

GRANT CARDONE®

MARKETING

ESSENTIALS WORKSHOP

WORKBOOK



At vero eos et accusamus et iusto odio dignissimos ducimus qui blandi praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officis debitis, aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



WARNING

As an interactive PDF, you must download this workbook to your computer, otherwise, your answers will not be saved. This interactive PDF is designed to be used with Adobe Acrobat.

TABLE OF CONTENTS

Building Your Brand Message	6
Content	16
Notes	40
Your Offers	45
Distribution	57
Distribution - Organic	60
Distribution - Paid	67
Notes	73
Conversion	78
Notes	91

THE ODDS ARE AGAINST YOU BECAUSE...

1. The average person consumes more data in 1 day than a person in the _____ did in 212 lifetimes.

2. _____ % of the data in the world today was created in the last 12 months.

3. Consumers need to have _____ before they convert.

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

5. The average person is exposed to _____ ads per day.

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 _____.

The background is a vibrant teal color. It features a complex network of faint, light-colored lines and icons, including a bar chart labeled 'PROFIT', a briefcase, a padlock, a smartphone, a house, and a person. The overall aesthetic is modern and tech-oriented. Two thick, diagonal yellow lines are positioned in the top-left and bottom-right corners, creating a sense of dynamic movement.

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

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?

When you market to **EVERYONE**, you reach **NO ONE.**

At vero eos et accusam et justo duo dolores et eiusmod temporibus a et nescibilis est eligendi milibus dolore quosdam enim quam eam. Quam quoque quis repellendus. Nam quosquam nihil aeternum accusam namque molestiae ac ut et eosam, seque ut aut cumque eros voluptate eos deleniti nisi dolore. Ours quoque doloribus nam voluptate dolore reprehenderit a consectetur. Ad voluptatem repellat. Nihil voluptatem velit voluptate nihil dolore amet cupiditate ut unde dolor qui et repellendus necessitatibus est fugiat. In culpa qui officia deserunt mollit anim id est laborum. Et harum quidem rerum facilis est et expedit ut distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, quoque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus 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 aut perferendis repellat.

KNOWING YOUR PROSPECT

1. Allows for better understanding of

2. Allows for

customer needs.

based on

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. Who are they?

3. Where are they located?

4. How much money do they make?

5. What are they interested in?

WHO IS YOUR PERFECT CUSTOMER?

6. What else are they buying?

7. What problems are they having?

8. How do they buy from you?

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 computer.

