



# WEEK 6

## BUSINESS CARD FUNNEL COPYWRITING THE 80/20 IN ACTION

The words we use to convey our story determine the stories we experience.

Copywriting

COPYWRITING



# Week 5 Review

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- Connection Challenge
- Did you work on your “How Are You Different” response?
- Did you do a Post Show funnel?
- Josh on SEO for entertainers – he’s in the group. Use him!
- Building the CVI webinar delayed a week.
- What’s stopping you from taking action?

# Today's Agenda

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- The Art of Connection – Bigger than ever
- Business Care Funnel – Don't drop the ball
- Copywriting for Entertainers – Live Guest
- 80/20 for your business – Hands on

# How to Slowly Build a Relationship – With Anyone

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# How Are You Different?

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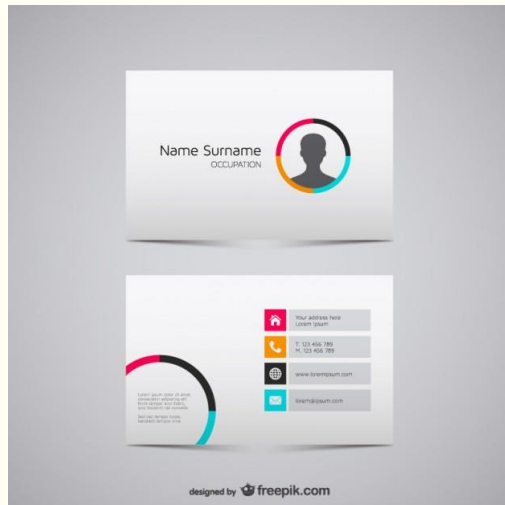
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- The interview seemed out of reach?
- You can do anything if lines of communication are kept open
- Comfort level achieved on both side
- Happens with time and diligence
- If you want something it doesn't have to happen right away. Keep it in the file and work it.
- Don't be pushy
- Are you thinking of reasons this can't happen to you? Why Marc is somehow special?
- Stop it

# Business Card Funnel!

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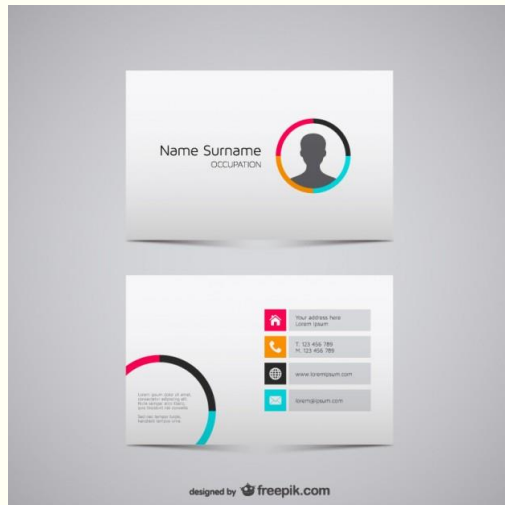
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- This one is just fun and easy
- You have these pieces of gold sitting in your desk
- From a show where they saw you as a hero
- You did a 30+ minute commercial
- And now it's time for you to show up with humility
- Let's run through this one...

# Business Card Funnel – Part 2

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- Accept the card with grace and hold it – no pocket!
- Read their name and use it 3 times in conversation
- Remember something you can note: like, born, laugh
- Tell them you will connect with them soon -
- Ask them if you can quote them on a testimonial
- Hold the card while they turn away – shows care.

# Business Card Funnel – Part 3

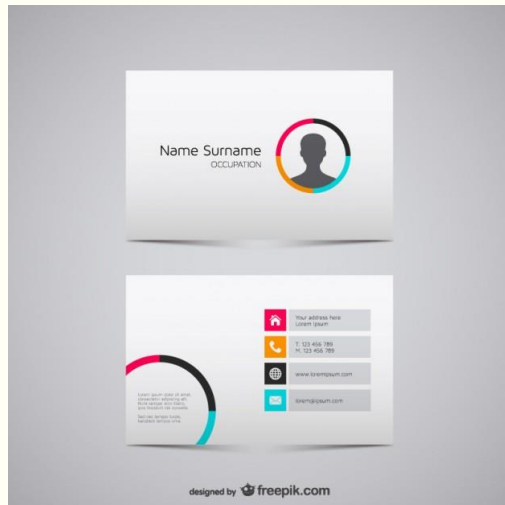
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- Connect with them – use the phone!
- Mention one thing you noted on the card
- Is there something you or your network can help with?
- Inquire about possibility – your past experience is a treasure
- Your clean mindset gives you a natural ending
- Get permission to follow up on email

