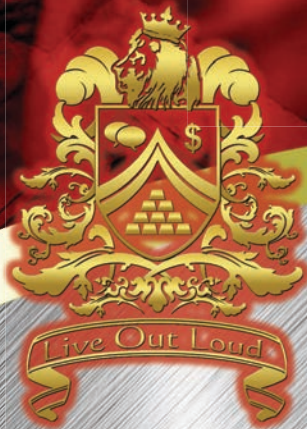


# 3 DAYS TO CASH



[LIVEOUTLOUD.COM](http://LIVEOUTLOUD.COM)

**LORAL  
LANGEMEIER**





**WHAT IS YOUR**

**WHY?**





# IN THIS WORKSHOP:



You will learn how to generate revenue for the rest of your life



You will leave with a plan



You will MAKE MONEY!



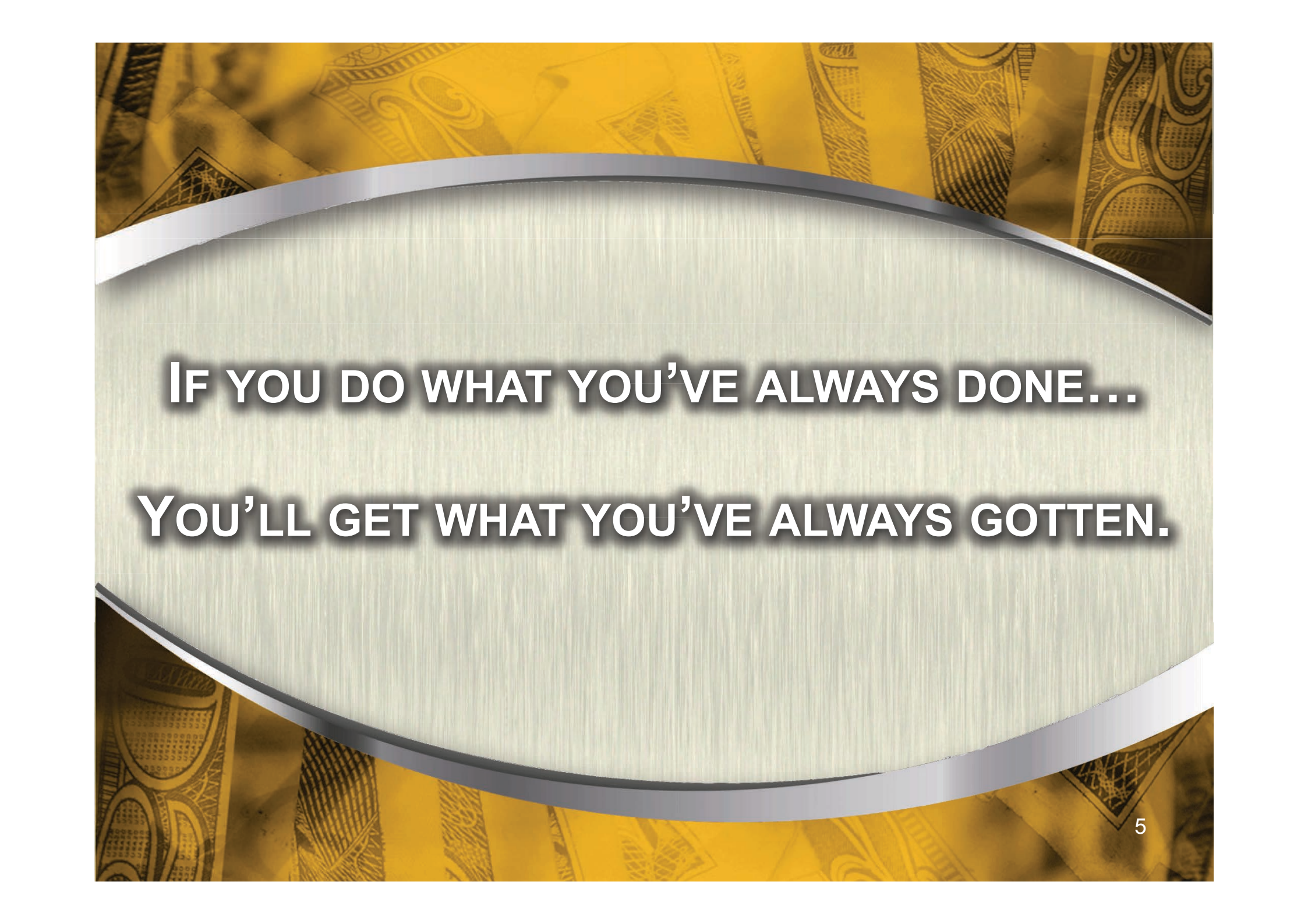
You will be offered the opportunity to **TURBO-CHARGE** your results by continuing to work with the Live Out Loud Community!





**This  
Workshop  
is your  
First Step**





**IF YOU DO WHAT YOU'VE ALWAYS DONE...  
YOU'LL GET WHAT YOU'VE ALWAYS GOTTEN.**



# CONTEST







**Follow me!**

**Follow this Three Days to Cash Workshop &  
Live Out Loud at:**

**[twitter.com/liveoutloud](https://twitter.com/liveoutloud)**

**[facebook.com/liveoutloud](https://facebook.com/liveoutloud)**

**If you Tweet from the event please use**

**[#3D2C](#) or [#cashmachine](#)**

**twitter**



# DOWNLOAD MATERIALS:



[liveoutloud.com/3d2c](http://liveoutloud.com/3d2c)



**MEET**



**TEAM**



**INTERESTED**

**VS**

**COMMITTED**



**2 PROFILE TO PROFIT**

**Relationship To Money**

**Starting Point**

**Freedom Day**

**Relationship To Debt**

**Keep Your Cash Plan**

**Money Making Money Plan**

**Team & Leadership**



**YOUR ABILITY TO CREATE  
*FINANCIAL FREEDOM*  
IS IN DIRECT PROPORTION TO  
YOUR ABILITY TO CREATE  
NEW *CASH***



**HOW TO BE  
*SUCCESSFUL***

**IN THE NEXT  
3 DAYS...**





When **YES** is the answer...

What do you have to **DO**?

