



# BLUEWIRE COACHING

## 12 MONTH PROGRAM

*Adam Franklin*



**'Build a marketing engine to win high value clients'**

As a **'professional services / B2B consultant'**  
(or advisor), **you:**

- ☐ already work with **high-value clients**  
(worth ~\$10K+ in annual or project fees).
- ☐ have **10-20 years experience** and  
**valuable IP.**
- ☐ have a strong network of **500+ contacts**  
on LinkedIn or email.
- ☐ have existing **word of mouth & referrals.**

As a **'client'**, you:

- ☐ can commit **3 hours per week**
- ☐ are **10/10 committed** to getting results.
- ☐ are a **'learner'**, a **'doer'**, a **'sharer'** and  
you **'show up'**
- ☐ ideally have an **internal resource** to  
implement.
- ☐ are **friendly, coachable and methodical**  
and open to trying new things.

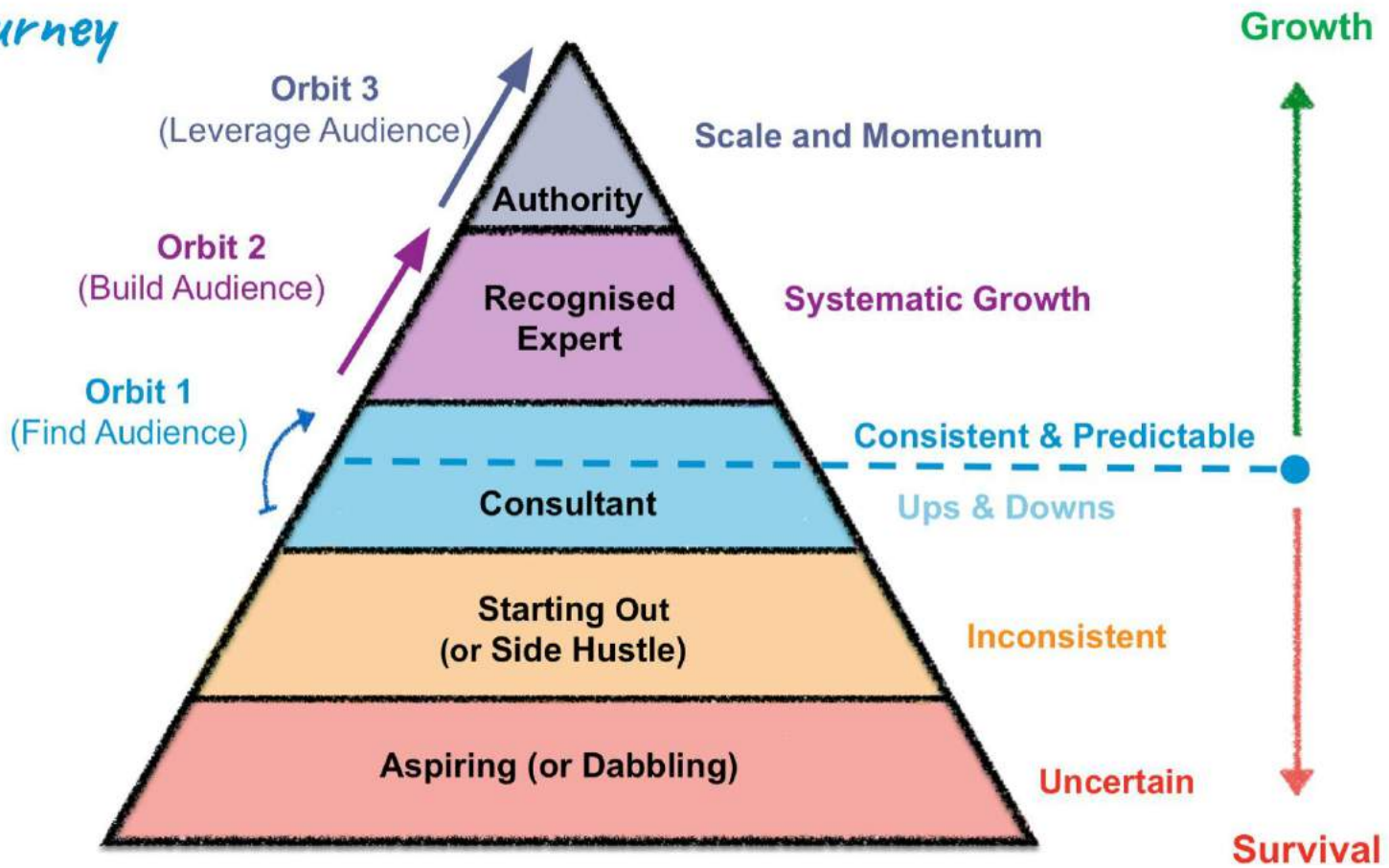
As a **'business'**, you:

