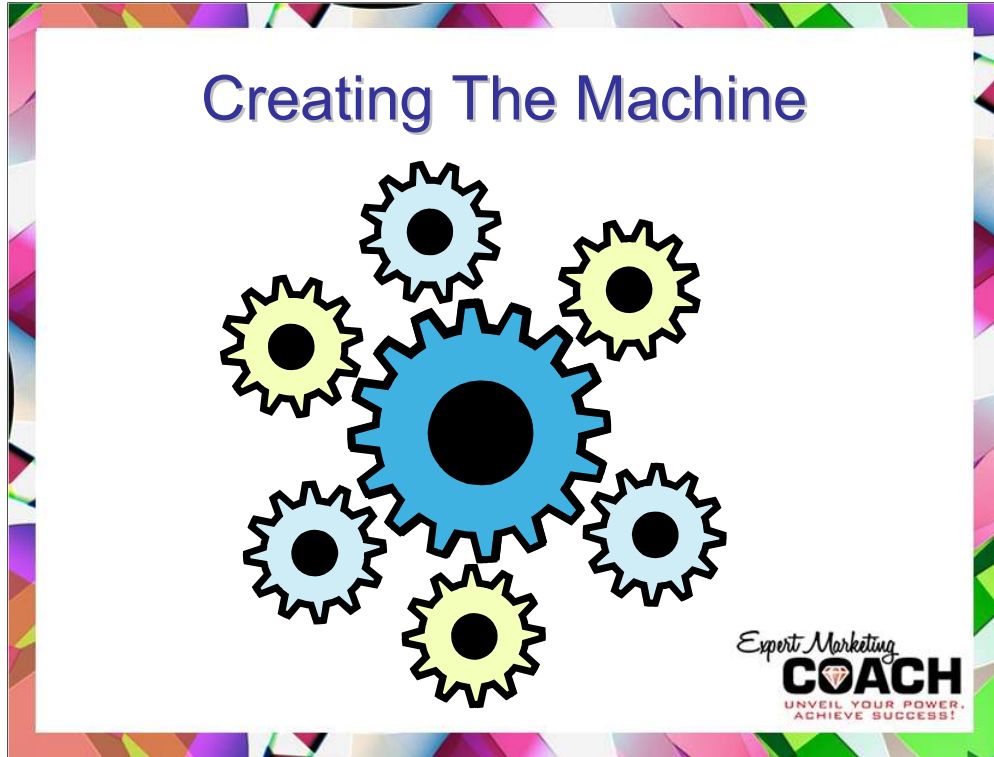
- 🌐 Triggers
- 🌐 Influence & Persuasion

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Here are the two secret ingredients we are going to be addressing that are usually missing from a marketing plan and strategy. The first is the MMM Gear Engine, or the TAQCAR which stands for tools, Awareness, Qualify, Communicate, Accept Orders and Resell your existing customers. I will be going into detail on this Gear Engine later.

The next piece of the Millionaire Marketing Machine is the psychological propeller, of the TIP which stands for Triggers, Influence and Persuasion. So we will be spending some time on this element of your strategy as well.

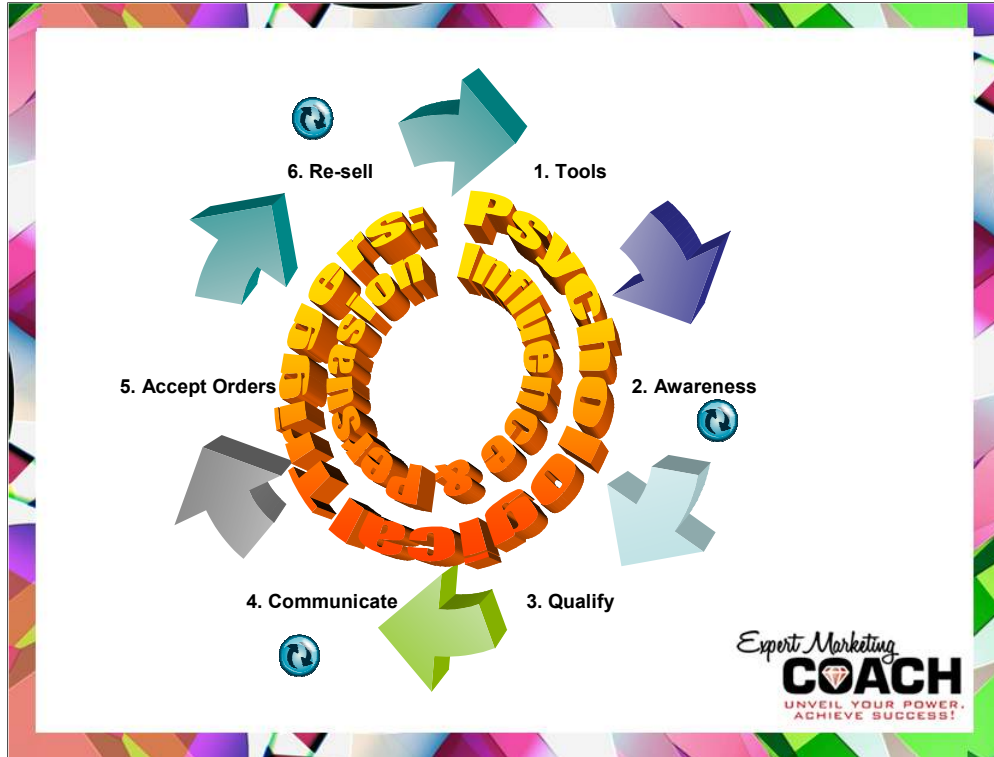
So, How do these fit together into our engine?



Just a reminder, First we have the plan which is the foundation, then we take action and implement it, then we measure and adjust the gears.

Do you know how gears work? Well let me explain a little which will explain why I call this system the Millionaire Marketing Machine.

Gears are designed to fit together and create leverage. When a small gear turns, it forces any adjoining gear to turn. If each gear is turning in the same direction at the same time, you create an amazing leverage and a force that can move massive objects.



Here is the Millionaire Marketing Machine secret formula. It's a proven process that I've used at Microsoft and have since refined. This version is based on my personal experience as a small business owner and my background in business strategy from Columbia Business School.

The first stage of the process is to define your strategy and create a plan. This is the most skipped step of business owners and it is the most critical for success. In our Millionaire Marketing Machine workshop, you will spend the majority of time defining your plan and then mapping it to this process. And that's how you will create your own customized Millionaire Marketing Machine.

You see, the foundation of this plan is the iSAM.

iSAM is an acronym to remind you to identify your ideal Customer, write a Strategic Plan, take Action and implement it, and define Metrics to monitor progress and stay on course.

Ideal Customer = is who we are attracting to the center of our wheel, to our eye in the storm

Strategic Plan = is the blueprint design for the machine that attracts our ideal customer

Our Actions & Implementations = are what propel the machine and get the gears moving

The Metrics = are how we determine which pieces are working properly and which need oiling or replacing



These are the pieces of the traditional marketing plan that we need to create our Millionaire Marketing Machine. These are the key ingredients to your strategy and your strategy is what creates your blueprint for your Marketing Machine.

This is what you are going to cover in the planning and strategy phase:

Vision

Product

SWOT & Competition

Your Target Customer

Positioning & Branding

Price

Place / Distribution Channels

Promotional Tactics

Budgeting

Timing

Metrics

You will then take this planning and map it into your own Millionaire Marketing Machine.

Are you ready?

Let's get started!