**DREAMS**.... *When you dream –  
Design your ideal life;  
what will it cost to **have** it?*



# CASH MACHINE PLANNING

2012



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31



# A CASH MACHINE...



is a legitimate, legally structured business venture that uses your skill sets, is modeled after a similar successful business, is developed in weeks, sometimes days, takes advantage of teamwork, and Generates immediate cash to feed your Wealth Cycle™





# Six Functions of a Business

1. **Market on/off line**
2. **Sales**
3. **Accounting**
4. **Fulfillment**
5. **Customer Service / Follow-Up**
6. **Technology**



# 5 STEPS TO BUILDING YOUR CASH MACHINE

Create a sales system

Create a marketing plan

Create a “sellable”  
revenue model

Model a company or  
person

Identify your gifts, talents,  
skills, to determine your  
business





# Discover Your Cash Machine

**WHAT ARE YOUR SKILL SETS?**



**WHAT REALLY EXCITES YOU?**



**HOW HAVE YOU MADE \$\$\$ IN THE PAST?**



**SKILL  
SETS**

**MATCH SKILLS WITH CASH MACHINE IDEAS**



# The Skill Set Analyzer

The Directive	The Answers
List your responsibilities at your job or your company	
List the specific tasks associated with these responsibilities	
List any other tasks you do at your job, even though they are not your responsibility—because you like to or because you feel compelled to do them	
List the industries and markets in which you have experience	
List the tasks you do at home	
List the activities you find yourself doing in your free time	
List the tasks others often ask you to help them with	
List the tasks you are good at and might take for granted	



# Determine Your Cash Machine

## Skill Set

## Cash Machine

## Skill Set

## Cash Machine

### Accounting



bookkeeper  
 Quick Books training  
 tax strategist  
 business systems

### Animal Lover



dog walker  
 groomer  
 house sitting  
 animal psychologist

### Cooking



trainer  
 home chef  
 data entry  
 catering  
 notary  
 prepared meals

### Communication



obedience school  
 com. consultant  
 animal massage  
 com. assistant

cooking classes  
 team building by  
 cooking

audio book reading  
 bilingual assistance



# CASH MACHINE IDEAS

**Cleaning**

**Scrapbooking**

**Automotive**

**Sales**

**Tutoring**

**Food Related**

**Packing/Mail Service**

**Senior Care**

**Tanning**

**Logos**

**Writing/Editing**

**Maid Service**

**Window Service**

**Coffee/Beverage Service**

**Pet Care**

**Sports**

**Repairs**

**Decorating**

**Dry Cleaning**

**Laundromats**

**Hair Styling**

**Financial Services**

**Planning/Organization**

**Maintenance**

**Kitchen**

**Health/Beauty**

**Makeup**

**Personal Shopper**

**Personal Concierge**

**Coaching/Consulting**

**Public Speaking**

**Retail Sales**

**Pet Care**

**Convenience Stores**

**Signage**

**Vending Machines**

**Daycare/Babysitting**

**Researcher**

**Web Design**

**Reading**

**Voiceover**

**Dancers**

**Fitness/Training**

**Interpreter/Translator**

**Child Development**

**Parenting Support**

**Computer Tech**

**Lodging/Storage**

**Party Biz/Supplies**

**Printing/Copy**

**Teaching**



# BUILD, BUY, PARTNER

## BUILD

- Skills-Ideas
- Want out of W-2
- Ready to build
- Already have one
- Entrepreneurial spirit & determination
- More time than \$

## BUY

- You have the \$
- Can find the \$
- Want a jumpstart
- Have/know of a Team to go quickly
- Passive buyer

## PARTNER

- Not an entrepreneur
- Prefer to work in teams
- Operator
- Maintainer
- More analytical
- Great skill sets to run companies as manager, but not start them
- Entrepreneur with limited time



# REVENUE MODELING

The background features a red field with faint, overlapping patterns of US dollar bills. A large, silver, metallic faucet is positioned on the right side, with a stream of 3D-rendered dollar signs falling from its spout into a pile at the bottom right. The overall aesthetic is industrial and financial.

**How much  
do you  
want?**



# Work backwards from your end goal to create results

**\$100,000 / year**

**\$8,333 / month**

**\$1,923 / weekly**

**\$416 / day**





# Revenue Modeling

## Bob – Admin Assistant

Goal	Rate	Hours	Clients
\$1,200/month	\$25/hour	12 hours/week	3/week x 4 hrs ea

## Bill – Accountant

Goal	Rate	Jobs	Clients
\$10,000/year	\$500/job	20	5/month x 4 mos

## Betty – Jewelry Designer

Goal	Price	Products
\$2,000/month	\$50/product	10/week







# BUSINESS FUNNEL

Ads, Radio, Direct Mail, Post Cards, Website, Ad Cards, Flyers, Referrals, JV's, etc.

Free/No-to-Low Cost

First Sale

Upsell

Create Community



# LIVE OUT LOUD'S FUNNEL

Ads, Radio, Direct Mail, Post Cards,  
Website, Ad Cards, Flyers, Referrals, JV's,  
etc.

Books, Webinars, Previews

Cash Machine Workshop

Coaching

Loral's Big Table



# BUSINESS FUNNEL IDEAS by Level



**TOP OF FUNNEL \$10 - \$500**

**2<sup>ND</sup> LEVEL \$500 - \$1000**

**3<sup>RD</sup> LEVEL \$1000 - \$4000**

**BOTTOM- \$4000 +**



# Top of Funnel

**TOP OF FUNNEL**  
**\$10 - \$500**

- Reports
- E-Books
- Books
- Previews
- Teleseminar
- Webinar
- DVD
- Online Video
- 1 Service
- Small Product
- 1 Appt



