

# ATTENTION!

## PLEASE READ!

We are happy to provide to you this digital PDF version of the Marketing Execution Workshop Workbook. This PDF is specially designed for you to type your answers directly into the dedicated user fields.

- **DO NOT** use the browser window version of this PDF. If you do not download this document to your desktop prior to filling in the user fields, you will lose all of your entered information.
- **TO USE** you must first download the PDF to your desktop and type your answers into that document. Do not use the browser window version to type your answers as it will not save.
- **TO STORE** your typed data, frequently save the file to prevent any loss of your entered information.

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GRANT CARDONE®  
**MARKETING**  
EXECUTION WORKSHOP

GRANT CARDONE®  
**MARKETING**  
EXECUTION WORKSHOP  
**WORKBOOK**



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# OUR GOAL

To help you shortcut the years of mistakes and millions of dollars that **WE HAVE** wasted ...so that **YOU** can grow your business faster than you ever thought possible.

At vero eos et accusam et justo duo dolores et adipiscing congue et nullam magnam euismod et nisi ut eleifend aliquam ut enim quisque. Pellentesque dapibus efficitur laoreet. Nam risus ante tincidunt accumsan amet nullam morbi ut lorem ipsum. Et harum quidem rerum facilis est et expedit ut distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, congue nihil interdum quo minus id, quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debilibus et rerum neque vultibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectat, ut autem consequatur voluptatibus maiores alias consequatur autem aperiam et similis autem amet et culpa qui officia deserunt mollitia animi, id est laborum et duritia. Et harum quidem rerum facilis est et expedit ut distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, congue nihil interdum quo minus id, quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debilibus et rerum neque vultibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectat, ut autem consequatur voluptatibus maiores alias consequatur autem aperiam et similis autem amet et culpa qui officia deserunt mollitia animi, id est laborum et duritia.

# THE ODDS ARE AGAINST YOU BECAUSE...

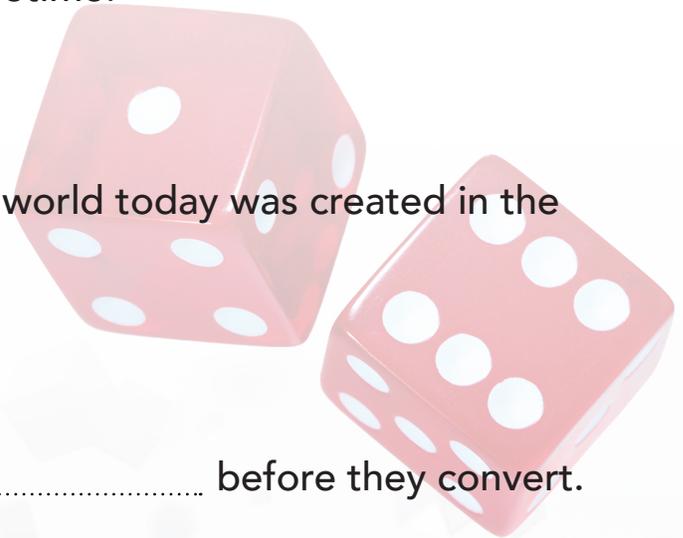
1. The average person consumes more data in 1 day than a person in the ..... did in a lifetime.

2. .... % of the data in the world today was created in the last 2 years.

3. Consumers need to have ..... before they convert.

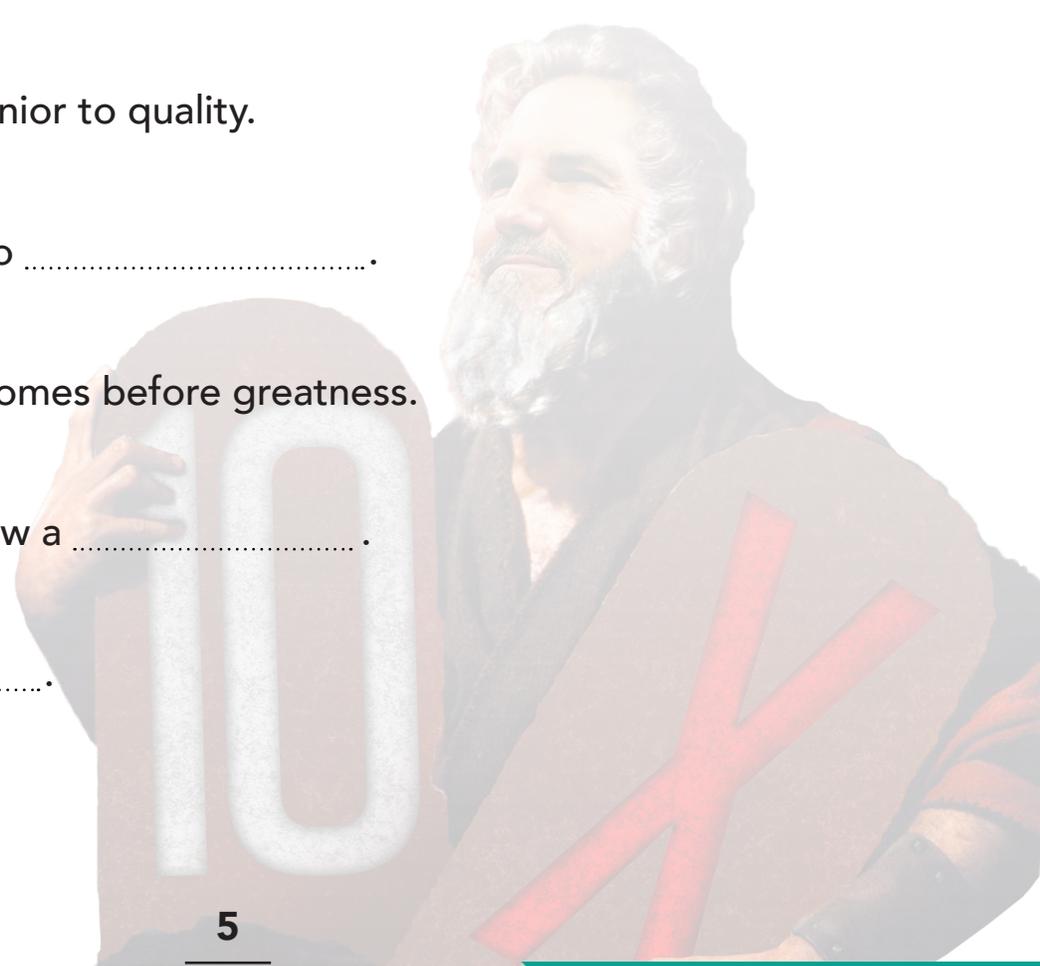
4. You only have ..... to capture a customer's attention online.

5. Ad costs have increased .....



# 10X COMMANDMENTS OF MARKETING

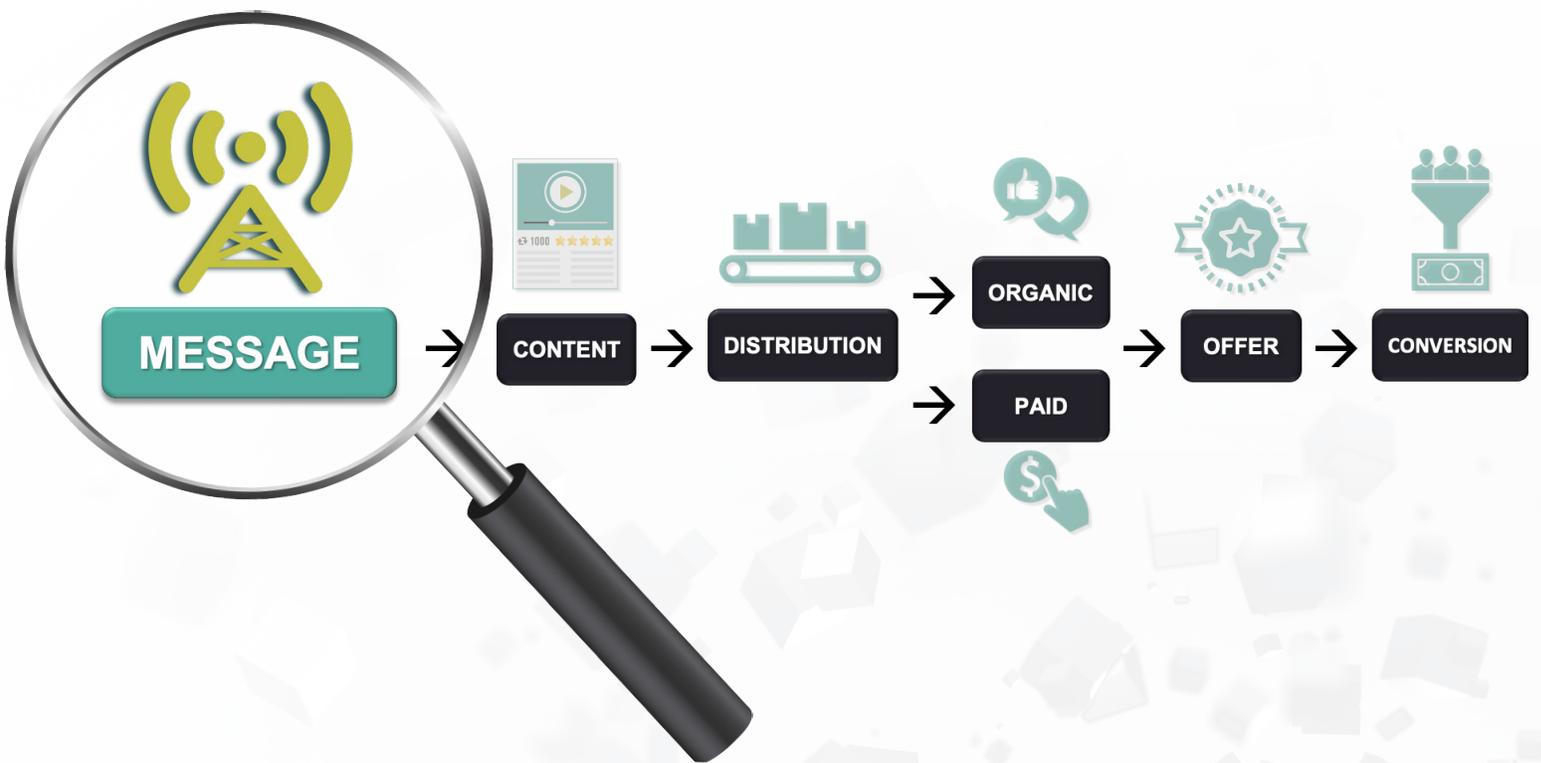
1. .... follows attention.
2. Best known ALWAYS beats .....
3. Assume nobody ..... it.
4. .... is the most valuable currency.
5. Repeat ..... actions.
6. .... is senior to quality.
7. Marketing is senior to .....
8. .... comes before greatness.
9. No one thing can blow a .....
10. Be .....





