

How To Manufacture Fame

Customer path from cold prospect to sale:

Every customer is in a pain state and the goal is to have your product /service take them to their desired outcome. Remember: The number one focus is to help CUSTOMERS get what they want.

What we want to do is create valuable content that reaches BEYOND organic (but will also be used on organic) to build trust and credibility. We will also leverage the audience (video viewers to retarget into our offers)

- 1) Video content will be 2- mins each and include seed language and a call to action..
- 2) Audio is the most important. Make sure it's very clean. Use a good mic.
- 3) Dress like your audience would expect from someone who is successful in your industry.
- 4) Background: clean and well lit. Can be inside or outside.
- 5) Upload all videos to Basecamp todos for 7 Mile to edit.
 - a) Editing will consist of intros, outros, and subtitles
- 6) Post all content organically on FB, IG, Tik tok, Youtube, linkedin, and any other channels you use.
- 7) You MAY have something that can already fit these slots! Don't overlook old content.

EXAMPLES:

Marie Forleo
Sunny Lenarduzzi
Barbara Corchorane
Sara Blakely
Bethany Hamilton
Jeff Lerner
Gary Vee
Brendan Bouchard
Lewis Howes
Dan Lok
Bedros Keuilian
Jocko Willink
Grant Cardone

Milestone Mapping

- What are the problems that have to be solved for your client to go from where they are now and where they want to get to? We call these milestones.
- These milestones are your three core pillars of content that you build your content around.
- EG: Someone who is overweight needs to exercise more, eat better, and understand their biochemistry
- EG: Someone who needs more clients needs: More traffic, a better sales funnel, and longer retention

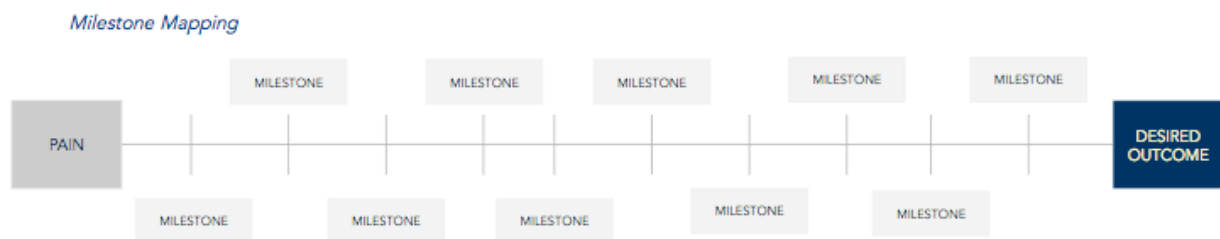
Two ways to structure this: Big broad milestones or industry specific milestones

EG:

If you are a forex trading education company

Broad: Shift Mindset, Become an Entrepreneur, Master A Skill

Industry specific: Why Forex Trading?, Why Systems Matter, The Power Of A Community



Milestones:

- 1)
- 2)
- 3)

Content Pillars

PILLAR 1: exercise more	PILLAR 2: eat better	PILLAR 3: understand their biochemistry
HEADLINES		
1. Why you should never do sit ups if you want to lose weight 2. How much should you run every day to lose 1 lb	1. The three foods everyone should eat to boost their metabolism 2. The worst food on the planet for	1. 2. 3.

3. Why flexibility matters in weight loss 4.	hidden calories 3.How many glasses of water per day should you drink for optimal weight loss	

SEED LANGUAGE (Should be in every video) Seed language is about your superpower. It is what you want to be known for. You want to incorporate this into every video, so your unique talents get deeply embedded in the memory of your ideal client.

EG: At 7 mile media we help information marketers who are spending at least \$1000 per day scale to 8 figures profitably

Insert yours here:

Call to action: at the end of each video (your webinar, download or other.)

Insert yours here:

COLD BUCKET MESSAGING

Content Pillar 1 videos: 1,2,3,4,5,6	Content Pillar 2 videos: 1,2,3,4,5,6	Content Pillar 3 videos: 1,2,3,4,5,6
Problem/Solution A	Problem/Solution A	Problem/Solution A

Problem/Solution B	Problem/Solution B	Problem/Solution B
Problem/Solution C	Problem/Solution C	Problem/Solution C
Demonstration		
How To Training A	How To Training A	How To Training A
How To Training B	How To Training B	How To Training B
How To Training C	How To Training C	How To Training C

WARM BUCKET MESSAGING

1) Philosophical based content

Goal = share your beliefs and create deeper connection/bond with ideal prospect.

Origin Story	Unique Views On Your industry	Your philosophy about business or life

2) Methodology based content

Goal = share how your process/system is different/unique. Share how it works from a big picture conceptual perspective. Compare and contrast to competitors.

Methodology Key #1:	Methodology Key #2:	Methodology Key #3:

3) Proof based content

Goal = prove your process works with case studies & testimonials

Case Study 1	Case Study 2	Case Study 3

Testimonial 1	Testimonial 2	Testimonial 3

OFFER BUCKET MESSAGING

****All Offer Videos Need To Contain The Following Elements**

1. Compelling call to action for next step
2. Positioning of offer uses selling concepts from seed language
3. Clear and concise explanation of the offer

Offer videos: These are the standard direct response ads we are creating for you.

Offer ad 1:

Offer ad 2:

Offer ad 3:

Retargeting: Overcome objection based content. Goal = answer the questions that prevent people from buying so they feel good about purchasing

Big Objection 1	Big Objection 2	Big Objection 3

2) Benefit based content

Goal = highlight most powerful selling points to remind people what they will gain from purchasing

Big Benefit 1	Big Benefit 2	Big Benefit 3`

