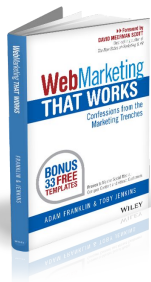


5:00



Build Your Marketing Engine

The building blocks for each stage in your marketing journey -- and the 3 different orbits.





Build Your Marketing

Today's agenda

The 3 orbits

Flight Plan

1 Optimise LinkedIn Profile

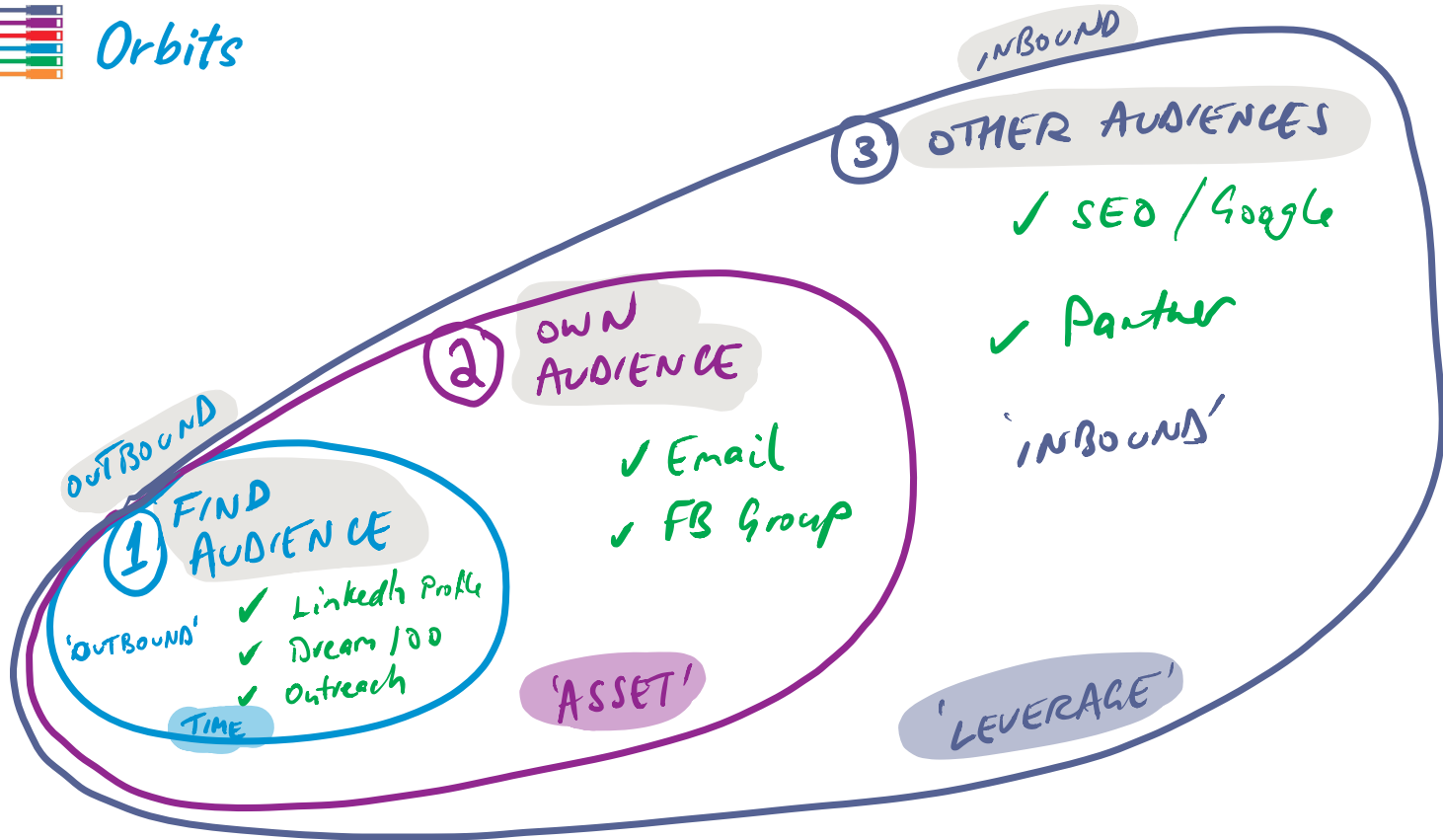
2 Find Dream 100 Prospects

3 Outreach Activity

Next Steps

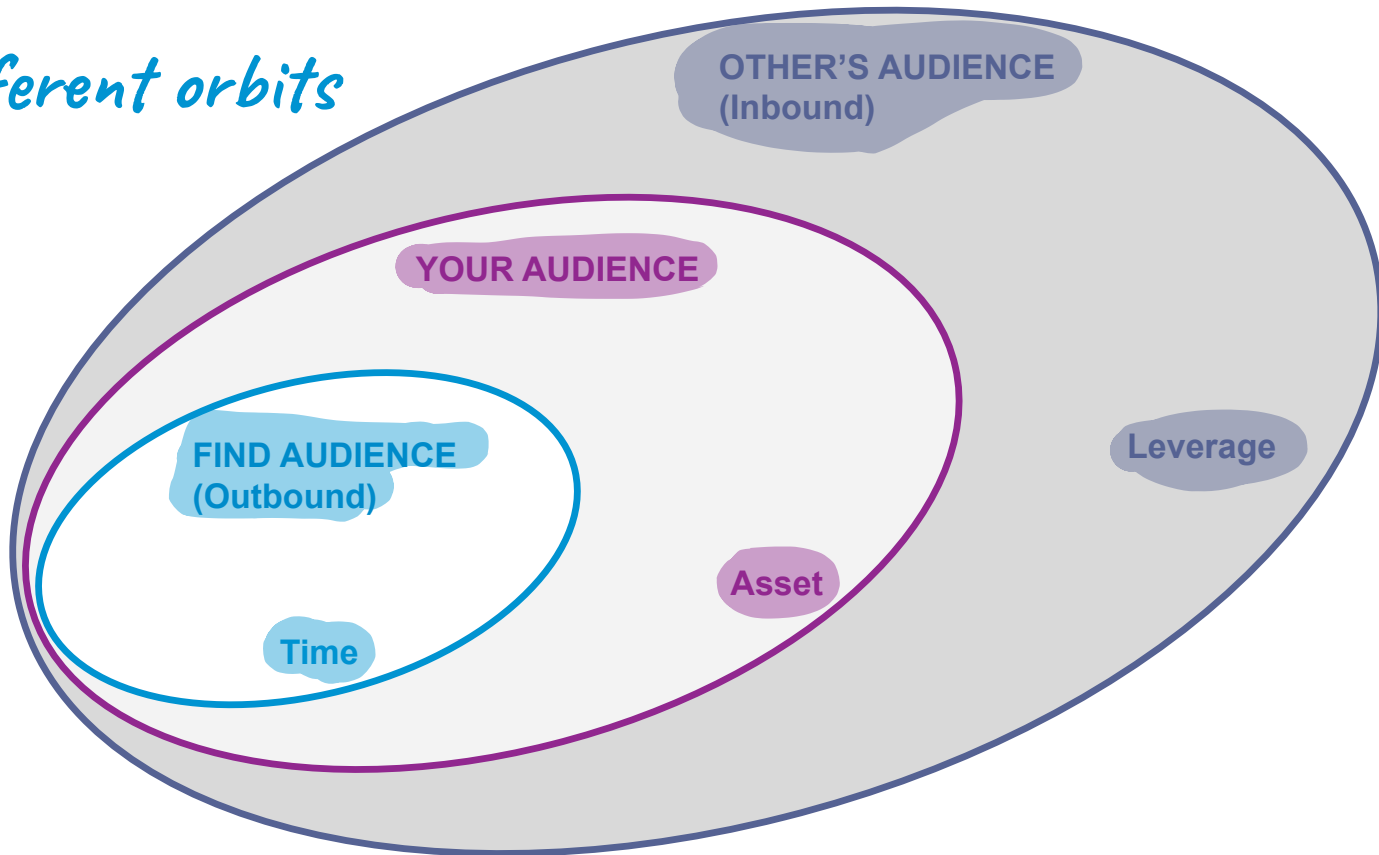


Orbits



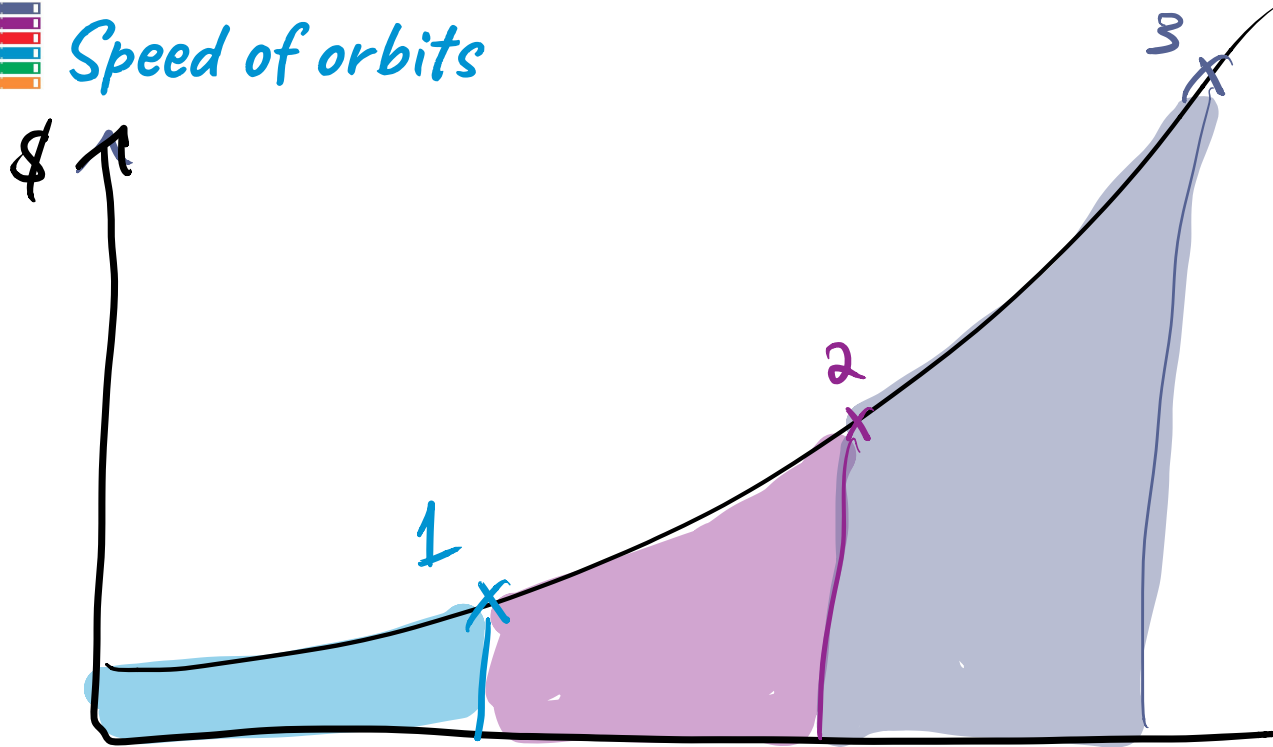


Different orbits





Speed of orbits





Orbits

	CONNECT	NURTURE	CONVERT	WIN CLIENTS
3	✓ ✓ ✓			
2	✓ ✓ ✓	✓ ✓ ✓		
1	✓ ✓ ✓	✓ ✓ ✓	✓ ✓ ✓	

2021 MARKETING FLIGHT PLAN

	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
'INBOUND'				
Other's Audience (Leverage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Audience (Asset)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Find An Audience (Time)	LinkedIn Profile <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Dream 100 <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Outreach Activity <input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
'OUTBOUND'				

2021 MARKETING FLIGHT PLAN

	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
'INBOUND'				
Other's Audience (Leverage)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Your Audience (Asset)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Find An Audience (Time)	Optimise LinkedIn Profile <input checked="" type="checkbox"/>	Daily Outreach (50 messages per day) <input checked="" type="checkbox"/>	'CTA' Content Posts <input checked="" type="checkbox"/>	Magnetic Offer <input checked="" type="checkbox"/>
	Find 'Dream 100' Prospects (or 1,000) <input checked="" type="checkbox"/>	Craft '5 Step Nurture System' <input checked="" type="checkbox"/>	'Shake The Tree' DM <input checked="" type="checkbox"/>	Triage Call <input checked="" type="checkbox"/>
	Outreach Activity Tracker & Hire VA <input checked="" type="checkbox"/>	Uncover Flagship Content <input checked="" type="checkbox"/>	'SPEAR' DM Chat Sequence <input checked="" type="checkbox"/>	Strategy Session <input checked="" type="checkbox"/>
'OUTBOUND'				

