

Newsletters, Articles and Social Media

Mindset:

1. Create Your Future - Don't let your current situation dictate your opportunities. What is happening now is a result of your thinking in the past. You are creating your future now.

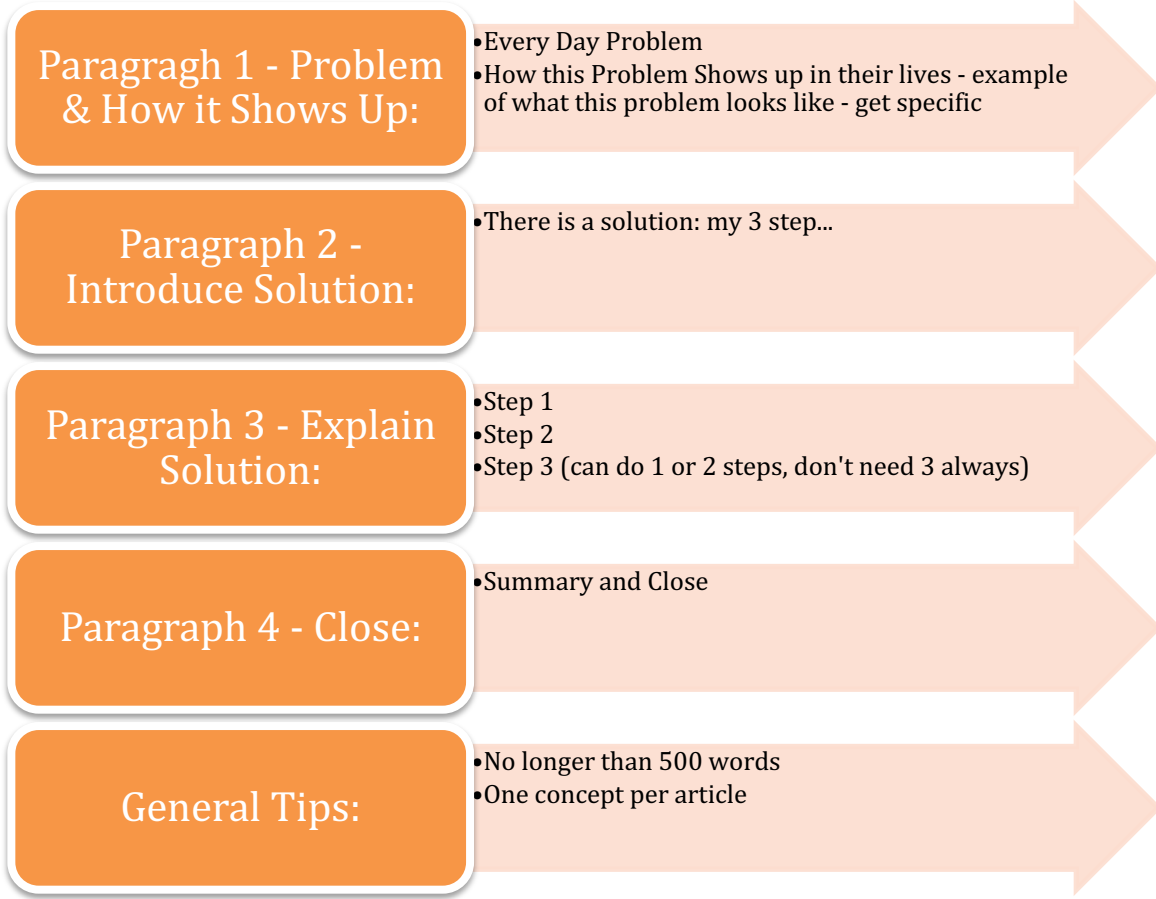
2. Overwhelm - Remember to use Money Mondays!

