

# "Promoting Your Practice in Your Pajamas"



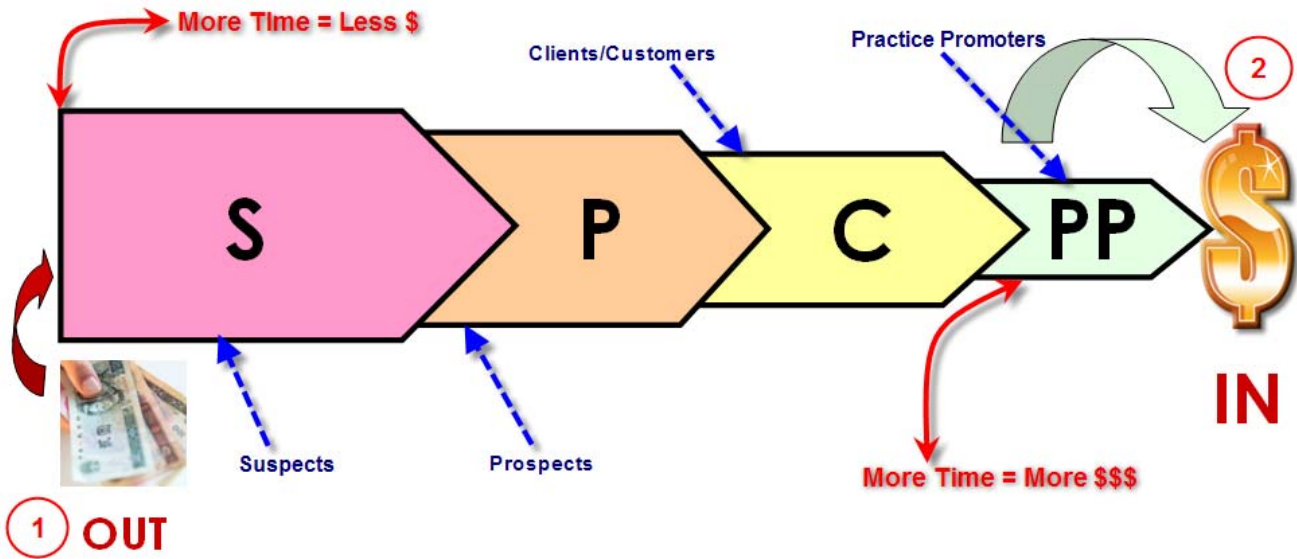
## What Is In It For You?

- **Winning More Clients/Customers at the Speed of Sound**
  - Simple, "**From Here to Wealth**" transformation blueprint
  - **M<sup>3</sup>** - your secret weapon to boost results of your marketing
  - **Fastest, easiest, most economical** ways to build your list – even if you are just starting
  - **3** promotion ideas you can implement **tomorrow**
- What is "the secret" behind **Your Profits?**

### Action Plan

1. Listen to the call
2. Define 3 things you intend to implement first
3. Define a dead-line
4. **ACT!** Don't move to anything until you have **ALL** 3 items checked
5. Repeat from Step 1

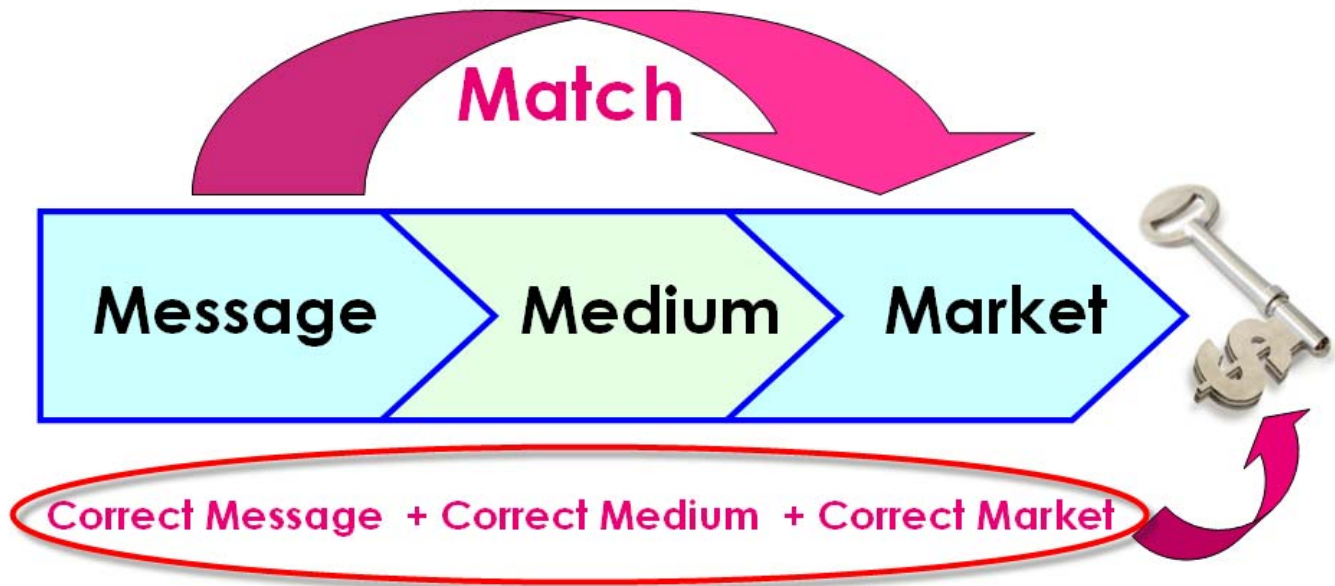
## Suspect-to-Practice Promoter Evolution



