

# BLUEWIRE CLIENT INTENSIVE 2 DAY WORKSHOP



*Adam Franklin*

## Day 2

## March 2020

## **RIDDLE:**

**Someone's mother has 4 sons. North, South and East. What is the name of the fourth son.**

Let me know the name of the fourth son in the chat!

“While **social distancing** has caused a drop in people out-and-about, **internet traffic has surged up 70%** around the world and **social media use has jumped a whopping 22%.**”

Source: CNN



## Notes

[bluewiremedia.com.au/daytwo](http://bluewiremedia.com.au/daytwo)

## Day 1 Review

**Insights** | What are your biggest takeaways from Day One?

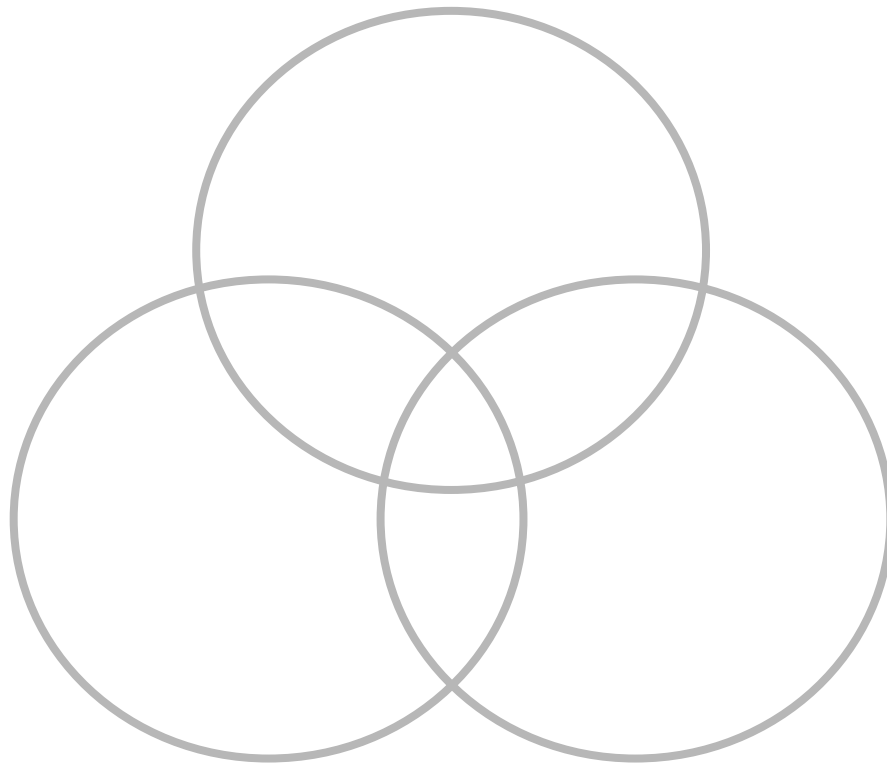
**Action Items** | What will you implement?



