

YOUR PRE-BUILT OFFERS





PURPOSE

- This is a bare minimum MUST do offer for your clients. They should at least take this offer because it will benefit every type of buyer.

CONTENT

- Decontamination Wash
- Paint Correction
- Paint Polish
- PPF Bumper - 10 Year Warranty
- PPF Partial Hood - 10 Year Warranty
- 5 Year Ceramic Coating On Paint
- 5 Year Ceramic Coating On Glass
- 5 Year Ceramic Coating On Rims
- 5 Year Ceramic Coating On Trims

STRUCTURE

- Certified Paint Specialist
- Certified Paint Protection Film Installer
- Certified Ceramic Coating Installer
- 10 Year PPF Warranty & 5 Year Ceramic Coating Warranty
- Yearly Maintenance Check Ups
- 24/7 Customer Support

WHY should your clients buy these protection offers?

- These protection offers have been used and proven successfully by thousands of paint protection shops for over 35 years. We have modeled these offers in the same structure to ensure the best opportunity for clients to be successful in the market.



PURPOSE

■ This is for clients who want advanced coverage. Great for highway drivers, long road trips and someone who wants to gain a higher resell value.

CONTENT

- Decontamination Wash
- Paint Correction
- Paint Polish
- PPF Bumper - 10 Year Warranty
- PPF Full Hood - 10 Year Warranty
- PPF Full Fenders - 10 Year Warranty
- PPF Full Mirrors - 10 Year Warranty
- 5 Year Ceramic Coating On Paint
- 5 Year Ceramic Coating On Glass
- 5 Year Ceramic Coating On Rims
- 5 Year Ceramic Coating On Trims

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PURPOSE

- The ultimate protection. Say goodbye to damages FOREVER. This is complete heaven for car enthusiasts.

CONTENT

- Decontamination Wash
- Paint Correction
- Paint Polish
- PPF Full Body - 10 Year Warranty
- Lifetime Ceramic Coating On Paint
- Lifetime Ceramic Coating On Glass
- Lifetime Ceramic Coating On Rims
- Lifetime Ceramic Coating On Trims

STRUCTURE

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FREE/LIMITED SPENDING STRATEGIES

APPLICABLE TO ALL 3 OFFERS

SOCIAL MEDIA OUTREACH



- Become active in Facebook groups that are relevant to your target market. It's important to participate as well and not solely use the group to promote your offers. Engagement is key. Engage with conversations when people are discussing a topic you can bring value to.
- ◆ Search Facebook for groups that apply to your niche
- ◆ Make sure you don't engage with too many groups at one time
- ◆ Commenting and engaging in groups
- ◇ Your comments should be lengthy, helpful, actionable, and generous. You want to bring as much value as you can. Being helpful resonates very well with people and they will be more inclined to work with you and buy your paid programs.
- ◆ Create your own Facebook group
 - ◇ Don't be discouraged that your group will start with little to no people. Everyone starts somewhere! The largest Facebook groups in the world also started with nobody
 - ◇ In your own Facebook group, bring value! It's a location where you can interact with your prospects and clients, build relationships and build rapport
 - ◇ Come up with content, questions, and value points to post in the group daily. Dedicate 15 minutes per day to making sure you post something of value in your group