# BUILDING YOUR BRAND MESSAGE

# 10X MONETIZATION MAP



“

If you are not completely clear on who you are and what you offer, how could you ever expect your customer to be? ”

- GC

# BUILDING YOUR BRAND MESSAGE

## BRAND MESSAGING FRAMEWORK

1. ....

2. ....

3. ....

4. ....

5. ....

# SURVIVAL DRIVES DECISIONS

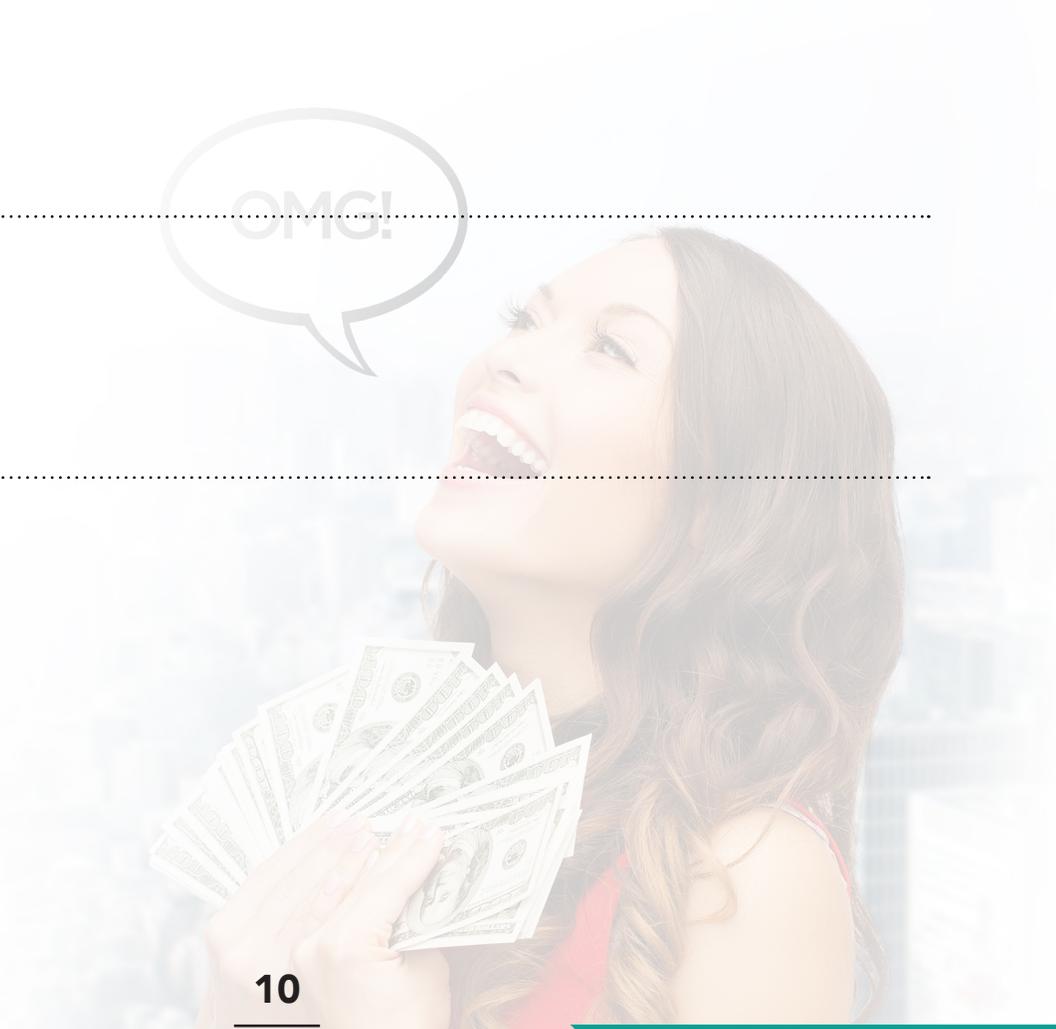
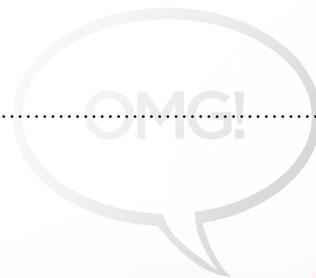
1. ....

2. ....

3. ....

4. ....

5. ....



# ANSWER THESE QUESTIONS

1. Who are you as a person?
2. Who are you as a company?
3. What core values does your company believe in?
4. What problems do you solve for your customer?
5. What is your core product or service?
6. What does that product do for people?

# ANSWER THESE QUESTIONS

7. Who are your top 3 competitors? How are you different from each?

1.

2.

3.

8. List 5 reasons a customer should pay more to do business with you vs. a competitor.

1. ....

2. ....

3. ....

4. ....

5. ....

9. How do you feel you are viewed in the marketplace?

# ANSWER THESE QUESTIONS

10. How is that different than how you view yourself?

11. Where are you positioned in the market for price and quality?

12. What experience do you have that makes you different?

13. What is different about how you “do what you do” that is valuable?

# VISION STATEMENT

1. What is the ..... result of your company's efforts?

2. How do you envision the world once you have achieved your company ..... ?

3. This is not a ..... statement.

4. Be ambitious and .....

5. Easily ..... by people outside your organization.



“To help people and businesses throughout the world realize their full potential.” –  Microsoft

“To be one of the world’s leading producers and providers of entertainment and information.” – 

“To serve our customers better, to always be relevant in their lives, and to form lifelong relationships.” – NORDSTROM

“To be Earth’s most customer-centric company, where customers can find and discover anything they might want to buy online.” – 

# Vision Statement

*To equip and inspire 7 billion people around the world to live out their true potential.*



# EXERCISE

Write out your *Vision Statement* and share.

# MISSION STATEMENT

1. .... to describe your brand.

2. Overall ..... of the company.

3. Who do you ..... ?

4. What is the ..... that you deliver?

5. Why do you ..... ?

“To empower every person and every organization on the planet to achieve more.” –  Microsoft

“To entertain, inform, and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds, and innovative technologies that make ours the world’s premier entertainment company.” – 

“To work relentlessly to give customers the most compelling shopping experience possible.”

– NORDSTROM

“We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience.” – 

# Mission Statement

*To create world class business programs that will enable individuals and companies to create more revenue, employ more people, and impact more lives with their products and services.*



# EXERCISE

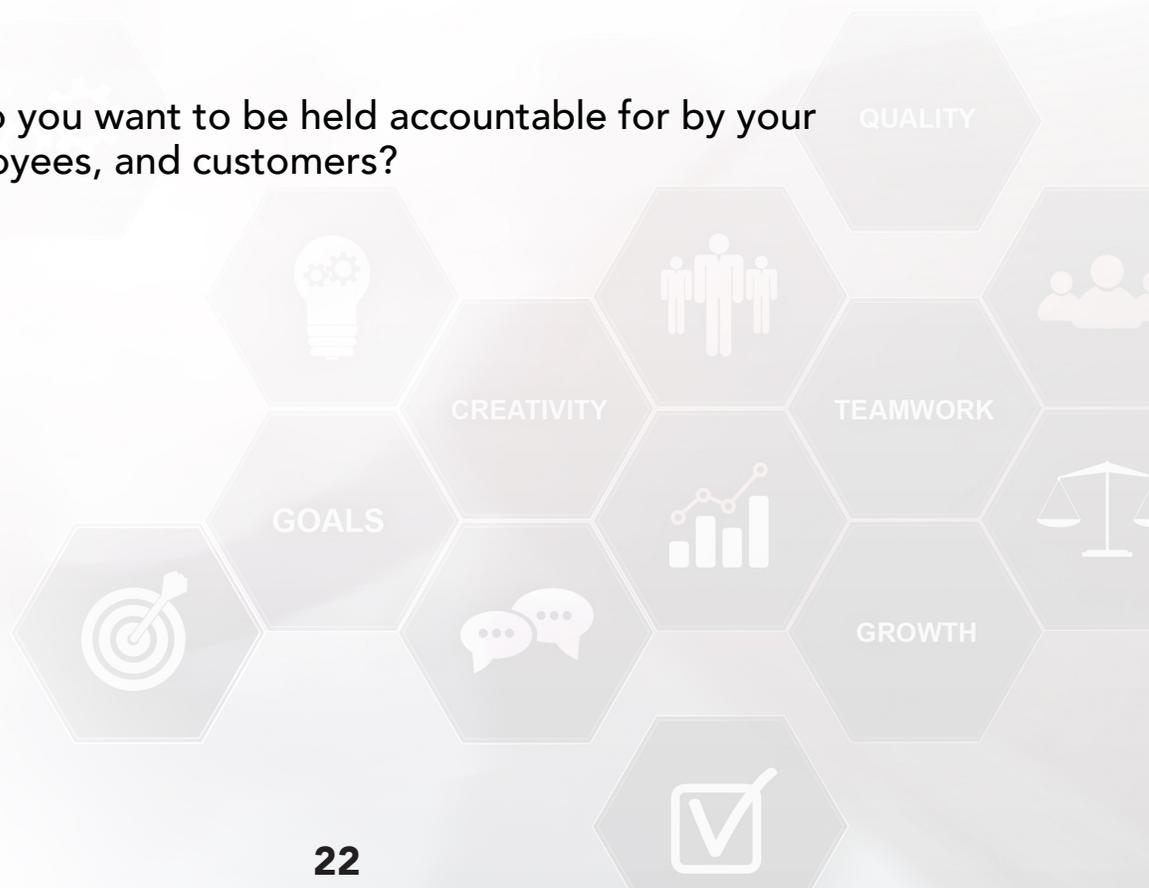
Write out your *Mission Statement* and share.

# CORE VALUES

1. What is it that your company stands for?

2. What values will guide your decisions, unite your employees, and define your brand?

3. What values do you want to be held accountable for by your executives, employees, and customers?



# EXAMPLES



- Innovation
- Quality
- Community
- Storytelling
- Optimism
- Decency



- Customer Obsession
- Invent And Simplify
- Ownership
- Insist On High Standards
- Frugality
- Earn Trust
- Deliver Results



- Respect
- Integrity
- Accountability

# Core Values

*Think Big - Work Hard - Be Ethical - Be a Good Example - Make the World a Better Place*



# EXERCISE

List 3-5 of you or your company's *Core Values and share.*

1.

2.

3.

4.

5.

# TAGLINE

1. ....

2. ....

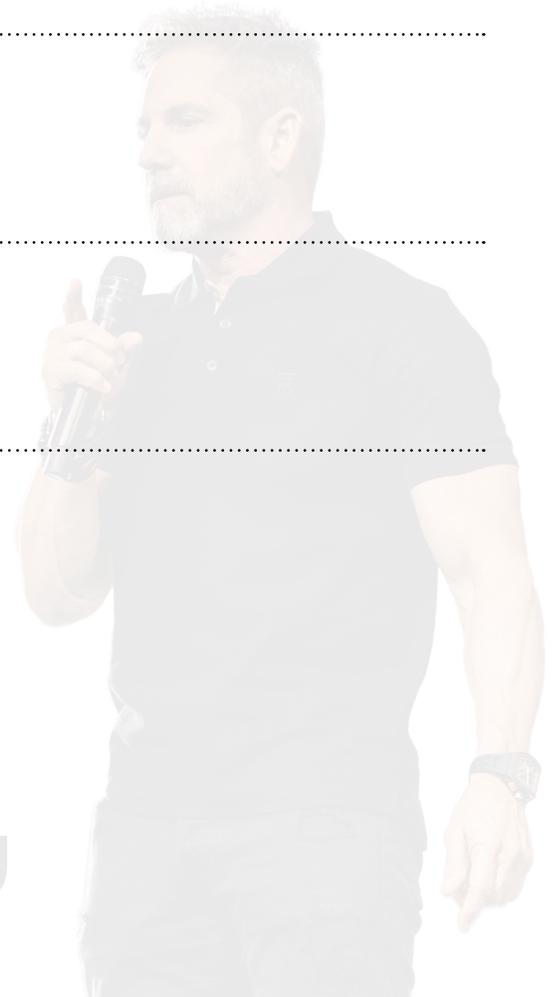
3. ....

4. ....

5. ....

6. ....

“ SUCCESS IS  
YOUR DUTY,  
OBLIGATION, AND  
RESPONSIBILITY. ”



"Be What's Next.  
"Your Potential, Our Passion."

—  Microsoft

"The Happiest Place On Earth."

— 

"An Open Mind Is The Best Look."

— NORDSTROM

"Work Hard. Have Fun. Make History."

— 

# Tagline

*Success is Your Duty, Obligation, and Responsibility.*



# EXERCISE

Write out 3-5 *Taglines* and share.

1.

2.

3.

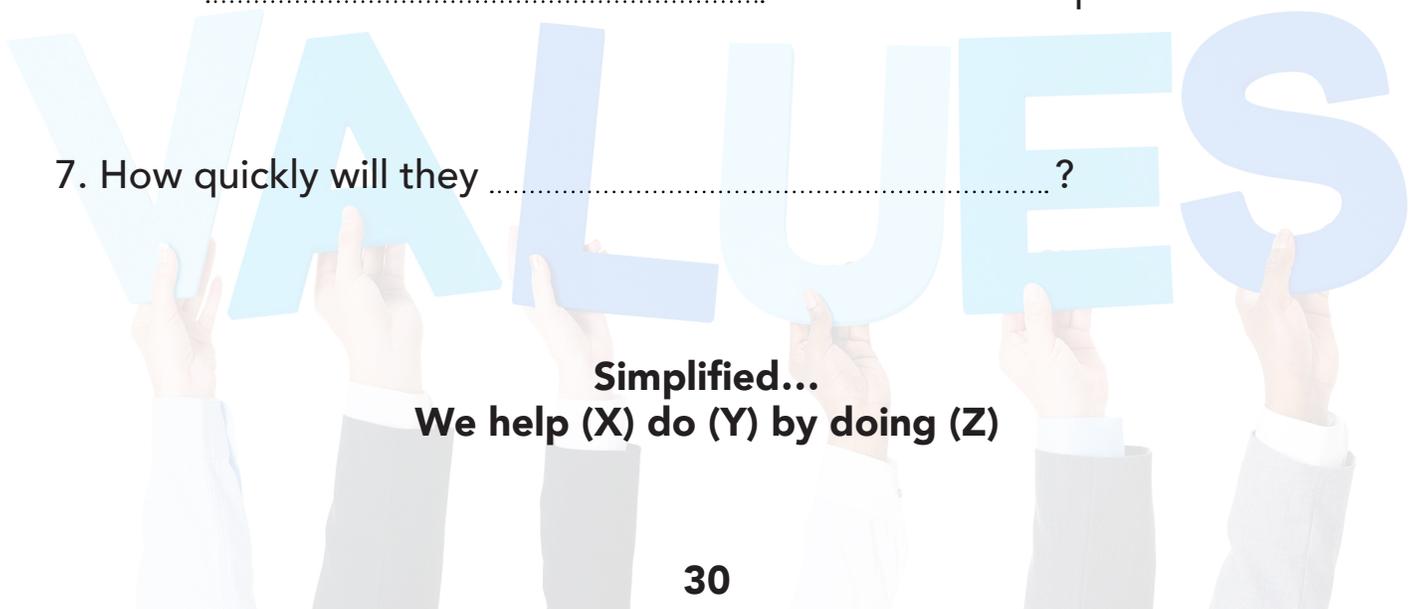
4.

5.

# VALUE PROPOSITION

1. A statement about the ..... a customer gets from using your product/service.
2. Elevator pitch in .....
3. Who do you .....?
4. Why should a ..... buy from you?
5. How does your product ..... or improve a situation?
6. What ..... could a client expect?

7. How quickly will they ..... ?



**Simplified...**  
**We help (X) do (Y) by doing (Z)**

# Value Proposition

*We help individuals and business owners grow their revenues and income by teaching world-class business strategies and tactics delivered through our online training programs, in-person workshops, and live events.*



# EXERCISE

Write out your *Value Proposition* and share.

# CARDONE BRAND MESSAGE

## **Vision Statement**

To equip and inspire 7 billion people around the world to live out their true potential.

## **Mission Statement**

To create world-class business programs that will enable individuals and companies to create more revenue, employ more people, and impact more lives with their products and services.

## **Core Values**

Think Big - Work Hard - Be Ethical - Be a Good Example - Make the World a Better Place

## **Tagline**

Success is Your Duty, Obligation, and Responsibility.

## **Brand Pillars**

Increase Income & Revenues – Grow Confidence – Motivate & Inspire – Help Others Achieve Financial Freedom

## **Value Proposition**

We help individuals and business owners grow their revenues and income by teaching world-class business strategies and tactics delivered through our online training programs, in-person workshops, and live events.



# CUSTOMER PERSONA

A customer persona (also known as a buyer persona) is a semi-fictional archetype that represents the key traits of a large segment of your audience, based on the data you've collected from user research and web analytics.



# WHY IS IT IMPORTANT?

1. Allows for better understanding of .....  
.....

2. Allows for ..... based on  
customer needs.

3. Helps guide how you package the delivery of .....  
.....

4. Allows your entire organization to .....  
.....



# WHO IS YOUR PERFECT CUSTOMER?

1. How many customer personas do you have?

2. What are they interested in?

3. Where are they located?

4. What else are they buying?

5. What problems are they having?



# EXERCISE

Build your *Perfect Customer Profile*.

	<b>PERSONA NAME:</b> <b>1</b>
<b>BACKGROUND</b> Job? Career Path? Family?	<b>2</b>
<b>DEMOGRAPHICS</b> Male Or Female? Age? Income? Location?	<b>3</b>
<b>IDENTIFIERS</b> Demeanor? Communication Preferences?	<b>4</b>

The background is a solid teal color. In the top-left and bottom-right corners, there are diagonal stripes in a lighter yellow-green color. Faint, semi-transparent text and images are scattered across the background. The text includes 'ADVERTISING', 'SALES', 'PUBLICITY', 'DIRECT MARKETING', 'BRANDING STRATEGY', 'MARKETING PLAN', 'PUBLIC RELATIONS', 'SALES PROMOTION', 'PRICING', and 'ADVERTISING STRATEGY'. There is also a faint image of a laptop and a pair of glasses.

# CONTENT

# 10X MONETIZATION MAP



# PROSPECT TO ADVOCATE JOURNEY

1. They don't know you.
2. They know of you.
3. They follow you or visited your website.
4. They opted in.
5. Previous customer.
6. Current customer.
7. They refer you business.

# TYPES OF CONTENT

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

8. ....

9. ....

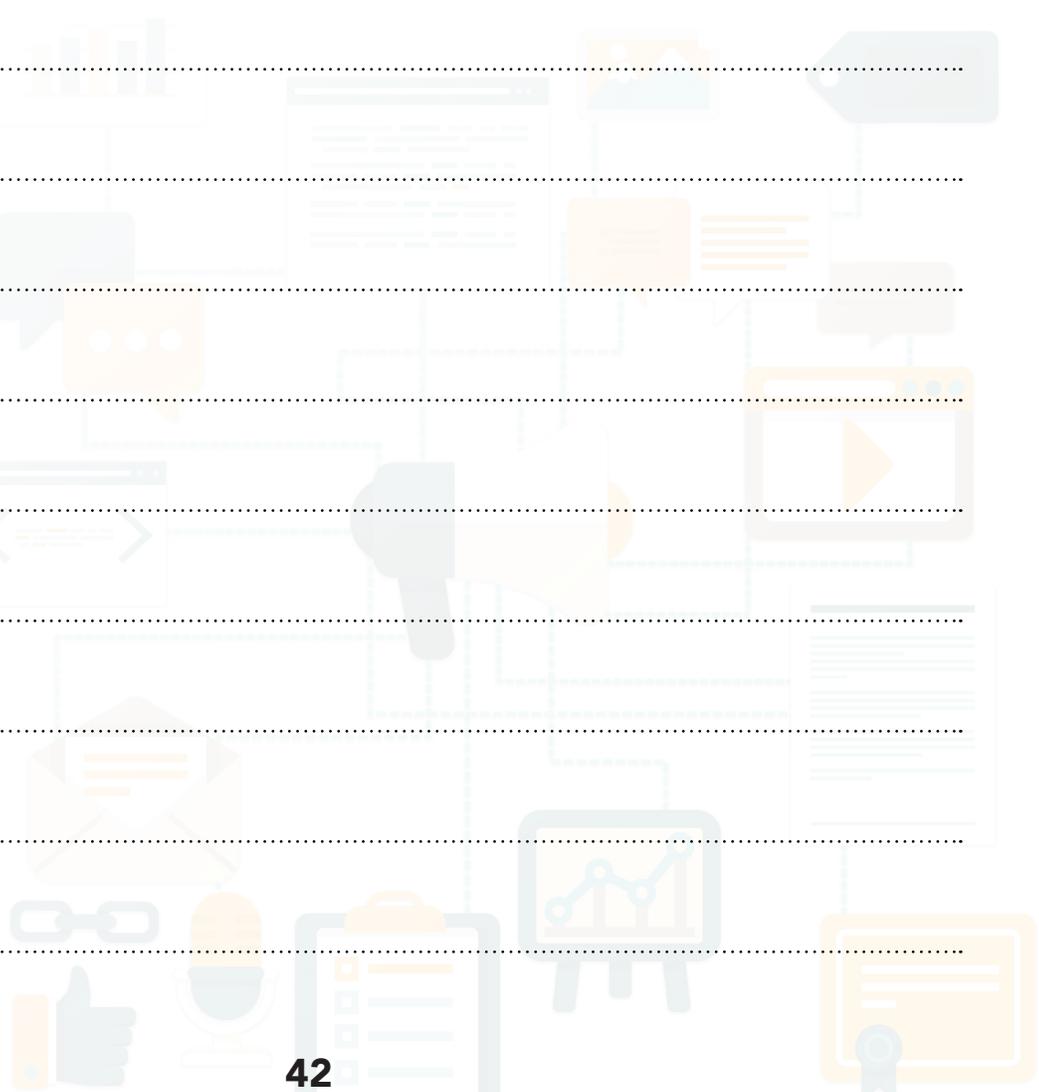
10. ....