# Business Card Funnel – Part 4

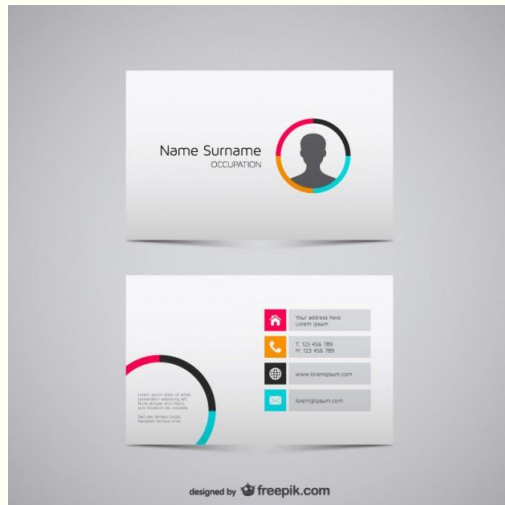
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- Don't drop the ball now!
- The mindset is service – is there a fit?
- Reminder of anything from the card or on the phone call
- Ask questions that show you care
- Moving toward advisor
- Let her know that you can help “sort out entertainment” – not to sell yourself.

# Business Card Funnel – Part 5

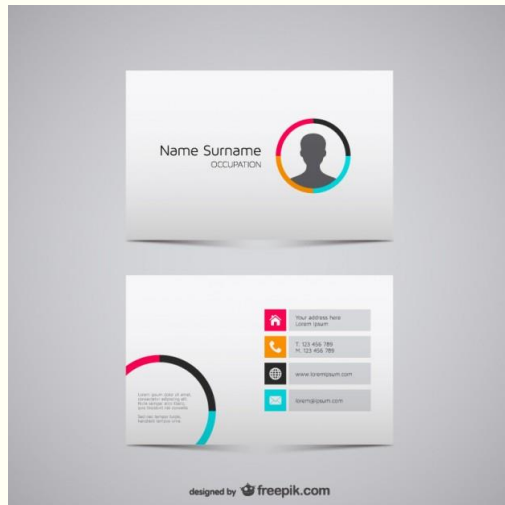
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- Next Email!
- You are going to discover something about them/him/her
- It's going to help her out, too
- What do you know about him so far?
- Spend 5 minutes with Dr. Google and deliver an idea, a song, a video – anything that shows you have done some work.
- You see her industry/problem through different eyes.

# Business Card Funnel – Part 6

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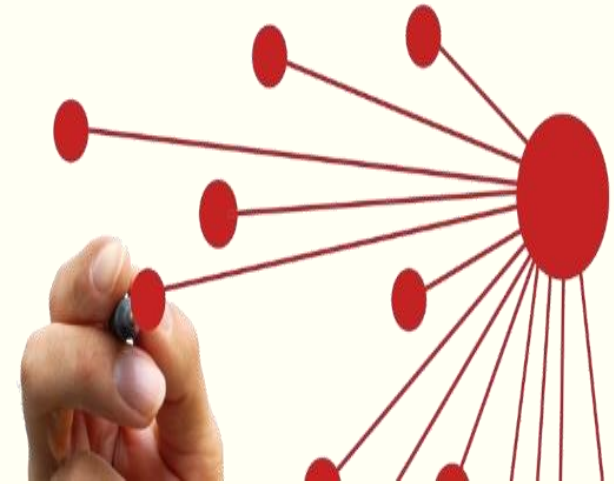
- They are in your funnel part of your network
- Don't slide into sales – please don't slide into sales
- Invite to your LinkedIn and Fan Page
- Continue the conversation there
- Introduce her to people in your network – this is a CD!
- How many can you do this week? Can you try one?



# Connecting the Dots of Copywriting to Your Business

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- What's their first thought in their mind
- Write over 200 headlines!
- Walk in their shoes... connect with emotions
- Don't think they are focused on your world



# The 80/20 Principle in Your Business

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- There is a lot in this course – by design
- At this point in the course you have enough tools to create a new reality
- What 20% can you focus on that will give you an 80% upgrade?
- Write ONE activity that can get you moving
- Continue to take in the rest without the pressure
- It's not going anywhere! Lose the shame/guilt. It's toxic.

# Open the Lines

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- Have something you want to discuss that's universal?
- Use chat, raise your hand, or call 530.237.4242
- Tell me where you're blocked – I have a plunger
- You're here for a reason – continue to trust yourself





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