## 2<sup>nd</sup> Level

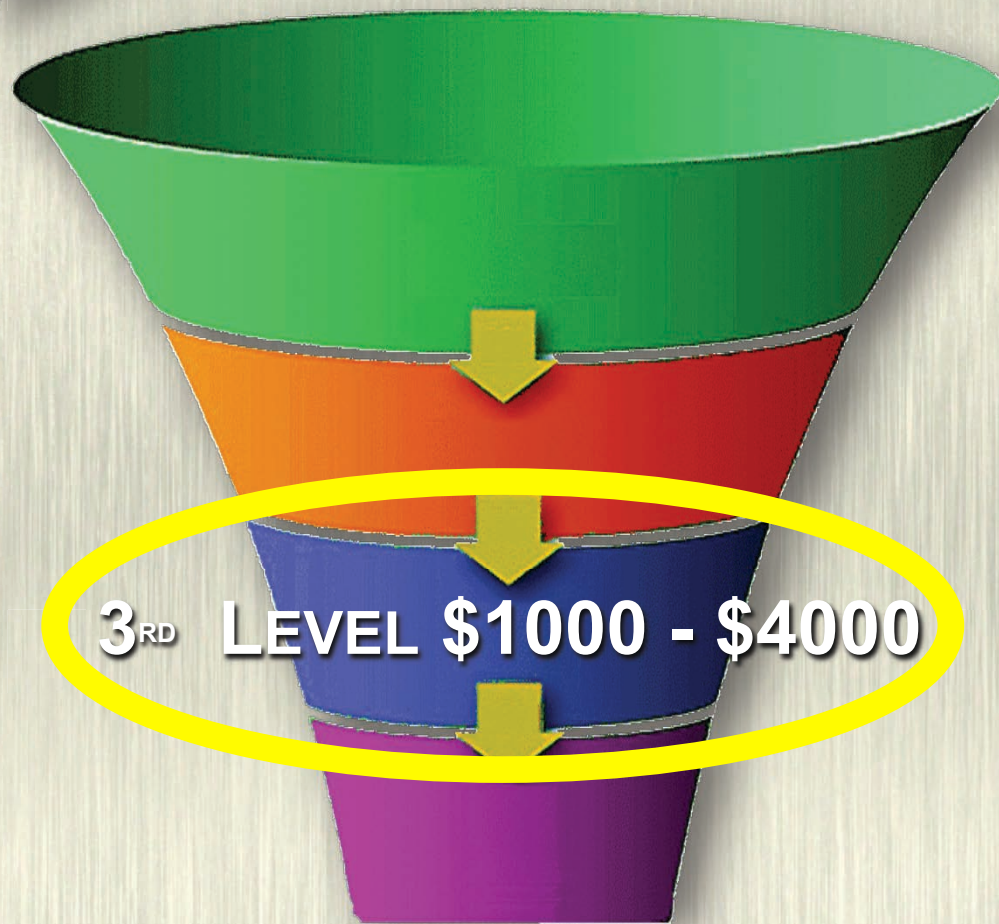


2<sup>ND</sup> LEVEL \$500 - \$1000

- **Workshops**
- **Small Projects**
- **Product Packages**
- **DVD sets**
- **JV Partner Products**
- **Service Package**
- **Webinar Series**



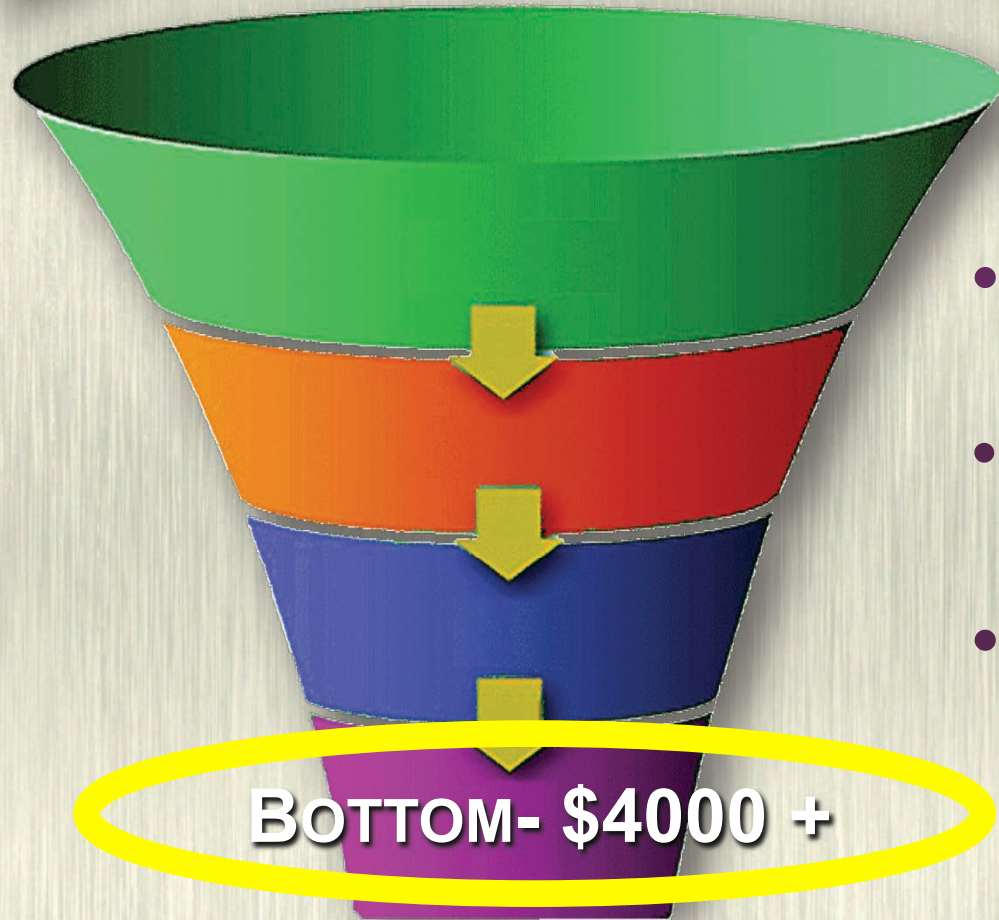
## 3<sup>rd</sup> Level



- MLM Distributorship
- Group Coaching
- 1-on-1 Coaching
- JV Partner Packages
- Package of Services



# Bottom of Funnel



- **Monthly retainer**
- **6 – 12 month package**
- **Coaching Package**

**BOTTOM- \$4000 +**



# CUSTOMERS = Cash Flow

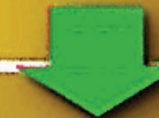
SEEK OUT RELATIONSHIPS



DATE



DATE



MARRIAGE





# Year 1 Revenue Model

## Annual Revenue Model (Projected vs. Actual)

### Section I: Product/Service Description(s) & Quantity

		Quantity											
		Jan		Feb		Mar		Apr		May		Jun	
Description	Product Type	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
Item 1	Download	30	29	30	32	25	20	30	35	30	29	30	32
Item 2	eBook	20	19	21	24	20	19	20	27	20	19	21	24
Item 3	PreOrder	10	22	10	8	10	36	15	18	10	22	10	8
Item 4	CD Set	4	7	3	2	4	3	4	1	4	7	3	2
Item 5	Workshop	3	2	3	2	3	1	2	1	3	4	3	2
Item 6	Coaching	2	2	2	2	1	1	2	4	2	2	2	2

