



LAUNCHPAD PROGRAM



Adam Franklin



“Wake up to a pipeline full of leads & high value clients!”

Launch a predictable, repeatable and hands-off marketing engine -- in just 16 weeks -- with genuine ‘done-with-you’ support from me.

Who this is for:

As a ‘**professional services consultant**’ (or advisor), **you:**

- ☐ already work with **high-value clients** (worth ~\$5-10K+ in annual 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**.
- ☐ have an **internal resource** who helps you.

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**’
- ☐ are **friendly, coachable, methodical** and open to trying new things.

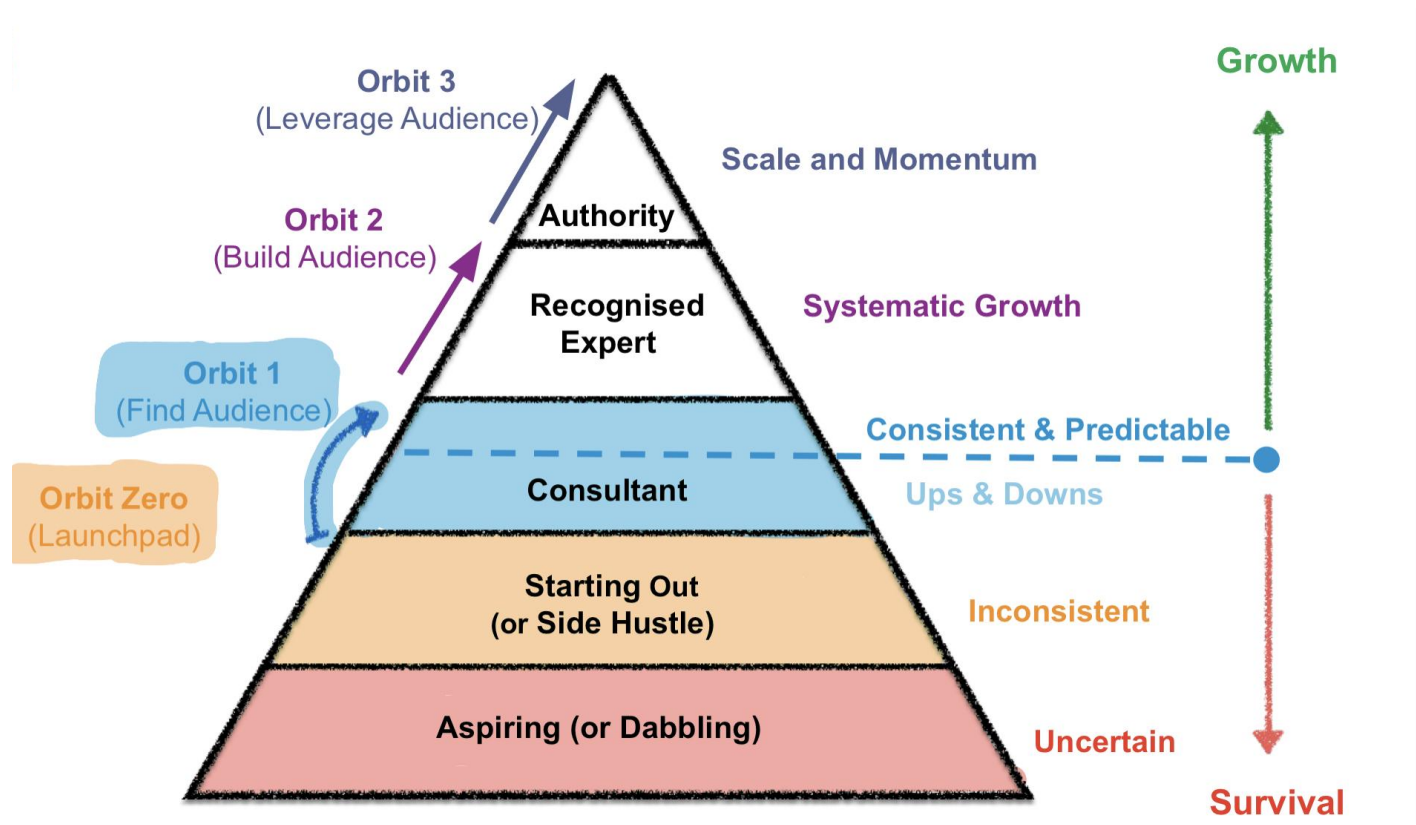
As a ‘**business owner**’, you:

- ☐ have annual revenue in the range of **\$100K - \$2M**.
- ☐ have **1-2 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, encouraged and actually helped** by someone you like and trust.



Launchpad Program

The Journey



This **Launchpad Program** will **launch** your **marketing engine** into **Orbit 1**. You'll embed proven IP and marketing systems into your business, as well as have the right people to get the right parts moving immediately --- all whilst avoiding the trial and error of 'going it alone'.

This **Launchpad journey** will get you up and over the '**consistency line**' by building a predictable pipeline of leads, allowing you to bring on new clients and revenue. It will be methodical, manual, and repeatable.

It's highly effective yet largely **hands-off** for you because whilst you oversee the strategy and 'close deals', the grunt work is handled by a VA.

You'll bring on 1-2 new high value clients and it will end any **discomfort** of roller coaster '**ups and downs**'.

You'll feel the **confidence** of becoming an **established consultant** with a self-filling pipeline of quality prospects.

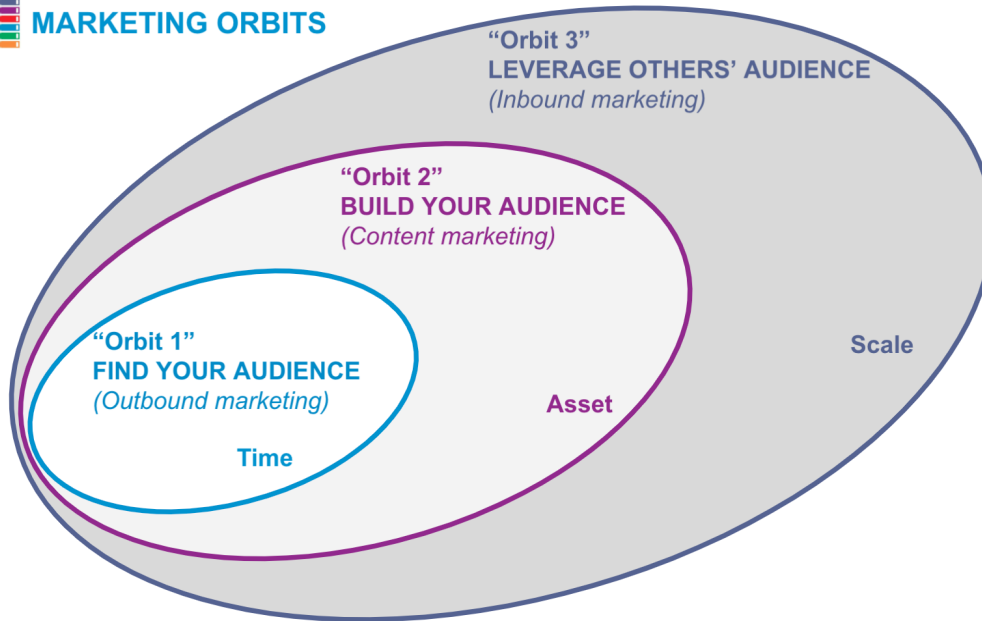
Are you ready?



Launchpad Program



MARKETING ORBITS



The 3 Orbits of Marketing

- **Orbit 1: Find your audience** and position yourself on their radar. It's manual, methodical and highly effective. Whilst it relies on time to do the 'grunt work' -- thankfully the grunt work is largely 'hands-off' for you because a VA, and the right systems do most of the heavy lifting, leaving you to focus on the high level projects. There are **12 building blocks** in **Orbit 1** and the **Launchpad Program** delivers them all. The promise here is 100 quality leads, and at least one new client.

	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
ORBIT 1 Find Your Audience (Time) 'OUTBOUND'	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"/>
	Low Hanging Fruit <input type="checkbox"/>	Craft '5 Step Nurture System' <input type="checkbox"/>	Handraiser Tool (eg. Scorecard, LI event) <input type="checkbox"/>	Triage Call <input type="checkbox"/>
	Find 'Dream 100' Prospects (or 1,000) <input type="checkbox"/>	Uncover Flagship Content <input type="checkbox"/>	'Shake The Tree' Messages <input type="checkbox"/>	Strategy Session <input type="checkbox"/>





- **Orbit 2: Build your own audience** which becomes a genuine business asset because you own it. This audience is typically in the form of an email list or group. You'll be a trusted authority with the content you share with them. In this phase 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.
- **Orbit 3: Leverage others' audience** (eg. Google's audience, and JVs/partners' audience) and this opens up true scale. You'll experience the **freedom** that comes with the **scale** of being a **genuine authority**. Your marketing engine will be producing new clients each month and you'll probably 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!