- ☐ have annual revenue in the range of  
**\$150K - \$2.5M.**
- ☐ have **1-3 owners** and want **stable growth.**
- ☐ Invest in yourself to **fast track results.**
- ☐ know a **'marketing engine'** will increase  
the value of your business (often by  
multiples).
- ☐ prefer to build an **in-house asset** rather  
than abdicate to an agency, or be at the  
mercy of rainmakers.
- ☐ want to embed **proven IP, systems and processes**  
into your business.
- ☐ want to be **guided, held accountable and encouraged**  
by someone you like and trust.



# Bluewire Coaching Program

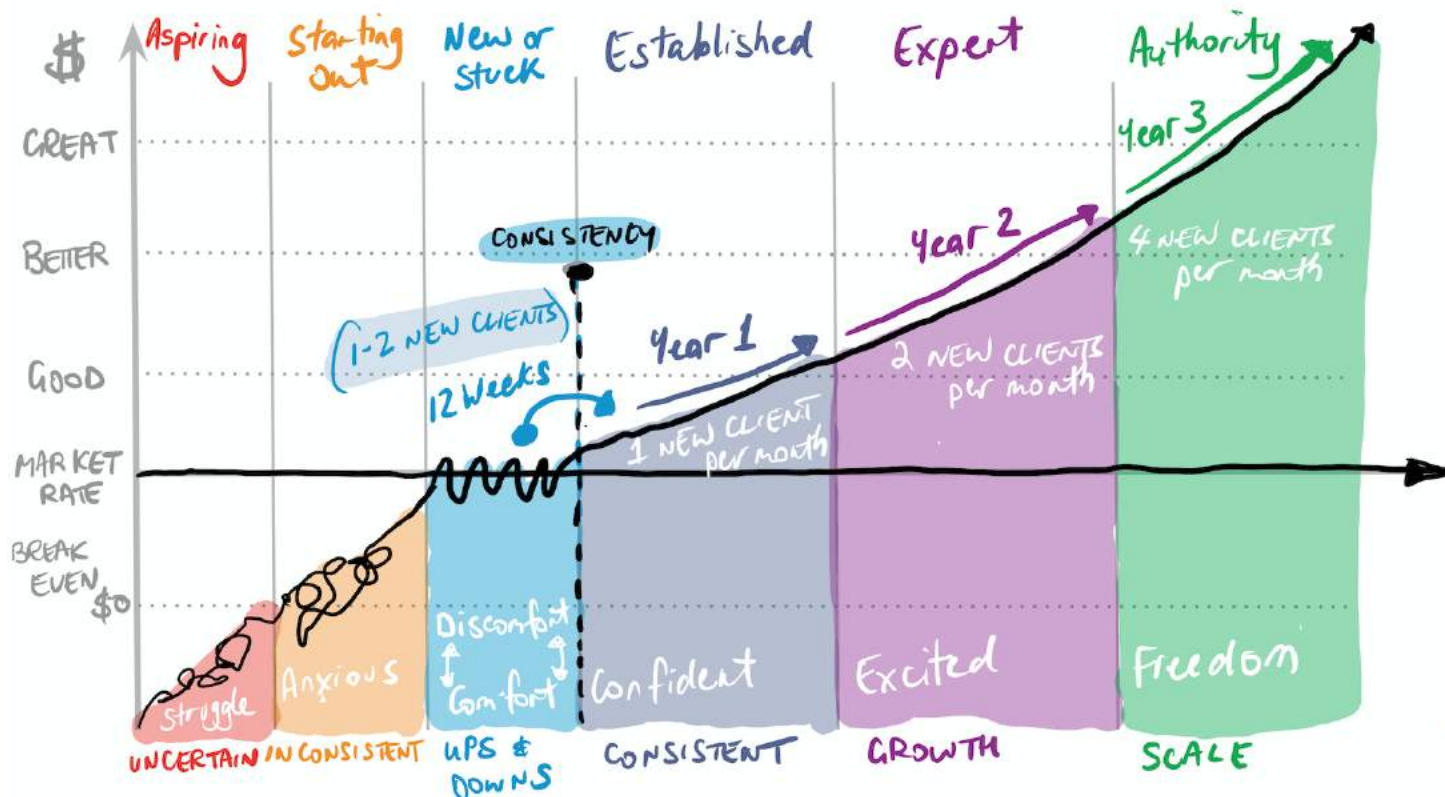
*Journey*





# Bluewire Coaching Program

At what stage of the consultant (advisor) journey are you?