- Wake Up, Chill out, eat well, meditate
- Check
- Write your article
- Post on your blog
- Put in your newsletter
- Create your FB Posts
- Put in Hootsuite
- Check and make sure you have at least 3 sales conversations set up – if not do your asks
 - If you don't have asks – then go out and do some marketing to do asks
- Make sure you've got one speaking event set up this month
 - If not, than research places and start asking
- Make sure you've got one referral partner meeting set up (will teach this soon!)
 - If not, reach out and get those set up!
- Make sure you are getting out of your house to connect with people at least once a week
 - If not, determine how to connect with people

Picking Your Newsletter Database:



Writing Your Articles - The Easy 1,2,3 outline



- **Building Your General Database:**
 1. Collect Names from Everyone You've Ever Known
 - Old Jobs
 - Old School Pals
 - Family
 - Friends
 2. Collect full information: name, phone number, e-mail address, postal address
 3. You may have to write e-mails and ask for addresses
 4. Categorize Your Names. Categorizing names helps you with targeted marketing down the road. It also helps you remember who your people are once you've collected them.
 - Referral Partners
 - Workshop Leads
 - Client Leads
 - Current Clients
 - Past Clients
 - Friends
 - Family
 - School Contacts
 - X Job Contacts
 5. Use any system that works for you:
 - Online – Google, Highrise, or other contact management software
 - Offline – Mac-Mail or Outlook
 - I prefer online because eventually you will need a team to support you here.
 6. Collect names from everyone you meet and put them in your database (READ: Not your newsletter – your database!). Make sure to write down when and where you met them and any notes you have on them. You'll appreciate this all the more when you have more than 3000 names in your system.
 7. If you hate inputting names, hire a college student to come and do it on a regular basis for you.

- **Newsletter Distribution Systems**
 1. Mail Chimp - cheapest option, easier and includes templates – but not good if you intend to grow – SUGGESTED TO START HERE!
 2. New ones – THEN MOVE HERE:
 - Drip
 - Active Campaign
 - Vertical Response
 3. Constant Contact – easier and includes templates
 - Must use a double opt-in to import names
 4. 1shoppingcart – includes a shopping cart and an affiliate system which is super helpful
 - Don't have to use the double opt-in to import names – you can enter each name one by one
 5. Infusionsoft – most expensive option, allows you to do easy sequencing.
 - Can import names with a spreadsheet

- **Putting people on the Newsletter List**
 1. Begin by putting all your existing friends, family, colleagues into your newsletter system – you don't really need their permission because they love you and want to know what is going on.
 2. All leads and potential clients go on the newsletter list
 3. When you are networking, ask if you can put people on your newsletter list.
 4. When you do an event or workshop, send around a sign-in sheet to put people on your newsletter list

- **Newsletter**
 1. **Basics**
 - Writing a newsletter is another part of keeping a relationship with your clients.
 - Frequency:
 - In the beginning it is best to pick one:
 - Once a week
 - Every other week
 - Once a month
 - **Twice a month**
 - It is best to have the newsletter go out regularly so that you can continue to build a relationship with your clients

2. Newsletter Format

- Plain text – depends on your target market, some prefer plain text
- HTML with colors and pictures – again look at your target market
 - If you decide to use HTML
 - You can have one custom designed or use an existing template

3. Suggested Sections For Newsletter in HTML

- **Use as many sections as you want to use:**
 - Header – picture of you, your logo, phone number, clickable website link, clickable e-mail address
 - Personal note from You
 - Events and Teleclasses (advanced)
 - Success Story (advanced)
 - Feature Article
 - Would you like to use this article in your newsletter?
 - same blurb each week that can be grabbed from someone who wants to reprint your articles
 - About You

4. General Content

- It is great to pick categories that you write about based on your topic. So if your general area is digestive health – your categories could be:
 - Lifestyle
 - Recipes
 - Health Tips
 - Mental Health
- Content Ideas:
 - NB: DOES NOT HAVE TO BE ALL ARTICLES!
 - Pictures with quotes
 - Short tips
 - Before and after pictures
 - What makes you angry about your industry – rants
 - Stories with lessons

