



Executive Summary

Navigate the Next 90 Days

How to lay the foundation now to 'accelerate out of the bend'



by Adam Franklin



Navigate the Next 90 Days (Executive Summary)

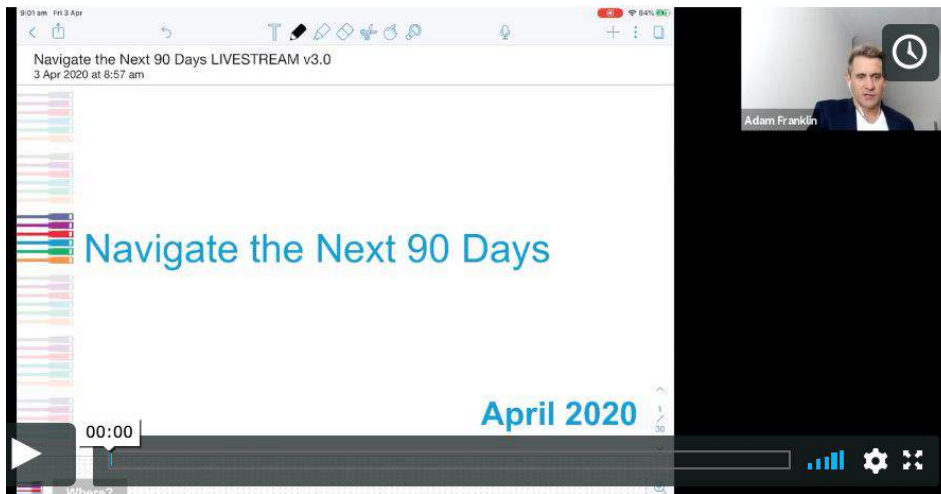
Here's the recording and workbook from my masterclass on [How to Navigate the Next 90 Days](#) (no opt-in).

I suggest setting aside 60 minutes to watch the recording or at least read the 7 insights in the executive summary below.

[The recording is also up in the Facebook group](#) if you'd like to join me there.

And here's some feedback from live attendees:

- **Bo:** Thank you Adam. You are the bomb-diddy
- **Craig:** Great presentation Adam, very inspiring
- **Gary:** I think this is essential to shift the offer. Great analogy on the yacht to life raft - relevant
- **Swati:** Thanks Adam, great session
- **Gary:** Thank You Adam - Good man! always a pleasure and well delivered
- **Lynne:** Thank you so much Adam - inspired again
- **David:** Thanks very much Adam, very useful



[WATCH: How to Navigate the Next 90 Days \(61mins\)](#)



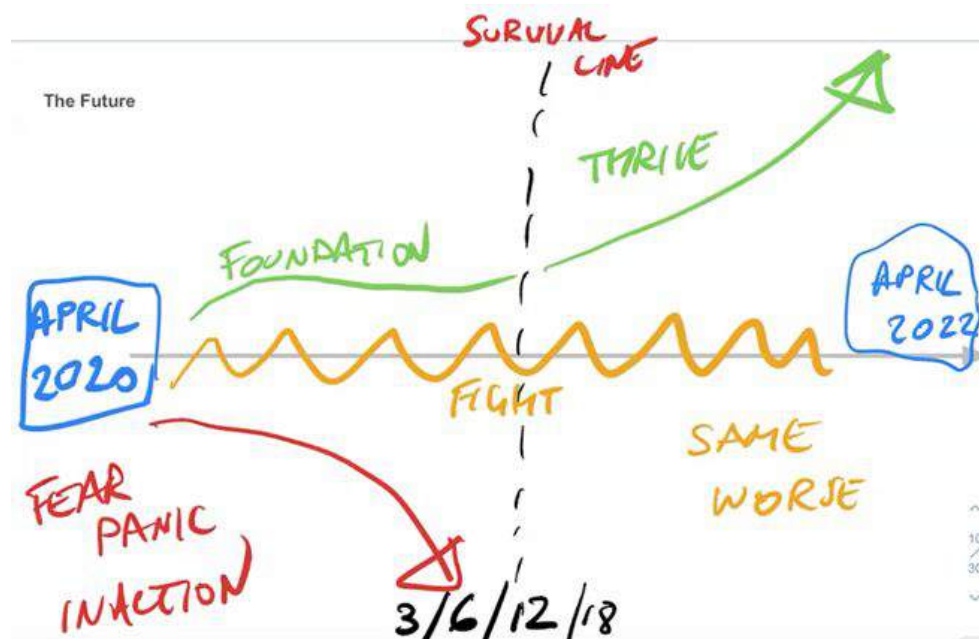
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EXECUTIVE SUMMARY: The 7 Key Takeaways