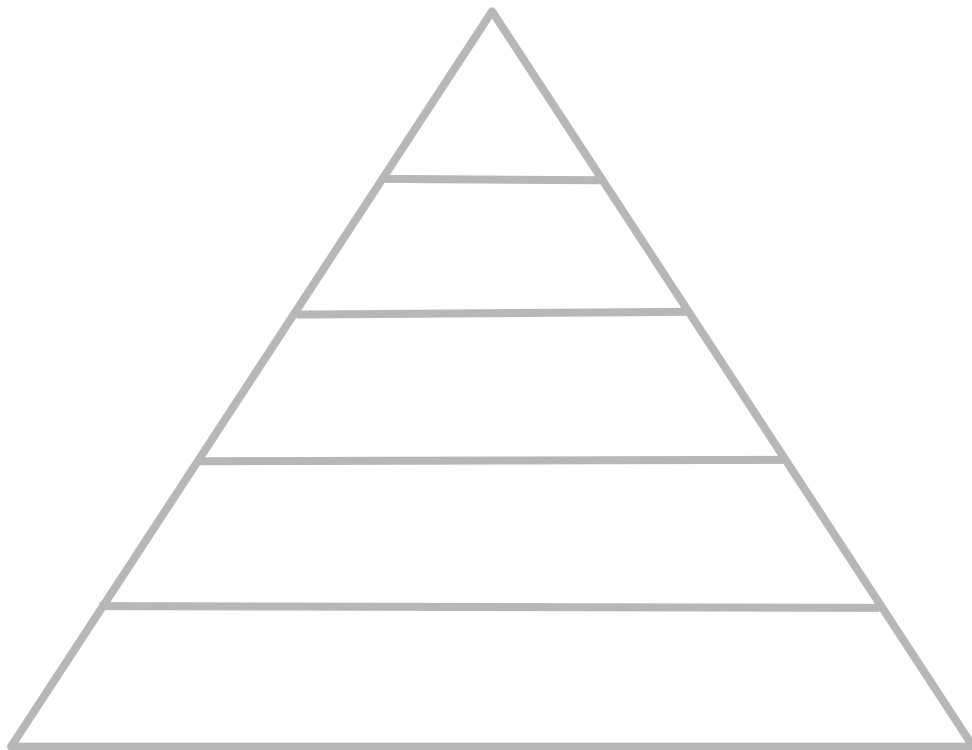


## Notes

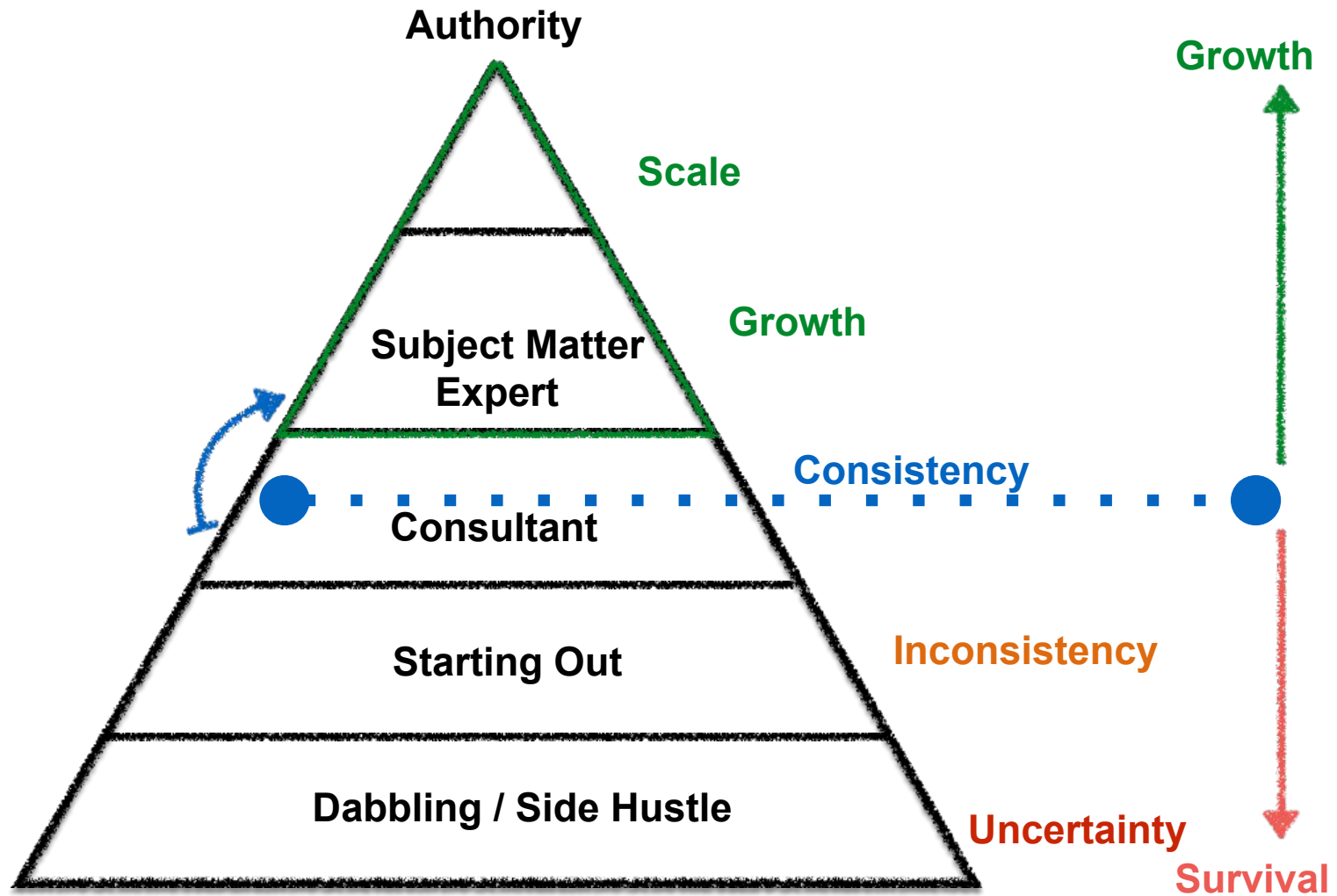
## Methodology



## Journey







## Habits

**Good Habits**

**Bad Habits**

**New Habits**





## Notes

Habits

Attribution: Linda Fogg-Phillips at Tiny Habit Academy

HIGH

Prompts

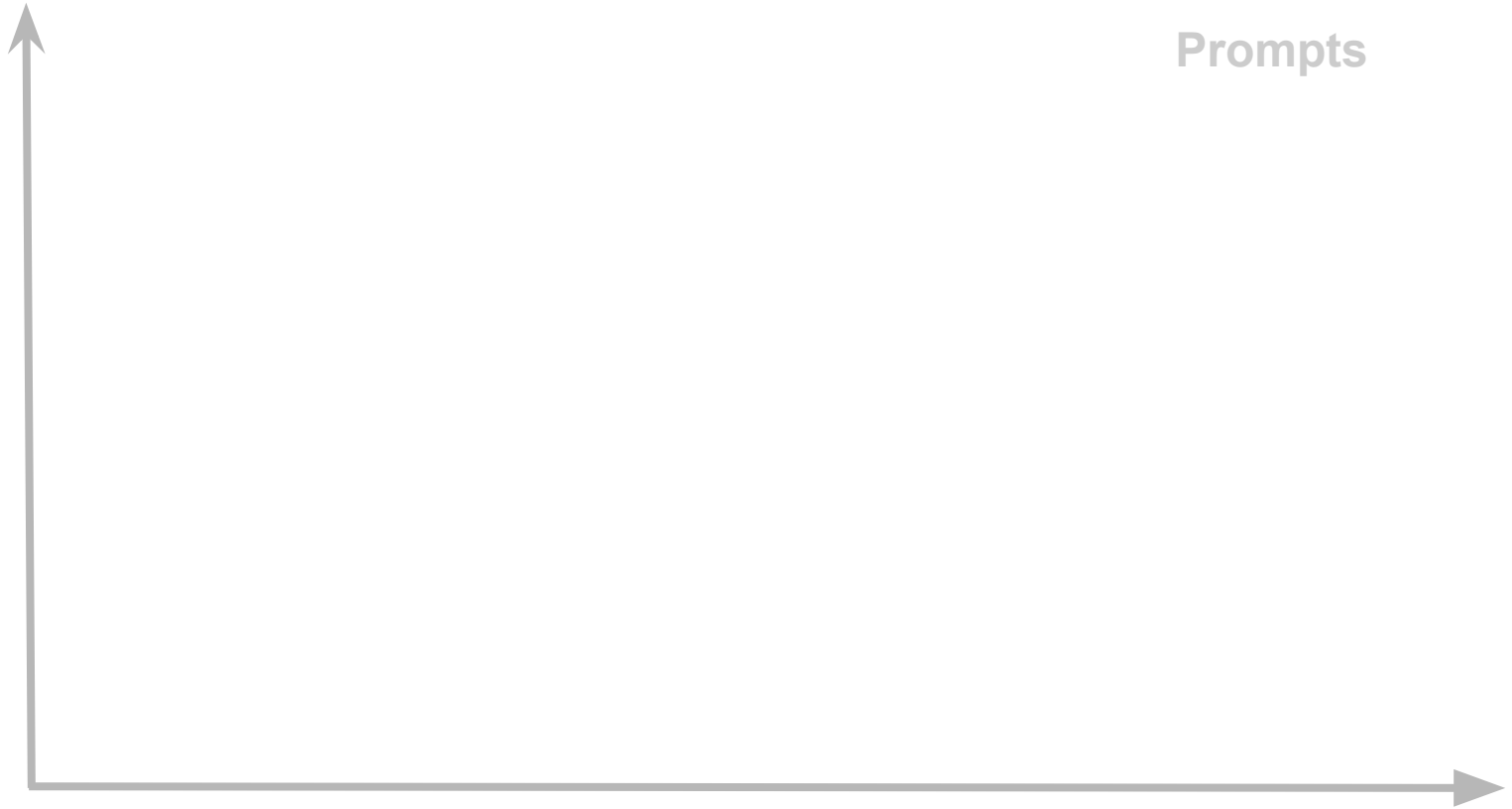
Motivation

LOW

HARD

Difficulty

EASY





## Notes



## Create A Good Habit

**Attribution:** James Clear JamesClear.com

<https://www.bluewiremedia.com.au/atomic-habits>

<b>1st Law</b>	<b>Make It Obvious</b>
<b>2nd Law</b>	<b>Make It Attractive</b>
<b>3rd Law</b>	<b>Make It Easy</b>
<b>4th Law</b>	<b>Make It Satisfying</b>



## Notes



## Eliminate A Bad Habit

**Attribution:** James Clear JamesClear.com

<https://www.bluewiremedia.com.au/atomic-habits>

<b>1st Law</b>	<b>Make It Invisible</b>
<b>2nd Law</b>	<b>Make It Unattractive</b>
<b>3rd Law</b>	<b>Make It Difficult</b>
<b>4th Law</b>	<b>Make It Unsatisfying</b>





## Notes

**Very effective at moving me towards my goals**


**YES, I can  
do this!**

**Not effective at moving me towards my goal**

**NO, I can't  
get myself  
to do it**



## Notes

# Developing New Habits

Anchor Moment	Tiny Behaviour	Instant Celebration
After I...	I will...	and immediately...
After I...	I will...	and immediately...
After I...	I will...	and immediately...



## Notes

## Grow and maintain your network



### Outreach Activity Tracker Template

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

Your Name	
Company	

Target LinkedIn Search Criteria