11. ....

12. ....

13. ....

14. ....



# MAKE YOUR CONTENT WORK FOR YOU

1. Handle Objections
2. Warm Up Potential Prospects
3. Follow-Up
4. Dominate Google Search
5. Lead Generation
6. Increase Engagement
7. Promote Offers, Events, Products, and Services
8. Landing Pages

# BECOME A STORYTELLER

1. Telling a story makes information .....
2. .... to remember a fact when it's in a story.
3. From stage — ..... % of the audience recall stats and ..... % remember a story.
4. To convey a feeling strong enough to .....
5. Helps ..... understand why they should care.
6. .... your brand.
7. Use relevant personal stories that people can ..... with.

# CONTENT CHECKLIST

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

8. ....

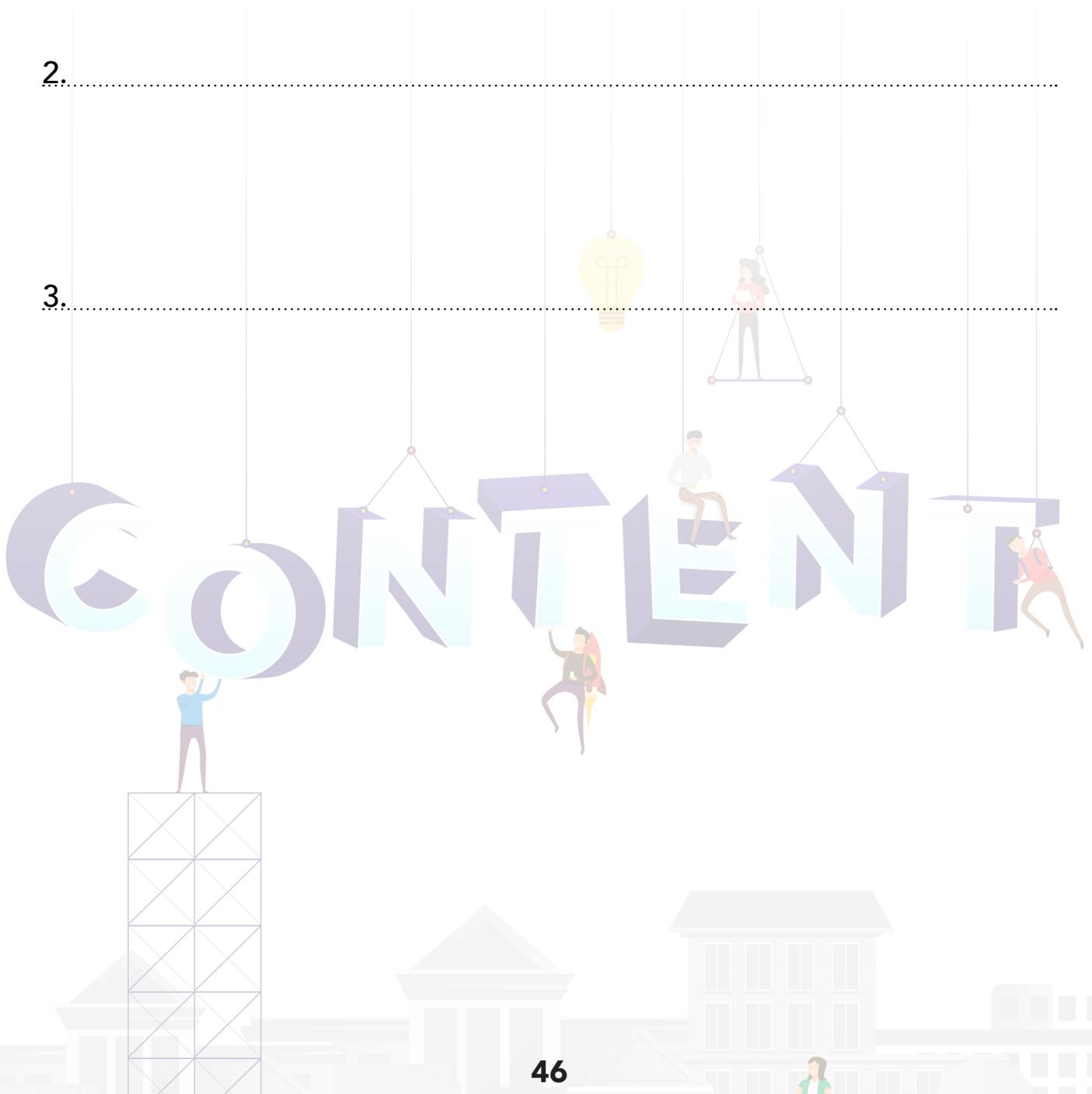
9. ....

# 3 EASY STARTS FOR CONTENT

1. ....

2. ....

3. ....



# GAP METHOD

1. Get attention.
2. Ask about a problem you know they have.
3. Promise to solve with an offer.

# EXAMPLES

- Senior Citizens! Are you suffering from chronic back pain? Our proprietary blend of minerals and herbs is guaranteed to eliminate back pain forever! Call 800-222-2222 to get your first dose on us for free!
- Dads! Did you know that 91% of the bonding time with your child happens between the ages of 0-12? Wonder-Dads offers planned activities to make the most out of the bonding time with your kids. Click the link below to get access to memorable moments with your kids when it matters most.
- Eliminate student debt forever! If you are a millennial suffering from student debt we can help! Student Debt Reduction Relief has been helping students overcome the crushing debt for over 10 years, and we can help you too! Click the link below for a free debt assessment today.



# EXERCISE

Write 2 scripts using the *Gap Method* and share.

**Script #1**

**Script #2**

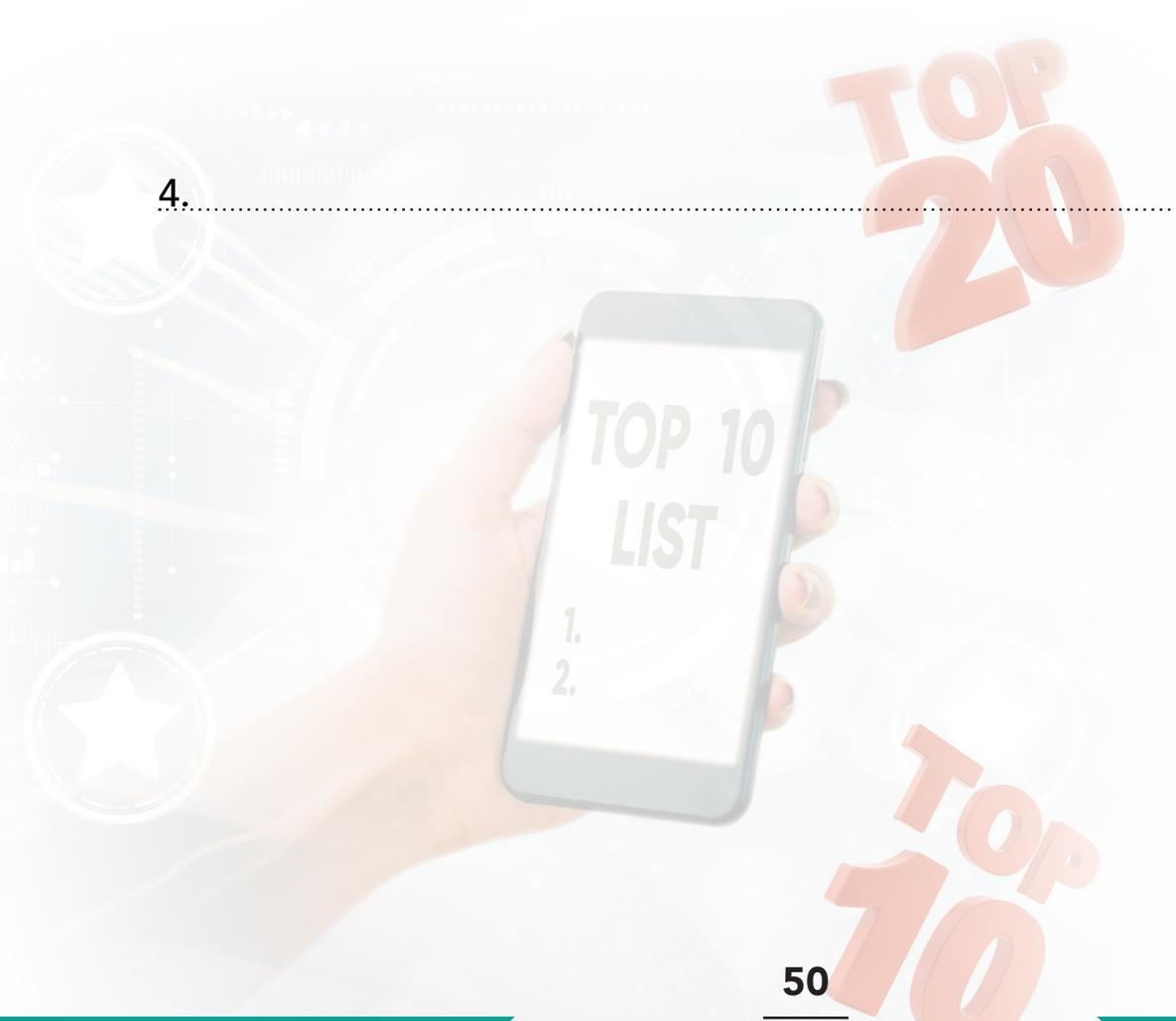
# NUMBERED LISTS

1. ....

2. ....

