

# Program Overview Workbook



The E-Learning Marketing System™

## **E-Learning Marketing System**

### **Program Overview**

#### **Are You Serious?**

- Forget what you hear from the so-called “business guru’s”
- They claim they have the magic pill to business success
- Try to convince you that you can be wealthy overnight by simply buying their self-study program
- There is NO magic pill... no overnight success program... no get-rich-quick gimmick that actually works
- Building a million dollar business requires effort, planning and a proven process consisting of the right information that’s performed in the right order
- You won’t do that overnight

#### **The Formula For Building A \$1M Business**

- The E-Learning Marketing System is the most powerful and proven business growth program on the planet... bar none!
- We have the proven and tested process you need to build a multimillion dollar business
- All we need from you is the effort to apply it

#### **The E-Learning Marketing System**

- We designed this program as an effective way that we could help serious small business owners who simply don’t have a lot of revenue right now build up the momentum they need to get their business making money
- The E-Learning Marketing System is a do-it-yourself program... and it requires you to SHOW UP and participate
- If you will, you will begin to see results... just like at the gym
- The E-Learning Marketing System will help you gain traction... get you out of a financial hole... and help you regain the momentum you may have lost in your business
- But you must be disciplined to make it work

## **The E-Learning Marketing System**

- A primary goal of the E-Learning Marketing System is to help you quickly increase your revenue so you can afford to transition into our Coaching program
- You should be working with a professional business coach
  - they guide you
  - hold you accountable for doing the things you should be doing
- The brutal fact... ONLY 10% of do-it-yourselfers succeed
- With their own private coach, their success rate jumps to over 90%
  
- The choice is always yours
- Right now, you may not have a choice
- Your current financial situation may mean that you need the E-Learning Marketing System to give you the financial life support you have to have right now
- That's OK... this is the program that will help you do that
- YOU must discipline yourself to show up every day
- I'm going to ask you to make that commitment... NOT to me... but to YOURSELF!
- Open your Outlook calendar or your day planner right now and schedule at least 30 minutes every day where you will set aside that time to work ON your business... NOT IN IT!
  
- Building a multimillion dollar business takes time and effort
- If you commit right now... we'll do the rest.
- We promise to provide terrific content that will help you grow your business to its maximum potential
- We have everything you need to insure your success
  
- Our personal goal for E-Learning Marketing System members
- In every module, we'll reveal to you WHAT you need to know in every facet of your business... AND we'll teach you exactly how to APPLY that information

## **Your Workbook**

Don't forget to download your workbook...

- reinforces the information
- provide you with a place to take notes
- great \_\_\_\_\_ for later review

## **Objectives**

- To provide you with the world's most dynamic, powerful and complete  
“ \_\_\_\_\_ ” ever conceived.
- As a business owner today... you're in the fight of your life
- We want to provide as much guidance, assistance and support as we possibly can  
so we can help you to not only survive these tough times... but to thrive
- The E-Learning Marketing System provides you with the \_\_\_\_\_, the  
\_\_\_\_\_ and the \_\_\_\_\_ you need to build the type of business  
you've always dreamed of having

## **Your Responsibility**

- YOUR job is to take the information we provide and actually \_\_\_\_\_ it to  
your business
- Information WITHOUT \_\_\_\_\_ is worthless
- The \_\_\_\_\_ of information produces real results
- We agree to provide you with the right information in the right order
- You agree to take that information and \_\_\_\_\_ it properly to your  
business... based on our \_\_\_\_\_

## **The E-Learning Marketing System**

- We've developed an entire series of business fundamentals that cover all of the  
major business growth areas
- Once you begin to apply this information, you will power your business to a whole  
new level
- We'll help you access this information in the right order

## **The E-Learning Marketing System**

- Step 1 - watch this overview presentation
- Step 2 - start working through your marketing development modules, beginning with identifying your ideal client
- Step 3 – complete each module in the order listed
- Move at a \_\_\_\_\_ that's comfortable for you
- Allow sufficient time to apply the information

## **The E-Learning Marketing System**

- Most small business owners go out of business within a few years
- They fail because they lose “\_\_\_\_\_”
- This program has been designed to change all of this once and for all
- The modules we have created will help you produce real results
- If you're wearing all the hats in your business, you're not focusing exclusively on the things that generate revenue
- You should be spending \_\_\_\_\_% of your time focused on your \_\_\_\_\_  
\_\_\_\_\_ - \_\_\_\_\_
- This program helps you focus on the activities that...
  - brings in the bucks
  - helps you reset your daily activities
  - spend 80% of your time on money-making activities
  - shows you the secrets to eliminating all income-draining activities forever
- The E-Learning Marketing modules are here to help you
- Each module is in the specific order that's proven to generate the most revenue at the fastest rate for your business
- It's the right \_\_\_\_\_ in the right \_\_\_\_\_
- It will prove to be the \_\_\_\_\_ way for you to build the business you want
- We'll make sure you receive relevant examples based on \_\_\_\_\_ -  
\_\_\_\_\_ - \_\_\_\_\_

## **Business Success Litmus Test**

For YOUR business to be successful, you MUST be certain your business is \_\_\_\_\_.

The following 3 conditions MUST be present...

A \_\_\_\_\_ exists in the market

Your product / service offers a \_\_\_\_\_

There is \_\_\_\_\_ for the solution

The E-Learning Marketing System helps you determine the \_\_\_\_\_ of your business

### **Three Critical Business Fundamentals**

Your business MUST be:

\_\_\_\_\_

Offer \_\_\_\_\_

\_\_\_\_\_ the first two

The E-Learning Marketing System helps you achieve all 3

### **Ideal Client Profile**

We'll Help You Develop Your Ideal Client Profile

Makes Your Business "Unique"

4 powerful audios & webinars designed to help you...

- Know \_\_\_\_\_ your ideal client is
- Help you define your "\_\_\_\_\_" market
- Know what it is they \_\_\_\_\_

## **Benefits Of Knowing Your Ideal Client**

Positions your business as “\_\_\_\_\_”

- Defines your “\_\_\_\_\_” market
  - Makes them easier to \_\_\_\_\_
  - They’re easier to \_\_\_\_\_to
  - They stay with you \_\_\_\_\_
- Gives you a greater return on your \_\_\_\_\_
  - They spend the most \_\_\_\_\_
  - They require the least amount of \_\_\_\_\_

## **Decision Making Process**

Understand Your Ideal Clients Decision-Making Process

Gives Your Business The Ability To “Offer \_\_\_\_\_ Value”

This powerful program is designed to help you...

- Understand that decisions begin with an “\_\_\_\_\_” or an “\_\_\_\_\_”
- Understand what your clients want... \_\_\_\_\_
- \_\_\_\_\_your current processes – do they provide solutions
- Strategically “\_\_\_\_\_” your business for market dominance

## **Benefits of Decision-Making Process**

Creates a business that offers “\_\_\_\_\_”

- The new innovations you will create will give you the ability to offer extraordinary value that your \_\_\_\_\_can’t match
- You will begin to \_\_\_\_\_your business from your competition
- You begin to work smarter... \_\_\_\_\_!

## Compelling Messages

This powerful program is designed to help you...

- Create a compelling \_\_\_\_\_
- Develop a lead producing \_\_\_\_\_
- Create a “\_\_\_\_\_” USP

### *Daycare*

*“I provide frustrated working parents with the only educational daycare that guarantees your child will be reading at a first grade level before they enter kindergarten.”*

### *Jeweler*

*“I help frustrated jewelry buyers find that perfect diamond that has the highest quality, at a rock bottom price... and then I back it all up with the boldest customer protection guarantee in the industry.”*

### *Business Consultant*

*“We help small business owners who are struggling, stuck, or in trouble financially to learn what it takes to immediately attract more clients and make more money than ever before... even in this tough economy.”*

*“How do you do that?”*

## Benefits of Compelling Communication

- Tells your ideal client \_\_\_\_\_ you do and \_\_\_\_\_ you do it in a highly compelling way
- You begin to emphasize the \_\_\_\_\_ you provide instead of the \_\_\_\_\_ you sell
- Your messaging resonates with their \_\_\_\_\_
- You attract highly \_\_\_\_\_ leads that convert easily into sales

