



THOUGHT LEADER

Why do some high discount products remain in the discount bin, while others fly off the shelf at crazy high prices?

HINT: IT HAS NOTHING TO DO WITH THE PRODUCT ITSELF!!!

SPEAK TO THEIR UNCONSCIOUS

You need to speak to the unconscious mind of the consumer. The part that says YES... I want this & I want this now.

CREATE THE ILLUSION OF OWNERSHIP

Create the illusion of ownership - makes NOT buying seem like a terrible loss.

DEVELOPMENT OF POSITIVE SELF IMAGE

Make the purchase of your product a positive development in the buyers SELF IMAGE!!!

Main strategy to become a thought leader...

BE SEEN AS A THOUGHT LEADER

WHY

Because...

You are drawn to someone who shows you new ways/ information etc.



ALIGNMENT

This is important.

Alignment of your brand with their industry - company who's in the industry.

THEREFORE...

SEEING IS BELIEVING

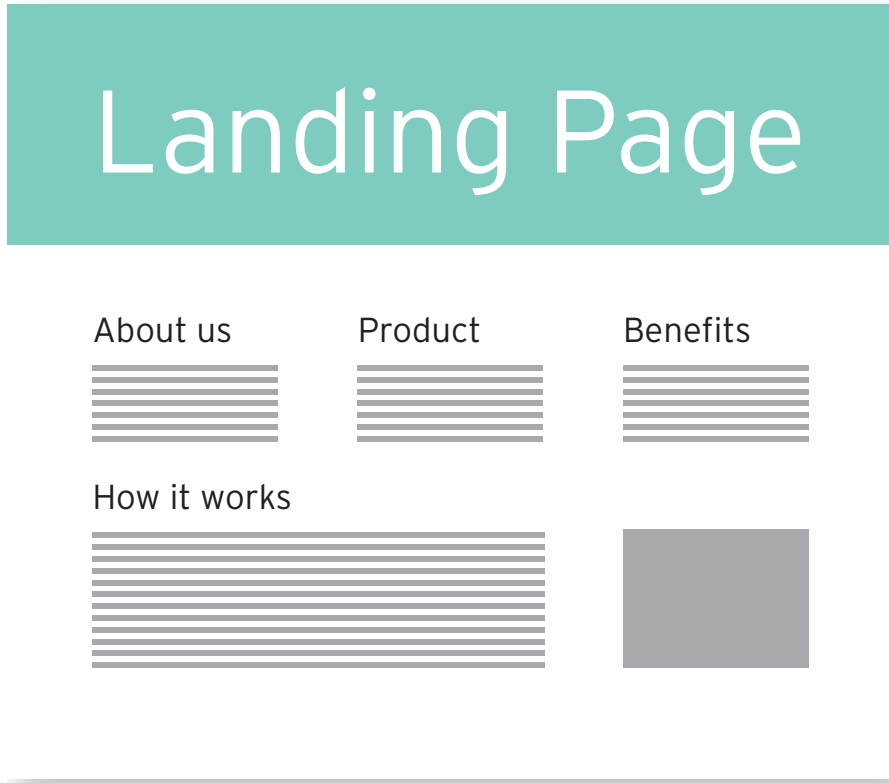
People need to see it.

If no one sees it, it comes to nothing so...

PROMOTE WITH...



The landing page will contain more specific information about the offer and product.



STEPS TO ACHIEVE A SALE

1. LEAD IN PERIOD TO BUILD CONFIDENCE	2. MORE TRUST + SALES OFFER	3. DESIRE CREATED THROUGH OFFERS	4. THE WARM UP COMPLETE YOU SELL!
HELP +	HELP +	HELP +	ASK
GIVE +	GIVE +	ASK	
RECOMMEND +	ASK		
ASK			

KEY CONSIDERATIONS

- 01. YOUR PRODUCT
- 02. YOUR TARGETS, IDEAL CLIENTS
- 03. YOUR PROCESS LEAD GEN
- 04. YOUR COMPETITORS
- 05. YOUR STRATEGY
- 06. YOUR TACTICS
- 07. YOUR OFFER
- 08. YOUR PROSPECTING WEEK IN WEEK OUT
- 09. YOUR EXPECTATIONS
- 10. YOUR BEST MEDIA
- 11. YOUR ADDED VALUE OR UPSELLS
- 12. YOUR HAPPY EVER AFTER

SUMMARY OF WHAT YOU'RE TRYING TO ACHIEVE

1. Build insight/foundation.
2. Lead generation on & offline.
3. Start system & nurture.
4. Follow up/tweak/ optimise.

WHAT'S YOUR OBJECTIVE

- Branding
- Sale
- Insight
- Nurture

WHAT'S YOUR OBJECTIVE

- Product
- Service
- Information