



# LEAD LAUNCHPAD

*Adam Franklin*



## “Build a pipeline of ‘Dream 100’ Lead Bundles”

– with a predictable, repeatable and reasonably hands-off marketing engine --  
in just 12 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.

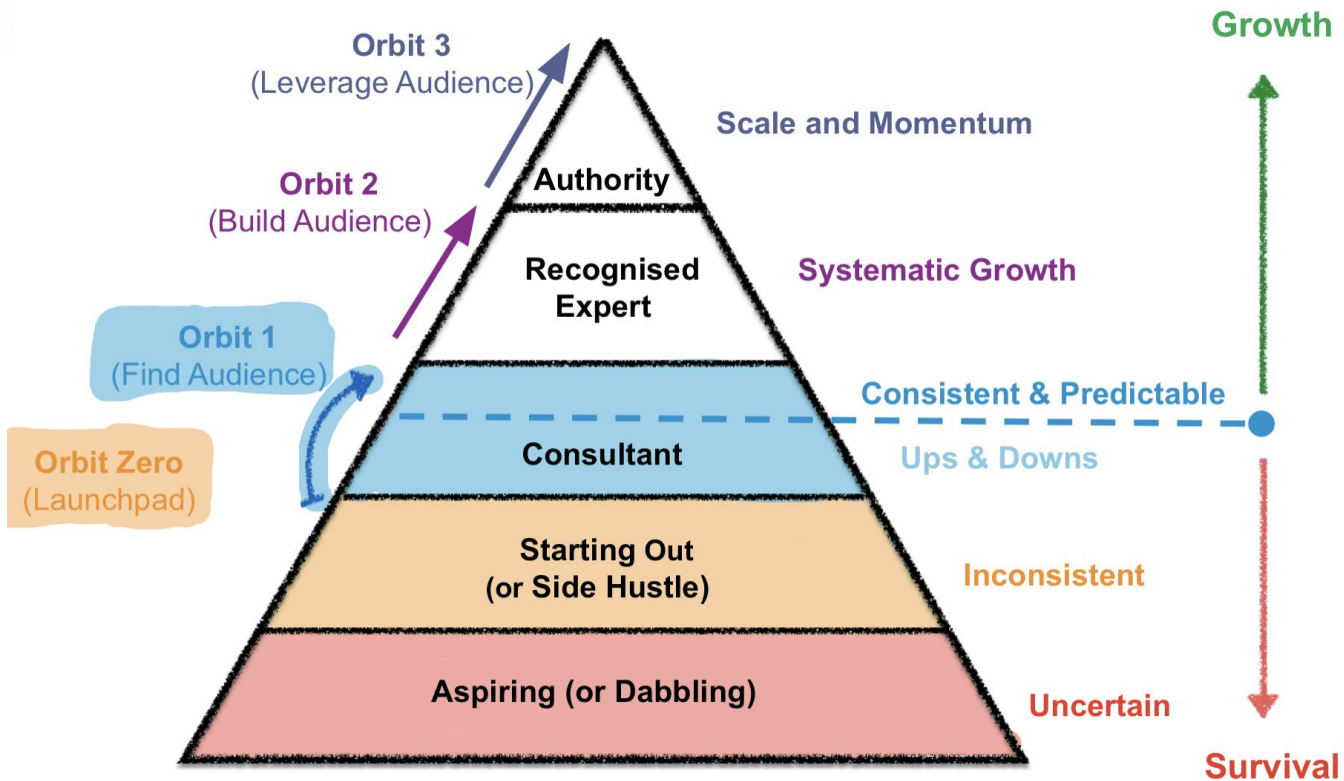
As a ‘**business owner**’, you:

- ☐ 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.



# Lead Launchpad Program

## The Journey



This **Lead Launchpad Phase** will **launch** your **marketing engine** into **Orbit 1**. You'll embed proven IP and marketing systems into your business --- all whilst avoiding the trial and error of 'going it alone'.

This **Lead Launchpad journey** will get you up and over the '**consistency line**' by building a predictable pipeline of leads. It will be methodical, manual, and repeatable.

It's highly effective yet largely **hands-off** for you because whilst you oversee it, the grunt work is usually handled by virtual assistants (VAs).

You'll feel the **confidence** of becoming an **established consultant** with a growing pipeline of quality leads.