## Sales Process

- The sales process involves a specific set of steps for marketing and selling your product or service
- We often refer to these steps as...
  - lead \_\_\_\_\_
  - lead \_\_\_\_\_
  - lead \_\_\_\_\_
  - lead \_\_\_\_\_

## Sales Process Benefits

- A visual roadmap that takes your prospects from \_\_\_\_\_ to \_\_\_\_\_, into the decision making process and through to the \_\_\_\_\_
- Increases your \_\_\_\_\_ rates
- Increases your \_\_\_\_\_ rates
- Improves your \_\_\_\_\_
- Saves you from making costly \_\_\_\_\_ mistakes

## Sales Process – Rubik’s Cube of Business

- A Rubik’s Cube has 6 sides and 6 colors
- The number of potential combinations equals 4 quintillion... that’s a 1 followed by 18 0’s.
- The sales process for small business owners is MUCH more \_\_\_\_\_ than a Rubik’s Cube
- \_\_\_\_\_ channels of distribution
- \_\_\_\_\_ marketing strategies
- \_\_\_\_\_ marketing tactics
- The potential combinations make a Rubik’s Cube look like child’s play

## Benefits of Knowing Your Sales Process

- Creates a visual roadmap to guide your \_\_\_\_\_
- Reveals the right combination of \_\_\_\_\_ and \_\_\_\_\_ to use
- Helps you realize where your message must be the strongest to \_\_\_\_\_ your prospect’s to act
- Reveals whether or not the \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ are feasible
- Saves you \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_

## **Competition-Crushing Marketing**

- Understand \_\_\_\_\_
- Learn the “\_\_\_\_\_”
- Create \_\_\_\_\_ compelling and highly effective marketing
- Reveal the hidden secrets used by the world’s top copywriters and designers

## **Benefits Of Proper Communication**

- Know \_\_\_\_\_ to say and \_\_\_\_\_ to say it to get prospects immediately interested in what you sell
- Understand how to create compelling marketing and advertising that gets your prospects to take \_\_\_\_\_
- Understand how to create marketing & advertising that actually makes you \_\_\_\_\_
- You will know how to create a \_\_\_\_\_ that sells and create \_\_\_\_\_ that generate leads

## **But There’s More**

- We’re going to release several of our highly \_\_\_\_\_ files
- Give you full access to our own personal “\_\_\_\_\_”
  - collection of the world’s most powerful headlines and subheadlines you can use to create your own attention-grabbing headlines and develop compelling marketing
- Grant you access to our “\_\_\_\_\_”
  - shows you step-by-step where to position all the critical parts that make up an effective piece of marketing collateral

## **Still Not Done!**

- Information WITHOUT \_\_\_\_\_ is worthless
- To make sure you know HOW to apply it, we’re going to make ourselves available to you by email and phone
- We’ll provide \_\_\_\_\_ to help you apply the right information in the right order and help you take your business to the next level

- Ask any question you have about growing your business
- Receive the guidance to properly apply the E-Learning Marketing System content

### **But There's Even More!**

You receive complete access to our Experts Library with “in the trenches” experts who are creating and setting the latest trends in business today

- Contributors include marketing experts such as Jay Abraham, Rich Schefren, Mike Filsaime and Armand Morin
- Business legends such as Robert Kiyosaki, Malcolm Gladwell and Michael Gerber

You'll gain unprecedented first-hand knowledge that will make you a lot of money... and help you leave your competition in the dust

### **The Purpose Of E-Learning**

- As you can see, we have spared no expense or effort to bring you the very best in business development information available anywhere today
- Our goal is to help every small business owner understand what it takes to immediately produce more leads, more clients and more revenue
- Together, we'll help you grow your business to that elusive million dollar level and beyond

### **Let's Work Together**

- Imagine your business in just 12 short months...
  - knowing that you now have access to this type of cutting-edge business growth information
  - information specifically designed, tested and proven to help you create the business you've always dreamed of having
- This presentation provides you with a content overview so you will know what to expect in the weeks, months and years ahead
- Let us help you take your business to the million dollar revenue level... then to \$3 million... then \$5 million and continue to grow your business to its maximum potential