2021 MARKETING FLIGHT PLAN

'INBOUND'

CONNECT

NURTURE

CONVERT

WIN HIGH VALUE CLIENTS

Other's
Audience

(Leverage)

Your
Audience

(Asset)

Find An
Audience

(Time)

'OUTBOUND'

☐☐☐

Opt-in / Rego / Landing Pages



Build Email List



Facebook Group



Optimise LinkedIn Profile



Find 'Dream 100' Prospects (or 1,000)



Outreach Activity Tracker & Hire VA

☐☐☐

Autoresponder & Email Newsletter



Content Plan & Editorial Calendar



Zoom Workshops



Daily Outreach (50 messages per day)



Craft '5 Step Nurture System'



Uncover Flagship Content

☐☐☐

Shake The Tree 'SPEAR' System



Appointment Engine



Sell By Chat



'CTA' Content Posts



'Shake The Tree' DM



'SPEAR' DM Chat Sequence

☐☐☐

Core Offer



Map Client Journey



Setup Stripe & CRM



Magnetic Offer



Triage Call



Strategy Session



2021 MARKETING FLIGHT PLAN

‘INBOUND’

Other's
Audience

(Leverage)

CONNECT

Partnerships & JVs ☒

PR & Backlinks ☒

SEO ☒

NURTURE

Signature
Presentation or Book ☒

Feature on 3rd Party
Content ☒

Optimise Funnels ☒

CONVERT

Partner CTAs ☐

Run Sales Events ☐

Executive
Roundtables ☐

WIN HIGH VALUE CLIENTS

Choreographed
Close ☐

Hire Sales Person ☐

Digital ‘Sales Person’ ☐

Your
Audience

(Asset)

Opt-in / Rego /
Landing Pages ☐

Build Email List ☐

Facebook Group ☐

Autoresponder &
Email Newsletter ☐

Content Plan &
Editorial Calendar ☐

Zoom Workshops ☐

Shake The Tree
‘SPEAR’ System ☐

Appointment Engine ☐

Sell By Chat ☐

Core Offer ☐

Map Client Journey ☐

Setup Stripe & CRM ☐

Find An
Audience

(Time)

Optimise LinkedIn
Profile ☐

Find ‘Dream 100’
Prospects (or 1,000) ☐

Outreach Activity
Tracker & Hire VA ☐

Daily Outreach (50
messages per day) ☐

Craft ‘5 Step Nurture
System’ ☐

Uncover Flagship
Content ☐

‘CTA’ Content Posts ☐

‘Shake The Tree’ DM ☐

‘SPEAR’ DM
Chat Sequence ☐

Magnetic Offer ☐

Triage Call ☐

Strategy Session ☐

‘OUTBOUND’

Optimise Profile

LinkedIn Profile





LinkedIn Profile

Traffic Light	Criteria?	Your rating?
	Very basic. Lacking in most areas.	
	OK. But lots of room for improvement	
	Fully up to date Good Headline, About, Custom URL, Headshot, Background, Contact info, Featured, Experience & Privacy	

POLL...



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sales Nav

TAE40116 - Now Only \$990 - 2020 Intake! Latest Certificate IV Training & Assessment. Enquire Now! Ad ...



Adam Franklin



LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluewire Media. I help consultants win high-value clients.

Brisbane, Queensland, Australia · 500+ connections ·

[Contact info](#)



Bluewire Media Pty Ltd



The University of Queensland

Edit public profile & URL



Add profile in another language



Profile Tour



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Sale

[Jack Welch MBA](#) - Get ahead with a top-ranked Jack Welch online MBA. Classes start Oct. 6th. Ad ...



Edit public profile & URL

Add profile in another language



Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/**adamfranklin1**

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel

Save

Custom
URL

About

► LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win new clients & grow their pipeline on LinkedIn.

... see more

Featured

See all



Adam Franklin: Keynote Speaker - LinkedIn Marketing for Business

Expert LinkedIn Marketing speaker Adam Franklin (Amazon #1 bestselling author)...



Web Strategy Planning Template 2020 (PDF)

Downloaded over 1 million times and now in it's 10th anniversary edition. Feature...

**Type "Content
Content Guide v



45 · 63

Profile
Tour

About

» LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win high-value clients & grow their pipeline on LinkedIn.

» SPECIFICALLY I HELP CONSULTANTS WHO:

- ✓ Already work with high-value clients (worth \$10k+ in fees), and get them results.
- ✓ Are on track for between \$100K -> \$3M-\$5M revenue in 2020.
- ✓ Have 1-2 owners.
- ✓ Have capacity to sign on 2-3 new clients
- ✓ Have 10-20 years experience.
- ✓ Have 500+ connections on LinkedIn or email.
- ✓ Are 10/10 committed to getting results.
- ✓ Can commit 3 hours per week.
- ✓ Are friendly, coachable, methodical and open to trying new things.

→ If this is you send "LinkedIn Pilot" to adam@bluewiremedia.com.au.

*Plus, I promise a 2X ROI guarantee.

» LINKEDIN TRAINER

I run in-house corporate LinkedIn training as well as public LinkedIn Accelerator workshops.

» SOCIAL MEDIA SPEAKER

Do you need an entertaining, jargon-free and actionable speaker to show attendees how to grow their pipeline? With over 200 keynotes under my belt and rave reviews from around the world, I can educate, entertain and empower your next corporate audience.

✓ Client testimonials, speaker reel & availability: <https://www.bluewiremedia.com.au/speakers>.

✓ Enquires: +61424329132 adam@bluewiremedia.com.au

» BESTSELLING AUTHOR:

My book Web Marketing That Works (Wiley 2014) was an Amazon #1 bestseller. I co-wrote it with Toby Jenkins. Read a free chapter

<https://www.bluewiremedia.com.au/chapter>

- 2000 characters
- Use bullets & formatting
- Explain exactly who you help
- Borrow my formatting

**Profile
Tour**



Adam Franklin

LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluewire Media. I help consultants win hig...