### Section II: Unit Price & Monthly Revenue Calculation

		Jan		Feb		Mar		Apr		May		Jun	
Product Type	Unit Price	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
Download	\$ 20	\$ 600	\$ 580	\$ 600	\$ 640	\$ 500	\$ 400	\$ 600	\$ 700	\$ 600	\$ 580	\$ 600	\$ 640
eBook	\$ 25	\$ 500	\$ 475	\$ 525	\$ 600	\$ 500	\$ 475	\$ 500	\$ 675	\$ 500	\$ 475	\$ 525	\$ 600
PreOrder	\$ 40	\$ 400	\$ 880	\$ 400	\$ 320	\$ 400	\$ 1,440	\$ 600	\$ 720	\$ 400	\$ 880	\$ 400	\$ 320
CD Set	\$ 300	\$ 1,200	\$ 2,100	\$ 900	\$ 600	\$ 1,200	\$ 900	\$ 1,200	\$ 300	\$ 1,200	\$ 2,100	\$ 900	\$ 600
Workshop	\$ 550	\$ 1,650	\$ 1,100	\$ 1,650	\$ 1,100	\$ 1,650	\$ 550	\$ 1,100	\$ 550	\$ 1,650	\$ 2,200	\$ 1,650	\$ 1,100
Coaching	\$ 700	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400	\$ 700	\$ 700	\$ 1,400	\$ 2,800	\$ 1,400	\$ 1,400	\$ 1,400	\$ 1,400
Discounts (Enter as negative number)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)	\$ (50)
<b>Total Revenues</b>	\$ 1,585	\$ 5,700	\$ 6,485	\$ 5,425	\$ 4,610	\$ 4,900	\$ 4,415	\$ 5,350	\$ 5,695	\$ 5,700	\$ 7,585	\$ 5,425	\$ 4,610

### Section III: Expense Categories & Monthly Expense Calculation

		Jan		Feb		Mar		Apr		May		Jun	
Description	Baseline Amt	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
Contractor Exp	\$ 100	\$ 100	\$ 120	\$ 100	\$ 80	\$ 100	\$ 50	\$ 100	\$ 70	\$ 100	\$ 120	\$ 100	\$ 80
Rent	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250
Repairs	\$ 50	\$ 50	\$ 35	\$ 50	\$ 25	\$ 50	\$ 10	\$ 50	\$ 25	\$ 50	\$ 35	\$ 50	\$ 25
Furn/Equip	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75
Bank Charges	\$ 75	\$ 75	\$ 55	\$ 75	\$ 50	\$ 75	\$ 40	\$ 75	\$ 65	\$ 75	\$ 55	\$ 75	\$ 50
Computer	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 45	\$ 30	\$ 45	\$ 45	\$ 45	\$ 45
Hosting Server	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50	\$ 50
Advertising	\$ 100	\$ 100	\$ 120	\$ 100	\$ 150	\$ 100	\$ 50	\$ 100	\$ 100	\$ 100	\$ 120	\$ 100	\$ 150
Travel	\$ 55	\$ 55	\$ 65	\$ 55	\$ 80	\$ 55	\$ 120	\$ 55	\$ 45	\$ 55	\$ 65	\$ 55	\$ 80
Insurance	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25	\$ 25
Telephone	\$ 95	\$ 95	\$ 95	\$ 95	\$ 95	\$ 95	\$ 95	\$ 95	\$ 90	\$ 95	\$ 95	\$ 95	\$ 95
HW/SW	\$ 40	\$ 40	\$ 42	\$ 40	\$ 20	\$ 40	\$ 50	\$ 40	\$ 40	\$ 40	\$ 42	\$ 40	\$ 20
Supplies	\$ 25	\$ 25	\$ 18	\$ 25	\$ 20	\$ 25	\$ 35	\$ 25	\$ 20	\$ 25	\$ 18	\$ 25	\$ 20
Network	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20	\$ 20
Misc	\$ 75	\$ 75	\$ 103	\$ 75	\$ 63	\$ 75	\$ 40	\$ 75	\$ 35	\$ 75	\$ 103	\$ 75	\$ 63
<b>Total Expenses</b>	\$ 1,080	\$ 1,080	\$ 1,118	\$ 1,080	\$ 1,048	\$ 1,080	\$ 955	\$ 1,080	\$ 940	\$ 1,080	\$ 1,118	\$ 1,080	\$ 1,048

### Section IV: Monthly and Cumulative Net Income

		Jan		Feb		Mar		Apr		May		Jun	
Net Income (Loss)	Baseline Amt	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual	Projected	Actual
Monthly	\$505	\$ 4,620	\$ 5,367	\$ 4,345	\$ 3,562	\$ 3,820	\$ 3,460	\$ 4,270	\$ 4,755	\$ 4,620	\$ 6,467	\$ 4,345	\$ 3,562
Cumulative	\$505	\$ 4,620	\$ 5,367	\$ 8,965	\$ 8,929	\$ 12,785	\$ 12,389	\$ 17,055	\$ 17,144	\$ 21,675	\$ 23,611	\$ 26,020	\$ 27,173





## MONITOR AND TRACK FOR HISTORICAL TRENDS

**If you don't  
track it, you  
will never  
control it.**





**Who  
are  
You?**

**What are you an  
expert in?**

**What are you  
selling?**

**What are your  
prices?**

**# of Units x Price =  
Revenue Goal**



# # Units Needed For Business Plan

**\$10,500/month**

$$40 @ \$25 = \$1000$$

$$10 @ \$250 = \$2500$$

$$3 @ \$1000 = \$3000$$

$$1 @ \$4000 = \$4000$$



# BUSINESS PLAN PROCESS

Building, Leading & Protecting Your Business

**1** • Vision

**2** • Strategies & Tactics

**3** • Revenue Model

**4** • Corporate Structure / Taxes

**5** • Marketing

**6** • Sales

**7** • Team



# ASK, TELL, ASK

ASK	TELL	ASK
<p>Very open-ended “what” &amp; “how” questions</p> <p>1 →</p>	<p>Reframe back what you’ve heard</p> <p>2 →</p>	<p>Closed questions to get the prospect ready to purchase what they need</p> <p>3</p>
<p>Intent is to gauge prospect’s purchase readiness</p>	<p>Demonstrates that you were listening &amp; clearly heard customer</p>	<p>Lead them to “yes” answers</p>
<p>Determines where to position the close</p>	<p>Determines which product/service to offer to overcome their challenge</p>	<p>Might lead with, “Are you ready to move forward on that today?” or “How would you like to pay?”</p>



# **SIMPLY STATED**

Hi, I'm Loral the money expert

I can guarantee you will make \$ in 3 days

How can I help you in the area of money?