This coaching program will **fast-track** your journey of **building a marketing engine**. You'll embed proven IP and systems whilst avoiding the trial and error of 'going it alone'.

If required, the **Bootcamp** phase will get you over the '**consistency line**' in terms of getting leads, and bringing on new clients and revenue. It will be methodical, manual and effective. You'll bring on 1-2 new high value clients and it will end the **discomfort** of the roller coaster of **ups and downs**.

Then you'll feel the **confidence** of becoming an **established consultant**. As you build your marketing engine, you'll see your pipeline filling up with quality prospects and you'll bring on at least one new client each month.

Next comes the **excitement** of becoming a **recognised expert** where you will attract better clients, do more exciting projects and command higher fees. Your reputation and digital systems will mean your **growth** is systemised and feels much more effortless.

Finally, you'll experience the **freedom** that comes with the **scale** of being a **genuine authority**. Your marketing engine will be producing 4+ new clients each month and you'll move to a more leveraged business model for delivery.

You'll enjoy serious **momentum** from the high-performing 'digital assets' in your '**marketing engine**' --- and it will be working for you every day --- even if you're not!

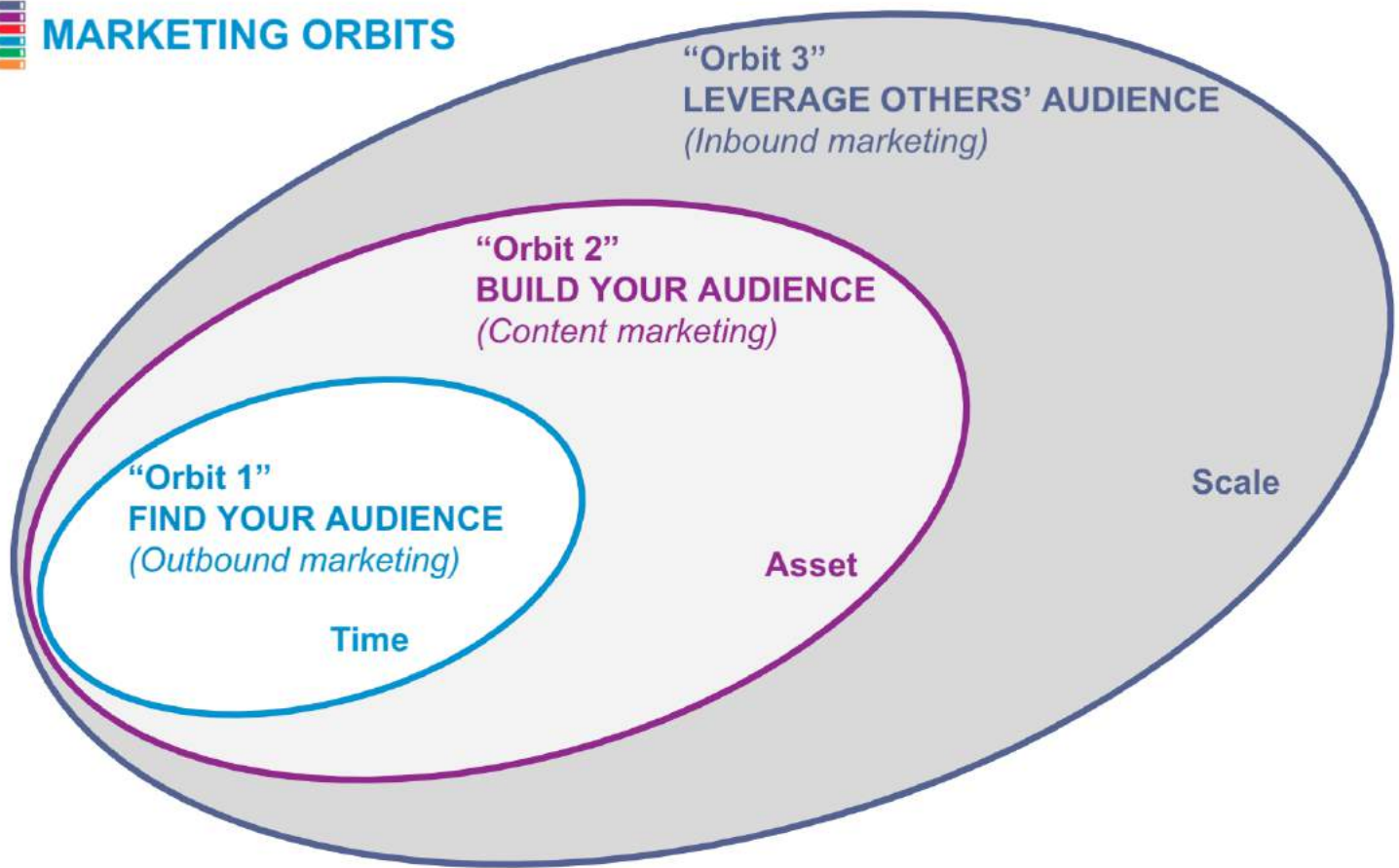
**Are you ready?**



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## MARKETING ORBITS



### The 3 Orbits of Marketing

- **Orbit 1:** You will **find your audience** and position yourself on their radar. It's manual, methodical, effective and relies on time..
- **Orbit 2:** You'll **build your own audience** which becomes a genuine business asset because you own it. You'll be their trusted authority with the content you share with them.
- **Orbit 3:** You'll be in a position to **leverage others' audience** (eg. Google's audience, and partners' audience) and this opens up true scale.

There are specific building blocks for each stage of this journey.





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## MARKETING ENGINE FLIGHT PLAN

	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
<b>'INBOUND'</b>				