---------------------------------

Role	
Location	
Connection	

	Contact Name	LinkedIn URL	Role	Company	Connection degree	Email	Mobile/ Cell	Message 1	Message 2	Message 3	Message 4	Message 5	Sales Conversation	New Client (\$)
1														
2														
3														
4														
5														
6														
7														
8														
9														
10														
11														
12														
13														
14														
15														
16														

Download your tracker → <https://bluewiremedia.com.au/oatt>



## Notes



## Notes





## Notes



## Shake The Tree

**1 liner aka 9 word email**

**Examples of 1 line emails I've used**

Subj: 2019

Would you like to work together in 2019?

Subj: {First Name}

Are you still looking for help with LinkedIn?

Subj: Quick question

Would you like to work with me to win a new high-value client this month?

**Your version**



## Notes



## Shake The Tree

<b>Pilot Program</b>	<b>Example I've used.</b>  <u>Subj: Pilot Program</u>  Quick one... I'm putting together a pilot program for a small group of consultants who are interested in using LinkedIn to grow a pipeline of high-value B2B clients. I thought you could be a good fit.  Are you interested? (Let me know and I'll send you some details.) Adam
<b>Your version</b>	



## Notes



## Shake The Tree

**I'm looking for**

**aka**

**"5, 1, 30"**

**Example I've used.**

Subj: 5 spots

I'm looking for 5 consultants who want to get 10 qualified leads in the next 30 days.  
Does that appeal?