- Use Messenger to privately message people who showed interest in similar topics or topics relevant to your products
 - ◇ Use this opportunity to drop a line to get on a call
 - ▶ In your direct messages, be direct and to the point. Introduce yourself, clearly state what you do, and what your intention is for reaching out.
- Scrape Reddit threads to find topics to participate in. Use this as an opportunity to promote your business and create opportunities.
- Use Instagram and Twitter to search for hashtags relevant to your niche. Comment and DM to connect with as many people as you can.
- ◆ Use TikTok to create free content. Currently the best opportunity for organic growth. Your videos can be viewed by people even if they don't follow you.
- Best Times To Post on each platform – There is real data available online
- 10 x 10 method – Like 10 posts, comment on 10 posts right before you post to increase engagement on your posts
- ◆ The schedule to follow based on each platform:
 - ◇ X1 Weekly Articles/Blog
 - ◇ X1 Email/Day
 - ◇ X1 Weekly Podcast/Interview
 - ◇ X2 FB Posts/Day
 - ◇ X2 IG Posts/Day
 - ◇ X2 IG Stories/Day
 - ◇ X2 Weekly Live Streams
 - ◇ X2 Twitter Posts/Day
 - ◇ X2 Weekly Clubhouse
 - ◇ X1 LinkedIn Posts/Day
 - ◇ X1 Weekly Youtube Posts/Day

EMAIL MARKETING



- Emailing costs no money and is still a quality way to reach people. Building an email list should be top priority for you. Being famous on social platforms is great until those platforms no longer exist. Make sure you are building a list. Even if social platforms were to go away, you still will have a list of people with their contact information that you can communicate with anytime you want to. This is media YOU own, not someone else.

- ◆ When media platforms like Facebook, Instagram, TikTok or anyone else changes their algorithm, all your hard work building a following could come crashing down or simply just become less efficient. Building a list is one of the best defensive strategies to protect you in changes to media algorithms.

- ◆ Growing an email list isn't easy, but below you will have some simple strategies to get started.
 - ◇ Use forms on your website, also known as an “opt-in”, where people can sign up using their email address for your newsletter, blog, or something you are willing to exchange with them of value that they are willing to give their email address for.
 - ◇ Welcome pop-ups. Create a welcome pop-up that initiates when someone lands on your home page. Once again, ask for their email address in exchange for something they would consider valuable.
 - ◇ Lead Magnets/Squeeze Pages. These pages can be built on ClickFunnels or any funnel builder of your choice. Once again, very similar to the previous examples, the goal is to exchange value for their contact. (Note) we have page templates built for you on ClickFunnels if you decide to purchase a ClickFunnels account.

- ◆ When you email your list, bring value, and get personal. You also want to stay relevant and stay up on current events. Come up with ways to engage your list talking about topics that are trending, or popular. Ask yourself, why is this prospect subscribed to my emails? What does this prospect need? These questions will help you create content that is engaging and of high quality.
- ◆ Automation is very important. The larger your list, the more automation becomes a must. There are many email marketing tools online such as Hubspot, Mailchimp and Get Response that will allow you to automate your emails and schedule to send without you having to do these tasks manually.
- ◆ It's not all about promotions. Sure, the goal of email marketing is to generate business, but you also need to understand that the heart of your email marketing efforts must be to establish and grow healthy relationships with your customers. By doing right by your customers, you will have customers for life.
- ◆ As you start to grow a larger list, start segmenting your customers into lists of people with similar interests. This will allow you to email relevant content to people. A very basic example would be a list of people who are looking to become better at marketing and a list of people who want to become better at sales. Ideally, these two lists of people want content relevant to their goals. You can easily segment these groups to have a different email sent to each group.
- ◆ Don't just send emails to send emails. Send emails when you have something valuable to share with them. Too many emails can sometimes create friction, or cause people to unsubscribe. That said, if your list is receiving quality information that brings them value, your list stays happy.
- ◆ Always use a CTA (Call to Action). Just like in sales, you wouldn't NOT try to close, right? A CTA does not have to be asking for a sale either. It might be asking them to go visit another resource or something else that they would be interested in reading or seeing. And yes, sometimes you do want to be asking for business as well!
- ◆ Double and triple check your links. If you have links in your email with CTA's to click the link, make sure you are testing that the links work and are taking them to the right place. Too often, people prematurely send emails without double and triple checking.