<b>ORBIT 3</b> Other's Audience (Leverage)	Partnerships & JVs <input type="checkbox"/>	Signature Presentation or Book <input type="checkbox"/>	Partner CTAs <input type="checkbox"/>	Choreographed Close <input type="checkbox"/>
	PR & Backlinks <input type="checkbox"/>	Feature on 3rd Party Content <input type="checkbox"/>	Run Sales Events <input type="checkbox"/>	Hire Salesperson <input type="checkbox"/>
	Rank on Google (SEO) <input type="checkbox"/>	Optimise Funnels <input type="checkbox"/>	Executive Roundtables <input type="checkbox"/>	'Digital' Salesperson <input type="checkbox"/>
<b>ORBIT 2</b> Build Your Audience (Asset)	Landing Pages (Opt-in / Rego) <input type="checkbox"/>	Autoresponder & Email Newsletter <input type="checkbox"/>	'Shake The Tree' Lead Gen System <input type="checkbox"/>	Core Offer <input type="checkbox"/>
	Build Email List <input type="checkbox"/>	Content Plan & Editorial Calendar <input type="checkbox"/>	Appointment Engine <input type="checkbox"/>	Map Client Journey <input type="checkbox"/>
	Facebook Group <input type="checkbox"/>	Videos & Workshops <input type="checkbox"/>	Sell By Chat <input type="checkbox"/>	Setup Stripe & CRM <input type="checkbox"/>
<b>ORBIT 1</b> Find Your Audience (Time)	Optimise LinkedIn Profile <input type="checkbox"/>	Daily Outreach (inc. LinkedIn VA) <input type="checkbox"/>	'CTA' Content Posts <input type="checkbox"/>	Magnetic Offer <input type="checkbox"/>
	Find 'Dream 100' Prospects (or 1,000) <input type="checkbox"/>	Craft '5 Step Nurture System' <input type="checkbox"/>	'SPEAR' DMs & Sell by Chat <input type="checkbox"/>	Triage Call <input type="checkbox"/>
	Identify Low Hanging Fruit <input type="checkbox"/>	Uncover Flagship Content <input type="checkbox"/>	'Shake The Tree' Messages <input type="checkbox"/>	Strategy Session <input type="checkbox"/>
<b>'OUTBOUND'</b>				

## The 'Flight Plan' to Master the '3 Orbits'

- There is a structured flight plan to build out your marketing engine. Allow about 1 year to master each 'orbit'.
- Specifically:
  - Each **'small tile' on the flight plan** is typically a **4 week project** once you allow time to learn it, implement it, refine it and embed it in your business.
  - Each **'square box'** typically takes about a **'quarter' ie. 90 days** to do properly.
  - **Each 'orbit'** has an approximate **1 year timeline**, so about 3 years in total.