# VALUES



- Honesty
- Innovation
- Integrity
- Self-respect
- Family
- Loyalty
- Learning
- Order
- Power
- Power
- Recognition
- Accomplishment
- Advancement
- Affection
- Peace
- Intelligence
- Wisdom
- Spirituality
- Vitality
- Security
- Wealth
- Pride
- Health
- Community
- Cooperation
- Creativity
- Freedom
- Achievement



# VALUES EXERCISE

1

From the list of values, put into 3 groups: Yes, Maybe, Not Much

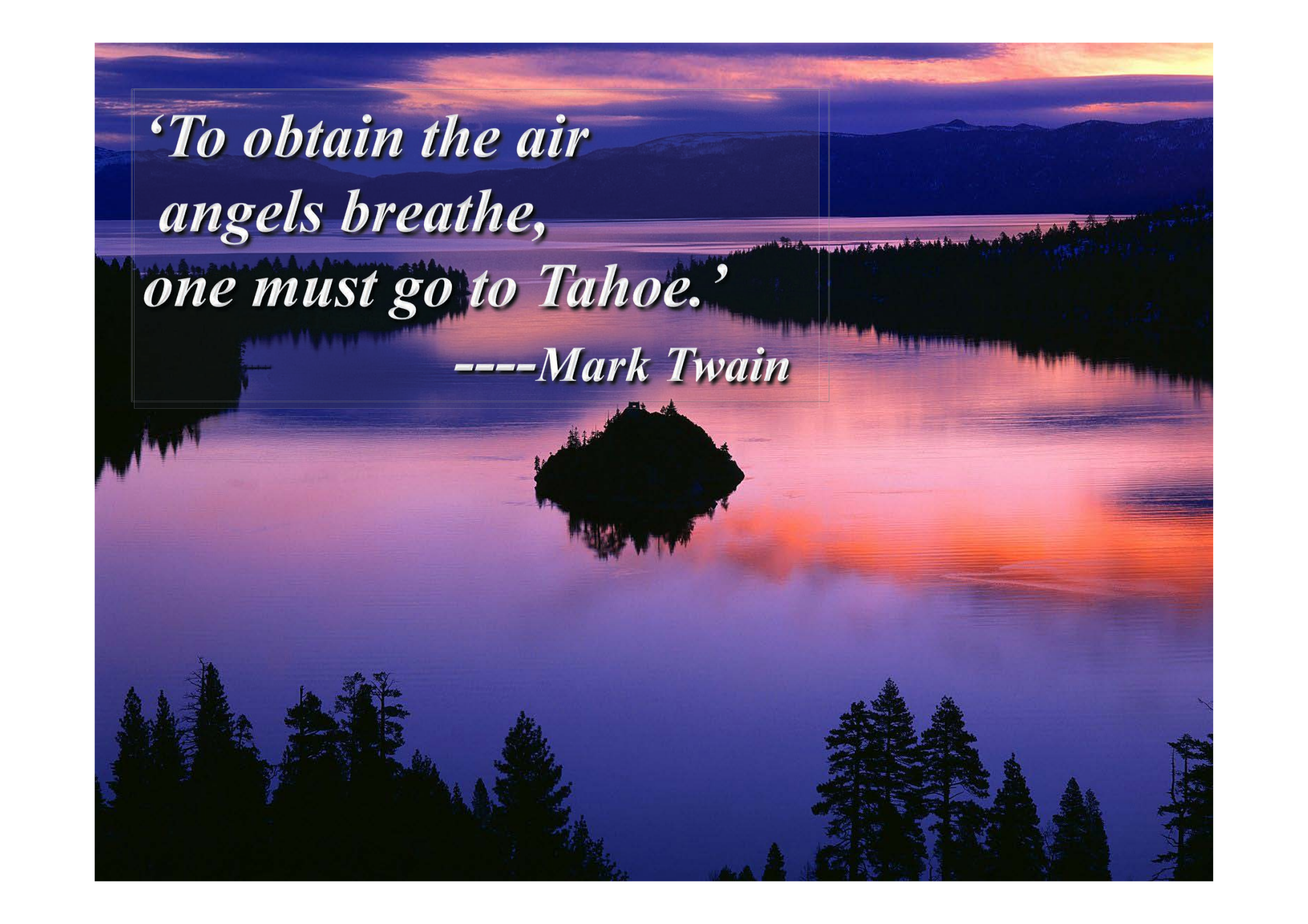
2

3

4

5





*'To obtain the air  
angels breathe,  
one must go to Tahoe.'*

*----Mark Twain*





A YEAR FROM  
NOW...

YOU'LL  
WISH  
YOU HAD  
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**TODAY!**





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# Business Funnel

Ads, Radio, Direct Mail, Post Cards, Website,  
Ad Cards, Flyers, Referrals, JV's, etc.

Free/No-to-Low Cost



First Sale



Upsell



Create Community







# CUSTOMERS =

# OF LEAD SOURCES

FREE

5000

LOW \$

10%  
CLOSE

500

CORE

10%  
CLOSE

50

VALUE

10%  
CLOSE

5

DAYS TO THE BANK CASHFLOW



**Selling Is Nothing More Than The Exchange Of Energy**



**THE PERSON WITH THE STRONGEST ENERGY**

**ALWAYS WINS**



# SELLING vs. SERVING

## SELLING

**Self-driven**  
**Talks at you**  
**Attempts control**  
**Decision maker**  
**Experiences rejection**  
**Congruency not important**  
**Money-driven**  
**Closes deals**

## SERVING

**Customer-driven**  
**Talks with you**  
**Provides leadership**  
**Client decides/owns**  
**No rejection**  
**Congruency a must**  
**Abundance-driven**  
**Opens relationships**



# ASK, TELL, ASK

ASK	TELL	ASK
<p>Very open-ended “what” &amp; “how” questions</p> <p>1 →</p>	<p>Reframe back what you’ve heard</p> <p>2 →</p>	<p>Closed questions to get the prospect ready to purchase what they need</p> <p>3</p>
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# **SIMPLY STATED**

Hi, I'm Loral the money expert

I can guarantee you will make \$ in 3 days

How can I help you in the area of money?