There are specific building blocks for each stage of this journey, but for now we just focus on **launching into Orbit 1**.



Launchpad Program

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:	GAME PLAN <ul style="list-style-type: none"> 3 key projects Trello board Action items 	FOUNDATION <ul style="list-style-type: none"> LinkedIn profile Grow your network Personal reconnection 1-on-1 outreach Craft your offer 	TRANSITION TO SALES <ul style="list-style-type: none"> Elegantly transition to sales conversations 5 step nurturing system Respond to leads Grow the pipeline Present your offer and refine it 	OPTIMISE THE SYSTEM <ul style="list-style-type: none"> Fine tune the messaging system Close opportunities Keep filling the pipeline Plan the next 'missions' in building your marketing system Create an action plan for the next 90 days
TIME	30 mins a day	30 mins a day	30 mins a day	30 mins a day
HELP	<ul style="list-style-type: none"> Coaching Content Peer Group 	<ul style="list-style-type: none"> Coaching Content Peer Group 	<ul style="list-style-type: none"> Coaching Content Peer Group 	<ul style="list-style-type: none"> Coaching Content Peer Group

How you get it done in 3 hours a week

For the best and fastest results, we follow this 4 step implementation process which should take about 3 hours each week. If you don't have 3 hrs/wk to work on growing your business, this program isn't a good fit for you.





Launchpad Program

What you get - CORE PROGRAM

<p>#1. GAME PLAN (2 x 60 DAY CYCLES)</p> <ul style="list-style-type: none"> → Kick off with a 1-on-1 GAME PLAN session. We'll audit where you're at now and plan out action items for the first 60 days. → The Game Plan outlines 3 Key Projects and lays it out in a 60 Day Road Map. → A 1-on-1 Guided Implementation session to put the plan into action immediately. → Every 60 Days, we'll review your progress, and set a new Game Plan. 	<p>#2. COMMUNITY (& EVENTS)</p> <ul style="list-style-type: none"> → 2 DAY 'CLIENT INTENSIVE' WORKSHOPS Live via Zoom - 3 per year. → LIVE ½ WAY INTENSIVE We run a '60 day cycle' so in between the 2 day events, we have a '½ way' workshop via Zoom. → FACEBOOK COMMUNITY Private group of members to support you.
<p>#3. COACHING</p> <ul style="list-style-type: none"> → Live Momentum Q&As. 2 sessions per week, plus recordings. → Live Training with Adam & expert guests. Full library of recordings in the Vault. → 1-on-1s with Adam. Unlimited, on-demand 15 min, 30 min or 60 min sessions, plus direct access via phone, email, WhatsApp & Zoom. 	<p>#4. CONTENT</p> <ul style="list-style-type: none"> → The 'Launchpad' VAULT -- Library of 12+ modules for each stage of 'Orbit 1' in the Flight Plan → Templates, Worksheets, How-Tos, SOPs, IP & Videos. → Lifetime access to our online courses: <ul style="list-style-type: none"> - LinkedIn Leads for High Value Clients - Social Media - Digital Marketing - LinkedIn Accelerator

'Orbit 1' Building Blocks

	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
<div>ORBIT 1 Find Your Audience (Time)</div> <div>'OUTBOUND'</div>	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"/>
	Low Hanging Fruit <input type="checkbox"/>	Craft '5 Step Nurture System' <input type="checkbox"/>	Handraiser Tool (eg. Scorecard, LI event) <input type="checkbox"/>	Triage Call <input type="checkbox"/>
	Find 'Dream 100' Prospects (or 1,000) <input type="checkbox"/>	Uncover Flagship Content <input type="checkbox"/>	'Shake The Tree' Messages <input type="checkbox"/>	Strategy Session <input type="checkbox"/>