Whilst the current situation has changed everything, there is still *opportunity* amongst this *uncertainty*. Here are the 7 key points.

#1. Lay the foundation now to 'accelerate out of the bend.'

What we do now will determine the success of the next 2 to 3 years.



Hat tip to [Simon Bowen](#) for his models framework

#2. Tackle the 3 dangers for consultants right now:

DANGER 1: We can't meet in person

We must re-create 'connection' in other ways like Zoom workshops, selling on the phone and getting leads online).

DANGER 2: Our marketing message from a few weeks ago is irrelevant & off-tone

So we must pivot our message to align with the conversations prospects are already having in their heads)

DANGER 3: Clients are fearful, and are stalling, cancelling or ghosting.

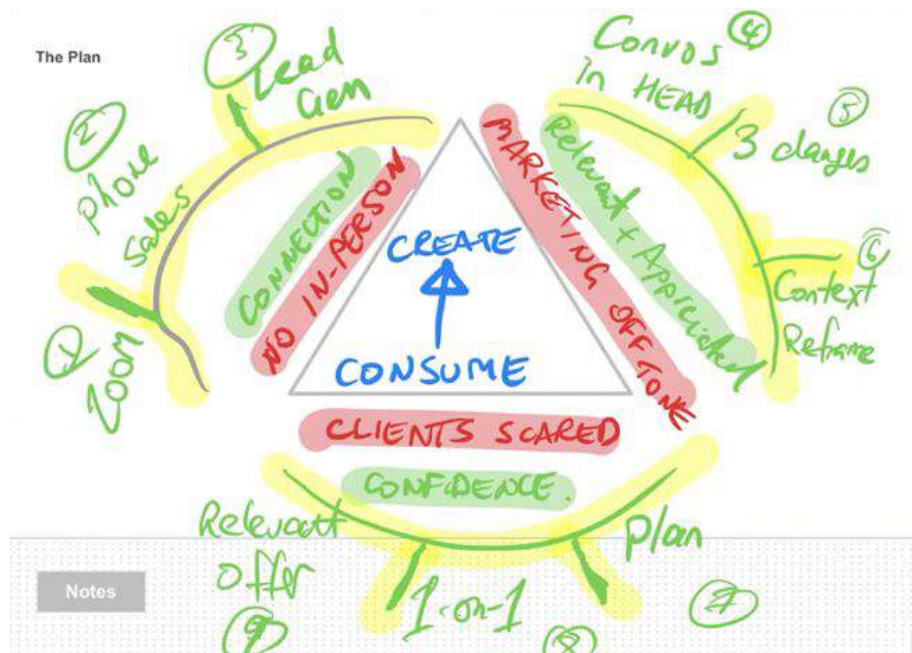
We need to turn their fear into confidence. To do this we must have lots of conversations with clients, listen to them and help them create a plan to get through this current situation.