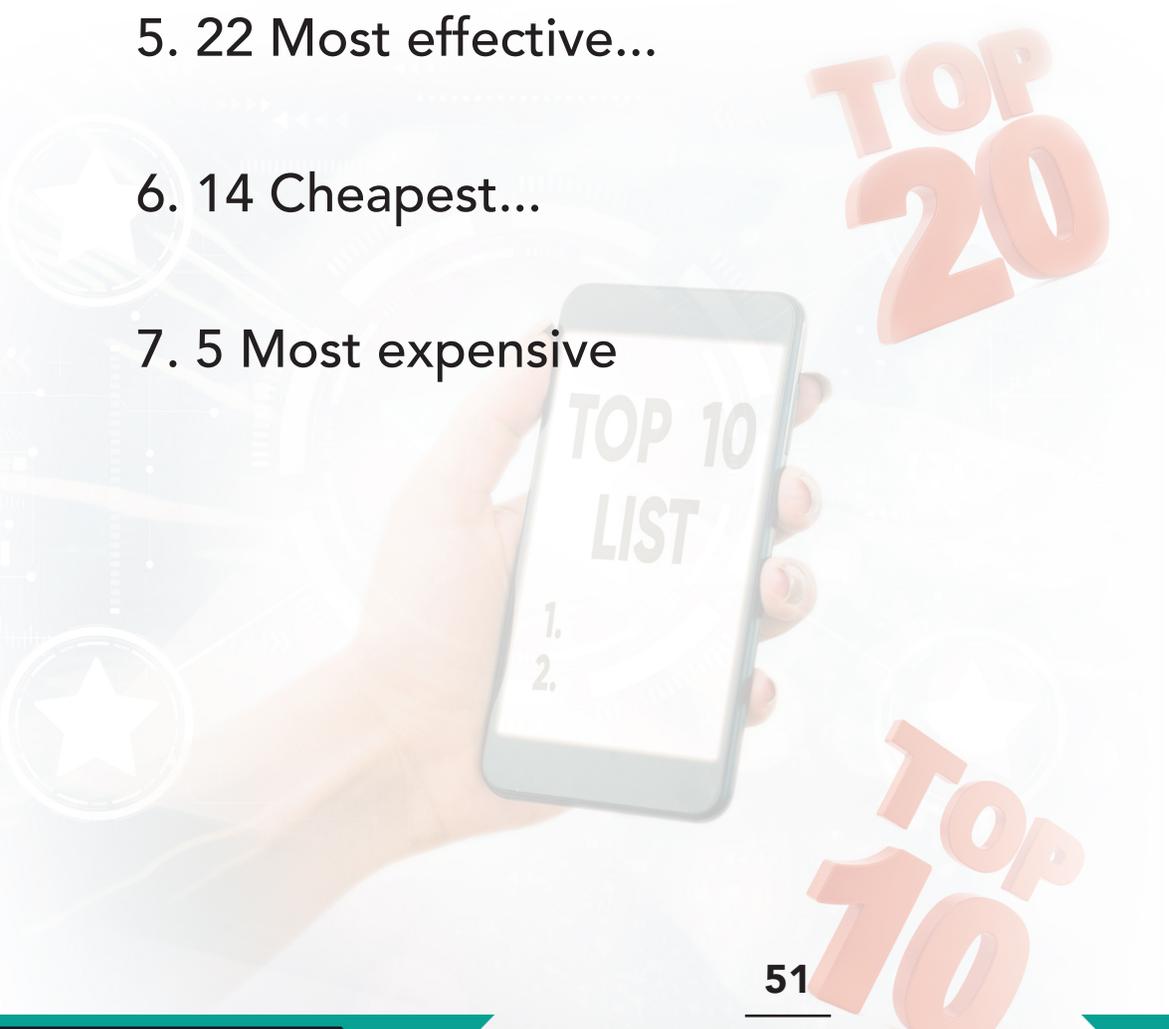
3. ....

4. ....



# NUMBERED LISTS EXAMPLES

1. 3 Ways to...
2. 5 Tips to...
3. 10 Biggest mistakes...
4. 7 Cost savers...
5. 22 Most effective...
6. 14 Cheapest...
7. 5 Most expensive





# EXERCISE

Create 10 *Numbered Lists* for your business and share.

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

8. ....

9. ....

10. ....

# HOW-TOS...

1. How to do more in less time.
2. How to make more money with less work.
3. How to fix your computer without any tools.
4. How to get the best deal on a car.
5. How to hang Christmas tree lights.
6. How to save money on car insurance.
7. How to lose weight faster.
8. How to find my purpose.
9. How to invest in the stock market.
10. How to shop for a house.



# EXERCISE

Create 10 *"How-To"* Content Concepts and share.

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

8. ....

9. ....

10. ....

# COLLABORATE WITH INTERVIEWS/ PODCASTS

1. Great for building your ..... by edifying others.
2. Can be directly or indirectly related to your .....
3. Share useful information for your .....
4. .... your audience.



# WEEKLY CONTENT CREATION

## BEGINNER PLAN:

- x1 Weekly Articles/Blogs
- x1 Email/Day
- x1 Weekly Podcast/Interview
- x2 FB Posts/Day
- x2 IG Posts/Day
- x2 IG Stories/Day
- x2 Weekly Live Streams
- x2 Twitter Posts/Day
- x2 Weekly Clubhouse
- x1 LinkedIn Post/Day
- x1 Weekly YouTube

## GC'S PLAN:

- x3 Weekly Articles/Blogs
- x15 Emails/Day
- x4 Weekly Podcasts
- x3-5 Weekly Interviews
- x8 FB Posts/Day
- x2 IG News Feed
- x10 IG Stories/Day
- x10 Weekly Live Streams
- x6 Twitter Posts/Day
- x7 Weekly Clubhouse
- x3 LinkedIn Posts/Day
- x2-3 YouTube Posts/Day
- x5-6 TikTok Posts/Day

# CONTENT CHECKLIST

- ✓ Quantity Over Quality
- ✓ Consistency And Frequency
- ✓ Assume Nobody Sees It
- ✓ Multi-Purpose Everything
- ✓ Know Your Platform
- ✓ Know Your Audience
- ✓ Know Your Outcome
- ✓ Post Something Shareable
- ✓ Send Them Somewhere (CTA)

# BECOME THEIR TRUSTED RESOURCE.





# NOTES



# NOTES



# NOTES



# NOTES



# NOTES



# DISTRIBUTION

# 10X MONETIZATION MAP







# EXERCISE

Write out your platform stats for the following:

**Monthly Website Visitors:** .....

**Email Lists:** .....

**Text Lists:** .....

**FB Page Likes:** .....

**IG followers:** .....

**Twitter Followers:** .....

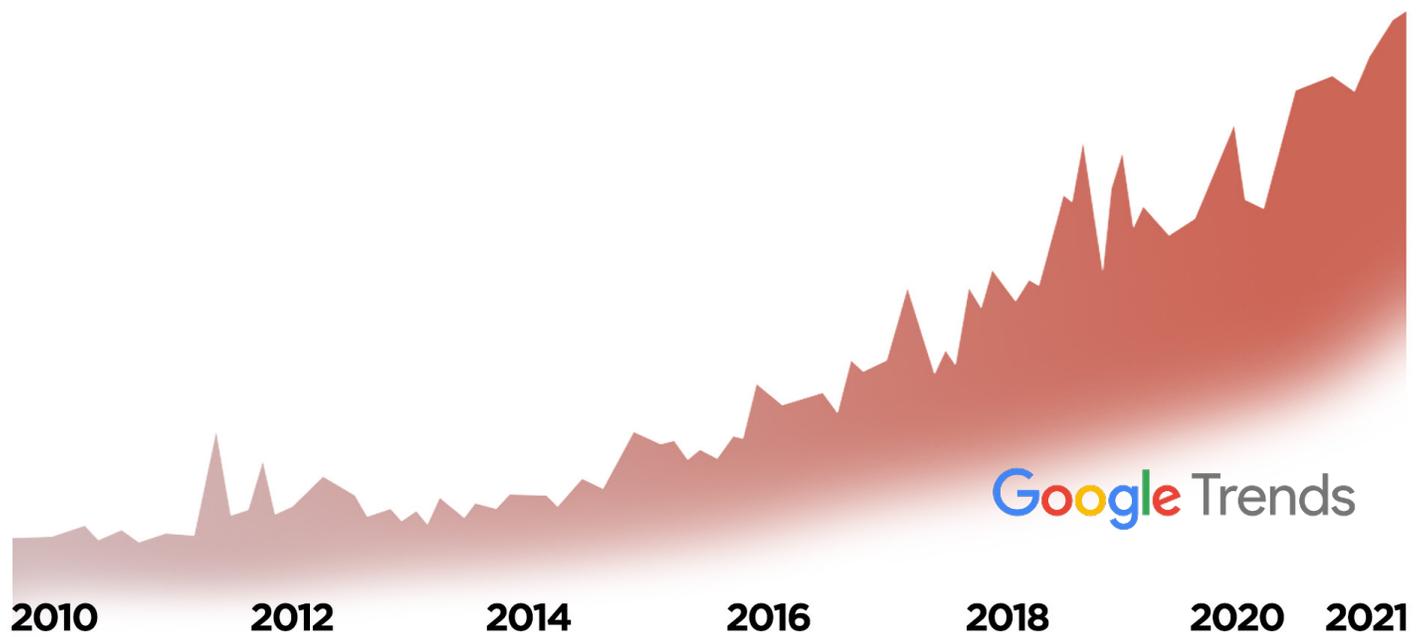
**YouTube Subscribers:** .....