## Get Answers to ALL These Questions BEFORE Doing Anything

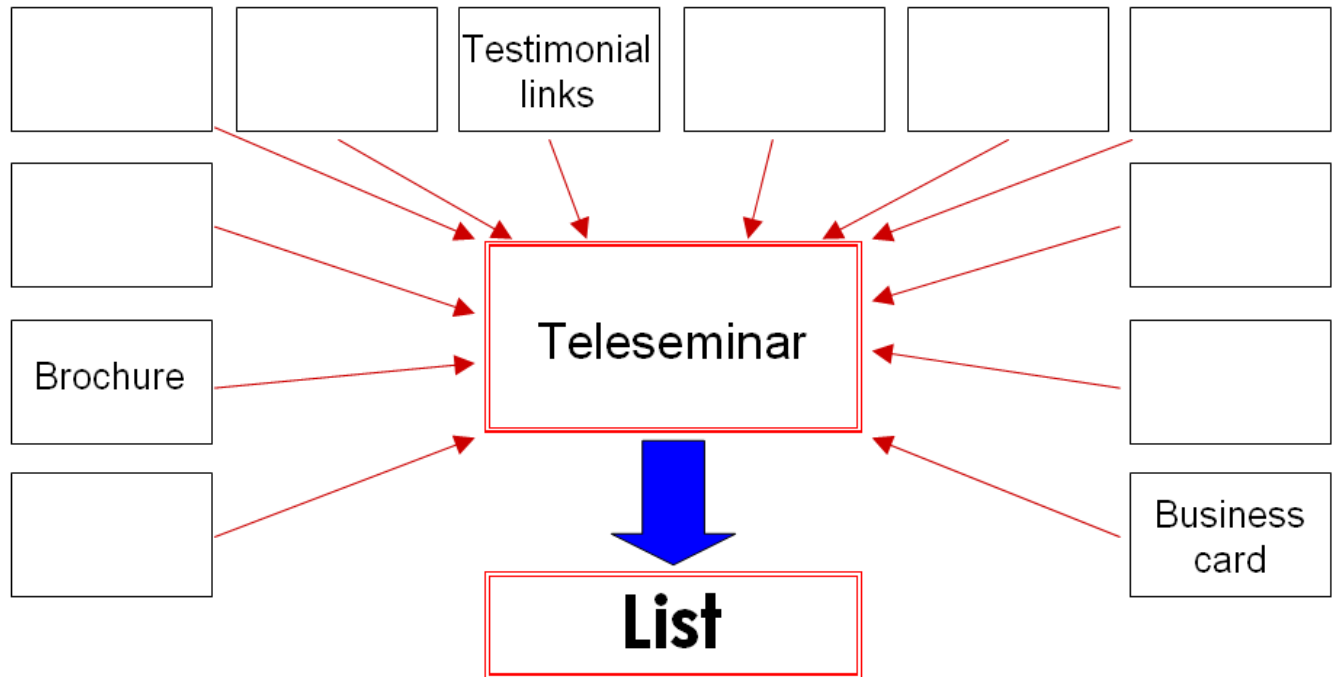
- **Who** is your target market?
- **What** is your message?
- **What** is your marketing message asking them to do **FIRST**?
- **Why** they would give you "their number"?
- **What** are your "weapons"?
- **What** is your marketing budget?

