

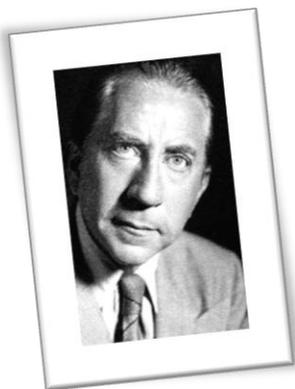
Michele Scism's
CASH for a *Cure*

RAISING \$10,000
FOR ST. JUDES
WHILE WE
CURE YOUR
CASH FLOW



www.CashForACureEvent.com

LiveStream Event March 14, 2014



"If you can count your money, you don't have a billion dollars."

- J Paul Getty

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What You Will Learn

Today's objectives:

1. _____

2. _____

3. _____

4. _____

Three Reasons Your Cash Flow is in Crisis!

1. _____

2. _____

3. _____

Michele's Sales FACTS:

1. You make _____ until you sell something.
2. You can make money today if you understand the concept of _____
3. There are 3 things you can sell **TODAY**:
 1. Your _____
 2. A _____ you have _____ yet created
 3. Another _____ product as an affiliate
4. At this point in time, with this economic environment, the fastest way to make money is with a _____ conversation.



“I think the 1st hurdle that holds entrepreneurs back is that they aren’t sure what they are selling. They might not have a physical product in their hand to sell and that can stop you from having sales conversations.”

Michele Scism

Where is your “low hanging fruit”?

What is it that you can sell today? This may actually be contradicting to what you hear a lot of other business coaches preaching but I believe **you have to sometimes continue to be the do-er**, do the one on one coaching, provide the va services, be the social media manager until you can get to the point where you are making enough money in your leveraged business for it to become your main focus.

1. You could sell your Knowledge!

The information products business is a multi Billion dollar industry. People sell their knowledge on a daily basis. You are here learning from me – you are purchasing my knowledge.

What knowledge do you have that others want? What is that people always ask you to do because it just comes natural for you? Oprah and Tony Robbins have made Millions or Billions selling their knowledge and other people’s knowledge.



2. You could sell products you haven't created yet!

OK, for a lot of entrepreneurs this is a scary one. I actually created a program to teach people how to do this one.

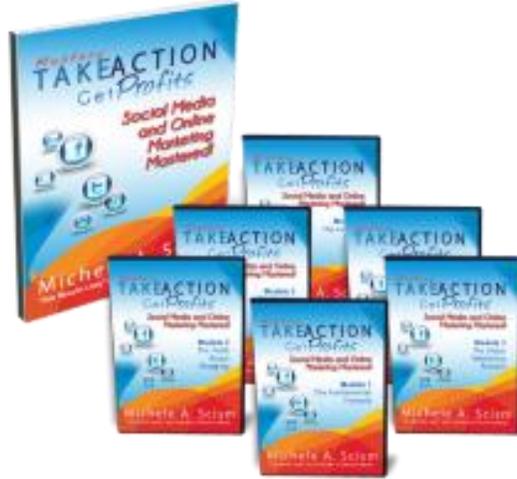


www.TakeActionGetProfits.com/Create

This might be hard to wrap your brain around.

NEVER create a product before you sell it.

As entrepreneurs we got lots of great ideas! The question is are they all going to sell? Do you want to waste your time creating something that doesn't sell?



www.TakeActionGetProfitsMastery.com

Take Action Get Profits Mastery

What I knew was that people wanted more social media training. They were hungry to know how to do it themselves so I decided to create a program to show them how I used social media to build my 6 figure business.

Results:

We set the Introductory Price \$397

Prior to creating the product we sold 75 units so that means we had Total Sales of **\$29,775**. Since then we have sold an additional 30 copies.

This was a 6 module program so I created and delivered it over a 6 week period.

Easy Info Products

Why have informational products!

- ✓ Gain trust and easily attract new prospects with no to low cost info products.
- ✓ Gain credibility and authority. Info products can immediately give you credibility and easily build your expert status!
- ✓ Differentiate yourself from your competitors
- ✓ Increase referrals

4 Steps to Creating a Great Info Product

Step 1 – Brainstorm and decide on Price

Begin by simply gathering information on what your target market wants. What are the hot topics? What types of products are they purchasing already? What do you have that can be repurposed?

Is this an entry level product? What price point? The price point is not in stone it is just an estimation at this point to help determine what pieces you will include in the product. What form will it take? Will it be an e-book or an audio series?

Step 2 – Sell the Product

Create the sales page! Market the sales page and sell the product! Once you have sales move on to step 3.

Step 3 – Create the Product

If creating an e-book do you have pre-written material you can use?

If it is going to be an audio/transcript program, do you have a call you have already recorded that can be transcribed or do you need to schedule a free teleseminar?

If it is going to be a home study course, do you have the material already or do you need to get in front of a live audience and record?

Step 4 – Implement

CREATE!!! And keep on selling it!



3. You could sell other people's products!

This is called affiliate marketing. If you aren't familiar with affiliate marketing it simply means that **you promote other people's products and services and they pay you a fee for the referral**. It doesn't cost the end user any more than it was originally going to cost. The seller pays you the commission out of their regular fee.

So how could you implement this in your business?

What products and services do your clients use?
How can you promote that product and make money?

Let me use my business as an example.

I know that my clients and audience purchase:

- Website development
- Teleseminar bridge lines
- PLR products
- Audio and Video recording programs
- Virtual Assistant services
- Social Media Managers services
- Bookkeeping services
- Book writing services
- Book publishing services
- And the list goes on and on!