Adam

**Your version**



# Bluewire Coaching Calendar 2020

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T			
January	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
February		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29			
March			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
May		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
July	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
August		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
September	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
October		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
November			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
December	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T			

Bluewire Intensive

Momentum & Accountability

Q&A and Hot Seats

Skills Sessions and Training

Sprint Sessions



Q&A





Q&A



## Hot Seat


# Hot Seat

Topic	Insights & actions
	1
	2
	3

# Hot Seat

Topic	Insights & actions
	1
	2
	3

# Action Item Capture Card

<b>Strategy</b>	<b>Effort</b> 
<b>Action Items</b>  →  →  →	<b>Potential Money Made (\$)</b>
	<b>Potential Money Saved (\$)</b>

## Day 2 Review

**Insights** | What are your biggest takeaways from Day Two?

**Action Items** | What will you implement?



Review?

Google Review? → <https://bluewiremedia.com.au/adam-review>

Adam Franklin - Digital Marketing Speaker



**Adam Franklin**

Posting publicly. ⓘ




Share details of your own experience at this place



Cancel

Post

# Action Item Capture Card

<b>Strategy</b>	<b>Effort</b> 
<b>Action Items</b>  →  →  →	<b>Potential Money Made (\$)</b>  <b>Potential Money Saved (\$)</b>



## The 90 Day Plan

**Project #1:**

**Project #2:**

**Project #3:**

Stretch result:

Stretch result:

Stretch result:

Good result:

Good result:

Good result:

Success criteria:

Success criteria:

Success criteria:

The End

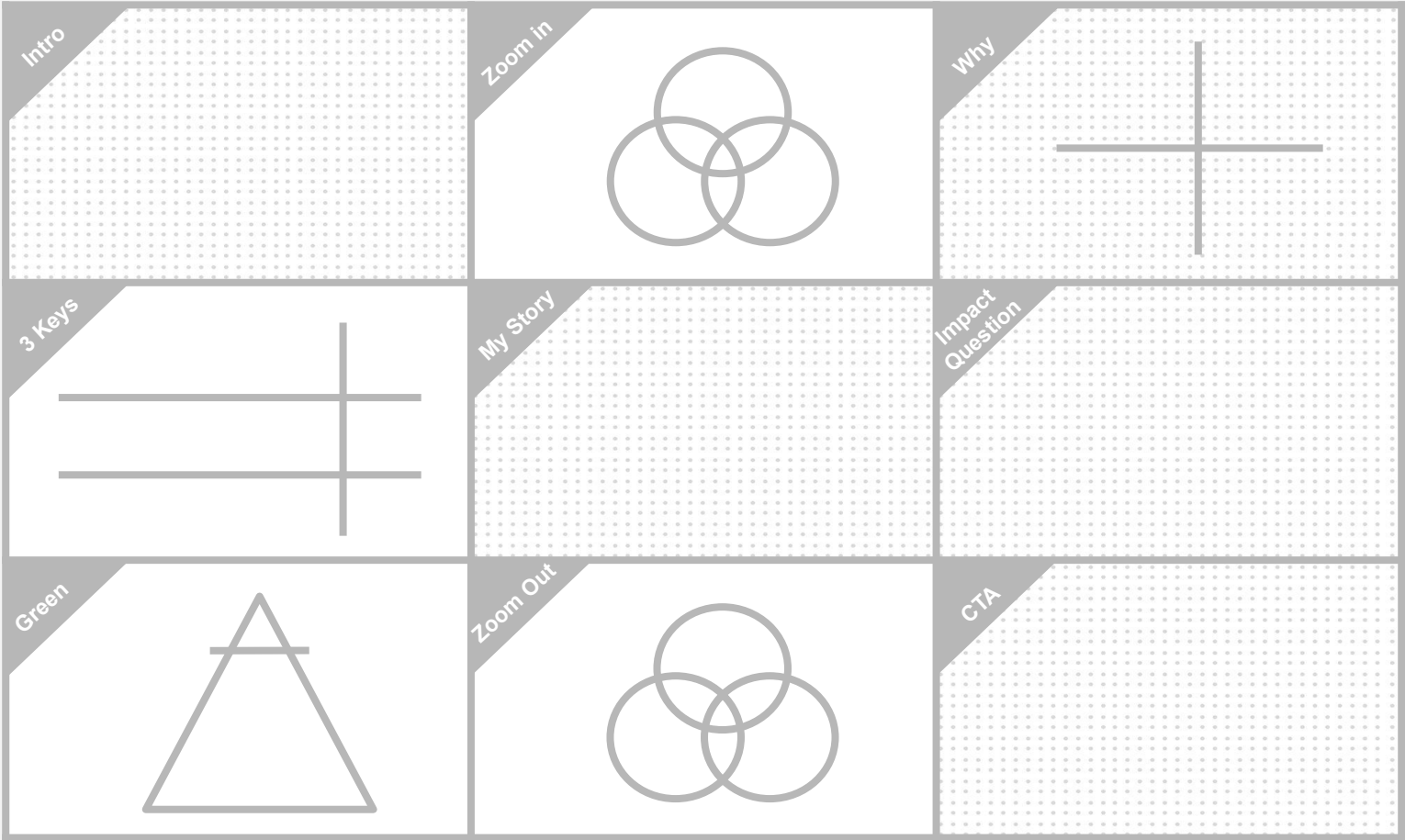




**The Future**



# Crash Course Micro Webinar



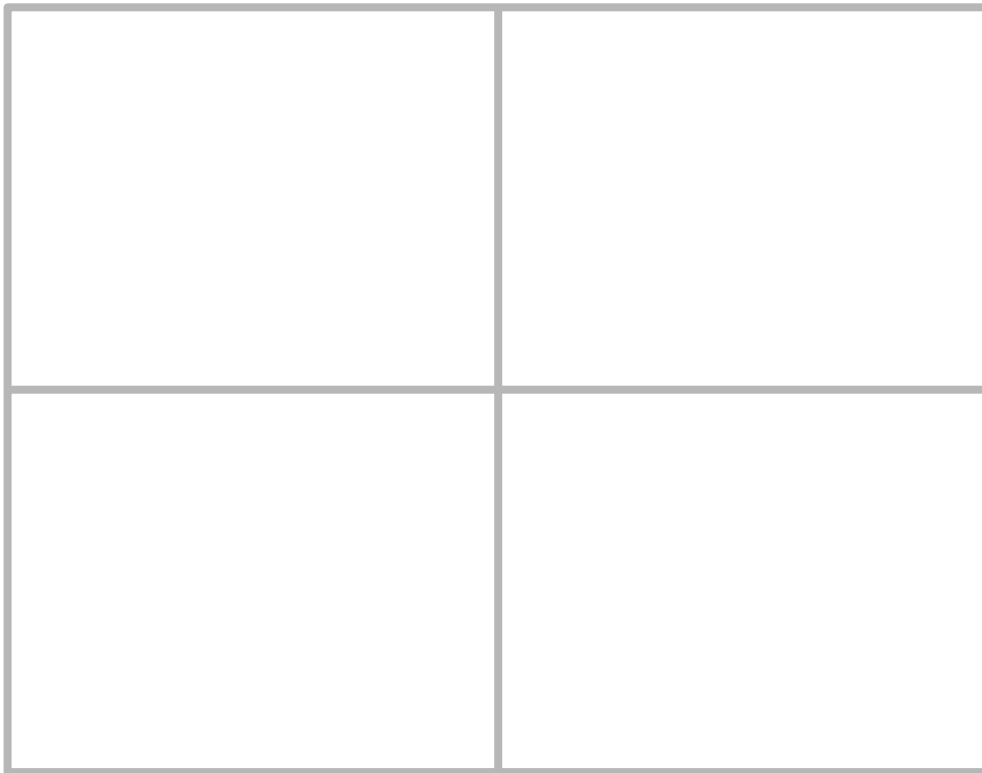
# The Mastermind

**Challenge** | My specific challenge is...

**Question** | My specific question is...

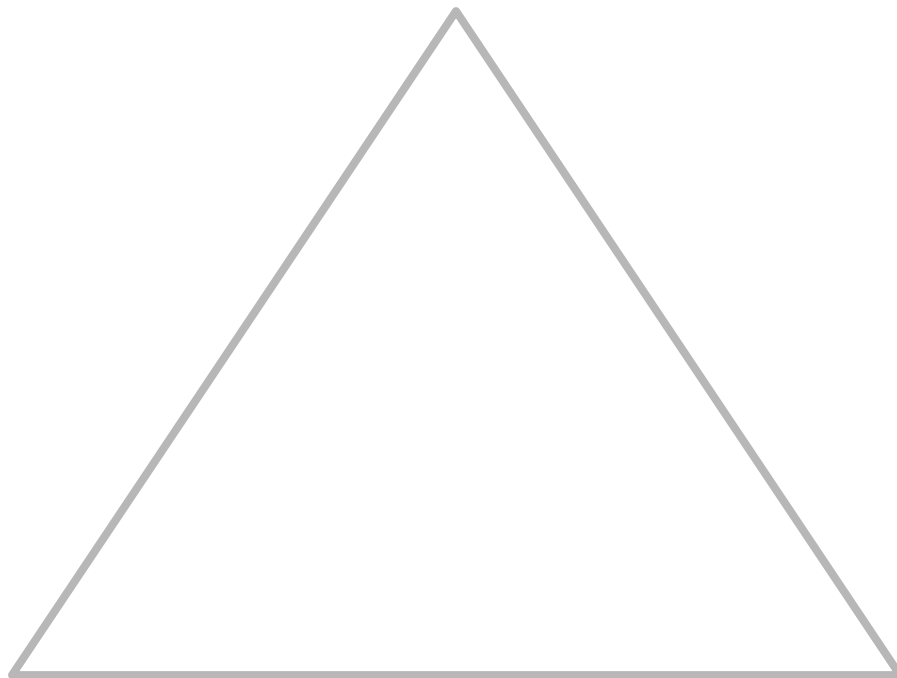
**Insights & actions**

## WFH: The new normal






**Shift to 100% Digital**



# Action Item Capture Card

<b>Strategy</b>	<b>Effort</b> 
<b>Action Items</b>  →  →  →	<b>Potential Money Made (\$)</b>  <b>Potential Money Saved (\$)</b>