**Reviews:** .....

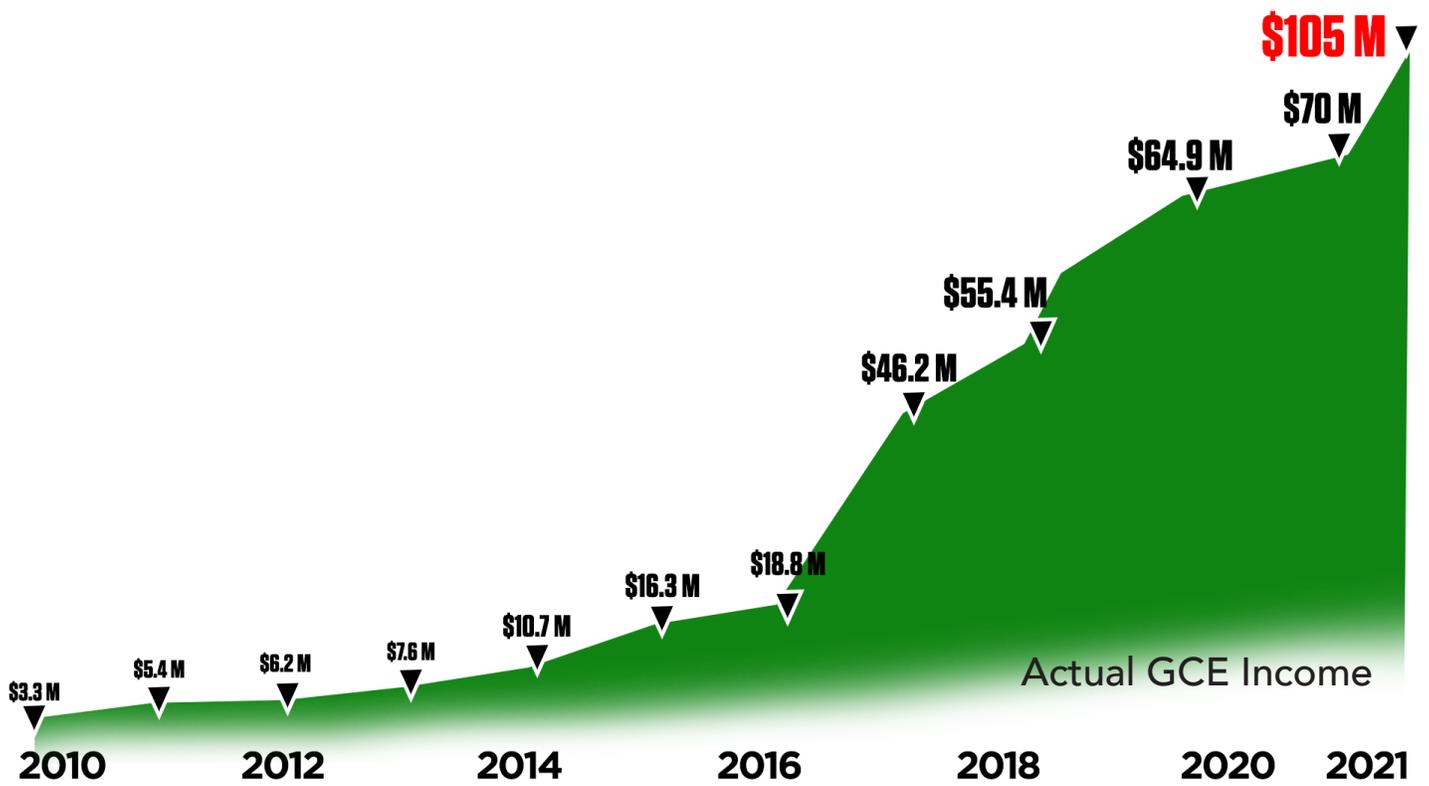
The background is a teal gradient with a large, faint gear graphic in the center. Surrounding the gear are various business-related icons such as charts, graphs, lightbulbs, and gears. A yellow diagonal stripe runs from the top-left to the bottom-right.

# DISTRIBUTION - ORGANIC

# MONEY FOLLOWS ATTENTION



# MONEY FOLLOWS ATTENTION



# FACEBOOK

1. .... people are active on Facebook .....
2. There are ..... new Facebook profiles created  
.....!
3. More than ..... get uploaded per day.
4. Every ..... there are ..... comments  
posted and ..... statuses updated.
5. There are ..... Instagrammers; .....  
of them are active monthly.
6. Each day ..... are shared on Instagram.
7. .... use the Instagram "stories" feature daily.

# EVERY MINUTE...

1. Snapchat users share .....

2. More than ..... join LinkedIn.

3. Users watch ..... YouTube videos.

4. .... tweets are sent on Twitter.

5. Instagram users post .....

SOCIAL  
NETWORK



# COMMUNICATION IN A MINUTE...

1. We send ..... text messages.

2. .... emails are sent.

3. .... are sent via Facebook messenger.

4. Every minute there are .....  
sent.

5. There are ..... calls on Skype.

# WHAT CONTENT WORKS BEST ON...



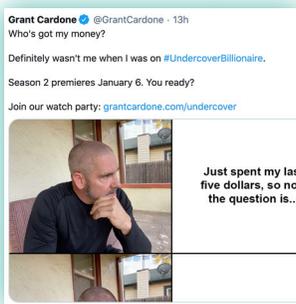
 Facebook



 Instagram



 Snapchat



 Twitter

# WHAT CONTENT WORKS BEST ON...

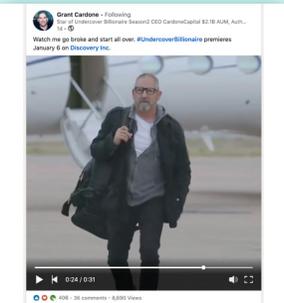


5 Steps to Becoming a Millionaire - Grant Cardone...

Grant Cardone ✓  
5.1M views • 2 years ago

CC

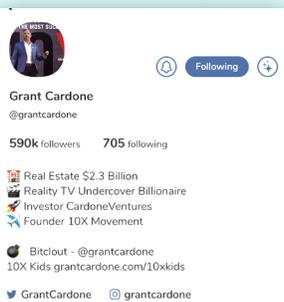
 YouTube



 LinkedIn



 TikTok



 Clubhouse

# BUILD YOUR CONTENT CALENDAR

10X CONTENT CALENDAR													
DATE	DAY OF THE WEEK	BLOG	EMAIL	PODCAST	FACEBOOK	INSTAGRAM	LIVE STREAM	TWITTER					
	HOW OFTEN	X1 A WEEK (PICK ANY DAY)	X1 A DAY	X1 A WEEK (PICK ANY DAY)	X2 A DAY	X2 A DAY	X2 A DAY	X2 A WEEK (PICK ANY DAYS)	X2 A DAY				
1/1	MONDAY		OFFER <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								
1/2	TUESDAY	TOPIC How-to's, GAP Method, Numerical Lists, Value, Personal Stories. <input checked="" type="checkbox"/>	VALUE <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								
1/3	WEDNESDAY		OFFER <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								
1/4	THURSDAY		VALUE <input checked="" type="checkbox"/>	INTERVIEW Discuss headlines, trends, your interests. <input checked="" type="checkbox"/>	POST 1 POST 2 <input checked="" type="checkbox"/>								
1/5	FRIDAY		OFFER <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								
1/6	SATURDAY		OFFER <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								
1/7	SUNDAY		VALUE <input checked="" type="checkbox"/>		POST 1 POST 2 <input checked="" type="checkbox"/>								

- COMPLETE
- NOT DONE
- IN PROCESS

## Action Step:

Build your content schedule at [grantcardone.com/content](https://grantcardone.com/content)

# EXERCISE

Fill out your content calendar schedule.

COMPANY: _____		MONTH: _____							
DATE	DAY OF THE WEEK	BLOG	EMAIL	PODCAST	FACEBOOK	INSTAGRAM	LIVE STREAM	TWITTER	
	ROUTINE	X1 A WEEK	X1 A DAY	X1 A WEEK	X2 A DAY	X2 A DAY	X2 A DAY	X2 A WEEK	X2 A DAY
	MONDAY								
	TUESDAY								
	WEDNESDAY								
	THURSDAY								
	FRIDAY								
	SATURDAY								
	SUNDAY								

## Action Step:

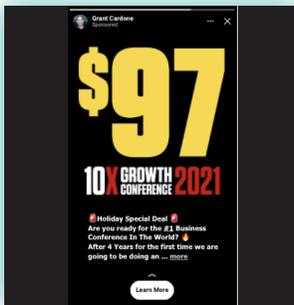
Build your content schedule at [grantcardone.com/content](https://grantcardone.com/content)

# DISTRIBUTION - PAID

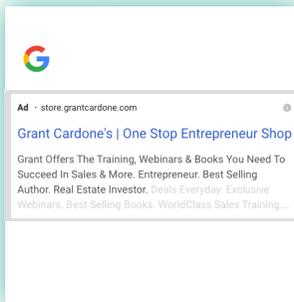
# WHERE TO ADVERTISE



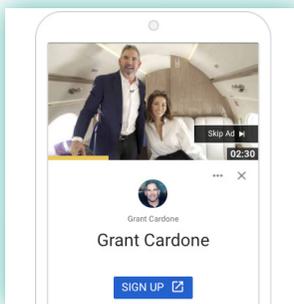
 Facebook



 Instagram

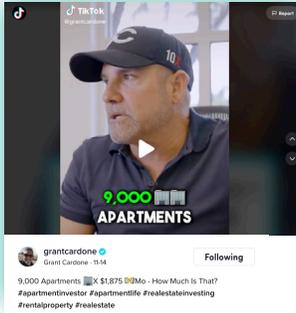


 Google



 YouTube

# WHERE TO ADVERTISE



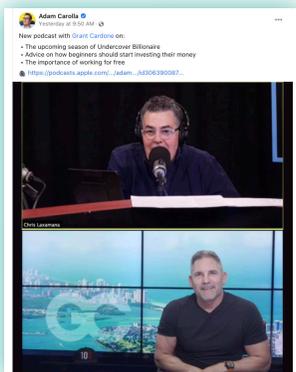
 TikTok



 LinkedIn



 Bing



 Influencer

# FB/IG - BUILDING AN AD

1. Campaign Objectives

8. Bid Amount

2. Placement

9. Connect FB/IG Page

3. Budget

10. Upload Video/Image

4. Audience/Interest

11. Ad Copy

5. Location Targeting

12. Track Pixel

6. Age

13. Duplicate Ad Sets

7. Gender

14. Device Type

# TYPES OF GOOGLE ADS

1. ....

2. ....

3. ....

4. ....



# YOUTUBE - BUILDING AN AD

1. Campaign Objectives
2. Campaign Subtype
3. Budget
4. YouTube Channel/Video
5. Keywords
6. Audience
7. Topics
8. Location Targeting
9. Age
10. Gender
11. Language
12. Bid - Target CPM
13. Google Tag
14. Device Type
15. Content Exclusions

# SEARCH - BUILDING AN AD

## 1. Campaign Objectives

website visits, phone calls, store visits, app downloads

## 2. Search Network/Display Network

## 3. Location Targeting

## 4. Language

## 5. Audience

## 6. Budget

## 7. Keyword Research

## 8. Bid On Keywords

## 9. Sitelink, Callout, And Call Extensions

## 10. Google Tag

## 11. Device Type

## 12. Content Exclusions



# DISPLAY - BUILDING AN AD

1. Campaign Objectives
2. Campaign Subtype - Smart, Standard, Gmail
3. Budget
4. Location Targeting
5. Language
6. Google Tag
7. Device Type
8. Content Exclusions
9. Multiple Sizes For Images