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- Sections of your book
- Teaching articles (see format above for these)
- What breaks your heart about your client's issues
- How you see the world and lessons for others
- Problems and Questions answered that you hear when talking to others

5. **Template Outline for an Article that is problem solution**

- **Paragraph 1:** Talk about a specific problem that your readers have. Use a story about a client or about yourself. Also talk about how that problem is showing up in your clients lives
- **Paragraph 2:** Let the readers know there is a solution.
- **Paragraph 3:** Give them the solution. Can be in paragraph form or in steps form. Steps form is step 1, step 2, step 3.
 - Make the paragraphs short and easy to grasp. No more than 3 -4 lines per paragraph.
- **Paragraph 4:** Close and summarize the articles

6. **Subject Lines:**

- This is the most important part of your newsletter, make the top line catchy and clear. This will convince people to open it.
- Play with different subject lines and see what the open rates are.
- Subject Lines:
 - Curiosity:
 - The heavy deer
 - Informational:
 - Teleseminar next week
 - Educational:
 - Three steps to more clients
 - Personal:
 - My saddest moment
 - Direct
 - Open me
 - Call me

7. Setting Up Your Newsletter

- 1. Have a VA help you with the technical details like setting up the newsletter software.
- 2. Have a college student help you with entering names.
- 3. Have a web designer do your HTML template
- 4. Have a VA set up your template in your newsletter system.
- Then you are in business!

Social Media

1. Set up a FB, Linked-In, Twitter, Instagram, and Pinterest accounts – nothing fancy – just get them set up.
2. You can link Instagram to FB and Twitter. You can also link Twitter to Linked in to make posting easier.
3. Each week create 14 – 20 posts. No need to come up with brand new content. You can outsource someone to write this for you.
4. Types of Posts:
 - a. Inspirational Posts
 - b. Status – this is what we are up to
 - c. Personal posts – look what I’m doing (or did)
 - d. Picture posts
 - e. Memes (pictures with words on them)
 - f. Questions (for discussions)
 - g. Tips
 - h. Thoughts of the week
 - i. Short videos
 - j. FB Live
 - k. Blog posts with links to the blog
 - l. Posts with links to free gifts
5. Use hootsuite (free version) or social oomph (free version) or meetedgar or FB itself to input all of your posts at once for the week.
6. Here’s an article that compares social media posting sites:
 - a. <https://www.lifewire.com/social-media-apps-for-managing-everything-3486302>

7. For Pinterest – post your blog each week with a picture and a link. The same can be done with Instagram (along with other more personal postings).
8. You need to do a combination of posts that link back to your landing pages, blog posts or webinars, and just great tips for people without links. See the schedule below. Adjust the schedule below for the frequency that works for you.
9. Do a personal post daily on Facebook and do some tweets and re-tweets.
10. See below (point 8) for extra campaigns for special events.
11. **Example Schedule: Links refer to links back to blog or free gift or webinar or landing page or some other promotion**

- Thursday:
 - Publish Blog, Send Newsletter
 - 2 FB posts **with** links (pre-loaded)
 - 3 Tweets **with** links (pre-loaded)
 - 1 Linked in post **with** links (pre-loaded)
- Friday:
 - 2 FB posts with no links (pre-loaded)
 - 1 personal FB Post (optional)
 - 3 Tweets with no links (pre-loaded)
 - 1 Linked in post with no links (pre-loaded)
- Saturday:
 - 2 FB posts with no links (pre-loaded)
 - 1 personal FB Post (optional)
 - 3 Tweets with no links (pre-loaded)
 - 1 Linked in post with no links (pre-loaded)
- Sunday:
 - 2 FB posts **with** links (pre-loaded)
 - 3 Tweets **with** links (pre-loaded)
 - 1 Linked in post **with** links (pre-loaded)
 - 1 personal FB Post (optional)
- Monday:
 - 2 FB posts with no links (pre-loaded)
 - 1 personal FB Post (optional)
 - 3 Tweets with no links (pre-loaded)