Some clients go faster, some choose to take it slower, but it's your journey - you are in charge.



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## Initial 30/60/90 Day Journey

PHASE	GAME PLAN	QUICK WINS	RESULTS	ROI
TIMEFRAME	First 7 days	Day 8 - Day 30	Day 31 - Day 60	Day 61 - Day 90
FOCUS	Onboarding	Find ideal clients	Close your first deal	Close your next deals
PROMISE	Action Plan	10 Sales Conversations	High Value Client	2 High Value Clients
ROI	N/A	A Visible Pipeline	1X ROI Guarantee (Pays for itself)	2X ROI Guarantee (Or we work with you for free till you do!)
EFFORT vs MOMENTUM	 100% effort	 90% effort 10% momentum	 90% effort 10% momentum	 90% effort 10% momentum
DELIVERABLES YOU'LL PRODUCE:	<b>GAME PLAN</b> <ul style="list-style-type: none"> <li>• 3 key projects</li> <li>• Trello board</li> <li>• Action items</li> </ul>	<b>FOUNDATION</b> <ul style="list-style-type: none"> <li>• LinkedIn profile</li> <li>• Grow your network</li> <li>• Personal reconnection</li> <li>• 1-on-1 outreach</li> <li>• Craft your offer</li> </ul>	<b>TRANSITION TO SALES</b> <ul style="list-style-type: none"> <li>• Elegantly transition to sales conversations</li> <li>• 5 step nurturing system</li> <li>• Respond to leads</li> <li>• Grow the pipeline</li> <li>• Present your offer and refine it</li> </ul>	<b>OPTIMISE THE SYSTEM</b> <ul style="list-style-type: none"> <li>• Fine tune the messaging system</li> <li>• Close opportunities</li> <li>• Keep filling the pipeline</li> <li>• Plan the next 'missions' in building your marketing system</li> <li>• Create an action plan for the next 90 days</li> </ul>
TIME	30 mins a day	30 mins a day	30 mins a day	30 mins a day
HELP	<ul style="list-style-type: none"> <li>• Coaching</li> <li>• Content</li> <li>• Peer Group</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching</li> <li>• Content</li> <li>• Peer Group</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching</li> <li>• Content</li> <li>• Peer Group</li> </ul>	<ul style="list-style-type: none"> <li>• Coaching</li> <li>• Content</li> <li>• Peer Group</li> </ul>