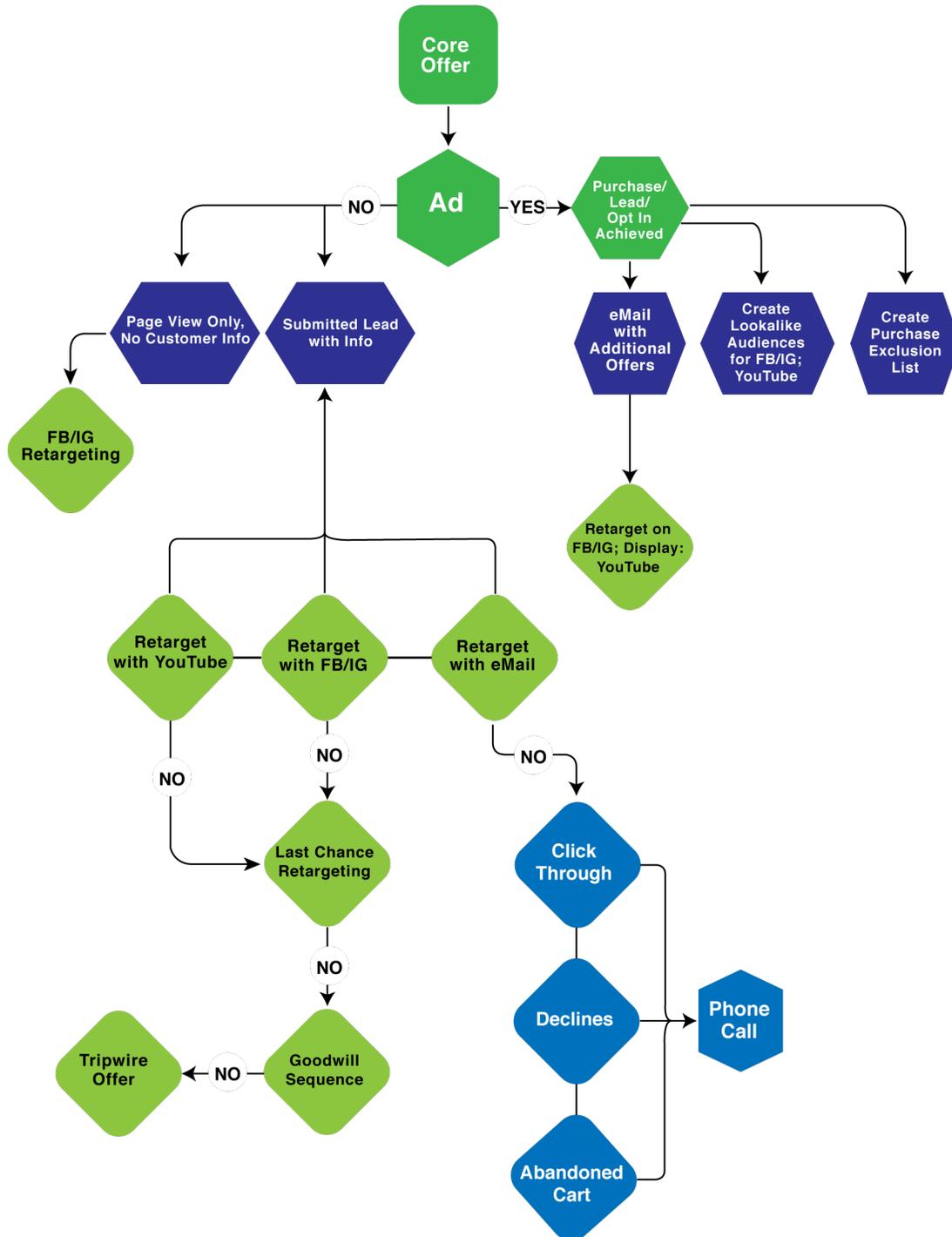


# PRE-LAUNCH CHECKLIST

1. Preview Ad
2. Check/Grammar/Spelling
3. Destination URL
4. Opt-In (Tested)
5. Verify a TY Page
6. Test Upsell, Downsell, Bumps
7. Automation, Emails, Text
8. Stats Populating on FB
9. Check All of the Above For Mobile

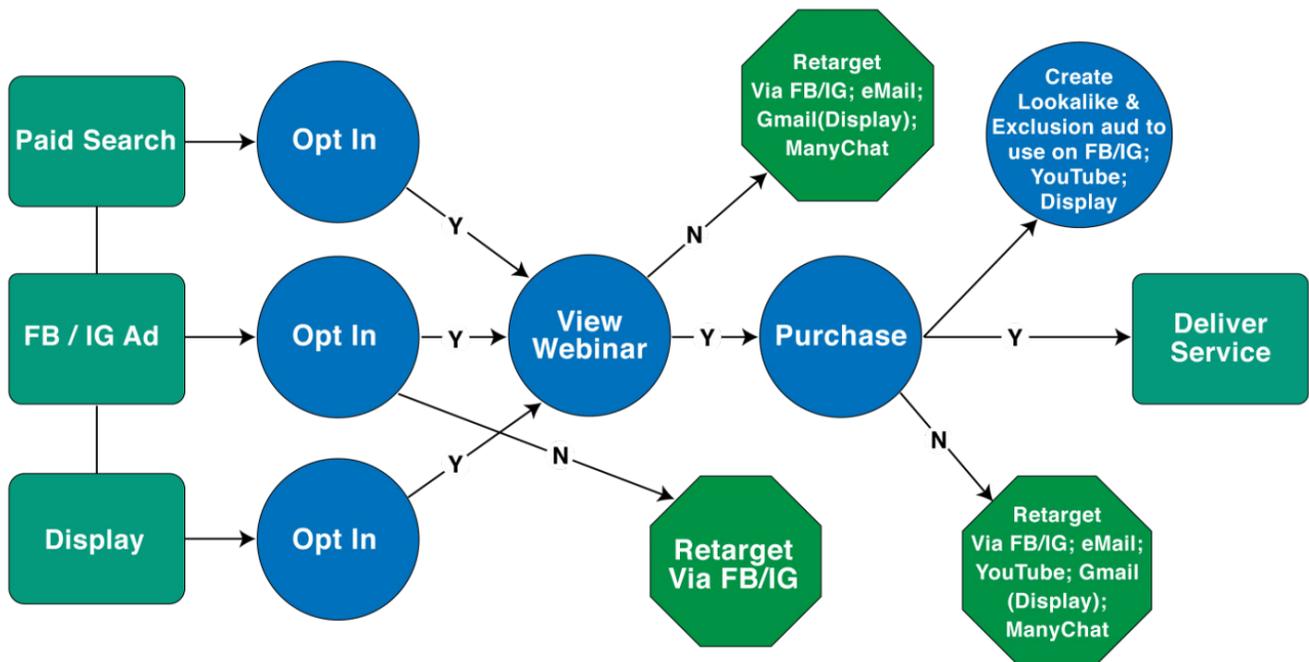
# THE 10X ADVERTISING PLAN

## GENERAL AD STRATEGY EXAMPLE



# THE 10X ADVERTISING PLAN

## 10X WEBCLASS AD STRATEGY EXAMPLE





# NOTES



# NOTES



# NOTES



# NOTES



# NOTES

A hand holding a smartphone is the central focus, with several white shopping cart icons overlaid on the screen. The background is a solid teal color with a yellow diagonal stripe in the top-left and bottom-right corners. The text 'YOUR OFFERS' is centered in a large, white, sans-serif font.

# YOUR OFFERS

# 10X MONETIZATION MAP



# THE IMPORTANCE OF INVENTORY

1. Should hit ..... from free to high ticket.

2. Allows customer to pick their .....

3. Allows for you to ..... rather than price.

4. Plans for ..... and/or upsell.

5. If you keep giving your customer a ..... they will.



# TYPES OF OFFERS

1. ....

2. ....

3. ....

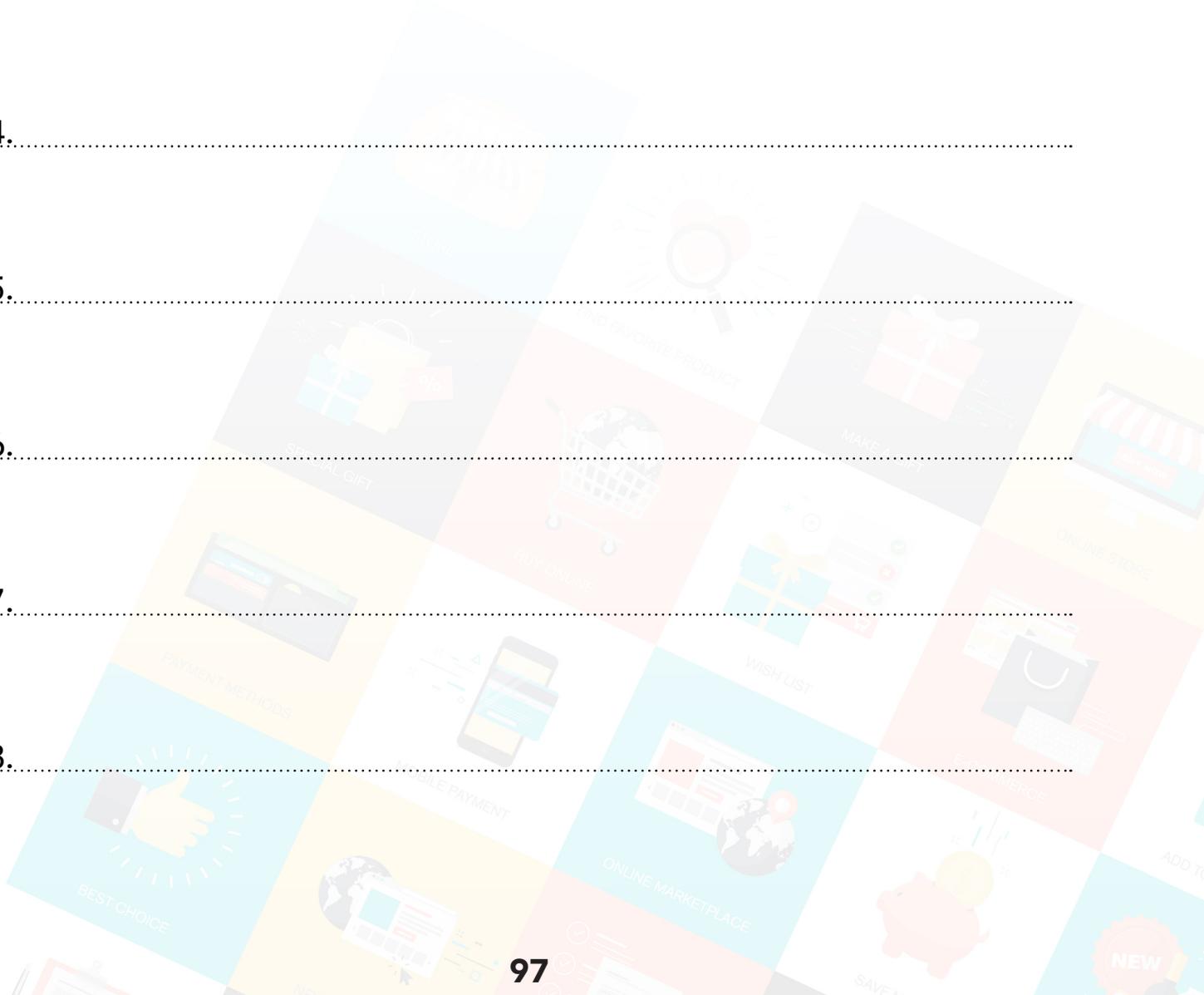
4. ....