CONTENT

10X MONETIZATION MAP

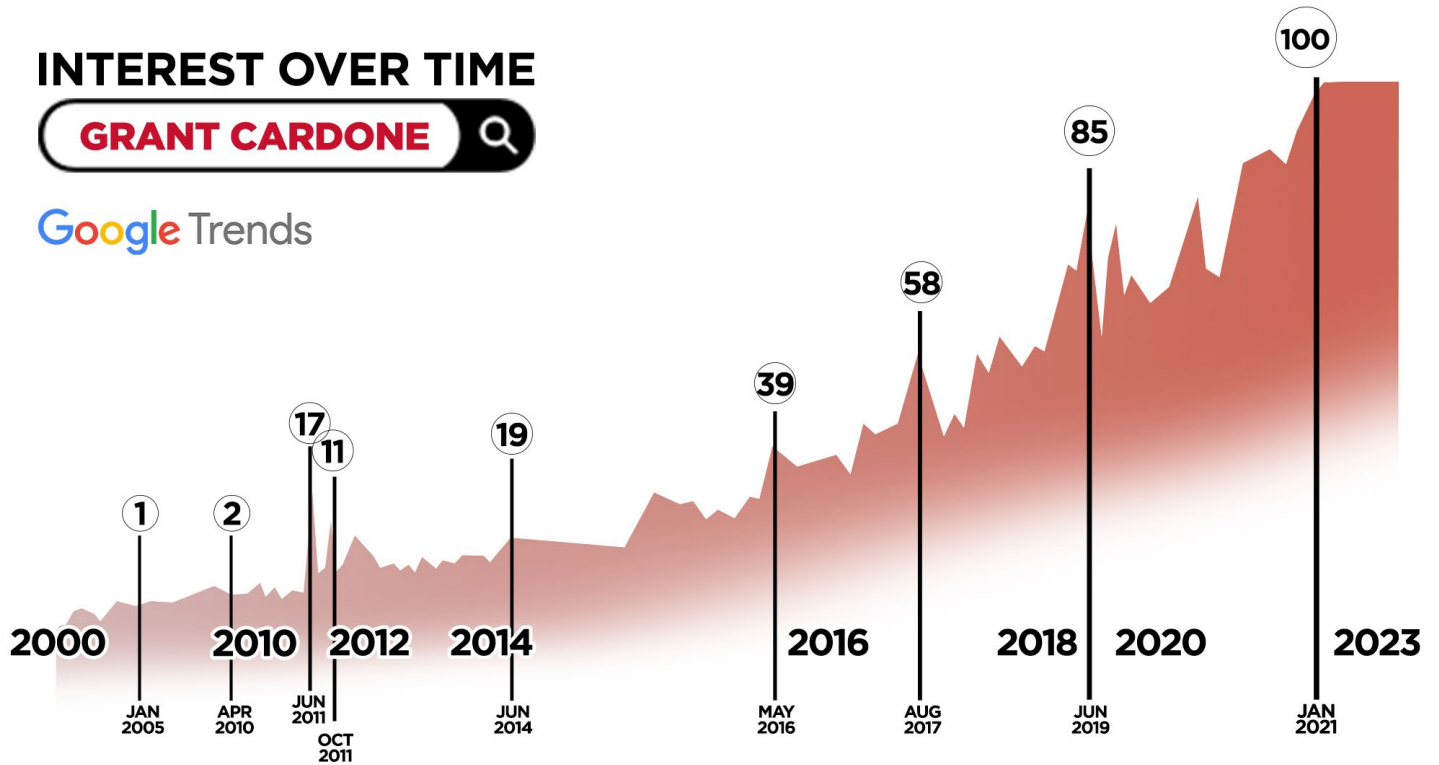


MONEY FOLLOWS ATTENTION

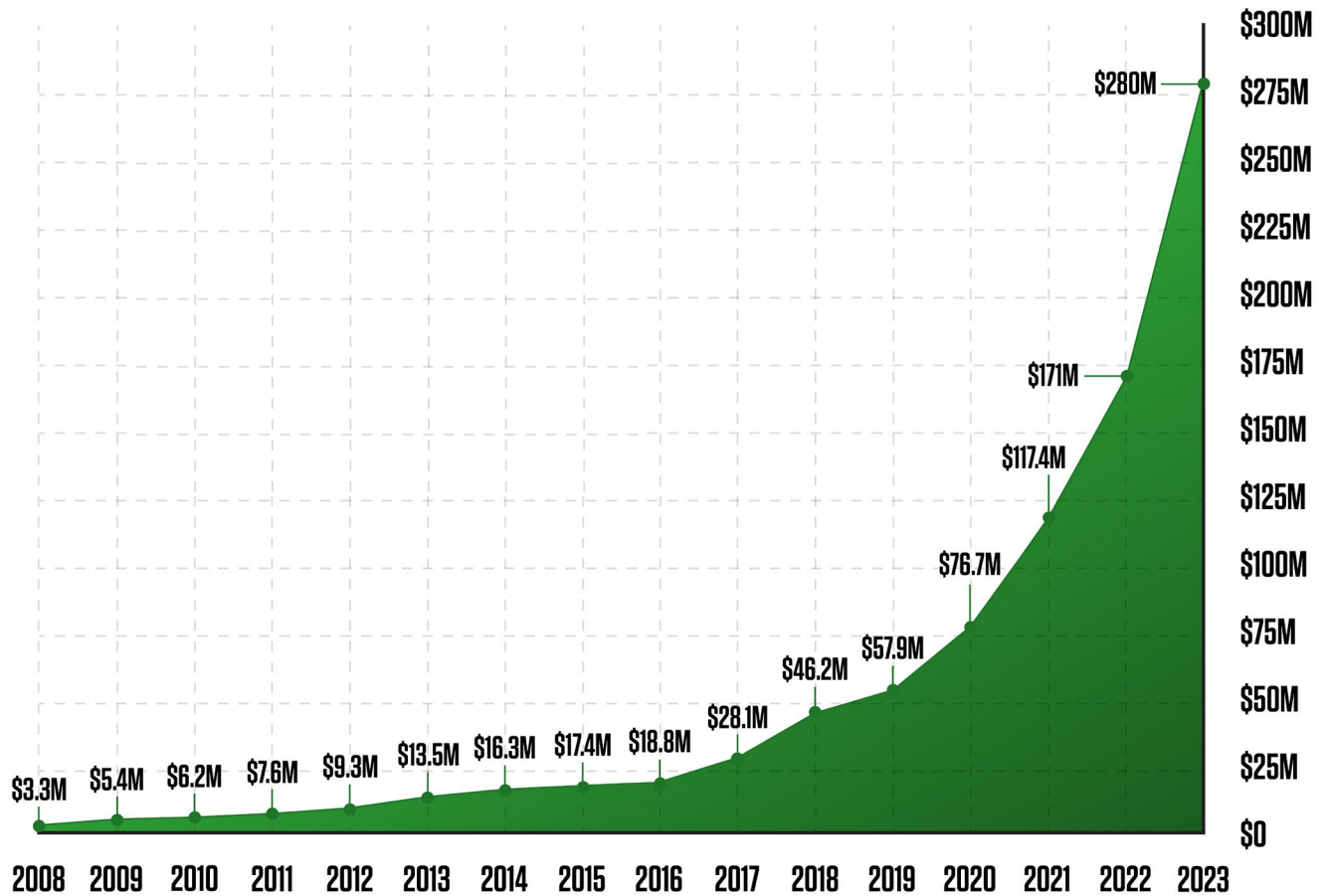
INTEREST OVER TIME



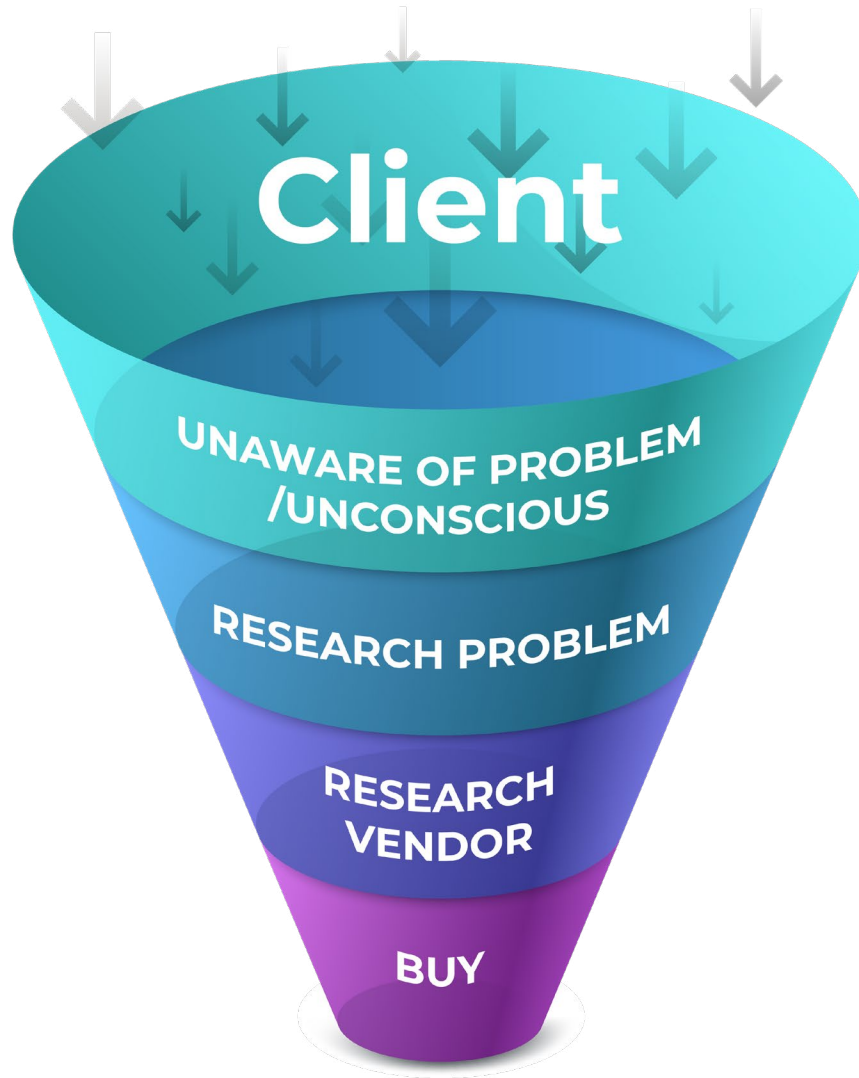
Google Trends



MONEY FOLLOWS ATTENTION



CUSTOMER DECISION JOURNEY



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

BUT DON'T WORK TO MAKE YOUR CONTENT... USE AI

AI / ChatGPT

- 1.
- 2.
- 3.
- 4.



TYPES OF CONTENT

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

12.

13.

14.