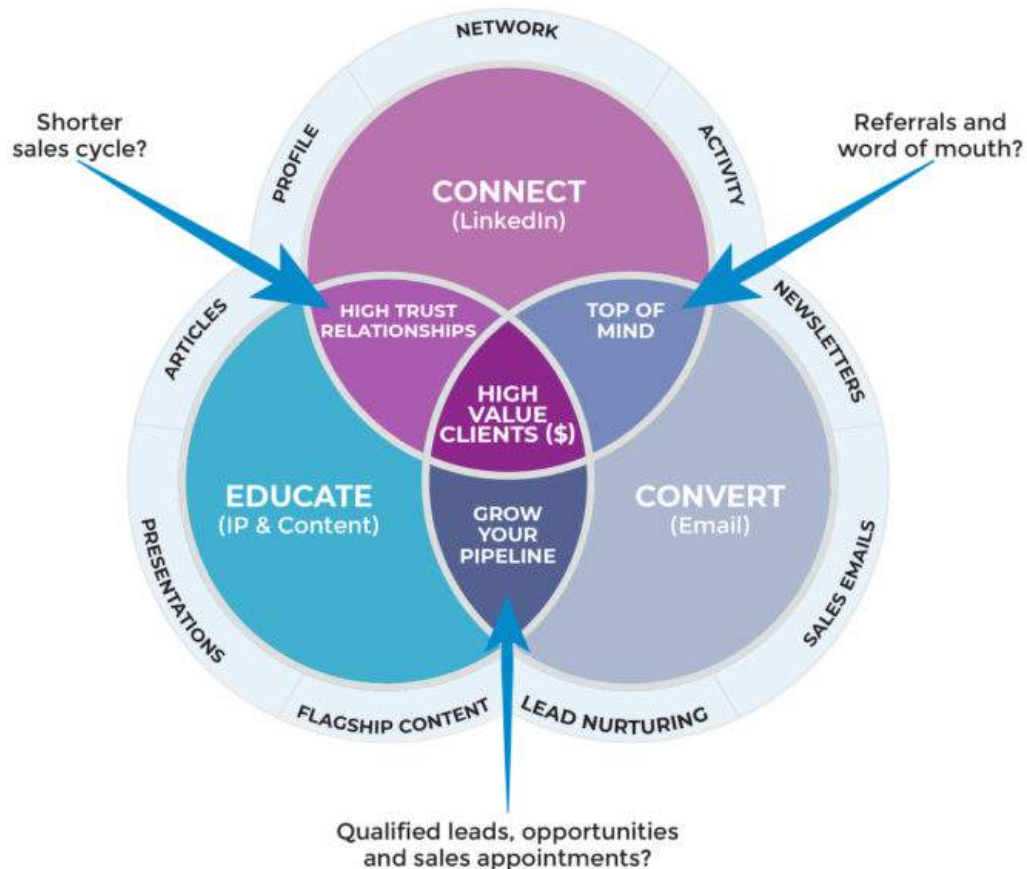
# Bluewire Coaching Program

## Typical 'First 60 Day Roadmap' & Coaching Curriculum

Your roadmap may vary a bit given we'll create a one for your business in our 1-on-1 Game Plan session

Phase 1 (Day 1-20)	<b>GAME PLAN:</b> Audit where you are now & set the 60 day road map. Optimise your <b>LinkedIn Profile &amp; Outreach Process</b> for Ideal Future Clients. Craft your <b>5 Step Nurture System</b> (inc. 'Shake The Tree' scripts). Set up your <b>Outreach Activity Tracker &amp; Hire a VA</b> (virtual assistant) to help.
Phase 2 (Day 21-40)	Identify <b>Low Hanging Fruit</b> and 'Shake the Tree' Develop your <b>"Qualification Triage Call" framework</b> and script. Develop your <b>"Sales Call"</b> and <b>"Decision Call"</b> framework and scripts.
Phase 3 (Day 41-60)	Win your first high value client using the <b>2 Step Sales Framework</b> . Uncover your <b>Flagship Content</b> (aka lead magnet). Put your <b>Flagship Content to work</b> (via LinkedIn DMs, posts, images, and documents).

## Marketing Methodology





# Bluewire Coaching Program

## What you get

<b>#1. GAME PLANS &amp; 60 DAY CYCLES</b> <ul style="list-style-type: none"><li>→ <b>Kick off with a 1-on-1 GAME PLAN</b> session. We'll audit where you're at now and plan out action items for the first <b>60 days</b>.</li><li>→ The Game Plan outlines <b>3 Key Projects</b> and lays it out in a <b>60 Day Road Map</b>.</li><li>→ <b>A Guided Implementation</b> session to put the plan into action immediately.</li><li>→ Every <b>60 Days</b>, you'll review your progress, and set a new <b>Game Plan</b>.</li></ul>	<b>#2. COMMUNITY (&amp; EVENTS)</b> <ul style="list-style-type: none"><li>→ <b>2 DAY 'CLIENT INTENSIVE' WORKSHOPS</b> Live via Zoom - 3 per year.</li><li>→ <b>LIVE ½ WAY INTENSIVE</b> We run a '60 day cycle' so in between the 2 day events, we have a '½ way' workshop via Zoom.</li><li>→ <b>FACEBOOK COMMUNITY</b> Private group of members to support you.</li></ul>
<b>#3. COACHING</b> <ul style="list-style-type: none"><li>→ <b>Live Momentum Q&amp;As</b>. 2 sessions per week, plus recordings.</li><li>→ <b>Live Weekly Training</b> with Adam &amp; expert guests. Full library of recordings in the Vault.</li><li>→ <b>1-on-1s with Adam</b>. Unlimited, on-demand 15 min, 30 min or 60 min sessions, plus <b>direct access</b> via phone, email, WhatsApp &amp; Zoom.</li></ul>	<b>#4. CONTENT</b> <ul style="list-style-type: none"><li>→ <b>'Marketing Engine' VAULT -- Library of 36+ modules</b> for each stage of the <b>'Flight Plan'</b></li><li>→ <b>Lifetime access</b> to our online courses:<ul style="list-style-type: none"><li>- LinkedIn Leads for High Value Clients</li><li>- Social Media</li><li>- Digital Marketing</li><li>- LinkedIn Accelerator</li></ul></li></ul>