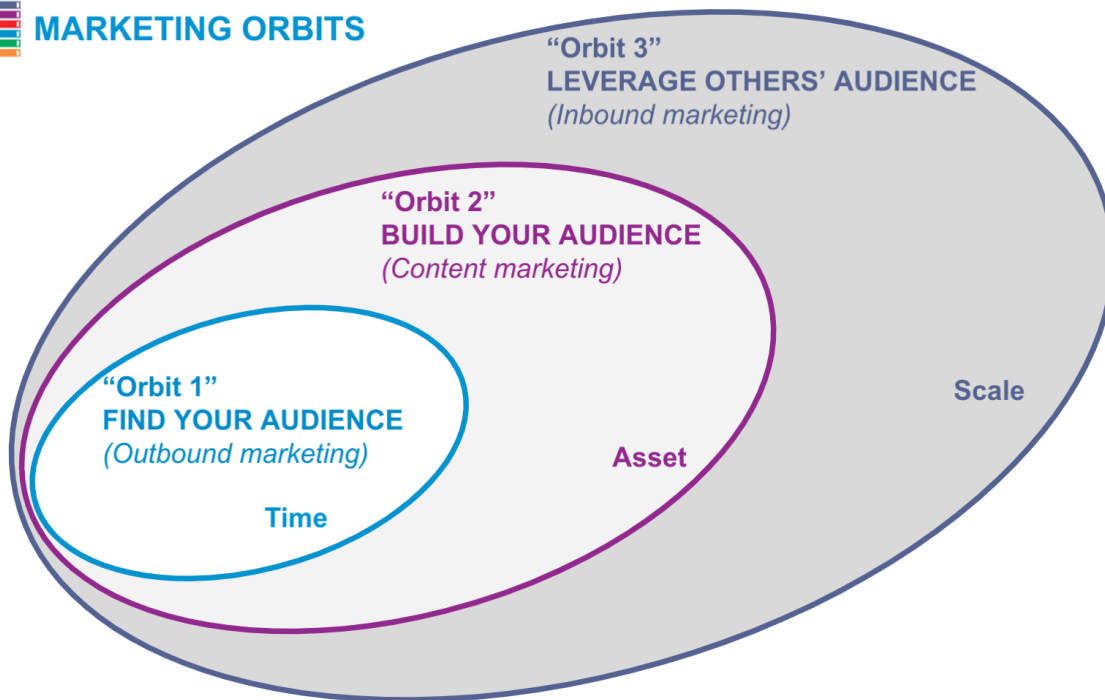
**Are you ready?**



# Lead Launchpad Program

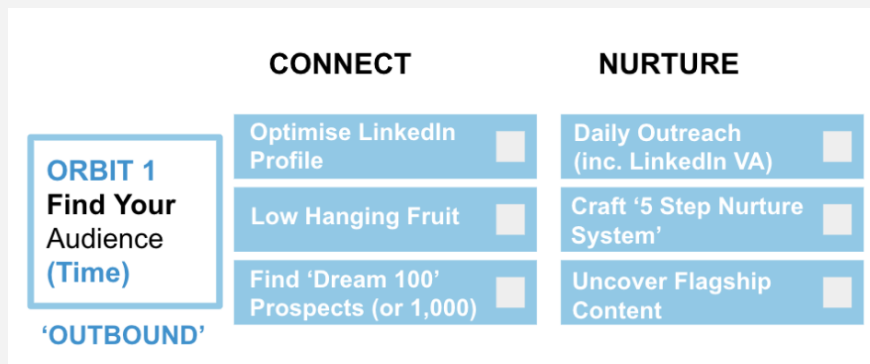


## MARKETING ORBITS



## 'Lead Launchpad' Building Blocks

- **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' – it is largely 'hands-off' for you, because I show you how to hire and train a virtual assistant (VA) to help.
- This frees you up to focus on the **high level strategy** with me.
- There are **6 building blocks** in the **100 'Lead Launchpad' Program**.
- The promise is a pipeline of **2 x "Dream 100" Lead Bundles**.