- 1 Linked in post with no links (pre-loaded)
- Tuesday
 - 2 FB posts with no links (pre-loaded)
 - 1 personal FB Post (optional)
 - 3 Tweets with no links (pre-loaded)
 - 1 Linked in post with no links (pre-loaded)
- Wednesday:
 - 2 FB posts **with** links (pre-loaded)
 - 3 Tweets **with** links (pre-loaded)
 - 1 Linked in post **with** links (pre-loaded)
- NEW WEEK: Thursday:
 - Publish Blog, Send Newsletter
 - 2 FB posts **with** links (pre-loaded)
 - 3 Tweets **with** links (pre-loaded)
 - 1 Linked in post **with** links (pre-loaded)

8. What about personal posts?

- Post 1-2 times a day with personal updates – this is random but created great community and should be consistent

2. Social Media Categories:

- Category 1: Scheduled and consistent content posts – see above
- Category 2: Personal posts done daily – see above
- Category 3: Posts that lead to an online or offline event – these should start 4-8 weeks before the event and lead to an opt-in page or an information page about the event
- Category 4: Meme campaigns. These are picture and quote campaigns for a particular event.
- Category 5: Paid Advertising. This works well when you have the cash flow for it.

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“Aim at a high mark and you will hit it.
No, not the first time, not the second
time and maybe not the third.

BUT KEEP ON AIMING and keep
on shooting for only practice will make
you perfect. **FINALLY YOU’LL HIT
THE BULL’S-EYE OF SUCCESS.”**

– Annie Oakley



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RevenueBreakthrough.com/money

Monica Shah's
**MASTER
YOUR
MONEY**

FREE TRAINING
JUDY GOSS INTERVIEWS
MONICA SHAH

HOW TO ELIMINATE YOUR MONEY BLOCKS

WEDNESDAY, FEBRUARY 28TH 7PM EST
[REVENUEBREAKTHROUGH.COM/MONEYBLOCKS](https://RevenueBreakthrough.com/moneyblocks)

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HOW TO ELIMINATE YOUR MONEY BLOCKS

3 Keys to Increase Cash Flow –
Without Sacrificing Your Life

WEDNESDAY, FEBRUARY 28TH 7PM EST
REVENUEBREAKTHROUGH.COM/MONEYBLOCKS



Homework and CHALLENGE for April 30th, 2018:

To receive your gift for this challenge – **the following must be posted on Facebook by 5pm on April 30th on the PINNED POST at the top of the Money Club Facebook page.**

Part 1: Do a new form of marketing at least 6 times. This could include:

- 6 FB Lives on a PUBLIC page (not MC)
- 6 weeks of posting 3 times a week on any social media account on a PUBLIC page
- 6 newsletters sent out to your list (these can also be posted on your blog - but newsletters must be sent to your list)
- 6 personal or professional videos posted to a PUBLIC social media or youtube account

Part 2: Do 8 sales conversations

- Post the names or initials of the sales conversations on the post. And write the 6 forms of marketing that you did (one of the bullets above). We're using the honor code here :)

- **Challenge Options:**

- **Owls**

- Do 8 practice sales conversations with family, friends, and other money clubbers.
- Do a form of marketing at least 6 times (see above)

- **Wolves**

- Do 4 practice sales conversations with friends, family and other money clubbers and 4 real conversations with potential clients.
- Do a form of marketing at least 6 times (see above)

- **Cheetahs:**

- Do 8 real sales conversations and ask for money from potential clients.
- Do a form of marketing at least 6 times (see above)

Please post on the Facebook PINNED POST by 5:00 PM ET on April 30th 2018.

- The reward? Yet another useful tidbit in the mail to keep you rocking and rolling.