FREE EVENTS & CONFERENCES



- Search for upcoming conferences and volunteer to help with setup tasks. In return, ask for a free ticket to the conference.
- Look for contests and giveaways. A lot of conferences and conventions give away tickets as part of their marketing
- Apply to be a presenter at the conference for free. If you are chosen, you have a platform to spread your message, increase your brand awareness, and create opportunities to pitch your services with the attendees after your talk.

CHAMBER OF COMMERCE

- Chamber of Commerce provides access to valuable resources, discounts, and relationships that can help your business save money and market your services. When you get involved with chambers, you have many networking opportunities. Additionally, you gain credibility by being a registered business with the Chamber of Commerce.
- Business owners often do not have much free time, and trying to network with people in between all their other duties can be very challenging. Without networking, your business could suffer from lack of brand awareness. This is why Chambers can act as a great way to get your name out there without a ton of effort.
- As a Chamber of Commerce member, it is smart to become engaged in the community. Take a role in helping local businesses as you never know who's eyes are on you and who is paying attention. You are subtly marketing your business whether you see it or not.

BNI GROUPS

- Great for additional networking opportunities. You are given a chance to speak in front of a large group of professionals at meetings.
- BNI groups not only are a great way to grow your business, but also a great way to grow your network.
- Referrals are invaluable. BNI groups are referral focused networks where you have the opportunity to develop long lasting relationships with like minded professionals.
- It's also common to see improvements in networking skills, public speaking, and other communication skills.

ROTARY CLUBS

- Additional networking opportunities
Since you have a chance to speak at most of these events, more people will know who you are and you have a way to sharpen your skills as a speaker and presenter.
- Similar in a lot of ways to Chamber of Commerce and BNI groups, Rotary Clubs can be a great way to network, create awareness, friendship, partnerships, and business opportunities.

WRITE BLOGS

- Writing blogs is a great way to get your brand message out at little to no cost. Additionally blog posts can play a major role in improving your search engine optimization (SEO). Blog posts containing key search terms that relate to your business create a huge benefit to you when Google is ranking your website organically.
- Writing blogs is a great way to send people to your offers as well. You can link your website in your blog posts to send people to your site to visit your offers.
- Here is a quick blogging hack: Repurpose your blogs into social media content by chopping the blogs up into smaller segments. One blog post could also serve as 5-10 social media posts. A great example of working smarter!

START A YOUTUBE CHANNEL

- YouTube has become one of the top used search engines for people looking to learn information. Providing free content and free value is a quick way to get your name out there and start building a brand.
- Are you uncomfortable making videos to post to the public? Good! It's time to break out of your comfort zone!
- Keep in mind many of your prospects that are considering buying your services will likely look you up to see what kind of quality content you have in the marketplace. You must create content that shows people you are an expert in what you are selling.
- Pro tip: Repurpose longer videos you've made and post them as shorts on YouTube. Again, another way to use your assets in multiple ways.

DEVELOP STRATEGIC PARTNERS

- Creating partners is a way to build a referral base. Some examples are:

- ◆ Accountants Lawyers Business brokers Life
- ◆ insurance agents Real estate agents both
- ◆ commercial and residential Stockbrokers IT
- ◆ companies Marketing agencies HR companies Not
- ◆ for profit organizations Media companies
- ◆
- ◆
- ◆
- ◆
- ◆
- ◆

- Open a Google My Business Account

- ◆ Improves local SEO
- ◆ Makes it easier for prospects to find you
- ◆ Free advertising on Google
- ◆ Google rewards you for claiming your GMB profile

PAID AD STRATEGIES

APPLICABLE TO ALL 3 OFFERS

PAID TRAFFIC

SEND PAID TRAFFIC TO A LEAD MAGNET

■ A lead magnet is a page that offers free value in exchange for their contact information

◆ Examples: e-book, pdf, top 5 selling tactics, Video Sales Letter (VSL), webinar, free training, teach a skill you have, quizzes.

◆ If/when you create a ClickFunnels account, we have pre-built lead magnet templates for you. You can easily upload these to your account and enjoy done-for-you lead magnets.