A large billboard stands against a bright blue sky with scattered white clouds. The billboard's surface is white and features the text "MARKETING IS THE ANSWER TO EVERYTHING" in a bold, sans-serif font. The word "MARKETING" is in red, "IS THE ANSWER TO" is in grey, and "EVERYTHING" is in blue. The billboard is supported by a metal structure with a walkway and several spotlights mounted on it. The perspective is from a low angle, looking up at the billboard.

**MARKETING**  
IS THE ANSWER TO  
**EVERYTHING**



# Marketing and Sales

Marketing is about targeting people who have a need that you can address and getting them to respond to you.

Sales is a way of finalizing that response through a transaction.



# TARGET MARKET

**Define your fastest and long-term path to clients**

**Industry or Person**

**Gender/Race**

**Age Range/Generographic**

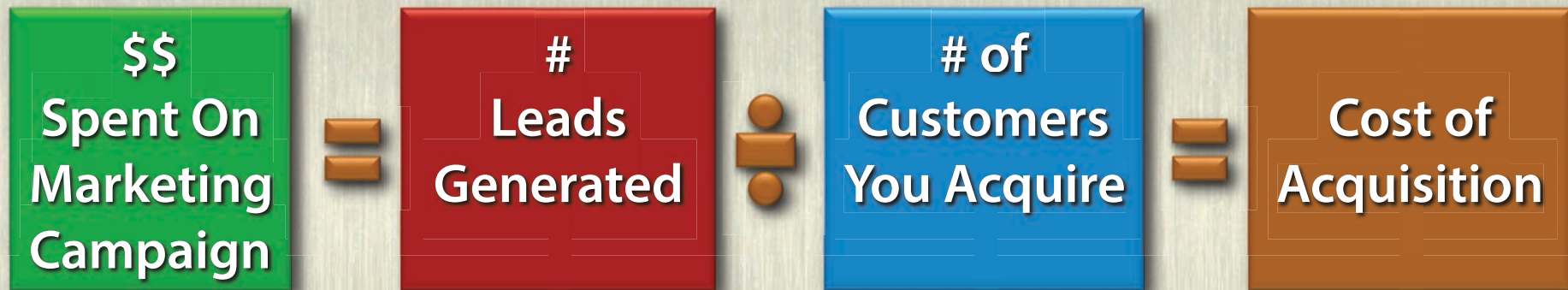
**Income Level & Home/Apartment**

**Behaviors**





# Cost Of A New Client



**\$1,000 Direct Marketing  
= 10 New Customers  
\$1K/10 = \$100 Acquisition Cost**



# Marketing For Cash

## ONLINE

**Landing Pages**

**Word Press Blog**

**URL's/Email**

**Emarketing**

**Mail Chimp.com**

**1Shopping Cart.com**

**iContact.com**

**ConstantContact.com**

**aWeber.com**

**Infusionsoft.com**





## MORE ONLINE METHODS

**Mobile Marketing**

**Social Media**

**PPC/SEO**

**Blog Posts**

**Expert Column**

**Article Marketing**

**Advertisements/Sponsorships**

**Affiliate Marketing**





**Flaw #1:**

# CHAOS: Multiple-System Madness



**Disjointed systems. Manual work. Anxiety.**

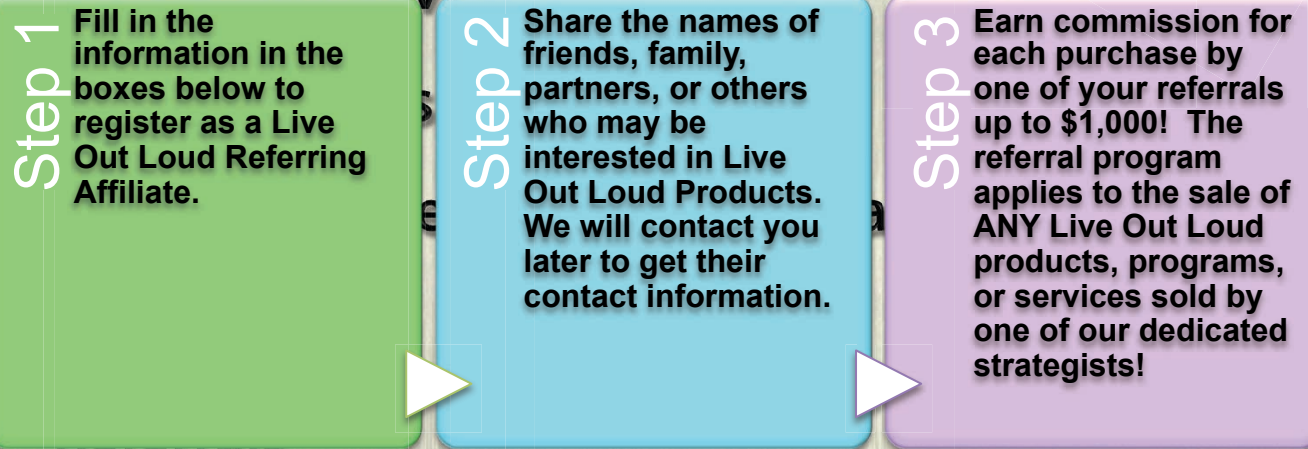


# Marketing For Cash

## OFFLINE METHODS

### Speak

#### Community Events



### YOUR INFORMATION

Name: \_\_\_\_\_

Best Phone Number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Phone Type: Home [ ] Work [ ] Cell [ ]