MEET YOUR PROSPECT WHERE THEY ARE

1. Don't know you.
2. Know of you.
3. Connected with you. (Social)
4. They opted in. (Trust)
5. Current customer.
6. Previous customer.
7. Advocate.

CONTENT CHECKLIST

1.

2.

3.

4.

5.

6.

7.

8.

9.

STRUCTURING YOUR MESSAGE

1.

2.

3.

4.

5.

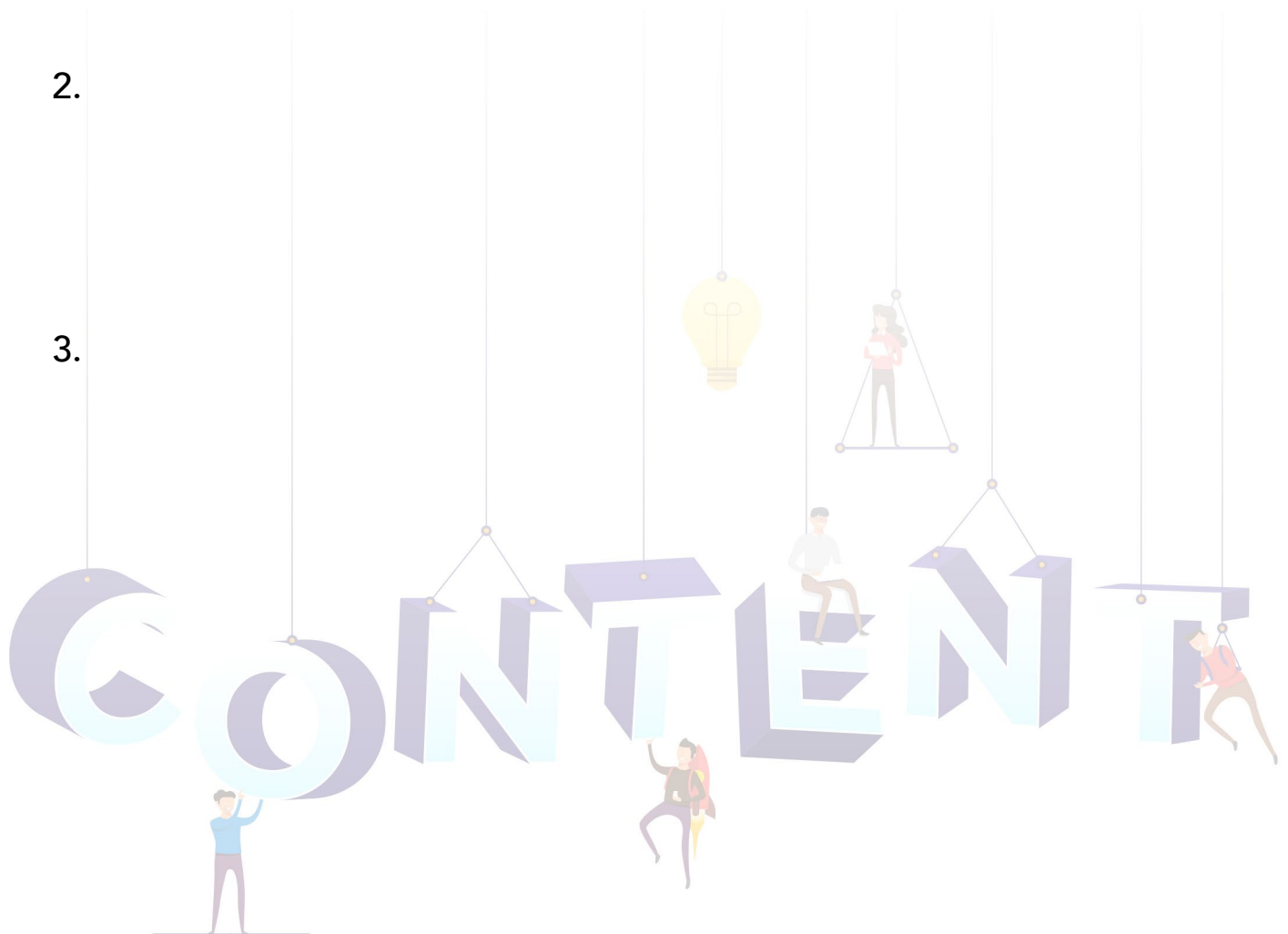
6.

3 EASY STARTS FOR CONTENT

1.

2.

3.



GAP METHOD

1. **G**et attention.
2. **A**sk about a problem you know they have.
3. **P**romise 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.

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 X (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 X (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
- ✓ Shoot It Once and Post
- ✓ 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



YOUR OFFERS

10X MONETIZATION MAP



OFFERS ESSENTIAL

1.

2.

3.

4.



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.



DECISION DRIVERS

1.

2.

3.

4.

5.



WHAT ARE YOU SELLING?

1.

2.

3.

4.

5.

6.

7.

8.



TYPES OF OFFERS

1.

2.

3.

4.

5.

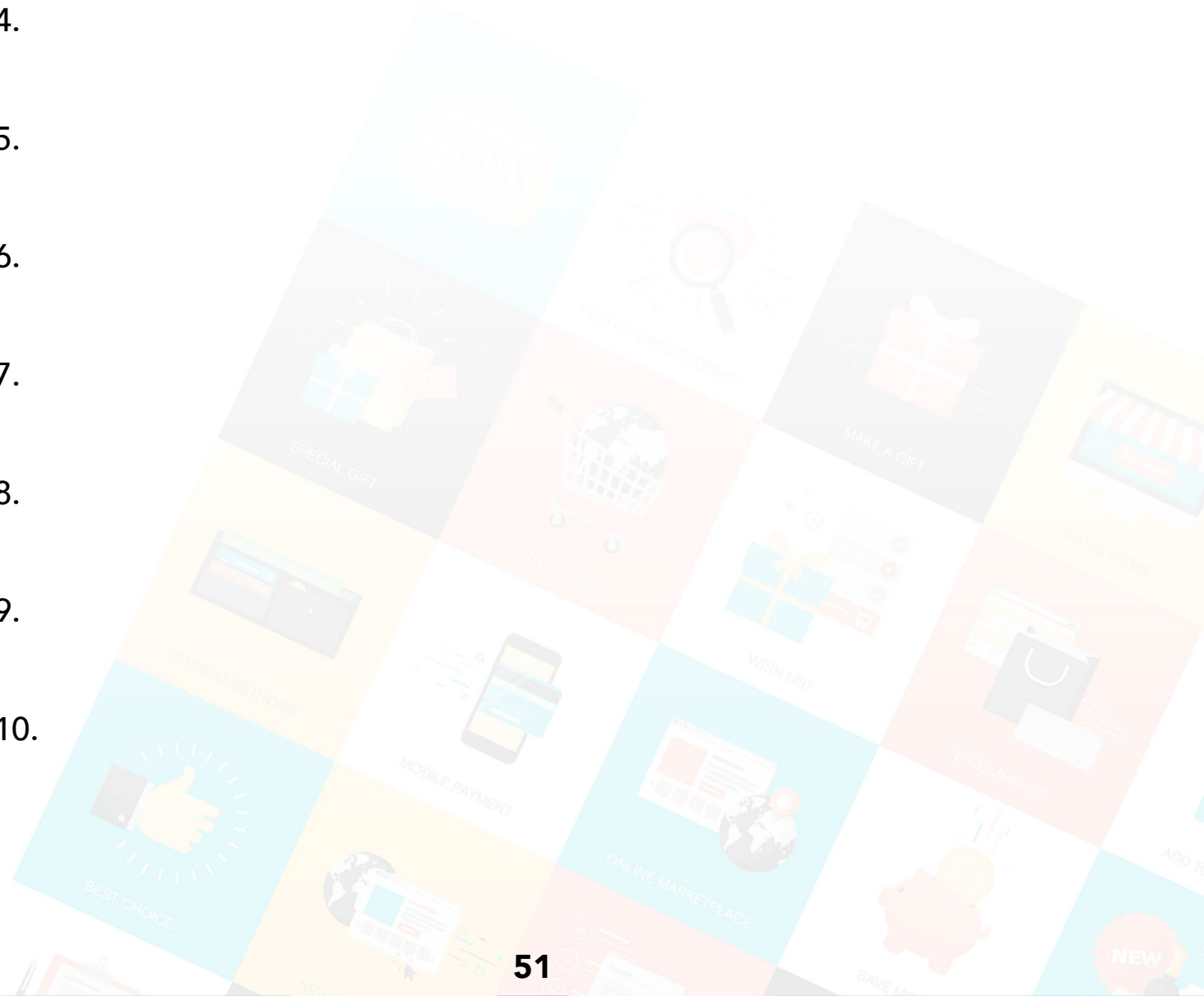
6.

7.

8.

9.

10.



CORE OFFER

1.

2.

3.

4.

CHARACTERISTICS OF A K.A.O.

