



Mastermind #2

Pivot our messages & Lift our
Zoom game

bluewiremedia.com.au/mm2



Wins

bluewiremedia.com.au/mm2



Week ahead

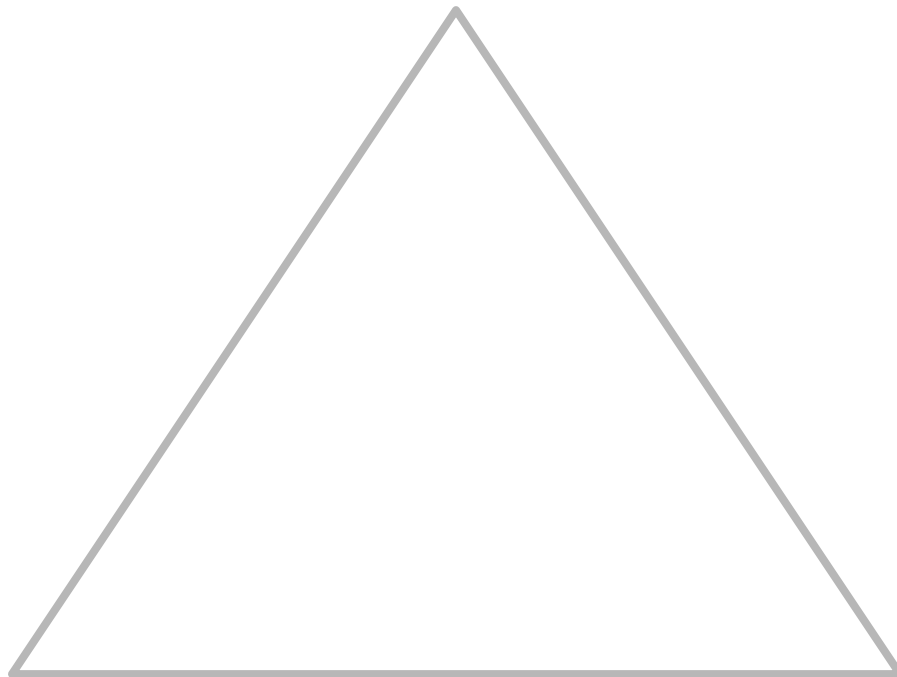
bluewiremedia.com.au/mm2



Stuck



Content Strategy



Step #1: Share Post + CTA: Leave a comment



Adam Franklin

LinkedIn Marketing Coach, Social Media Speaker, Author, CEO @ Bluewire...

6d • 56

****Type "SEO" for my SEO Strategy Template - 2020 edition****

I'll DM it to you (no opt-in) or download it directly if that's easier for you.

Now is a great time to revisit your SEO strategy. This is one of my most popular templates and it takes you through:

1. Keyword Research
2. On-page SEO
3. Off-page SEO

It gives you all the free tools like Moz, Ubersuggest, Keywords Everywhere and Keyword Tool that I use to do all of Bluewire's SEO.

[#seo](#) [#marketing](#) [#digitalmarketing](#)

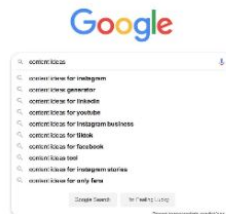


SEO Planning Template

1 SEO Keyword Research

>> Think of high level topics that you are often asked about or that are useful to your audience of potential clients.

Start typing these keyword topics into Google and see what phrases are suggested by Google Autocomplete.



>> Also look at Google's related searches:



>> Use free keyword tools like [Ubersuggest](#), [Keyword Tool](#), [Keywords Everywhere](#), [Moz Keyword Explorer](#), or to find more "long-tail" keyword phrase suggestions.