◆ This is how to develop leads and build a list.

◇ Now you have the opportunity to call and email that list.

■ Build an email marketing campaign that is automated with your new list of contacts

■ You can also “retarget” those contacts on social media by embedding a pixel onto your landing page

◆ Retargeting, in short, are ads that consumers see on social media AFTER they have been to one of your pages. The pixel tracking code knows they have been to a page of yours and will continue to show them your content.

RUNNING PAID TRAFFIC

■ Think of traffic the same way you would think about traffic in a retail store. You need to get people to your page, just like retail traffic gets people in their store.

■ You can't sell people anything unless you get them to your store/website.

■ There are many platforms you can use to run paid advertising. Some examples would

be, Facebook, Instagram, TikTok, Twitter, YouTube, Google, Pinterest and LinkedIn. Please educate yourself before spending money on advertising on these platforms. If done incorrectly, you could easily deplete your entire budget very quickly.

■ Paid advertising is considered an advanced marketing strategy. With that said, anything can be learned and implemented.

■ Social Media Ads

◆ Ads on Facebook, Instagram, Twitter, TikTok and other social media platforms

◇ You will need to create accounts for each platform if you haven't already and create business ad accounts for each platform.

■ Google/YouTube Ads

◆ You will need to create an ads.google account to use google and YouTube ads.

BUILD A FUNNEL



■ High level funnel explanation:

- ◆ A marketing funnel is a series of stages which helps the prospect through the customer journey.

- ◆ A funnel could also be described as Awareness → Interest → Consideration → Intent → Evaluation → Purchase.

- ◇ Often times the structure will look something like this:

- ▶ An advertisement → Opt-in/"Squeeze Page" → Schedule a Call → Follow-Up → Purchase

- ▶ Before you get overwhelmed, building a funnel is now easier than ever. Coding is no longer necessary as modern technology is very simply built into a drag and drop structure. You do not need to be "tech-savvy" to build a high converting funnel.

- ▶ A funnel is a way to cover your lead costs or to break-even on the front end by offering a low cost item. From there you can use a variety of upsell strategies to get people to buy your larger flagship products.

◆ Targeting

- ◇ Targeting will be very important to drill down. If your targeting isn't good, you will end up spending a ton of money on people who are not qualified to buy your product.

- ◇ Defining exactly who your customer avatar is will keep your ad campaigns much more efficient.

- ▶ The more specific you can get with your ideal customer, the more relevant your ads will be to your targeted audience.

AN EXAMPLE OF A PAID MARKETING STRATEGY:

- Identify a free product to give to customers in exchange for their contact information
 - ◆ This could be an e-book, pdf, or anything that customers would be willing to exchange their contact information for.
 - ◆ Create a landing page that holds this offer
 - ◆ Run paid traffic to this page with a goal in mind of keeping lead cost at a certain amount
 - ◇ Do the math to figure out how much you should be paying for leads. You want to keep your cost as low as possible. Depending on what your first upsell offer is, your plan would be to recoup your ad spend with the first upsell.
 - ◇ For example, if you have a product that you can upsell to your list that costs \$25 dollars, and you think you can sell this upsell to 20% of your list, you know you need to keep your CPL, cost per lead, around \$5 to break even. ► Now, if you've done this successfully, you essentially have "free" leads. ► Now you can run an email marketing campaign and call your list to sell them

THE IMPORTANCE OF INVENTORY

1. Should hit multiple price range from free to high ticket.
2. Allows customer to pick their starting place.
3. Allows for you to negotiate with inventory rather than price.
4. Plans for customer ascension and/or upsell.
5. If you keep giving your customer a reason to buy, they will.

TYPES OF OFFERS

1. Free – Lead Gen
2. Tripwire Purchases (Lost Leader)
3. Core Offers
4. Profit Maximizing Offers
5. Recurring Subscriptions
6. Do-It-Yourself
7. Done-With-You
8. Done-For-You