1. Offer They Can't Refuse
2. Can't Be Shopped
3. Urgency
4. Easy to Understand
5. Addresses Their Objections



EXAMPLE OF OUR OFFERS



List Builder/
Lead Generator

Low Ticket

Core Offer

Additional
Purchase



EXERCISE

1. What is your current inventory?

2. Where do you have price gaps in your offer?

3. Create 3 potential list building offers.

1.

2.

3.



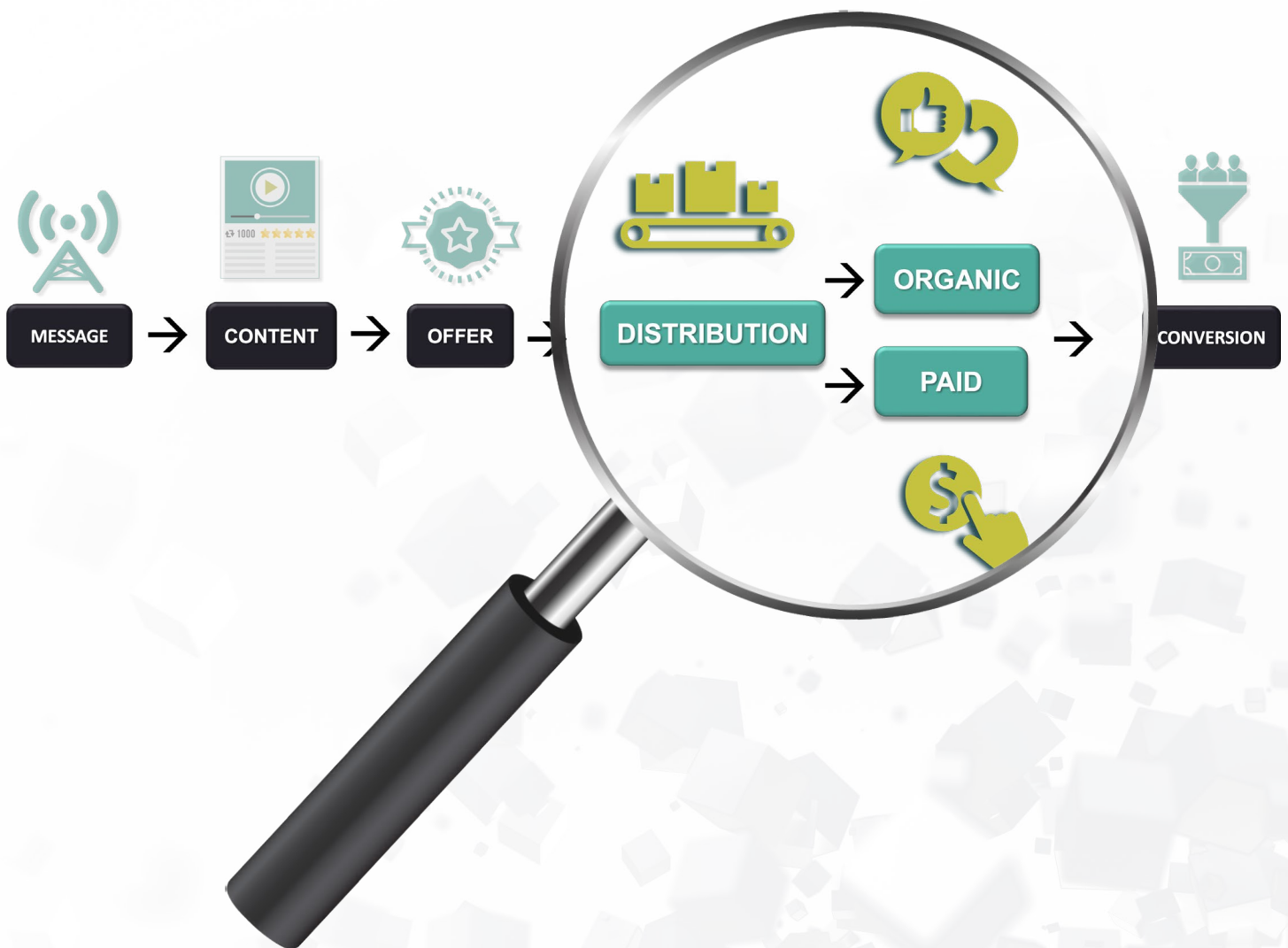
EXERCISE

4. List out your ideal offer list.



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:

X (Twitter) Followers:

YouTube Subscribers:

TikTok Followers:

Reviews:

The background is a vibrant teal color. In the center, there is a faint, light-colored silhouette of a human head and shoulders. Overlaid on this and the background are various business-related icons in a lighter teal shade, including gears, bar charts, line graphs, lightbulbs, a magnifying glass, a location pin, a speech bubble, a plus sign, a pie chart, a stack of books, and a group of three people. The overall aesthetic is modern and professional.

DISTRIBUTION - ORGANIC

FACEBOOK / INSTAGRAM

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 _____ status updated.
5. There are _____ monthly active Instagram accounts; _____ of them are active every day.
6. Each day _____ are shared on Instagram.
7. _____ use the Instagram "stories" feature daily.

EVERY MINUTE...

1. TikTok users share

.

2. More than

join LinkedIn.

3. Users watch

YouTube videos.

4.

posts are sent on X (Twitter).

5. Instagram users post

.

SOCIAL NETWORK



EVERY MINUTE...

1. text messages sent.

2. emails are sent.

3. are sent via Facebook messenger.

4. Every minute there are sent.

5. There are calls on Zoom.

BEST CONTENT BY PLATFORM



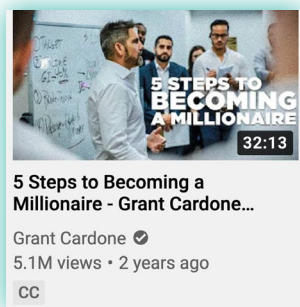
 Facebook



 X (Twitter)



 Instagram

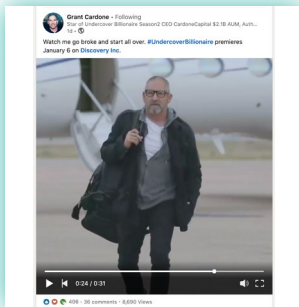


 YouTube

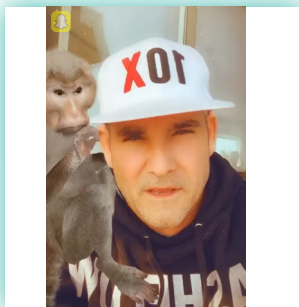
BEST CONTENT BY PLATFORM



 TikTok



 LinkedIn



 Snapchat

OUR BEST PERFORMING PLATFORMS

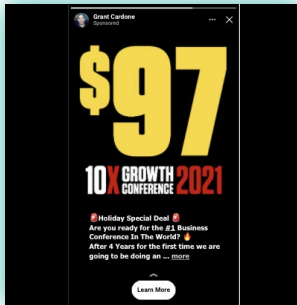
1. **Email** - *Emails... Lots of Emails*
2. **Instagram** - *Stories, Newsfeed, Lives, Reels, Ads*
3. **YouTube** - *Videos, Lives, Shorts, Ads*
4. **Facebook** - *Posts, Lives, Short Stories, Groups & Ads*
5. **Google** - *Paid Media, SEO*
6. **LinkedIn** - *Posts, Articles, Lives & Polls, Ads*
7. **X (Twitter)** - *Posts, Ads & Spaces*
8. **TikTok** - *Posts, Lives, Ads*

DISTRIBUTION - PAID

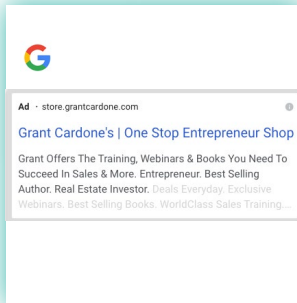
WHERE TO ADVERTISE



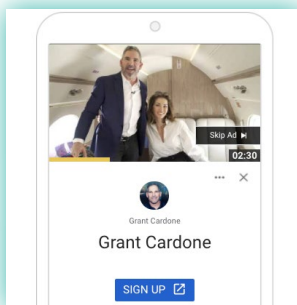
 Facebook



 Instagram

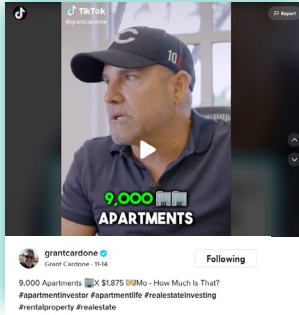


 Google

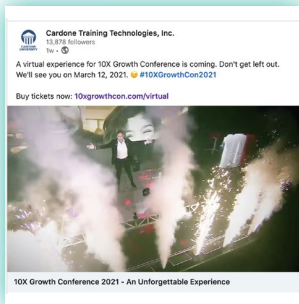


 YouTube

WHERE TO ADVERTISE



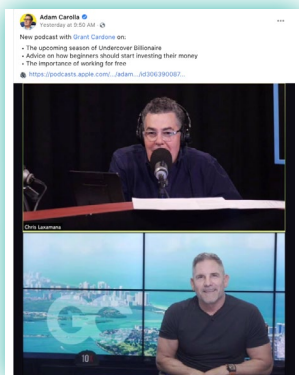
 TikTok



 LinkedIn



 Bing



 Influencer

UNIVERSAL INGREDIENTS FOR ALL ADS

1. Campaign Objective
2. Placement
3. Budget
4. Audience
5. Location / Targeting
6. Age / Gender
7. Copy
8. Creative
9. Device Type
10. Pixel Tracking