Accolades include:

- ✓#1 Australian business blog (Smart Company)
- ✓#1 Best selling author (Amazon)
- ✓#9 Marketing podcast for entrepreneurs (Entrepreneur magazine)
- ✓#7 LinkedIn Expert in Asia Pacific (SMM Institute)

I teach over 33,000 email subscribers and 1,000+ online students.

➤ **CONNECT WITH ME:**

I share regular videos, marketing templates and tips and am available for podcast interviews and media commentary on topics related to digital marketing and social media.

Call: ☎ +61 424 329 132

Email: ✉ adam.franklin@bluewiremedia.com.au

Visit: 🌐 www.bluewiremedia.com.au

➤ **FREE LINKEDIN & MARKETING TEMPLATES:**

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Feature PDFs,
videos, articles or
links

Featured



**Adam Franklin: Keynote Speaker -
LinkedIn Marketing for Business**



**Web Strategy Planning Template 2020
(PDF)**



**Featured
section**

Experience



Bluewire Media Pty Ltd

15 yrs 5 mos

LINKEDIN MARKETING COACH

Jan 2017 – Present · 3 yrs 5 mos

Brisbane, Australia

► LINKEDIN COACH & CMO/MARKETING MENTOR:

I help consultants win new clients & grow their pipeline on LinkedIn.

► SPECIFICALLY I HELP CONSULTANTS WHO:

- ✓ Already work with high-value clients (worth \$10k+ in fees), and get them results.
- ✓ Are on track for \$300k - \$3M revenue in 2020.
- ✓ Have 1-2 owners.
- ✓ Have capacity to sign on 2-3 new clients with a sales cycle of <29 days. ...see more



LINKEDIN MASTERCLASS: (No-cost, no-pitch)

Jan 2019 – Present · 1 yr 5 mos

Brisbane, Australia

WIN 'HIGH-VALUE CLIENTS' ON LINKEDIN IN 2020: Register for free:

<https://bluewiremediamedia.com.au/next-webinar>



Flesh out 'Experience'

Experience section

LinkedIn Profile Checklist - Bluewire Media v2.0

7. Experience

In the Expertise section, list various roles at various companies. The various roles should be listed in chronological order, with the most recent role at the top.

8. Custom Profile Picture

You can create a custom profile picture that is the right hand side of your profile.

You can change your profile picture by clicking on the 'www.linkedin.com/profile' link.

That's it!

A well optimised profile is a prospective client's first impression. About As



Feel free

For more tips

Are you

If want to use

Free Download: www.bluewiremedia.com.au/lipc
Copyright holder is licensing
Please feel free to make this

LinkedIn Profile Checklist - Bluewire Media v2.0

With the new version, you can move forward. Follow the checklist to ensure your profile is optimised.

LinkedIn Profile Checklist - Bluewire Media v2.0

1. Headshot

Your profile picture should be a headshot, the most professional and also chosen to represent you.

2. Name

If you have a name that is not a common name, eg. Mary (Smith), you should include the surname as well.

3. Headline

This is where you can consider what business jargon you want to include. Ideally include keywords that are relevant to your business.

4. About

Review your 'About' section. Use the 'fold' button to see how it looks on a mobile device. This section is where you can make an enquiry.

5. Background

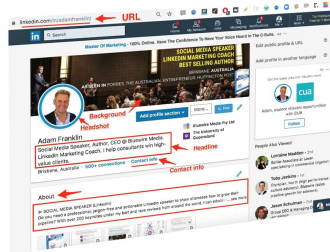
Have you put a background image? (396 px). You can use a professional headshot or a business-related image.

6. Contact

Double check your contact information. It should be accurate and up-to-date.

LinkedIn Profile Checklist

The 8 crucial elements to optimise your profile and put your best foot forward on LinkedIn.



Free Download: www.bluewiremedia.com.au/linkedin-profile-checklist
Copyright holder is licensing this under the Creative Commons License. Attribution 3.0
Please feel free to make this template your own. You can re-brand, re-brand, edit, add your own content and even use it commercially.

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bluewiremedia.com.au

bluewiremedia.com.au/lipc

Mark - case study



Matthew [redacted] • 9:09 am

Hi Mark, funny you should connect with me, we have been looking at changing accountants and that is why I looked at your profile. I feel that we need someone who is more experienced in the construction industry and who can help us pay less tax. Would you be interested in having a chat?

A good profile will do the heavy lifting & attract qualified leads



Alison

\$30K IN 3 WEEKS



03:13



②

Find Dream 100



Phone Activity

Ideal client role

People

Search results for "hr manager" in Melbourne, Victoria, Australia. The results show three profiles:

- Sian Johnson** • 2nd
Talent Acquisition Manager - Country Road Group
Melbourne, Australia
Current: Talent Acquisition Manager at Country Road Group
14 shared connections
- Chris Zgrdja** • 2nd
Senior HR Partner | Senior HR Manager | People and Culture - Technology, Engin...
Melbourne, Australia
Past: HR Manager at MTM Pty.Ltd.
10 shared connections
- Jane Save - CAHRI** • 2nd
Human Resources Manager Asia Pacific
Melbourne, Australia
Past: Site HR Advisor (acting HR Manager) at Minerals and Metals Group
13 shared connections

Location



Market Size Calculator

Role / Title	Location	Industry	# Contacts
HR Manager	VLC		38,000
Ideal Future Clients: TOTAL CONTACTS #			38,000