## M<sup>3</sup> - Your Secret Weapon to Boost Results of Your Marketing



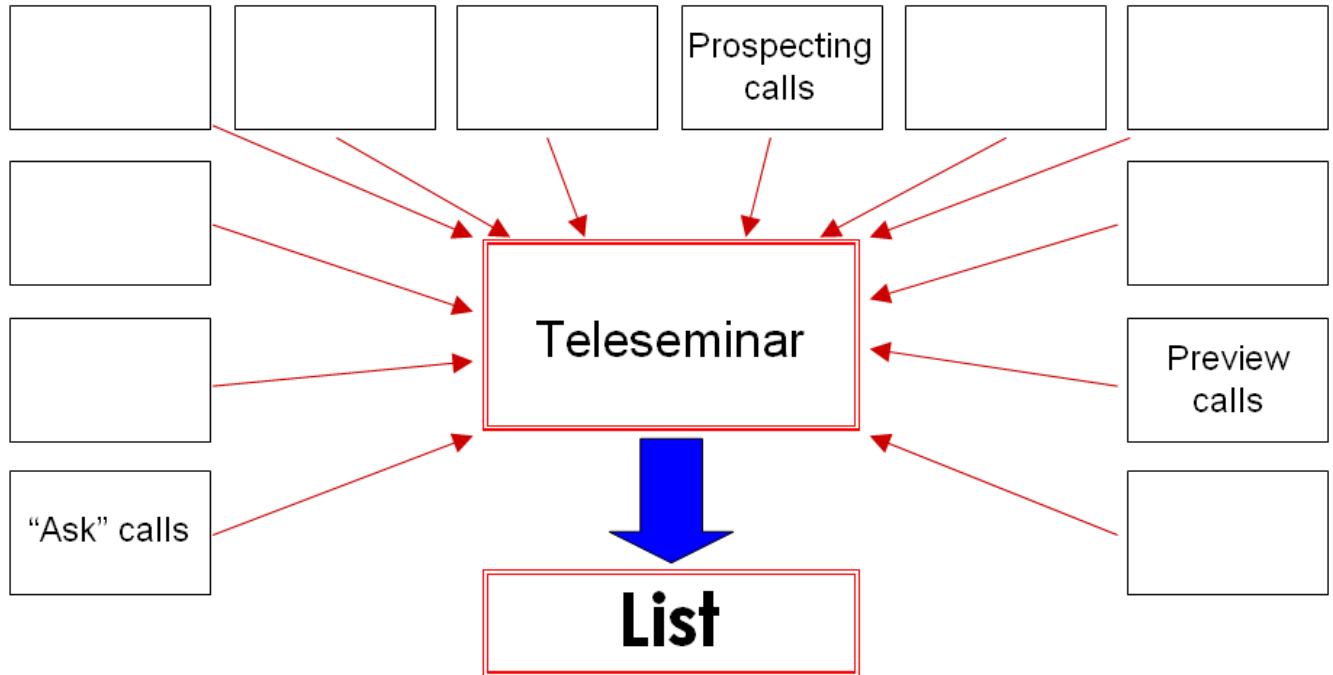
Notes:

# Fastest, Easiest, Most Economical Ways to Build Your List



Notes:

## 3 Promotion Ideas You Can Implement Tomorrow



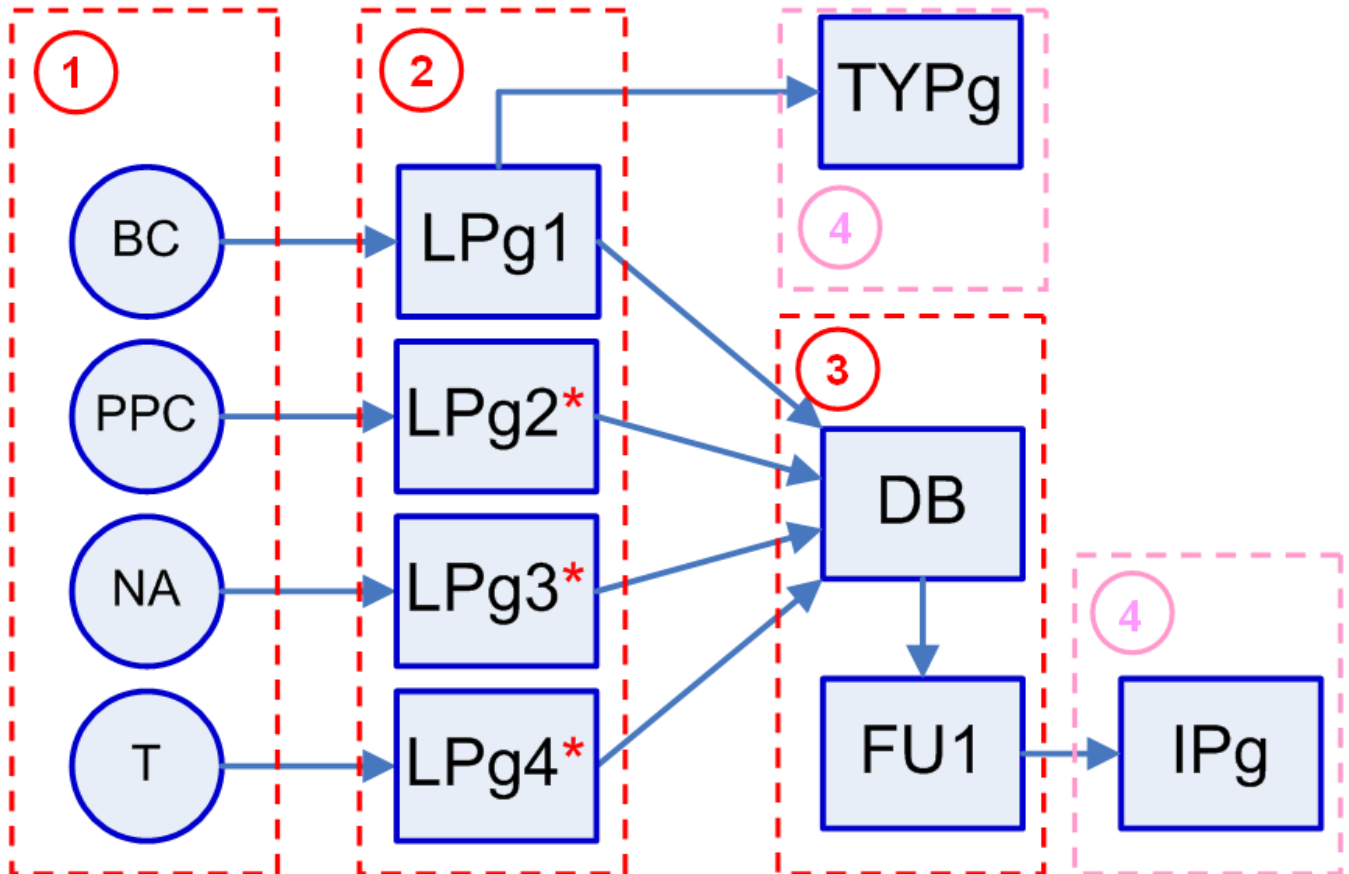
Notes:

## 7-Step \$\$\$ystem

- **Research** the market (KW) & **create your offer**
- Simple Landing page (ask / “actionizers”)\*\*
- Set up an interview with an expert
- Invite people on the call (Sig. in ALL emails, business cards, brochures, etc.)
- **Record** the call
- **Re-purpose** the recording (replay, Podcast, CD, etc.)
- **Repeat, repeat, repeat. . .**

Notes:

## \*\* - The Process



**1-3** → Hosting account is not required

**4 (TYPg)** – Thank You page can be hosted at the same place where you have your Landing pages hosted → doesn't require you to have a hosting account, but it is desired

**4 (IPg)** – Information page → to use advantages of this page you will need to have a hosting account

## What Is “The Secret” Behind Your Profits?

- The secret – **android philosophy**
- **Sell more** of your **knowledge** than time
- Produce the **best content** ever
- Create trust **NOT to make a sale** – to make sure that another person feels **comfortable** to tell you the truth
- **“So what” test (\*)**
- **“Speed attracts money”** D. Kennedy
- **Speed IMPLEMENTATION** → the Key
- It’s all about **Yes** or **No**
- **NO ONE gets wealthy alone:** have a mentor, a mastermind team, and implementation team

*(\*) – Was removed from the recording ☹*

Perform “So What?” test on each marketing message that goes out. If you read the message and can find an answer to the “So What?” question → your message is not clear enough. Do it up to the point there is no “So What” explanation.

### Notes:

## Promoting Your Practice In Your Pajamas

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### Resources

- [www.APAKeyWords.com](http://www.APAKeyWords.com) (Keyword research)
- [www.5MinuteLandingPage.com](http://www.5MinuteLandingPage.com) (Fast Landing page creation & tracking)
- [www.eCartOfMyChoice.com](http://www.eCartOfMyChoice.com) (We use it to manage our list)

#### For Additional Support:

- [www.APATraining.com](http://www.APATraining.com) (Free monthly training)
- [www.APACalendar.com](http://www.APACalendar.com)

### If You Want Us To Hold You By the Hand:

[GuideMe.APAClasses.com](http://GuideMe.APAClasses.com)

**Questions?** → Call (847) 760-5000(10 AM – 4 PM CST)