Strategy
Avatar Profile
Brand Identity
Keyword Research
Content
Video
Images
Audio
Written Word
Distribution
Social Media
Search
Email
Awareness
Pillar Content
Repurposed Content
Copy & Graphics
Distribution
Setup & Launch Reach/View Campaigns
Build Audience of MQL's
Engagement
Create Offer & Deliverables
Generate Creative Assets
Create Landing Page + Form
Setup & Launch Engagement Campaign
Collect Leads
Re-targeting
Create Offer & Deliverables
Generate Creative Assets
Create Landing Page + Form
Setup & Launch Engagement Campaign
Convert Visitors
Optimize Campaign, Landing Page, Lead Magnet, Etc.
Messaging
Create Message Sequence
Generate Creative Assets
Create Landing Page + Form
Setup & Launch Engagement Campaign
Collect Leads
CPC Keyword Ads
Create Lead Magnet/Offer
Set Up Ad Campaign
Collect Leads
Record Results & Report
Optimize Campaign, Landing Page, Lead Magnet, Etc.
Organic Search Engine Optimization
Write & Publish Articles With CTA
Submit to Search Console 1/mo
Collect Leads
Google My Business
Setup & Optimize Account
Create Business Account
Add Contact Information
Connect Social Accounts
Add Hours
Upload Logo & Images
Set Up Chat
Collect Reviews
Collect Leads
Buy Email List
Acquire Email Domains (10+)
Warm-up Email Accounts
Clean Your Lists
Create Campaigns
Launch Campaign
Record Results & Optimize
Convert Leads
Collect Emails
Create Offer/Lead Magnet
Select Traffic Source
Create Landing Page + Form
Deploy Campaign
Collect Leads
Record Results & Optimize
Drip Campaign
Write Follow Up Sequence
Create Workflow in GHL
Deploy Follow Up Sequence
Measure Performance & Optimize
Convert Leads
Email Nurture
Create A Newsletter Template
Distribute Newsletter With CTA
Convert Leads
Sales
Cold Calling
Binary Question System
Qualify For Warm Up Call
Warm Up Call
Value Added Invitation
Initial Conversation
Situation Questions
Qualify For Discovery
Discovery
Problem Aware Questions
Solution Aware Questions
Objection Beating Questions
Transition or Qualify
Convert Leads
Present Solutions
Questions
Objections
Details
Convert Leads