# Lead Launchpad Program

## The 90 Day Roadmap

| PHASE              | GAME PLAN  | QUICK WINS & GROUNDWORK   | BUILD CONNECTIONS   | RINSE, REPEAT & NURTURE  |
|--------------------|--|---|---|--|
| TIMEFRAME          | First 7 days   | 30 days   | 60 days   | 90 days  |
| FOCUS              | Onboarding   | Low Hanging Fruit & Set Up  | Outreach  | Grow & Nurture   |
| PROMISE            | Roadmap  | 10 Dormant Leads + LinkedIn Profile   | 1st "Dream 100" Lead Bundle   | 2nd "Dream 100" Lead Bundle  |
| BUILDING BLOCKS    | <ul style="list-style-type: none"> <li>Game Plan</li> </ul>  | <ul style="list-style-type: none"> <li>Optimise LinkedIn Profile</li> <li>Low Hanging Fruit</li> <li>Find your 'Dream 1,000'</li> </ul>                               | <ul style="list-style-type: none"> <li>Daily Outreach (inc scripts)</li> <li>LinkedIn VA</li> </ul>   | <ul style="list-style-type: none"> <li>5 Step Nurture System</li> <li>Uncover Flagship Content</li> </ul>  |
| EFFORT VS MOMENTUM | <p>100% effort</p>   | <p>90% effort<br/>10% momentum</p>  | <p>50% effort<br/>50% momentum</p>  | <p>25% effort<br/>75% momentum</p>   |
| COMMITMENT         | 30 mins per day  | 30 mins per day   | 30 mins per day   | 30 mins per day  |
| OUTPUT             | <ul style="list-style-type: none"> <li>Game Plan</li> <li>Audit</li> <li>Roadmap</li> <li>Sales Navigator trial</li> </ul> | <ul style="list-style-type: none"> <li>Updated LinkedIn Profile</li> <li>Export 1st connections</li> <li>Reconnection scripts</li> <li>'Dream 1,000' saved</li> </ul> | <ul style="list-style-type: none"> <li>Targeted List of Leads (~400)</li> <li>Outreach Script</li> <li>Hire a LinkedIn VA</li> <li>1st "Dream 100" Lead Bundle</li> </ul> | <ul style="list-style-type: none"> <li>Library of 5 Nurture Scripts</li> <li>Your Flagship Content</li> <li>2nd "Dream 100" Lead Bundle</li> </ul> |

Free Download at [www.bluewiremedia.com.au/coaching-roadmap](http://www.bluewiremedia.com.au/coaching-roadmap)  
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## 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/week to work on growing your business, this program isn't a good fit for you.





# Lead Launchpad Program

## What you get - CORE PROGRAM

### #1. GAME PLAN (2 x 60 DAY CYCLES)

- **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**.

### #3. COMMUNITY

- **FACEBOOK COMMUNITY**  
Private group of fellow clients to support you.
- **Weekly accountability** emails and posts to keep you on track.

### #2. COACHING

- **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.

### #4. CONTENT

- **The 'Lead Launchpad' VAULT** -- Library of **6 modules** for this phase of the Flight Plan'
- **Templates**, Worksheets, How-Tos, SOPs, IP & Videos.



# Lead Launchpad Program

## SIGN-ON BONUSES

|   |                                 |
|---|---------------------------------|
| <b>BONUS #1: Introduction VAs</b><br><input type="checkbox"/> introduction to a <b>trained VA</b> (if you wish to hire one directly)<br><br>*You can hire one of my trained VAs directly (via Upwork) and have them start immediately. Save yourself the headache of recruiting, hiring, training and managing one!   | <b>VALUE:</b><br><b>\$250</b>   |
| <b>BONUS #2: 'Tech Stack' Tools</b><br><input type="checkbox"/> <b>Free trials</b> to get you started (plus best price subscriptions) includes software to:<br><input type="checkbox"/> Find your exact ideal <b>future clients</b> . (2 months free)<br><input type="checkbox"/> Track and <b>manage your pipeline</b> (CRM)<br><input type="checkbox"/> <b>Export connections'</b> emails and details.<br><br>*After the trials, you pay for the subscription, if you wish to keep them. But free alternatives exist for each paid tech tool.   | <b>VALUE:</b><br><b>\$250</b>   |
| <b>BONUS #3: Bluewire Concierge Service</b><br><input type="checkbox"/> Access to my <b>in-house 'Bluewire Concierge'</b><br><input type="checkbox"/> Our Bluewire Concierge will help you setup the <b>tech stack</b> , including the software to:<br><input type="checkbox"/> Find your exact ideal future clients.<br><input type="checkbox"/> Track and manage your pipeline (CRM).<br><input type="checkbox"/> Export connections' emails and details.<br><br>*I'll cover this cost, so you pay nothing. Save yourself the frustration of getting bogged down getting tech to work properly! | <b>VALUE:</b><br><b>\$1,000</b> |
| <b>BONUS #4: DWY 'Done with You' &amp; Adam</b><br>We'll do these together:<br><input type="checkbox"/> <b>LinkedIn Profile</b> Review & Makeover.<br><input type="checkbox"/> <b>Custom Scripts</b> . We'll write the scripts for your Outreach and 5 Step Nurture System.<br><input type="checkbox"/> <b>Flagship Content</b> . We'll uncover it, craft it, and even design it for you if you like.<br><br>*This is all included at no extra cost - you just need to show up to our scheduled Zoom sessions.  | <b>VALUE:</b><br><b>\$5,000</b> |



# Lead 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!

## See '1st 100' Leads - 'Love it or Leave it' 60 Day Guarantee



At any stage throughout the first **60 days of the program**, if you don't see your first 100 leads, or just 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?