5. ....

6. ....

7. ....

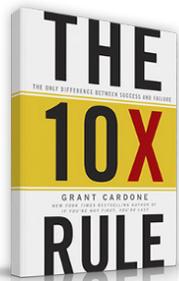
8. ....



# PROSPECTS TO ADVOCATE JOURNEY

1. They don't know you.
2. They know of you.
3. They follow you or visited your website.
4. They opted in.
5. Previous customer.
6. Current customer.
7. They refer you business.

# EXAMPLE OF OUR OFFERS



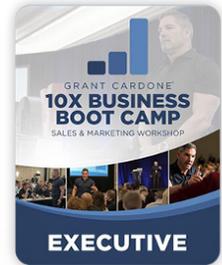
**FREE**



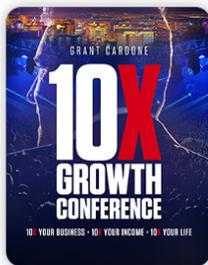
**\$159**



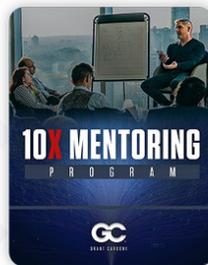
**\$1,997**



**\$3,000**



**\$3,000**



**\$10,000**



**\$25,000**



# EXERCISE

1. What is your current inventory?

2. Where do you have gaps in your offer?

3. List out your ideal offer list.

# CONVERSION

Prospects

Leads

Finalists

Clients

# 10X MONETIZATION MAP



# DECISION DRIVERS THAT WILL NEVER CHANGE

1. Exposure Effect
2. Loss Aversion (FOMO)
3. Compromise Effect
4. Ikea Effect
5. Framing
6. Peltzman Effect
7. Herd Effect
8. Anchoring
9. Nostalgia Effect

# TOP 7 GC CONVERSION ASSETS

1. Automated Webinar Funnel – *10X Income System*
2. Free Book Funnels – *Real Estate Book Funnel*
3. Live Webinar – *Real Estate*
4. Product Sales Funnels - *Growth Con Recording*
5. Live/Hybrid Events – *Growth Con/Boot Camp*
6. Recurring Offer – *Cardone U Individual*
7. Contracted Services – *Cardone U for Companies*

# 101 POINT MARKETING CHECKLIST

## Landing Page Checklist

Which of these items are being reviewed and monitored on your landing pages? (Check all that apply)

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Single Offer                   | <input type="checkbox"/> Visual Cues Optimization (arrows) | <input type="checkbox"/> Policy and TOS compliance on page |
| <input type="checkbox"/> Offer Makes sense in 5 seconds | <input type="checkbox"/> Button Text Optimization          | <input type="checkbox"/> Feedback Survey                   |
| <input type="checkbox"/> Tested Headline                | <input type="checkbox"/> Product is visualized             | <input type="checkbox"/> Authentic Testimonials            |
| <input type="checkbox"/> CTA above the fold             | <input type="checkbox"/> Short Form Fields                 | <input type="checkbox"/> Conversion Tracking               |
| <input type="checkbox"/> Social Proof                   | <input type="checkbox"/> Matching Text & Image             | <input type="checkbox"/> Tracking Opt-In Rate              |
| <input type="checkbox"/> Limited Navigation             | <input type="checkbox"/> Brand Consistency                 |  |
| <input type="checkbox"/> Button Contrast testing        | <input type="checkbox"/> Sharing Code on Page              |  |

## Sales Offer Checklist

Which of these items are currently being monitored in your sales offers? (Check all that apply)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> 4-5 Headlines A/B Tested                 | <input type="checkbox"/> VSL Short Form test on demographics | <input type="checkbox"/> Auto-Play vs Click to Play |
| <input type="checkbox"/> Deliverables (Quantity, Shipping, Bonus) | <input type="checkbox"/> VSL Video Speed Test                | <input type="checkbox"/> VSL vs doodle video        |
| <input type="checkbox"/> Graphics Optimization                    | <input type="checkbox"/> VSL Volume Test                     | <input type="checkbox"/> Offer Option Testing       |
| <input type="checkbox"/> 4-5 Sub Headings A/B Tested              | <input type="checkbox"/> Buy Button Timing on Webinars       | <input type="checkbox"/> Price A/B Testing          |
| <input type="checkbox"/> Guarantee Length Test                    | <input type="checkbox"/> Color Testing on Buy Button         |   |
| <input type="checkbox"/> Scarcity Testing                         | <input type="checkbox"/> CTA Buy Button Text Optimized       |   |
| <input type="checkbox"/> VSL/ Long form test on demographics      | <input type="checkbox"/> Headline Above Video                |   |

## Facebook Ad Checklist

Which of these items are being reviewed on your Facebook ads? (Check all that apply)

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Landing Page FB Compliant   | <input type="checkbox"/> Lookalike Audiences 1-10%    | <input type="checkbox"/> Budget Scaling      |
| <input type="checkbox"/> Image/Video/Title/Copy Test | <input type="checkbox"/> Relevance Score              | <input type="checkbox"/> Bidding Strategy    |
| <input type="checkbox"/> A/B Test Variants           | <input type="checkbox"/> Affinity Rates and Frequency | <input type="checkbox"/> Competitor Analysis |
| <input type="checkbox"/> Pixel Installation Check    | <input type="checkbox"/> Campaign Budget Optimization | <input type="checkbox"/> Audience Building   |
| <input type="checkbox"/> Demographic Targeting       | <input type="checkbox"/> Ad Format Testing            |  |
| <input type="checkbox"/> Retargeting                 | <input type="checkbox"/> CTR Optimization             |  |

## Social Media Checklist

Which of these items are reviewed daily on your social media? (Check all that apply)

- |  |  |  |
|--|--|--|
| <input type="checkbox"/> Updated Profile Picture | <input type="checkbox"/> Link to Other Mediums | <input type="checkbox"/> Engagement on Posts   |
| <input type="checkbox"/> Updated Bio Description | <input type="checkbox"/> Branded Content       | <input type="checkbox"/> Current Events Posted |
| <input type="checkbox"/> Link to Website         | <input type="checkbox"/> Post Scheduling       | <input type="checkbox"/> Testimonials          |

# 101 POINT MARKETING CHECKLIST

## YouTube Video Checklist

Which of these have been reviewed and are being monitored for YouTube? (Check all that apply)

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Frequency of Posting   | <input type="checkbox"/> Clear Branding            | <input type="checkbox"/> Pop Up CTA Ads               |
| <input type="checkbox"/> Engagement in Comments | <input type="checkbox"/> Description Title Testing | <input type="checkbox"/> Audience Building on YouTube |
| <input type="checkbox"/> CTA on Description     | <input type="checkbox"/> Branded Description       | <input type="checkbox"/> Retargeting on YouTube       |
| <input type="checkbox"/> Content is Fluid       | <input type="checkbox"/> Exit Segment CTA          | <input type="checkbox"/> Captions on Every Video      |
| <input type="checkbox"/> Header Image           | <input type="checkbox"/> Quality Video Check       |   |

## Email Marketing Checklist

Which of these items are being reviewed and monitored in your email marketing? (Check all that apply)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Opt-In Growth Strategy     | <input type="checkbox"/> Test Graphic vs Heavy Text | <input type="checkbox"/> Retargeting Emails    |
| <input type="checkbox"/> Welcome Email Sequence     | <input type="checkbox"/> Segmentation of List       | <input type="checkbox"/> Abandoned Cart Emails |
| <input type="checkbox"/> Referral Email Sequence    | <input type="checkbox"/> Refilling Strategy         | <input type="checkbox"/> White Listing         |
| <input type="checkbox"/> Monitor Open Rate          | <input type="checkbox"/> List Scrubbing Strategy    | <input type="checkbox"/> Double Click Opt-Out  |
| <input type="checkbox"/> Monitor Click Through Rate | <input type="checkbox"/> Re-engagement Strategy     | <input type="checkbox"/> Feedback Surveys      |

## Business Marketing Optimization

Which of these items are being reviewed and monitored by a member of your team? (Check all that apply)

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> SEO Ranking                  | <input type="checkbox"/> Website Chat Functionality | <input type="checkbox"/> CPC Strategy        |
| <input type="checkbox"/> Online Duplicate Suppression | <input type="checkbox"/> Click to Contact           | <input type="checkbox"/> Competitor Research |
| <input type="checkbox"/> Push Notifications           | <input type="checkbox"/> Voicemail Drop Campaigns   |  |
| <input type="checkbox"/> SMS Campaigns                | <input type="checkbox"/> Paid Keyword Ranking       |  |

These are the positions you would need to interview, hire, train to handle each of these for your company:

Social Media Specialist	Annual Cost: \$	<u>50,528</u>
Digital Advertising Specialist	Annual Cost: \$	<u>60,185</u>
Videographer	Annual Cost: \$	<u>64,184</u>
Video Editor	Annual Cost: \$	<u>54,454</u>
Graphic Designer	Annual Cost: \$	<u>47,640</u>
Front End Web Developer	Annual Cost: \$	<u>76,000</u>
Copywriter	Annual Cost: \$	<u>63,299</u>
Email Marketer	Annual Cost: \$	<u>51,163</u>
Director of Marketing	Annual Cost: \$	<u>102,000</u>
<b>Total Annual Cost:</b>	<b>\$</b>	<b><u>569,453</u></b>

# STRATEGY

# BIGGEST MISTAKES WE HAVE MADE IN BUSINESS

1. .... For Too Long
2. Didn't .....
3. Didn't Understand .....
4. .... And Digital Messaging
5. Didn't Have .....
6. .... Money On Branding
7. Refused To Reinvest Savings Into .....
8. Should Have ..... Thru Collaboration

# TOP TOOLS

1. Click Funnels
2. Deadline Funnel
3. Google Trends
4. Rev.com
5. Artlist.io
6. Useproof.com
7. Everwebinar
8. EZTexting
9. Hubspot
10. Kajabi
11. Keyword Planner
12. ManyChat
13. Wistia
14. Zapier
15. Stamped.io
16. Mobile Monkey

# NEEDLE MOVERS

1. Zapier Calendar Invite
2. Auto Fill Snippet
3. US Only Shipping Code
4. 2-Step Order Form
5. Redirect Traffic Based On Interaction
6. Dynamic Audience List
7. Google Address Autocomplete
8. Exit Intent Pop-up
9. Transactional Emails
10. Behavioral Emails
11. Decline/Abandon Automation
12. Heatmap
13. Auto-book Calls On TY Pages
14. Voicemail Drops
15. Offer Close Down Sequence
16. Indoctrination Sequence
17. Community App
18. DM Automation
19. One Click Sticky Link
20. Alternative Traffic
21. Phantom Buster
22. Virtual Assistant



# NOTES



# NOTES



# NOTES



# NOTES



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