Email Address: \_\_\_\_\_



# Marketing For Cash

## OFFLINE METHODS

Flyers

Advisory Boards

Radio – buy advertising

TV - infomercials

PR

Direct Mail

Endorsements

Ad Cards



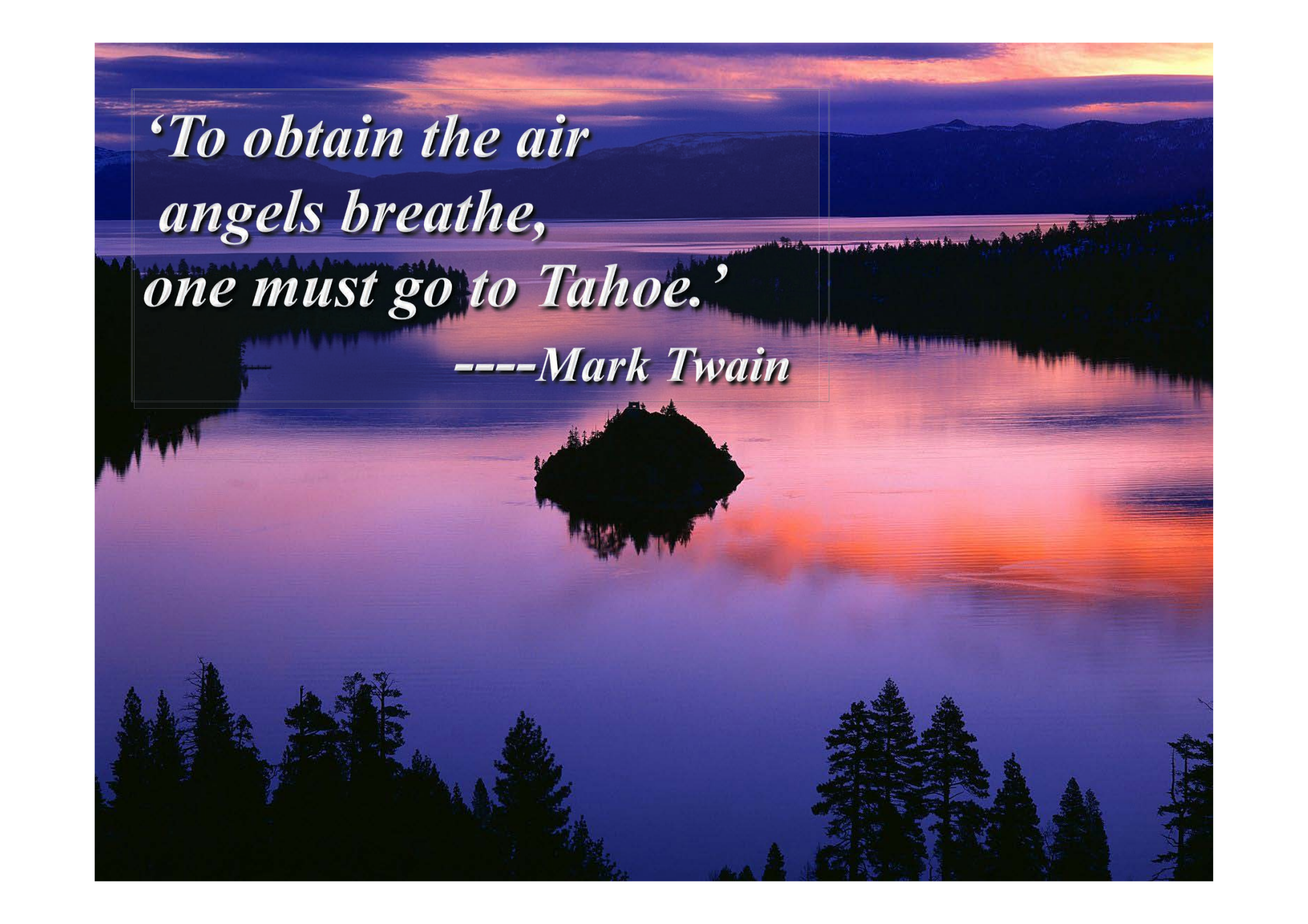




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angels breathe,  
one must go to Tahoe.'*

*----Mark Twain*



# Getting The Inside Track

**Someone has  
already  
DONE  
exactly what  
you want to  
DO**



# Model Criteria

Size of company

Gross revenue

Employee or contractor base

Marketing planning

Sales process

Joint ventures

Leadership philosophy



# Contacting A Model Company

- 1** • Establish the referral **LINK** immediately
- 2** • **ASK** if this is a good time to talk
- 3** • Explain **WHY** you are calling
- 4** • Clarify your **INTENTION** so as not to threaten
- 5** • Keep these first contacts **BRIEF**
- 6** • Use initial call to set **MEETING** or second call





# TO GET IN THE DOOR

John, I want to acknowledge you for the work you're doing in the area of (industry).

I do similar work (note "similar", not "exact")

And I want a meeting with you to see what we can do together, so that we can expand opportunities together.

**Short – sweet – get an appointment and GO**



# CUSTOMERS =

# OF LEAD SOURCES

FREE

5000

LOW \$

10%  
CLOSE

500

CORE

10%  
CLOSE

50

VALUE

10%  
CLOSE

5

DAYS TO THE BANK CASHFLOW



# SALES PROCESS

1

- Put Leads in database

2

- Scheduler makes 30 min appts for you to follow up

3

- YOU do 3 hours per day of “closing” appointments

4

- Sell deep into your funnel

5

- Call / Connect 9 – 11 times within month each lead



# Live Out Loud Services

<http://liveoutloud.com/websites>

<http://liveoutloud.com/merchantservices/>

<http://liveoutloud.com/entities>

<http://liveoutloud.com/Infusionsoft>





**READY, GO....!**



**CREATE NEW MONEY!**



# Post Event Check List

**Go to the bank and open a business account**

**Get incorporated**

**Get merchant services**

**Secure your domain name**

**Get a bookkeeping and database system**

**"Building, Leading, & Protecting Your Business" set**

**Read "Put More Cash In Your Pocket"**



# Post Event Check List – con't

**Find an accountability partner**

**Commit to 5 online and 5 offline marketing strategies**

**Hire home help**

**Find 2 model companies**

**Talk to 21 people a day**

**Hire an assistant**

**Join a social network and set up a profile**

**CMW resource page for downloads / presentation**





As Loral often mentions, the first \$100K within your business is the hardest to create. But why is it so difficult? Why do so many businesses peak way before their full potential? **The \$100K Challenge** gives you a systematic approach to eliminate excuses, move "on" to your business rather than being stuck "in" the day-to-day, and helps you sit completely in the CEO seat in all areas of your life.

## HOW DO WE DO IT?

- Powerful one-on-one coaching sessions with a hand-picked team of coaches.
  - The \$100K Quarterly Blueprint. (NON-NEGOTIABLE)
- Two monthly group coaching calls with the complete \$100K Coaching Team.
- A Facebook group to meet the other challenge participants and interact with the coaching team.