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

BEST PRACTICES

1. Start with Small Budget
2. Test... ALWAYS
3. Let the People Pick the Winner
4. Scale Spend Slowly
5. Duplicate the Wins, Turn Off the Losers



NOTES



NOTES



NOTES



NOTES



NOTES

CONVERSION

Prospects

Leads

Finalists

Clients

10X MONETIZATION MAP



CONVERSION TECHNIQUES

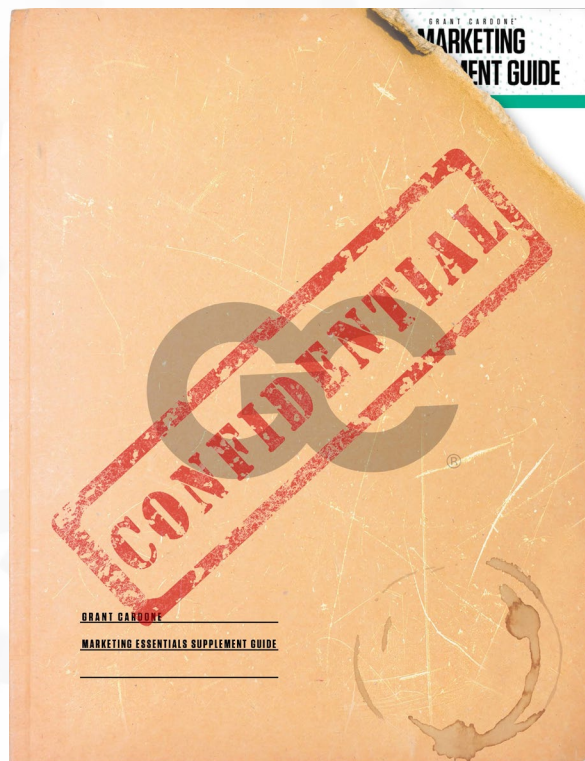
1. Exposure Effect
2. Loss Aversion (FOMO)
3. Compromise Effect
4. Ikea Effect
5. Framing
6. Peltzman Effect
7. Herd Effect
8. Anchoring
9. Nostalgia Effect

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/10X Business Summit*
6. Recurring Offer – *Cardone U Individual*
7. Contracted Services – *Cardone U for Companies*

THE BEST OF OUR BEST...

1. 10X Income System
2. Real Estate Book Funnel
3. Real Estate Webinar Funnel
4. Growth Con Recording Funnel



LANDING PAGE NON-NEGOTIABLES

Landing Page Checklist

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

- Single Offer
- Offer Makes Sense in 5 Seconds
- Tested Headline
- CTA Above the Fold
- Social Proof
- Limited Navigation
- Button Contrast Testing
- Visual Cues Optimization (Arrows)
- Button Text Optimization
- Product is Visualized
- Short Form Fields
- Matching Text & Image
- Brand Consistency
- Sharing Code on Page
- Policy and TOS Compliance on Page
- Feedback Survey
- Authentic Testimonials
- Conversion Tracking
- Tracking Opt-In Rate

THE MOST IMPORTANT MARKETING TOOL

CUSTOMER DATABASE

1. Build Call List
2. Organize All Data
3. Ability to Target Segments
4. Fastest Way to Scale
5. Audience Building for Ads

EMAIL BEST PRACTICES

1.

2.

3.

4.

EMAIL OBJECTIVES

1.

2.

3.

4.

5.

6.

HOW TO CONVERT WITH EMAIL

1.

2.

3.

4.

5.

6.

CRM REQUIREMENTS

1. Automations

2. Build Page

3. AI

4. Social Media Integrations

5. Email Strategy / Campaign Builder

**THE MOST IMPORTANT
LEAD IS THE ONE YOU
CONTROL.**



NOTES



NOTES



NOTES



NOTES



NOTES



NOTES



NOTES



NOTES



NOTES



NOTES