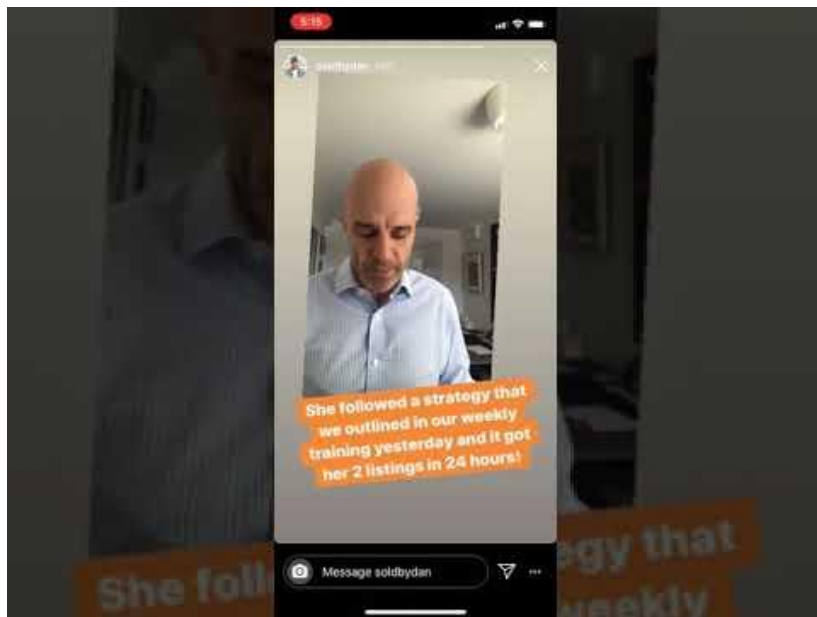


Opportunity Calculator

Total Contacts (#)	# 38,000	
x Acceptance Rate (eg. 30%)	30 %	11,400 (1st Leads)
x Prospects - Ready to Buy (~1%)	1 %	114 Ready To Buy Prospects
x Sales Conversion Rate (eg. 30%)	30 %	34 CLIENTS
x Average Deal Size (\$)	\$ 10,000	
Total Opportunity (\$)	\$ 340,000	



Case Study - 2 real estate listings in 24 hours



③

Outreach Activity



Outreach Activity Tracker Template



Outreach Activity Tracker Template v3.0 (Client version with scripts)

To make your own version, click "File > Make A Copy > OK"

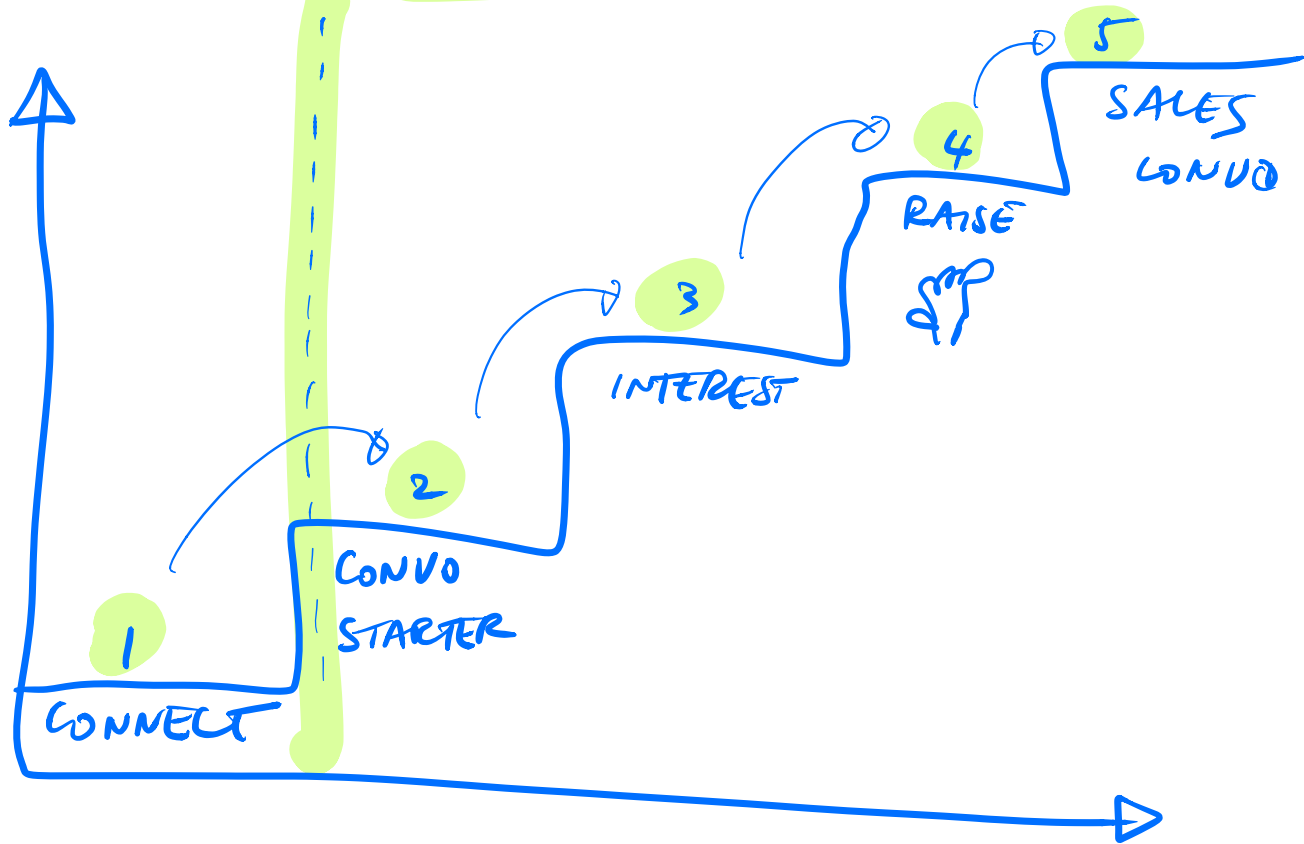
To add more sheets, 'Duplicate' Tabs at the bottom

Your Name	
Company	

Target LinkedIn Search Criteria	
Role	HR MGR
Location	IN
Connection	

	Contact Name	LinkedIn URL	Role	Company	Connection degree	Email	Mobile/ Cell	Message 1 (Connect)	Message 2 (Conversation)	Message 3 (Interest)	Message 4 (Raise Hand)	Message 5 (Sales Convo)	Opportunity
1	///		///					✓					
2	///		///					✓					
3	///		///					✓					
4	///		///					✓					
5	///		///					✓					
6	///												
7	///												
8	///												
9													
10													
11													
12													
13													
14													
15													
16													
17													