If I can find an individual, company or product that I think will help them and deliver on their promises I can recommend them to my audience and clients.

6 Figure Revenue Plan

Product/Program	Price	Units Sold	Total Revenues
Entry Level	\$27	120	\$3,240
1 Day	\$197	(6x30) 180	\$35,460
Coaching	\$3,000	(180x10%) 18	\$54,000
Renewal	\$3,000	(18x20%) 4	\$12,000
Annual Total			\$104,700

6 Figure Revenue Plan

Product/Program	Price	Units Sold	Total Revenues
Entry Level	\$27	120	\$3,240
1 Day	\$197	(6x30) 180	\$35,460
Coaching	\$3,000	(180x20%) 36	\$108,000
Renewal	\$3,000	(36x20%) 8	\$24,000
Annual Total			\$170,700

Simply adjusting your conversion rate adds \$66K annually!

6 Figure Revenue Plan

Product/Program	Price	Units Sold	Total Revenues
Annual Total			

3 Brand Strategies To Create Clarity, Confidence & More Clients Who Buy!



brand
with jena
amplify your image

EVALUATION

1. HOW was the information and strategies presented today helpful to you?

2. Check all of the following statements that best describes your reaction to Jena's presentation:

- I am compelled to go to her website www.brandwithjena.com
- I am compelled to schedule a one-on-one with Jena
- I am ready to do business with her, when the timing is right
- I am ready to refer her to others and will be continually on the lookout for those Jena can help
- I want to learn more about Jena, her business and what she does, but would prefer to learn more about Jena before meeting one-to-one
- It made me think "that's me" or "I know someone like that"
- I am clear about what she does and who and how she help others

3. If Jena could change one thing about her presentation, what would it be?

- More clarity around WHO needs her products/services (ideal client)
- More specifics around WHAT she offers (product/services)
- More examples about WHY others need her services
- More specifics around HOW she helps her ideal clients eliminate/address their problem
- An OFFER giving me an opportunity for me to learn more about Jena and her services

TURN IN EVALUATION AND ANSWER THESE FEW QUESTIONS TO APPLY FOR COMPLIMENTARY 30 MINUTE BRAND STRATEGY SESSION

Check here if you DO NOT want to be added to Jena's exclusive Superstar circle & receive her email newsletter

NAME _____ EMAIL _____

PHONE _____ WEBSITE _____

1. What services or products does your business provide? What does your business do for people?

2. What is your biggest frustration with branding and/or marketing your business?

3. How do you feel working with Jena would help you accomplish your vision?

4. On a scale from 1-10, how committed are you both mentally and financially to making this vision a reality? _____

OFFICE USE: YES NON EM ENT COMPLETED TAG: _____

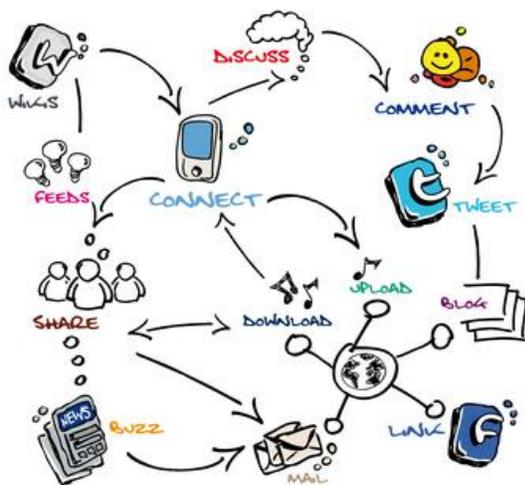
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Marketing: A Nasty 9 Letter Word that creates fear in the hearts of most entrepreneurs.

For entrepreneurs marketing has one main purpose – and that is **lead generation**. It is the **job of your marketing to get people’s attention and to turn them into a lead** and then it is the **job of your sales strategies to convert their attention into a sale.**

Where I see most entrepreneurs fail at marketing is that although marketing has **one purpose – lead generation** – it has **2 pieces**.

1. Creating the _____
2. Saying the _____



Touch Points

So you have probably heard that most prospects have to see something **7 to 8 times before they make a buying decision**. I call those touch points. The bad news – I read an article the other day that with the advent of social media that number has increased to **10 to 12 times**.

Saying the Right Thing

This seems to be a big frustration for most entrepreneurs. Earlier I said that you have to talk to them about **what they already think they want**. Not what you know they need. It is so much easier to get someone's attention when they think they need you the minute they meet you.

How do you know what your ideal client thinks they want or need?

They are actually telling you what they need already. What I want you to do is **write down what your clients are saying** to you and to themselves. What are those fears that are keeping them up at night? Think about the things they have actually said to you. These things make great topics and titles for speaking, products or services. They also make great headlines for sales pages and opt-in forms.



Do you know what people want? **They want to be heard and understood** and when you can have a conversation with someone and you are saying the things that they are thinking this makes it much easier for them to make a buying decision to work with you. This will improve your profitability.

Marketing Checklist

- _____ **1. Create Killer Image**
- _____ **2. Post Image on Facebook, Twitter & Pinterest**
- _____ **3. Create a Facebook Event – Invite Friends**
- _____ **4. Write 2 or 3 Blog Posts**
- _____ **5. Post Blog Posts on Facebook, LinkedIn, Twitter & Pinterest**
- _____ **6. Promote in Newsletter**
- _____ **7. Create Email Marketing Campaign**
- _____ **8. Book Speaking Engagements**



What To Do Next (Action Steps)

1. _____

2. _____

3. _____

4. _____

5. _____

Notes:
