



# **42 – DAY**

## **PROJECT PLAN**



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# **CONTACTS TO CUSTOMERS**

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**NETWORK. CONVERT. PROFIT.**



# WEEK ONE



| COMPLETE                 | ACTION ITEM   | LESSON | DETAILS   | NOTES |
|--------------------------|---|--------|---|-------|
| <input type="checkbox"/> | Who is your BEST target customer?<br>Complete Avatar Worksheet.                                 | L 2    | This exercise will help you focus in on your BEST target customers. Who they are, what they do, what issues they are having and more. This is a fictional Avatar or Customer Profile of your BEST customer. |       |
| <input type="checkbox"/> | What emotional and statistical results do people get from working with you? Complete worksheet. | L 4    | How you help people with your business in ways you don't even realize. Rethink how you talk about your business.  |       |
| <input type="checkbox"/> | Make 5 calls/emails to past clients and find out why they chose you.                            | L 5    | Why YOU think people choose you over the competition can be very different than why they chose you. There's no better way than to ask your past clients!  |       |
| <input type="checkbox"/> |   |        |   |       |





# WEEK TWO



| COMPLETE                 | ACTION ITEM   | LESSON     | DETAILS  | NOTES |
|--------------------------|---|------------|--|-------|
| <input type="checkbox"/> | <p>Ask for Testimonials.</p> <p>WHEN to ask for testimonials: Right after you are done with a project, when everyone is happy, and YOU are top of mind.</p> <p><b>Worksheet #4 scripts for testimonials</b></p> | Part 2 L 1 | <p>It should be in your post project / sale process to ALWAYS ask EVERYONE for a testimonial :</p> <ol style="list-style-type: none"> <li>1. Written testimonial in email form</li> <li>2. Google Review</li> <li>3. Facebook Rating / Review</li> <li>4. YELP (where applicable)</li> <li>5. Video testimonials (MY FAV)</li> </ol> |       |
| <input type="checkbox"/> | <p>Write effective case studies you can use in ALL marketing...</p> <p><b>Worksheet #5 for writing case studies.</b></p>  | Part 2 L 2 | <ol style="list-style-type: none"> <li>1. Be as specific as you can be.</li> <li>2. Numbers have higher impact than just saying “more” or “less” or “savings...”</li> <li>3. Short, sweet and TO THE POINT.</li> <li>4. Writing a case study for every industry you help (or situations you fix) is HUGE!</li> </ol>                 |       |
| <input type="checkbox"/> | <p>Convert those stacks of business cards and new people you meet, into customers.</p> <p><b>Worksheets #6,7 and 8 for email follow up systems.</b></p>   | Part 2 L 3 | <p>Notice that EVERY script we just gave you is that...</p> <p><b>It’s NOT ABOUT YOU! It’s also not salesy</b><br/><b>It’s ALL about them.</b></p> <p>You are offering a hand in helping them, you show interest in THEM. They will show interest in you.</p>  |       |





# WEEK THREE



| COMPLETE                 | ACTION ITEM  | LESSON     | DETAILS  | NOTES |
|--------------------------|--|------------|--|-------|
| <input type="checkbox"/> | <p><b>Choosing the right Group</b></p> <ol style="list-style-type: none"> <li>Hobby groups – Cooking, crafts, cars, etc.</li> <li>Sport Clubs – Dolphin Fans, Fishing Groups, etc.</li> </ol> <p>What would you LOVE to do, and your AVATAR could ALSO be interested in?</p> <p><b>Worksheet #10</b></p> | Part 3 L 1 | <p>Ask yourself this question about EVERY group you are in: <b>Can the people in the group lead you to your Avatar?</b></p> <ol style="list-style-type: none"> <li>Do the people in the group have the same Avatar?</li> <li>Are they motivated?</li> <li>Do they share the same values?</li> </ol>  |       |
| <input type="checkbox"/> | <p>Don't treat people like TARGETS, treat them like PEOPLE .</p> <ul style="list-style-type: none"> <li>People with families, businesses, pets, children, parents, friends and partners.</li> <li>They also have bills, plans and dreams.</li> </ul> <p><b>Worksheet #11</b></p>                         | Part 3 L 2 | <p>These potential clients want to be HAPPY – and are willing to devote time listening to someone <u>they find interesting</u> – and may have solutions to help them do one of two things:</p> <ul style="list-style-type: none"> <li>Create pleasure in their business or life</li> <li>Cure a pain in the business or life.</li> </ul> <p>These are the only two reasons people buy ANYTHING</p> |       |
| <input type="checkbox"/> | <p><b>Make Yourself Unforgettable</b></p> <p><i>You should say something that would cure a pain or cause happiness for your Avatar!</i></p> <p>Just saying you name and company name (or job title) is USELESS!</p> <p><b>Worksheet #12</b></p>  | Part 3 L 3 | <p>Whatever you say, you want the room to gasp, to wonder HOW DID THEY DO THAT? or be really happy for you, that you did a great job!</p> <p>This is something they can remember for THEMSELVES or <u>EASILY tell SOMEONE ELSE ABOUT</u></p>   |       |