→ bluewiremedia.com.au/oatt



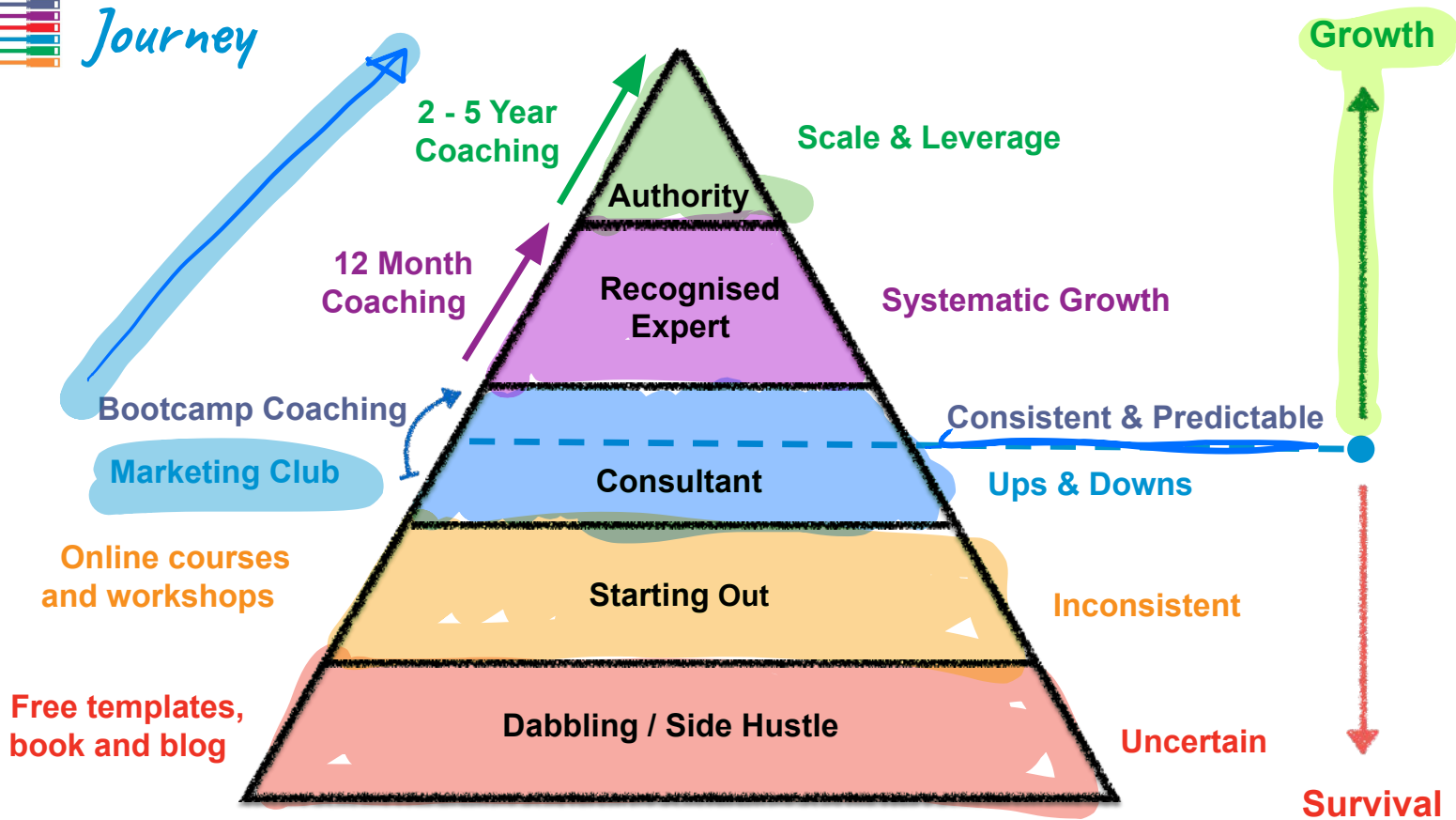


Wade's \$1M in new business





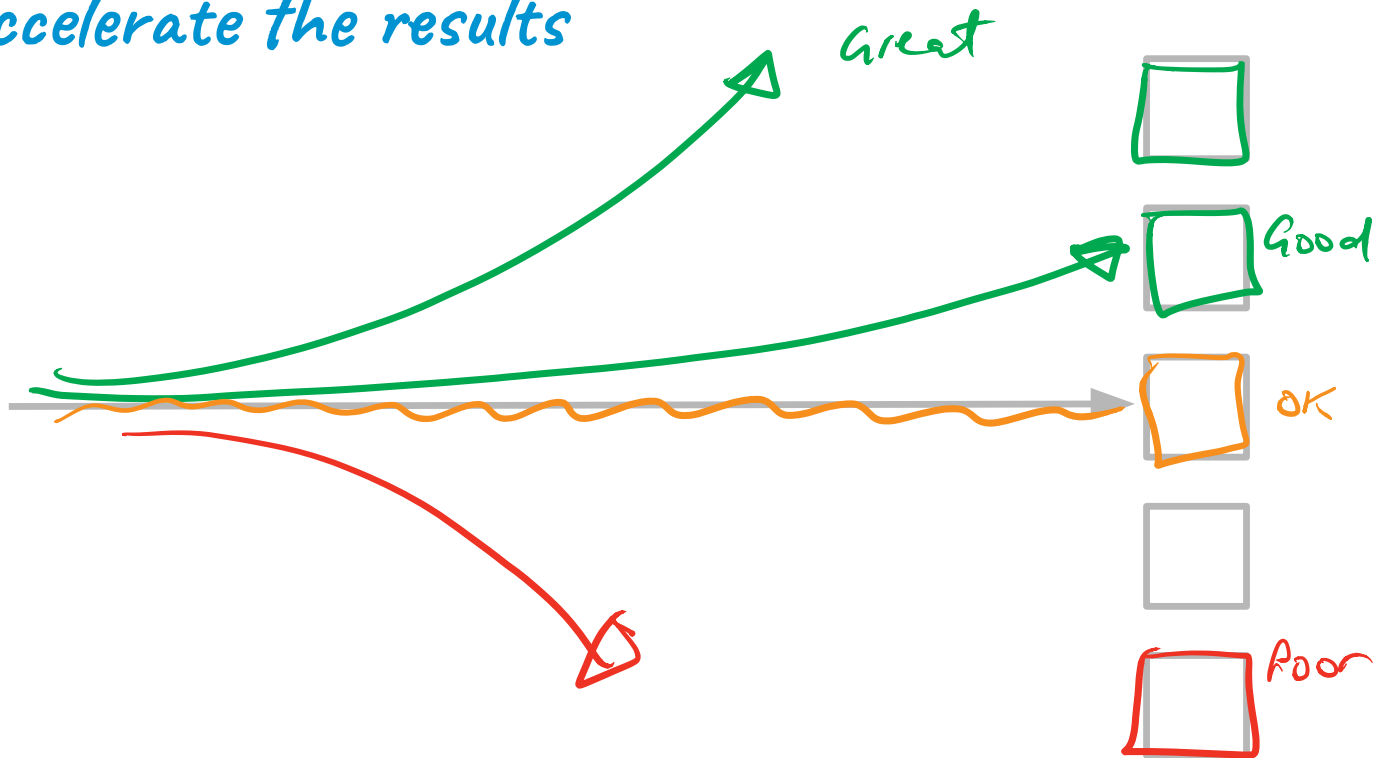
Journey