## The Plan

The plan is for you to work together alongside the peer **group** each week on Zoom and daily in the Facebook group. You'll work **1-on-1 with Adam** whenever you need it and honestly, there's no limit. You'll get all the right systems, processes, training, IP, support, accountability and feedback to build your marketing engine. You've got:

- **World class, proven IP** to embed in your business
- Adam as your **mentor/CMO/digital marketing coach** (--> at a fraction of the price of a CMO!)
- A peer group mastermind as your **advisory board and cheer squad** (--> invaluable!)
- A structured environment that follows a **robust 60 Day Cycle** (--> optimised to get you results)

## Weekly Time Commitment

You'll need **30 minutes a day** (or **~3 hours a week**) to dedicate to this program for results. If you can't commit to this, I'd suggest waiting until you can. Of course, you can fast track your results by devoting more time to implementation!

**NB: 3 hours a week** is also the commitment required for me to honour the **2X ROI Guarantee**. (See below)





# Bluewire Coaching Program



## 2X ROI Guarantee (Money Back Promise)

Hold up your end of the deal (and do these 5 things):

1. Commit **3 hours per week** to implement the tasks we agree upon.
2. Attend **1 live Q&A session** each week (minimum 40 per year).
3. Attend the **Client Intensives** (3 per year) & **Halfway Intensives** (3 per year)
4. Complete the **allocated training modules** in the Student Centre.
5. Fill out your **Outreach Activity Tracker** each week.

And I promise a **minimum 2X ROI** within 12 months.

**\*\*Or I'll buy it back from you at full price if you don't make at least double your investment in the first year. Or alternatively you can stay in the program at no further cost until you do. My goal is that you'll be making multiples more revenue than your investment in this program.**



## 'Love it or Leave it - 90 Day' Guarantee

In the first 90 days, if you decide I'm not a good fit for you (or we feel you're not a good fit for the group), we'll part ways with no hard feelings. You may opt-out, and not make any further payments.

## Coaching Commitment: 12 months initially, and ongoing beyond that

Most clients decide to stay on and continue with the Bluewire Coaching journey beyond the **12 month commitment**, and embark on the **2-3 year journey** in total.

## Investment Options

Monthly (AUD)	Quarterly (AUD) save 11%	Annual (AUD) save 17%
<b>\$1,500 + GST per month</b>	<b>\$4,000 + GST per quarter</b>	<b>\$15,000 + GST per year</b>
<i>(*billed each month for a minimum of 12 months)</i>	<i>(*billed each quarter for a minimum of 4 quarters)</i>	<i>(*billed each year unless you cancel.)</i>

**NB. I take payment via credit card (securely with Stripe) over the phone and you'll get a tax receipt straight away.**

Here is a link to my [Bluewire Coaching Promise](#) and the [2021 Coaching Calendar](#). I understand this is a big decision, so when you have questions, I'm on +61 424 329 132 and [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au).

Cheers,  
Adam

Adam Franklin

CEO of [Bluewire Media](#) and author of [Web Marketing That Works](#).



# Bluewire Coaching Program



Adam Franklin is the author of **Web Marketing That Works** -- an **Amazon #1 best seller**.

He is a [professional speaker](#), marketing coach, university lecturer and CEO of **Bluewire Media** – which he co-founded in 2005.

His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur** magazine's **top marketing podcasts** and he was named **#7 LinkedIn Expert (Asia Pacific)** by SMM Institute. Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian, The Courier Mail** and the **Sydney Morning Herald**.

Adam is a regular judge for the 'MyBusiness', ABAs, Advisor, REB, Awards. As a Hubspot partner, he won the 'most leads' for an international partner.

He enables consultants and advisors to build a marketing engine that wins high-value clients.

He's spoken at over 200 conferences worldwide. He's coached 100s of private clients and taught 1,000s of students via his online courses and coaching programs. His weekly '**Bluewire News**' email goes out to over 33,303 readers around the world.

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**Your peer mastermind: 'None of us are as smart as all of us'**



## BLUEWIRE COACHING Inner Circle