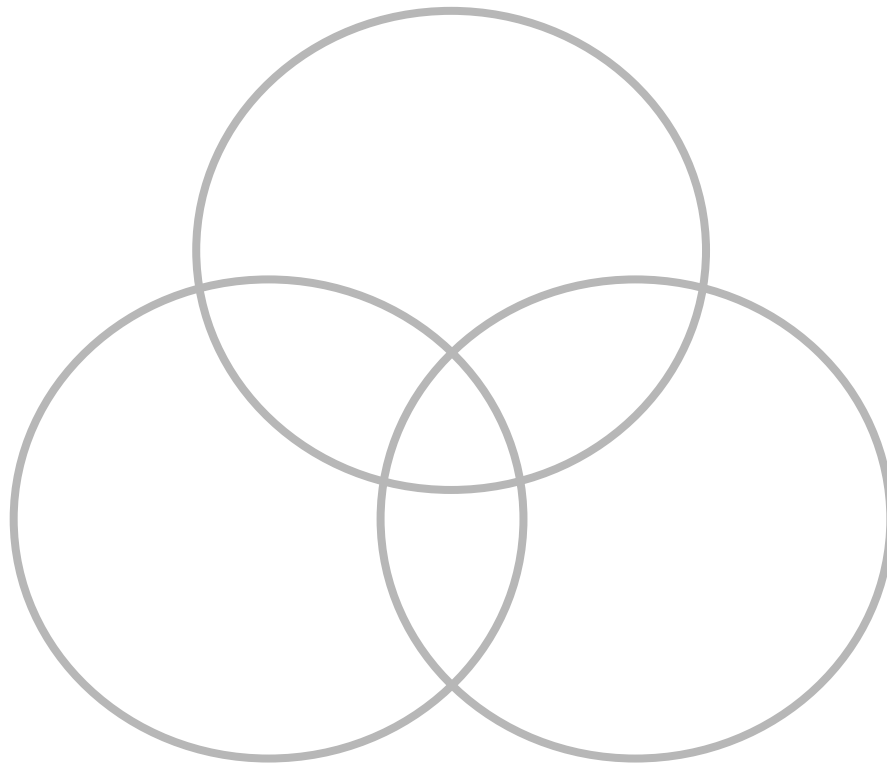
# The Mastermind

**Challenge** | My specific challenge is...

**Question** | My specific question is...

**Insights & actions**

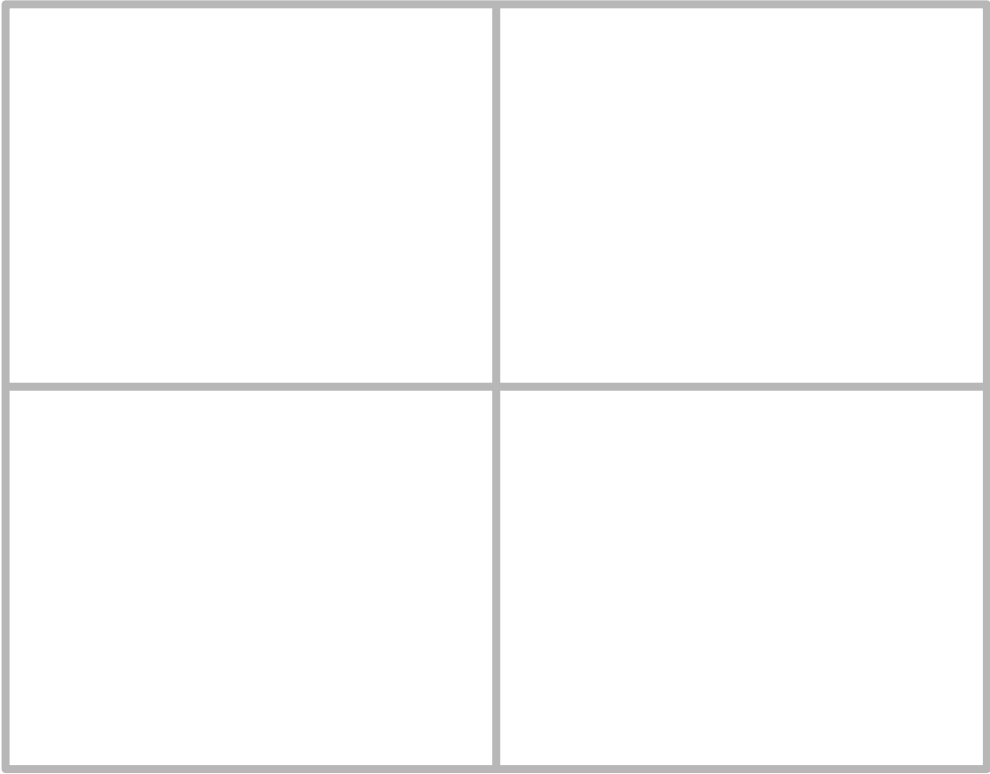