Next Steps



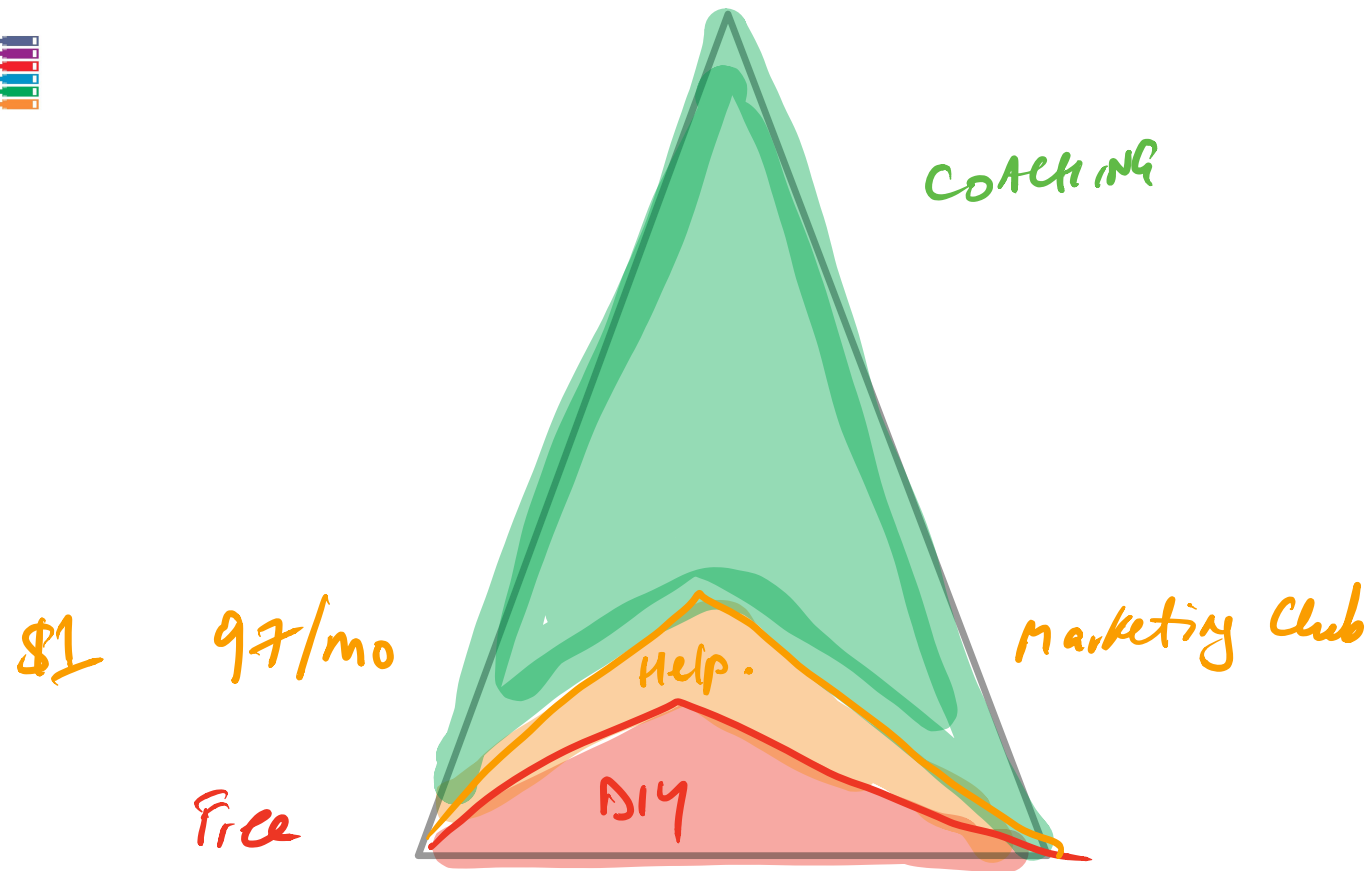
Accelerate the results





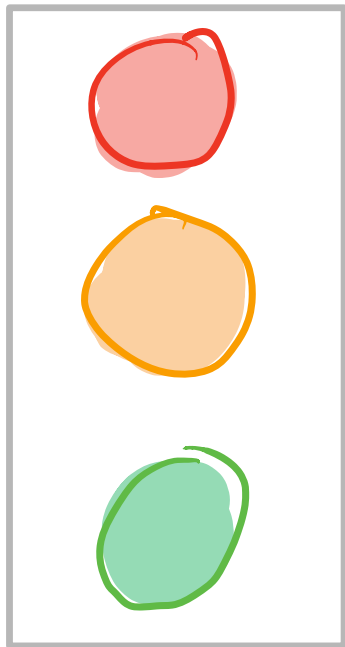
How fast would you like to go?