Ubersuggest

Keywords	Score	Volume
content ideas	100	100
content ideas for Instagram	100	100
content ideas generator	100	100
content ideas for blogs	100	100
content ideas for social media	100	100
content ideas for business	100	100
content ideas for marketing	100	100
content ideas for SEO	100	100

Keyword Tool

Keywords	Score	Volume
content ideas	100	100
content ideas for Instagram	100	100
content ideas generator	100	100
content ideas for blogs	100	100
content ideas for social media	100	100
content ideas for business	100	100
content ideas for marketing	100	100
content ideas for SEO	100	100

Keywords Everywhere

Keywords	Score	Volume
content ideas	100	100
content ideas for Instagram	100	100
content ideas generator	100	100
content ideas for blogs	100	100
content ideas for social media	100	100
content ideas for business	100	100
content ideas for marketing	100	100
content ideas for SEO	100	100

Moz Keyword Explorer

Keywords	Score	Volume
content ideas	100	100
content ideas for Instagram	100	100
content ideas generator	100	100
content ideas for blogs	100	100
content ideas for social media	100	100
content ideas for business	100	100
content ideas for marketing	100	100
content ideas for SEO	100	100

Government	Percentage
Current government	75%
Previous government	25%



6d ...

• 1 Like |  • 2 Replies



Step #3: Deliver via DM



Adam Franklin • 10:33 pm



SEO Planning Templa...
270 KB

Here you go



Jeremy Morris • 11:35 pm

Thanks for sharing

FRIDAY



Step #4: Reply publicly



Jeremy Morris • 1st
Christian Speaker & Writer

6d ...

SEO - Thank you!



1 Like



2 Replies



Adam Franklin **Author**

6d ...

LinkedIn Marketing Coach, Social Media Speaker, Author, CE...

All yours **Jeremy**



1 Like



Jeremy Morris • 1st
Christian Speaker & Writer

6d ...

Adam Franklin YOU are awesome! Thanks






1 Like







#5: DM with CTA for webinar rego

 **Jeremy Morris**
• Mobile • 3d ago 


 **Adam Franklin** • 10:33 pm

 **SEO Planning Templa...**
270 KB


Here you go

 **Jeremy Morris** • 11:35 pm
Thanks for sharing

FRIDAY

 **Adam Franklin** • 2:07 pm
You're welcome

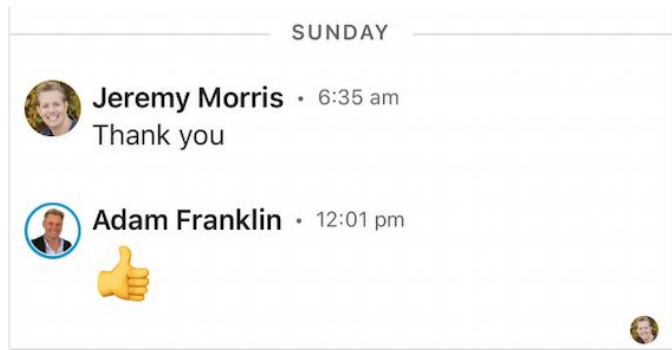
Btw, I just posted the recording of a livestream that you may be interested in.
<https://www.bluewiremedia.com.au/next-90-days>



REPLAY: Navigate the Next 90 Days
[bluewiremedia.com.au](https://www.bluewiremedia.com.au)



#6: Continue the DM





QUESTIONS?



Shake the Tree #1

Hi CEO/ EA,

I 100% understand the challenges the team is facing.

I can see that (CEO) is really busy right now. I would like to offer a 25 min consult call with me should they need help or a confidential sounding board given the situation right now.

Even if now is not a good time, the offer is open ended.

How does that sound?



Follow up

Ok great.

I'll send through my cell/mobile so you've got it in your phone.

What's the best number for you... is it **(301) 803-8263?**



Questions?



Shake The Tree #2

I totally understand the challenges you're facing.

I'm putting together a small peer group of other CEOs for a private Zoom chat this Thurs at 2pm.

It's unrecorded and confidential.

Would you like to join us?



Questions?



Lifting our Zoom Game



Lifting our Zoom Game



Logitech Brio 4K Webcam \$400
Logitech C920 Webcam \$289



Lifting our Zoom Game



Ear buds \$200
Earphones \$45



Blue Yeti Mic \$189



Lifting our Zoom Game



Photo Studio Continuous Softbox Lights
\$60 - \$100



Lifting our Zoom Game



**6" or 10" LED Ring Light Kit + Tripod \$60
- \$100**



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