# WEEK FOUR



| COMPLETE                 | ACTION ITEM  | LESSON     | DETAILS   | NOTES |
|--------------------------|--|------------|---|-------|
| <input type="checkbox"/> | What could you help your Avatars with?<br>- Stats, tips, articles, advice...<br><br>Do one of these worksheets for EACH Avatar!<br><br><b>Worksheet #13</b>  | Part 4 L 1 | <ol style="list-style-type: none"> <li><b>Social Media has great tools to distribute content / help / advice</b> <ol style="list-style-type: none"> <li>It's how you can ATTRACT your Avatars to you...</li> <li>What could you help your Avatar(s) with online?</li> </ol> </li> <li><b>Social media is about having CONVERSATIONS (not just sales)</b> <ol style="list-style-type: none"> <li>Ask questions, add to conversations</li> <li>You will get visibility out of just being part of conversations (I will show you this in a few)</li> </ol> </li> </ol> |       |
| <input type="checkbox"/> | <b>FAQ's for LinkedIn.</b> <ol style="list-style-type: none"> <li>Do I create a personal profile or a company page?</li> <li>What ARE the MUST HAVE's for a LinkedIn Profile?</li> </ol> <b>WORKSHEET # 14</b> | Part 4 L 2 | LinkedIn users typically use the platform to find relevant content, meaning they'll be much more willing to check out what you're sharing.<br><br>61 million LinkedIn users are senior level influencers and 40 million are in decision-making positions  |       |
|                          |  |            |   |       |





# WEEK FIVE



| COMPLETE                 | ACTION ITEM  | LESSON            | DETAILS  | NOTES |
|--------------------------|--|-------------------|--|-------|
| <input type="checkbox"/> | <p>Following up AFTER the initial appointment is very important</p> <p>This email should be sent ASAP after appointment.</p> <p><b>What should you send them?</b></p> <ul style="list-style-type: none"> <li>- Thank them for their time</li> <li>- Mention how you are going to find ways to solve the specific problems they mentioned - and WHAT it would do for them (end results)</li> <li>- Also add links to FB Group</li> <li>- Website for case studies and testimonials</li> </ul> <p><b>WORKSHEET #15</b></p> | <p>Part 5 L 1</p> | <p>Again, key points are to reaffirm the pain they have acknowledged.</p> <p>AND tell them you felt their pain, and are going to create a cure...</p> <p>That will create the result they have been wanting.</p> <p><b>Create a sense of urgency and a deadline.</b></p> |       |





# WEEK SIX



| COMPLETE                 | ACTION ITEM   | LESSON     | DETAILS  | NOTES |
|--------------------------|---|------------|--|-------|
| <input type="checkbox"/> | <p>You have to make it EASY for people to give you referrals. Everyone has a living database in their head of everyone they know</p> <p>2 Awesome ways to ask for referrals:</p> <ul style="list-style-type: none"> <li>• #1 Ask for specific people</li> <li>• #2 Ask for general people in SPECIFIC SITUATIONS</li> </ul> <p><b>WORKSHEET #16</b></p> | Part 6 L 1 | <p>The more specific you can be – the better chance someone will KNOW that person.</p> <ul style="list-style-type: none"> <li>- A Veterinarian with multiple offices in Florida.</li> <li>- An HR Director of a Manufacturing Company in Brevard.</li> <li>- A Chinese restaurant owner</li> </ul> <p>AGAIN the MORE SPECIFIC the better:</p> <ul style="list-style-type: none"> <li>- Someone who is getting married that is blending a family</li> <li>- Someone who has pollen allergies</li> <li>- Someone opening a new retail store</li> </ul> |       |
| <input type="checkbox"/> | <p>#1 – Never go “empty handed”. Always bring a case study or product you can share with the group. Pics of projects work great too if applicable.</p> <p>#2 – When they ask who you are looking for, share your VERY SPECIFIC HIT LIST first, (you never know if someone knows those people)</p> <p><b>Worksheet #17</b></p>                           |            | <ol style="list-style-type: none"> <li>1. Ask EVERYONE for referrals</li> <li>2. Be specific about WHO you are looking for.</li> <li>3. Don’t be afraid – no one will get angry.</li> </ol> <p>Get started TODAY – don’t procrastinate!</p>  |       |