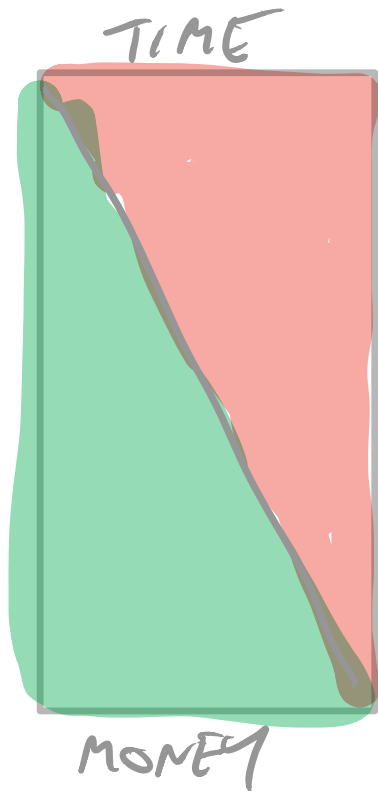
Accelerate the results



ALONE

SLOW

FAST.





Recordings of 2 past intensives.

3 Flagship courses

2x Weekly Q&A's

Private community

VIP Offer
\$1 USD for 14 days
Then \$97/mo



**Build Your Marketing
Engine**

Adam Franklin



\$1 VIP UPGRADE

14 Day Trial of my 'Marketing Club'

→ bluewiremedia.com.au/1vip

slow



BLUEWIRE COACHING

12 MONTH PROGRAM

Adam Franklin



Tailored roadmap

1-on-1 Coaching

Advanced Material

2x Weekly Q&A's

Private community

APPT ONLY

3 HRS.

> \$10K/mo

B2B

calendly.com/adam-franklin/20min

2021 MARKETING FLIGHT PLAN

‘INBOUND’

Other's
Audience

(Leverage)

CONNECT

Partnerships & JVs ☐

PR & Backlinks ☐

SEO ☐

NURTURE

Signature
Presentation or Book ☐

Feature on 3rd Party
Content ☐

Optimise Funnels ☐

CONVERT

Partner CTAs ☐

Run Sales Events ☐

Executive
Roundtables ☐

WIN HIGH VALUE CLIENTS

Choreographed
Close ☐

Hire Sales Person ☐

Digital ‘Sales Person’ ☐

Your
Audience

(Asset)

Opt-in / Rego /
Landing Pages ☐

Build Email List ☐

Facebook Group ☐

Autoreponder &
Email Newsletter ☐

Content Plan &
Editorial Calendar ☐

Zoom Workshops ☐

Shake The Tree
‘SPEAR’ System ☐

Appointment Engine ☐

Sell By Chat ☐

Core Offer ☐

Map Client Journey ☐

Setup Stripe & CRM ☐

Find An
Audience

(Time)

Optimise LinkedIn
Profile ☒

Find ‘Dream 100’
Prospects (or 1,000) ☒

Outreach Activity
Tracker & Hire VA ☒

Daily Outreach (50
messages per day) ☒

Craft ‘5 Step Nurture
System’ ☒

Uncover Flagship
Content ☒

‘CTA’ Content Posts ☐

‘Shake The Tree’ DM ☐

‘SPEAR’ DM
Chat Sequence ☐

Magnetic Offer ☐

Triage Call ☐

Strategy Session ☐

‘OUTBOUND’



Student Centre

UPCOMING EVENTS 2021

LinkedIn (CONNECT)

- ✓ LinkedIn Profile & Company Pages
- ✓ Dream 100 Prospects
- ✓ 5 Step Nurture System
- ✓ Hiring a LinkedIn VA
- LinkedIn Events
- Outreach & Shake The Tree

Content Marketing (EDUCATE)

- ✓ Uncover your Flagship Content
- ✓ Put your Flagship Content to Work
- ✓ Video Marketing
- ✓ Content Plan & Editorial Calendar
- ✓ Zoom Breakouts
- SEO 101
- ✓ Content Plan & Editorial Calendar
- ✓ Flesh out 2021
- How to run an Executive Roundtable (Think Tank)
- Sunday Session videos, WhatsApp CTAs
- ✓ Webinar Marketing Process
- Webinar to Appointment System
- Webinar Content Framework
- Pivot & Lift our Zoom Game
- Get Tactical (Content)

Sales (WIN CLIENTS)

Bluewire Coaching

Home / Course / Bluewire Coaching

You have completed 14.29% of this course.

BLUEWIRE COACHING PROGRAM



1-on-1's with Adam

For additional sessions feel free to book straight in
<https://calendly.com/adam-franklin/15min>
<https://calendly.com/adam-franklin/30min>
<https://calendly.com/adam-franklin/60min>

Course Navigation

- WARM UP: LinkedIn Accelerator Workshop – (half day & exec short course)
- GAME PLAN Resources
- ✓ UPCOMING EVENTS 2021
- LinkedIn (CONNECT)
- Content Marketing (EDUCATE)
- ✓ Sales (WIN CLIENTS)
- Email Marketing (CONVERT LEADS)
- ✓ OTHER: Masterminds, Intensives, Hot Seats & Planning sessions
- OPEN Q&As

Your Courses

- Elegant Sales & Conversions
- Private: Web Marketing That Works Online Course 1.0 (2013)
- Private: Marketing Club
- Private: Marketing Consultant Blueprint
- Private: Grow Your Marketing Team
- Social Media That Works Online Course
- Web Marketing Blueprint
- The Book
- Killer Digital Strategies
- The Truth About Social Media For Business
- Double My Leads
- SEO Accelerator
- "All-Access" Starter Pack
- Social Media for Leads
- High Trust Marketing Coaching Program
- LinkedIn Leads for High Value Clients
- LinkedIn Accelerator Workshop (half day)



Marketing Engine - Action Items

Action Item 1

Action Item 2

Action Item 3

Final thoughts

Daily Habits & Weekly Cadence



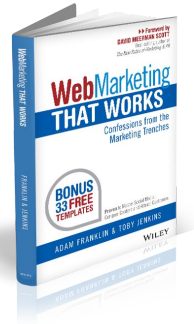


Thank you, plus Q&A



Adam Franklin

<https://www.linkedin.com/in/adamfranklin/>
adam.franklin@bluewiremedia.com.au



➡ calendly.com/adam-franklin/20min

➡ bluewiremedia.com.au/1vip



Action Item Capture Card

Strategy

Effort



Action Items

→

→

→

Potential Money Made (\$)

Potential Money Saved (\$)



Action Item Capture Card

Strategy

Effort



Action Items

Potential Money Made (\$)

→

→

→

Potential Money Saved (\$)