Launchpad Program

SIGN-ON BONUSES

<p>BONUS #1: My Personal VA</p> <ul style="list-style-type: none"> <input type="checkbox"/> Access to my own personally-trained VA. <input type="checkbox"/> Daily updates on outreach activity and pre-approved messages sent. <input type="checkbox"/> Private WhatsApp group with you and the VA (and me) <input type="checkbox"/> Custom training videos for your internal VA systems/SOP library. <input type="checkbox"/> Your VA will build out a list of 1,000+ 'Ideal future clients'. <p>*You can hire my personal VA directly (via Upwork) and have her start immediately. Save yourself the headache of recruiting, hiring, training and managing one!</p>	<p>VALUE: \$500</p>
<p>BONUS #2: 'Tech Stack' Tools</p> <ul style="list-style-type: none"> <input type="checkbox"/> Free trials to get you started (plus best price subscriptions) includes software to: <ul style="list-style-type: none"> <input type="checkbox"/> Find your exact ideal future clients. <input type="checkbox"/> Track and manage your pipeline (CRM) <input type="checkbox"/> Export connections' emails and details. <input type="checkbox"/> Build a 'conversion tool' (either a scorecard, Facebook group or online workshop) <p>*After the trials, you pay for the subscriptions (allow ~\$250/mo). But free alternatives exist for each paid tech tool.</p>	<p>VALUE: \$250</p>
<p>BONUS #3: Bluewire Concierge Service</p> <ul style="list-style-type: none"> <input type="checkbox"/> Access to my in-house 'Bluewire Concierge' <input type="checkbox"/> Our Bluewire Concierge will help you setup the tech stack, including the software to: <ul style="list-style-type: none"> <input type="checkbox"/> Find your exact ideal future clients. <input type="checkbox"/> Track and manage your pipeline (CRM). <input type="checkbox"/> Export connections' emails and details. <input type="checkbox"/> Build a 'conversion tool' (either a scorecard, Facebook group or online workshop) <p>*I'll cover this cost, so you pay nothing. Save yourself the frustration of getting bogged down getting tech to work properly!</p>	<p>VALUE: \$1,500</p>
<p>BONUS #4: DWY 'Done with You' & Adam</p> <p>We'll do these together:</p> <ul style="list-style-type: none"> <input type="checkbox"/> LinkedIn Profile Review & Makeover. <input type="checkbox"/> Custom Scripts. We'll write the scripts for your 5 Step Nurture System. <input type="checkbox"/> Flagship Content. We'll uncover it, craft it, and even design it for you if you like. <input type="checkbox"/> Handraiser 'Conversion' Tool. We'll build out either a scorecard, Facebook group or online workshop. <input type="checkbox"/> Magnetic Offer. We'll get clarity on the offer itself and then document it powerfully & succinctly. <input type="checkbox"/> Sales Framework & Scripts. We'll map out and write scripts for your sales calls. <p>*This is all included at no extra cost - you just need to show up to our scheduled Zoom sessions.</p>	<p>VALUE: \$7,500</p>



Launchpad Program

The Plan

The plan is for you to work together via Zoom, in the Facebook group, and privately with me. In fact, you've got **unlimited 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 make sure you 'launch' 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)
- A **VA, Bluewire Concierge and 'DWY & Adam'** (--> to ensure all the help you need is there for you!)

Time Commitment: 3 hours a week

You'll need **30 minutes a day** (or **~3 hours a week**) to dedicate to this program for results. This includes attending Zoom sessions, implementing homework, watching training & liaising with me and my VA.

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!

'Love it or Leave it' - 60 Day Guarantee



At any stage throughout the first **60 days of the program**, if you decide we're not a good fit for you (or we feel you're not a good fit for the program), then we'll part ways with no hard feelings.

You can opt-out, and not make any further payments, but still walk away with a ton of value.

In fact, you can **keep the course material** plus keep the **work we've produced together**, and put the remaining money towards someone else's program.

The only way we'll know for sure if this will work, is to get under the hood and start working together. If we're not seeing results or we're not holding up our respective ends of the deal, we'll know within 60 days.

After that, we both acknowledge we are committing to see it through. Sound fair?



