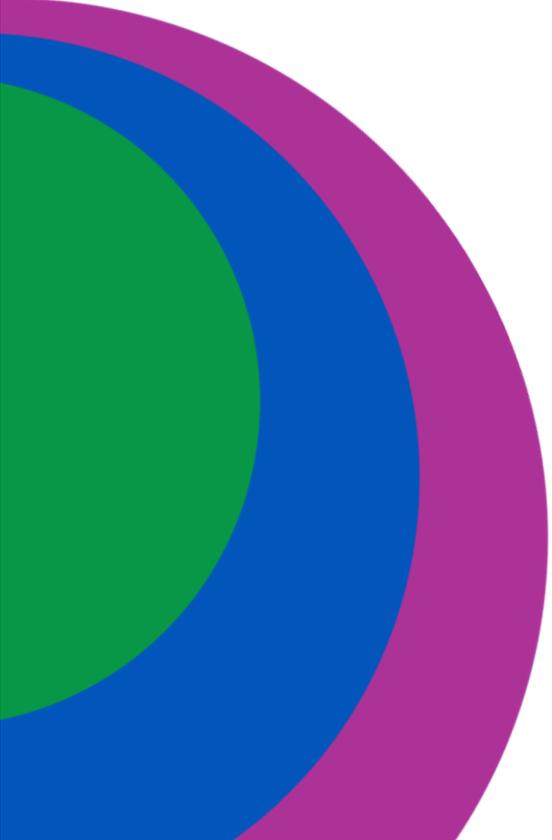


Real School

with

Dr. Paige



Week 3

Get Real Advice
for Real Results!

Raise up or Tweak Your Marketing

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Week Three

Determine Your Business Make Up

Low or High Tech or a Hybrid?

Write down your choice of method/s to market:

(ex. Word of mouth, free seminar/webinar offer, social media campaign)

Put All the Pieces Together

Write a short paragraph that describes your business service or product/s.

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Week Three

Highlight benefits in bullet points of why working with your business would be a perfect fit.

Make sure the paragraph coincides with your sales letter & FAQs or Video. (Continuity, fit, brand, etc.)

On a scale from 1-10, rate your paragraph. Would you buy it? Rate your sales letter from

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Week Three

Got social proof? Write down 10-20 names of people who can give you testimonials.

Write down names of people who you could highlight as a positive case study.

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Week Three

Will you be offering a free “taste test”? If so, how will you deliver it?

What kinds of marketing materials will you personally work on and which ones will you outsource? List them.

Plan the work! Work the plan. 😊

Do it myself

Get Help

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Week Three

Who will handle customer service & acquire customer feedback? What's your plan for achieving this?

Does your business provide "packages"? If so, give a brief description of what you have already created or would like to create.

Budget-

Mid-range-

Whole Enchilada-

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Week Three

Brainstorm for as many freebie offers you could possibly provide to gain trust and business:

(Ex. Sneak peeks, samples, etc.)