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#3. We need a 9 Step Action Plan

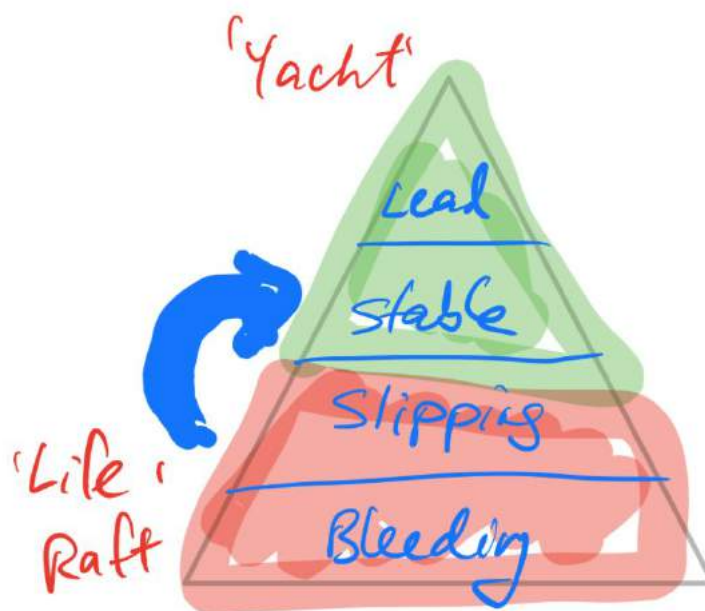
Create a plan to address each of the dangers outlined above.



Hat tip to [Taki Moore](#) for his action plan framework

#4. Most people right now need a 'life raft' not the 'yacht'

Adjust your sales offer to help with what clients need right now. People are still investing, but only on things that solve today's challenges. Look to change your offer to help people reach 'short term' stability and certainty, rather than 'long term' aspirational goals.





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#5. Shift from 'content consumption' to 'content creation'

This will turn fear into confidence, and allow us to focus on the things we can control. When we create content we are more focused and productive. Most importantly your clients, and prospects, want to be guided by you and be led through this situation.



Hat tip to [Simon Bowen](#) for this framework

#6. The opportunity to double down on digital is now!

“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: [Nadine Shaw](#).

Not only that, ‘advertising costs on Facebook and Instagram have dropped by 51%’ (Source: [Mitch Harper](#)).

Now is the time to communicate with your clients and future clients, and put your plan into action.



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#7. Many clients are still investing

Many clients and prospects are still investing. Don't assume no-one is spending any money!

Even if just 1% of the market is ready to invest in your services right now, that's a big opportunity. Look up the size of your potential market on LinkedIn and run some simple numbers.

OPPORTUNITY / MONEY ON THE TABLE		
Total Contacts (#)	# 15,000	15,000 contacts (2 nd / ₃ rd)
x Acceptance Rate (eg. 40%)	% 40	6,000 (1 st degree)
x Prospects - Ready to Buy (~1%)	% 1	60 prospects
x Sales Conversion Rate (eg. 30%)	% 30	18 clients
x Average Deal Size (\$)	\$ 10K	@ \$10k
Total Opportunity (\$)	\$ 180K	\$180,000

There's still a lot of opportunity on the table right now. We just need to find the clients who we can serve!

Next steps:

The [full 60 minute recording](#) explains everything in more detail. Please hit me up with your questions. I'm here on adam.franklin@bluewiremedia.com.au.

Finally, let me know if you'd like to chat about your plan to navigate the next 90 days. Feel free to book in a time here: <https://calendly.com/adam-franklin/15min>

About Adam Franklin



Adam Franklin is the author of *Web Marketing That Works* -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.

His blog was named **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**, and **#7 LinkedIn Expert (Asia Pacific)**.

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.



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Feel free to connect

For more tips, templates and videos please connect with me: www.linkedin.com/in/adamfranklin

Are you my next coaching client?

If want to use LinkedIn to **win high-value B2B clients**, I'm looking for **5 consultants** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are **friendly, methodical and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

I'll help you win more high-value clients and my coaching comes with a "2X ROI Guarantee". Either email "**Pilot Program**" to me at adam.franklin@bluewiremedia.com.au or book a **Growth Session** with me via: www.bluewiremedia.com.au/growth

You may also like these free templates (email opt-in required)...

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You can also watch my **free, on-demand LinkedIn Crash Course**



[Click here to register for free.](#)

Finally, if you're ready to learn the complete playbook, you may also like to enrol in my flagship course **LinkedIn Leads for High Value Clients**



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