### 3 Circles



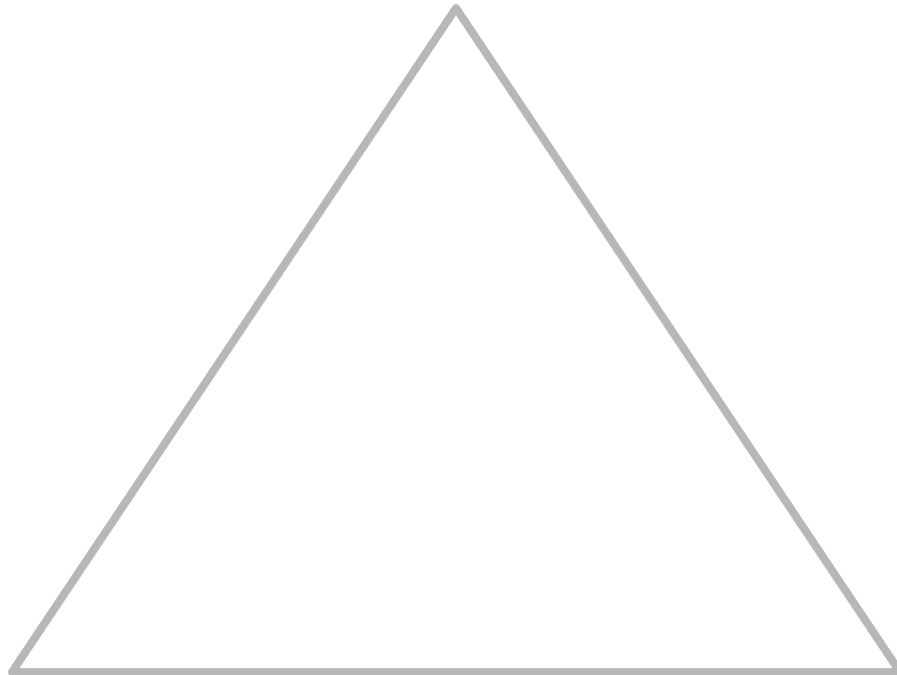
**Square**



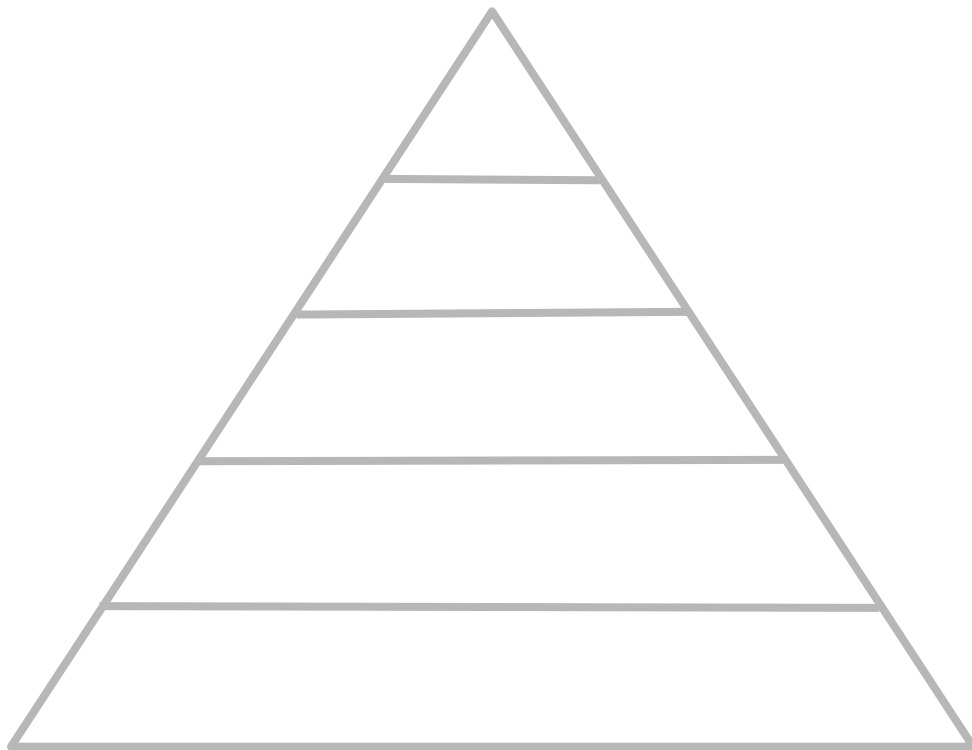
4x4 Square



**Triangle**

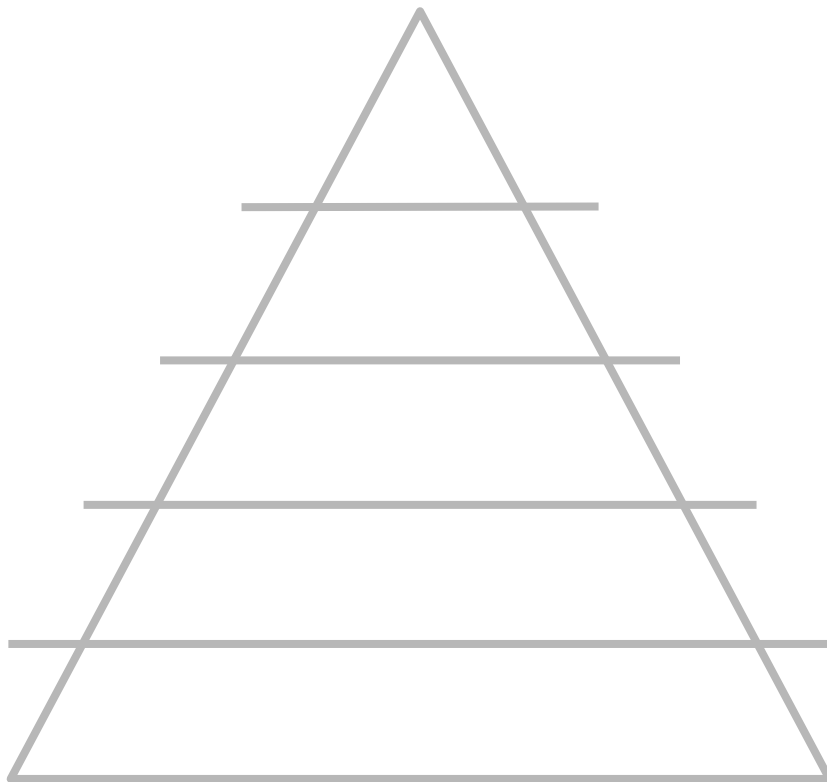


**Triangle**

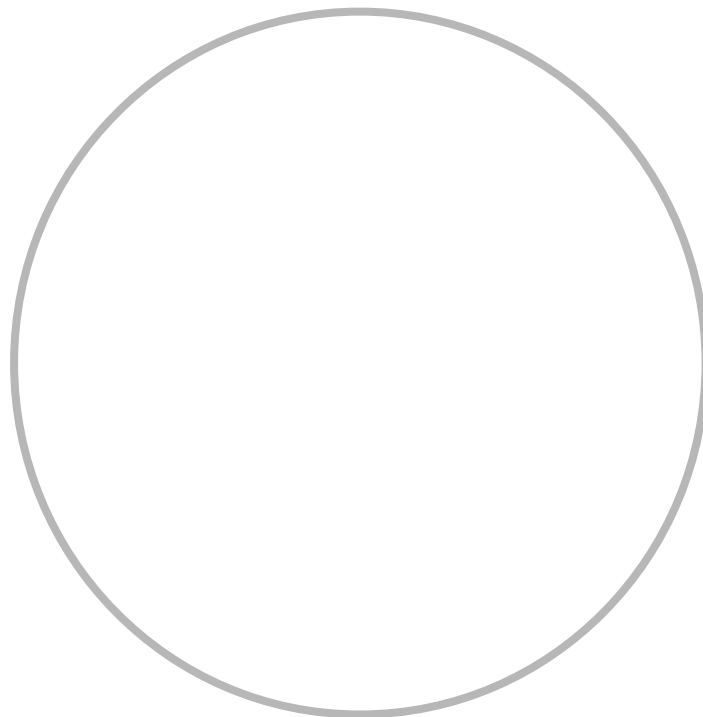