**ARE YOU UP TO THE CHALLENGE? IF SO, SEE THE TEAM IN THE BACK OF THE ROOM TO TAKE ON THE CHALLENGE AND GET STARTED TODAY!**

## \$100K CHALLENGE

\$5,000 with a **GUARANTEE** to make an additional \$100,000

### SIGN UP TODAY & RECEIVE:

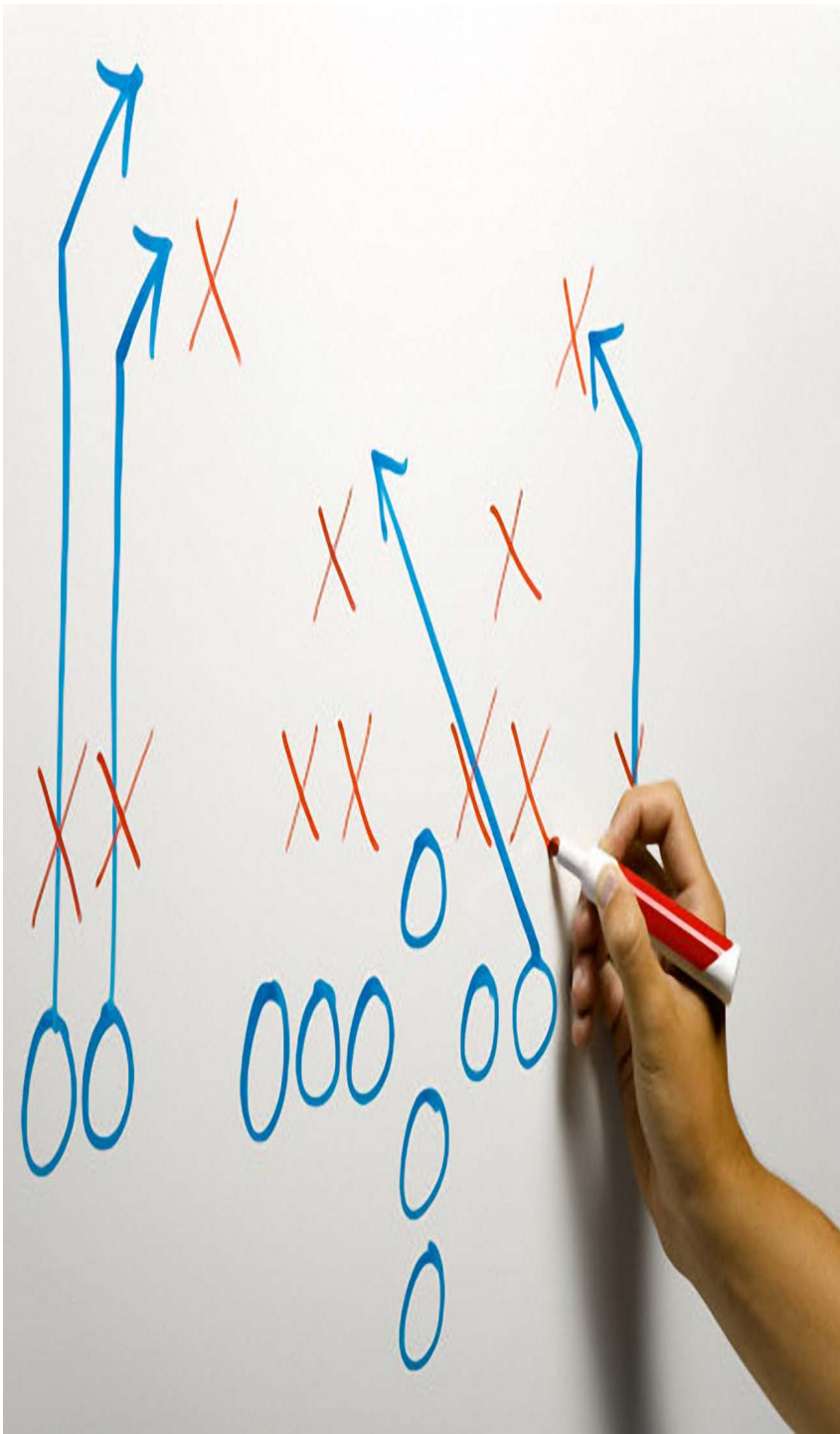
- **One-On-One Coaching**
- **Fast Cash Coaching**
- **2 Monthly Group Calls**
- **100K Quarterly Blueprint**
- **100K Social Groups**

**Value of \$7,747...**

*First **10** to sign up receive for only:*

**\$5,000**





**You've Got  
to stay in  
the Game!**



## Customer Relationship Mgmt (CRM)

- Sales Force
- Sugar
- VTiger

## Content Management System (CMS)

- Wordpress
- Joomla
- Drupal
- INFUSION SOFT

## CORE 4 Online Marketing

## E-mail

- Mail Chimp
- Aweber
- Constant Contact
- INFUSION SOFT

## E-Commerce

- PayPal
- 1SC



**GENERATE**

**“ADDITIVE REVENUE”**





# Business Strategies and Tactics



**Vision**

**Strategy**

**Tactics**

**Strategy**

**Tactics**

**Strategy**

**Tactics**

**Strategy**

**Tactics**



# Network Marketing

Vision

**Network  
Marketing**

Strategy

**Build 5 Team  
Leaders**

- Hold weekly tele-seminars
- Private 1 on 1s with leaders
- Offer product education calls

**Expand Retail  
Sales**

- Direct business to business sales
- Direct advertisement
- Direct mail pieces

**Build Down Line  
Customer Base**

- Coordinate e-mail campaign
- 3-way calls
- Weekly team meetings

Tactics





# Real Estate



Vision

Real Estate

Strategy

Obtain  
Investment  
Dollars

- Develop educational packet
- Develop JV agreement
- Market to investors
- Develop communication process

Locate and  
purchase  
properties

- Build a team of agents & brokers
- Determine properties to purchase
- Coordinate lending options
- Coordinate logistics with title company

Sell Properties  
to Buyers

- Place ads in local papers
- Develop relationships with mortgage brokers
- Create first time home buyers class
- Develop buyer database

Tactics 141



# VALUES EXERCISE

1. Prioritize your top 6

2. Percentage of “honor” to your values

3. Rules: what I need to be 100% in my value of \_\_\_\_\_ is \_\_\_\_\_



# DO NOT SABOTAGE!

**Too many  
rules**

**Dependent  
on others**

**Attaching  
to goals**

**Create, decide and act in alignment with  
your values—many die for them**