Launchpad Program

Program Duration: 4 months (16 weeks)

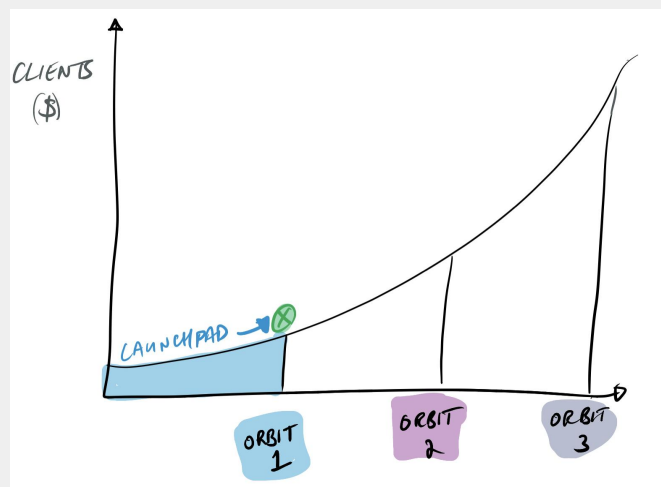
It's a 4 month program which can be 'stand alone'. However once you've **successfully launched into Orbit 1** (ie. we've done the work together and you've produced the results you're after) -- you'll be invited to stay on and unlock **Orbit 2 and Orbit 3**. That's where things get truly exciting.

Of course you have the choice to 'go it alone' and fly this plane on your own -- without my hand holding, VA and Bluewire Concierge support. That is totally cool with me too.

Beyond The Launch... unlock Orbit 2 and Orbit 3.

After a successful launch, most clients decide to continue the journey and unlock the next stage of the Flight Plan.

They keep the momentum going and embark on the **12-18 month journey** to implement the complete **Marketing Engine Flight Plan** into **Orbit 2 and Orbit 3** and beyond.



	CONNECT	NURTURE	CONVERT	WIN HIGH VALUE CLIENTS
'INBOUND'				
ORBIT 3 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"/>
ORBIT 2 Build Your Audience (Asset)	Landing Pages (Opt-in / Rego) <input type="checkbox"/>	Autoreponder & 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 / SPEAR DMs <input type="checkbox"/>	Setup Stripe & CRM <input type="checkbox"/>
ORBIT 1 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"/>
	Low Hanging Fruit <input type="checkbox"/>	Craft '5 Step Nurture System' <input type="checkbox"/>	Handraiser Tool (eg. Scorecard, LI event) <input type="checkbox"/>	Triage Call <input type="checkbox"/>
	Find 'Dream 100' Prospects (or 1,000) <input type="checkbox"/>	Uncover Flagship Content <input type="checkbox"/>	'Shake The Tree' Messages <input type="checkbox"/>	Strategy Session <input type="checkbox"/>
'OUTBOUND'				



Launchpad Program

Investment Options

Monthly (AUD)	Pre-Pay 4 Months (AUD) save 17%	Annual (AUD) save 17%
4 x \$1,500 + GST per month <i>(*billed each month)</i>	\$5,000 + GST for 4 month program <i>(*billed upfront - save \$1,000 + GST)</i>	\$15,000 + GST per year <i>(*billed upfront, if you decide you want to all-in for a year)</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](#) so you know my commitment to you and the few things I expect in return.

Next steps

If I don't know your business very well yet, we'll have a 45 minute Strategy Session on Zoom where we'll dive deeper into your situation. This way I can be 100% confident I can help, plus I'll show you inside my system. You'll be able to ask any questions you need to, and by the end of the call, we will both be clear if it's a "hell yeah" or "maybe later".

Best case - you launch successfully into Orbit 1 (with a repeatable system that brings in clients) and you're ready for Orbit 2.

Worst case - you see inside the program, and discover it's not for you. You keep all my material plus keep the work we produce together, but we part ways as friends, and you put your money towards someone else's program.

The only real risk is walking away without a clear plan.

Onboarding

Given the level of 'Done With You' support, I can only onboard 2 new clients per week. Depending on how many clients have enrolled already, if I invite you to join, you may be asked if you'd like to start this week, or secure a starting slot for next week, or a few weeks' time. Once you accept an invite to join the program, we kick off with a 2 hour 1-on-1 Game Plan session via Zoom.

Decision

I understand you have a decision to make, so when you have questions, I'm on +61 424 329 132 and adam.franklin@bluewiremedia.com.au.

Cheers,
Adam

Adam Franklin
+61 424 329 132

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



Launchpad Program

Marketing Coach & CMO Adam Franklin



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', ABA, Advisor, REB, Awards. Back when he was a Hubspot partner, he won 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.

AS
SEEN
ON

Forbes

BRW

THE AUSTRALIAN®

smh.com.au
The Sydney Morning Herald

FINANCIAL REVIEW

sm@rtcompany

extra

Courier Mail

2UE

612 ABC
Brisbane

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



BLUEWIRE COACHING Inner Circle