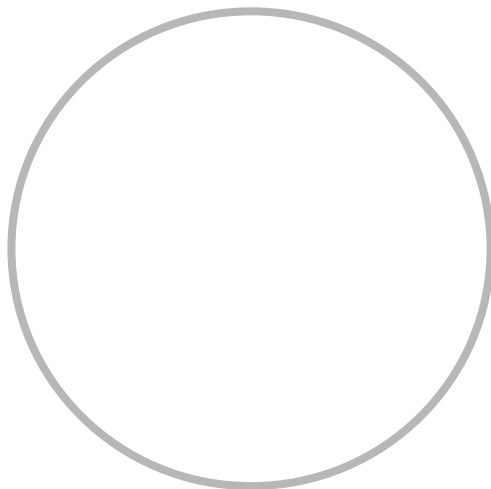
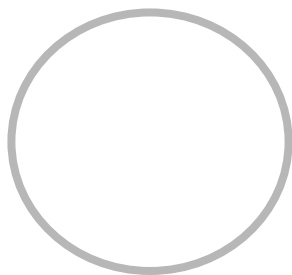




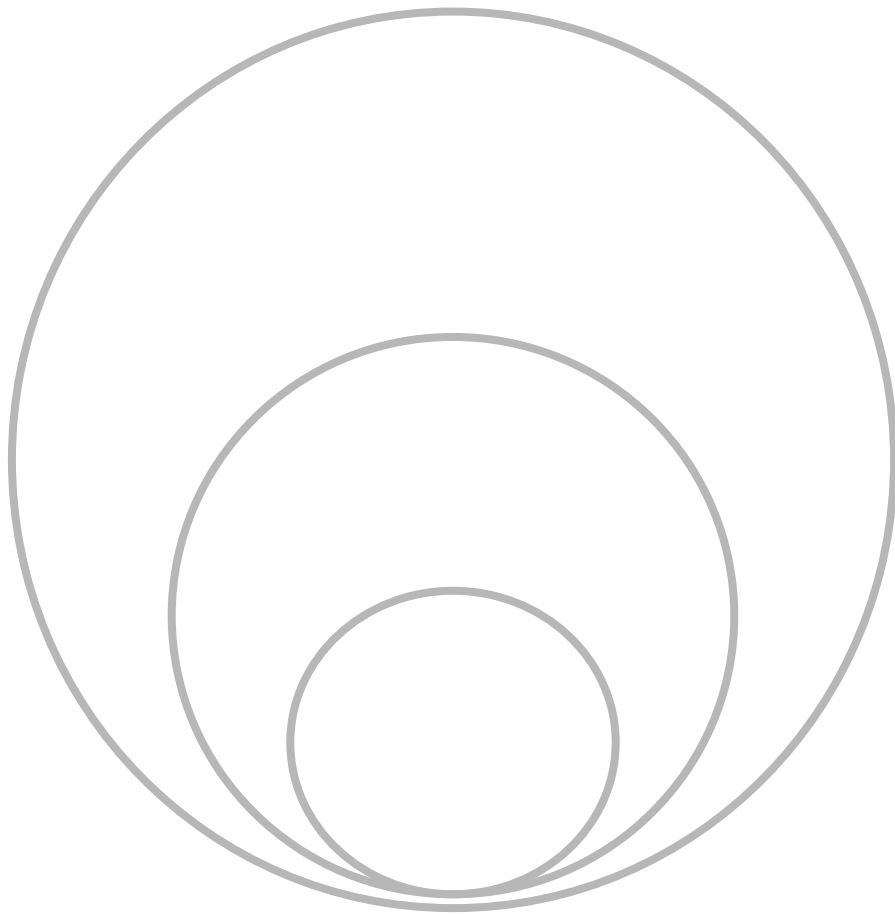
Triange



### 3 Circles



## Circles in Circles



**The Future**



Focus	Ideas	Actions

# Notes

Questions

Notes