# Lead Launchpad Program

## Rolling Program Duration: 90 days (12 weeks / 3 months / 1 quarter)

It's a **3 month program** which is designed to be the **starting point**.

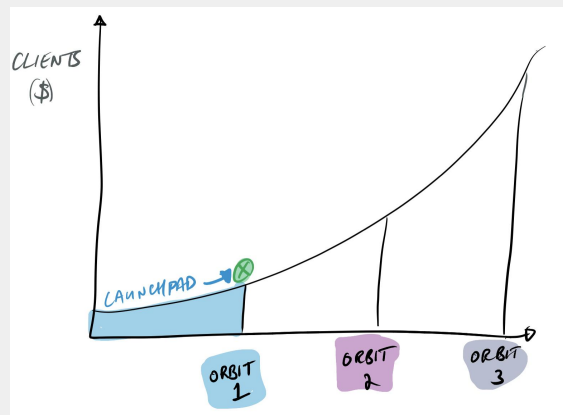
By default, you will rollover into the next phase of the coaching program. (ie. into the rest of **Orbit 1, Orbit 2 and Orbit 3**). That's where things get truly exciting as you build a system to convert these new leads into clients.

Of course you have the choice to **'go it alone'** and fly this plane on your own -- without my hand holding and support. That is totally cool with me too. Just let me know, at any stage, that 3 months is all you wish to do and I'll make sure you don't get re-billed.

## Beyond The 'Lead Launchpad'... Unlock the rest of the Flight Plan

After a successful launch of 2 x "Dream 100" Lead Bundles, most clients continue the journey and unlock the next stages of the Flight Plan.

They keep the momentum going to close those leads, build authority and embark on the **18-24 month journey** to implement the **rest of Orbit 1, Orbit 2 and Orbit 3** and complete the **Marketing Engine Flight Plan**.



| MARKETING ENGINE FLIGHT PLAN                  |  |  |  |  |
|---|--|--|--|--|
| 'INBOUND'                                     | CONNECT  | NURTURE  | CONVERT  | WIN HIGH VALUE CLIENTS                         |
| <b>ORBIT 3</b><br>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><br>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"/>    |
| <b>ORBIT 1</b><br>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'                                    |  |  |  |  |



# Lead Launchpad Program

## Premium - Done For You (DFY)

Everything outlined above.

**Plus you get my team of trained VAs.** They will work on your account to do the grunt work (outreach, tracking, messages and ongoing management). Plus you'll get regular updates on activity via a WhatsApp group and screenshots of conversations that are ready for you to take over!

|   |
|---|
| <b>**Fastest &amp; Best Results**</b><br><b>Quarterly (USD)</b>               |
| <b>\$7,500 USD per quarter</b><br>(*re-billed every 3 months, cancel anytime) |

## Done With You (DWY)

**You recruit, train and use your own VAs.**

| <b>**Best for Cash Flow**</b><br><b>Monthly (AUD)</b>                  | <b>**Most Popular**</b><br><b>Quarterly (AUD) save 17%</b>                    | <b>**Best Value**</b><br><b>Annual (AUD) save 25%</b>                |
|--|---|--|
| <b>\$1,500 USD per month</b><br>(*re-billed each month, min. 3 months) | <b>\$3,750 USD per quarter</b><br>(*re-billed every 3 months, cancel anytime) | <b>\$13,500 USD per year</b><br>(*re-billed yearly, cancel anytime,) |

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 build 'Dream 100' Lead Lists (with a repeatable system that continues to grow)

**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.



# Lead Launchpad Program

## Onboarding

Given the level of 'Done With You' support, I only onboard 2 new clients per week. Depending on how many clients have enrolled already, when I invite you to join, we'll book you in for the next available slot or a time that is convenient for you. Once you accept the invite to join the program, we'll process a credit card payment and 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 or are ready to go, I'm here on +61 424 329 132 and [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au).

Cheers,  
Adam

A handwritten signature in black ink that reads "Adam Franklin".

**Adam Franklin**  
**+61 424 329 132**

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



# Lead 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** in **Forbes**, **Huffington Post**, **Entrepreneur**, **The Australian**, **The Courier Mail** and the **Sydney Morning Herald**.

(Asia Pacific) by SMM Institute. Adam's work has featured in

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.



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



## BLUEWIRE COACHING Inner Circle

