

IN THE ZONE...

HOMework
Module 4

CONVERSATION STARTERS

REMEMBER YOUR LIST OF 100 from Module 3?

Pick your 10 best prospects from that list. Please make sure each different from each other in some way – and write a “conversation starter” Tweet and Facebook post for each one, using the principles learned here.

Prospect 1 Name _____

Prospect 1 Conversation Starter _____

Prospect 2 Name _____

Prospect 2 Conversation Starter _____

Prospect 3 Name _____

Prospect 3 Conversation Starter _____

Prospect 4 Name _____

Prospect 4 Conversation Starter _____

Prospect 5 Name _____

Prospect 5 Conversation Starter _____

Prospect 6 Name _____

Prospect 6 Conversation Starter _____

Prospect 7 Name _____

Prospect 7 Conversation Starter _____

Prospect 8 Name _____

Prospect 8 Conversation Starter _____

Prospect 9 Name _____

Prospect 9 Conversation Starter _____

Prospect 10 Name _____

Prospect 10 Conversation Starter _____

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Calls To Action Sequences

Next, build a Call to Action sequence – with Seven Steps from Contact to Conversion. Aim at Twitter, but think also how it would work on Facebook as well. For example:

Prospect 1 Name _____
Prospect 1 Conversation Starter _____
Prospect 1 Question _____
Prospect 1 Response _____
Prospect 1 Question _____
Prospect 1 @Mention / Share _____
Prospect 1 Question _____
Prospect 1 Ask _____

1. Think about the timing of the interactions.
2. Read their posts and tweets so you can quickly establish their interests and find something in common with them.
3. Make sure your questions are “open-ended” to assure a response.
4. Plan your response time.
5. Think about what content you have that you could ask them to download and share.
6. How will you reward or recognize a prospect sharing or downloading your content.
7. Where do you want them to go on your website or landing page and what will they get for exchanging their email with you?
8. How will you incentivize them to get the word out to their friends?
9. What trending or topical #hashtags will you use so you can show in search and be discovered by many when talking to just one person? Think ahead to a holiday, special sporting or cultural event that could align with your brand mission or values.

Then “rinse and repeat” – from Prospect 1 to 10. We suggest working in an Excel spreadsheet.

We suggest also that you group them into “Persona Groups” so that as you scale you can think about personalizing the same message sequences to many, and you can keep track of what is going where, when and whom.

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YOUR VIDEO STRATEGY

Now, create your video strategy.

Think about your target audiences and audience segments, and how to make your message relevant.

Plan out how you will stand out, and how your video can be repurposed across different platforms, from your own site through YouTube and Facebook.

Video Themes or Topics:

1. _____ for Persona Group _____
2. _____ for Persona Group _____
3. _____ for Persona Group _____

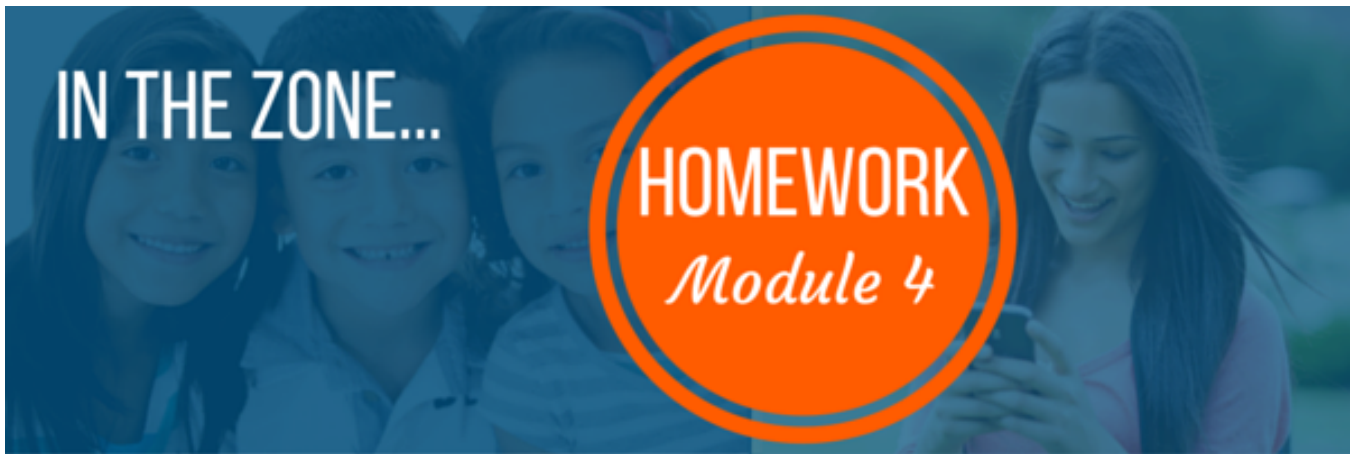
How will you post it on Facebook? _____

How will you post it on YouTube? _____

And your site? _____

Have you worked out your SEO and Indexing Strategy? (If not go back to Module 4 – Video and watch again and re-read the transcript.)

Write here your plan:



NEXT: Build your Periscope strategy.

1. Create an account.
2. Think about live events at your company or elsewhere that will be relevant to your target audiences.
3. Think about Interviews you can do on Periscope with Team Leaders or your CEO.
4. Schedule these.
5. Interact with others on Periscope. Think about how you will build calls to action into your Periscopes to get users there into your other social channels and email sequences.
6. Shoot your first “Scope”. It will be live for only 24 hours so be sure to download and save it before those 24 hours are up. That way you can edit it to use for short “bite-sized content” on all other social platforms, emails and your website.

The ‘HOLY TRINITY’

Now pull it all together with a Campaign Sequence with an integrated strategy and tactics.

Start by Listening and Targeting – and pull together your homework from Modules 1, 2 and 3.

Now shape your messaging and calls to action sequences for each group - from Twitter, Facebook and Instagram, through to YouTube and Periscope, and then into your landing pages, email sequences, website and ultimately the shopping cart.

Plan out too how you will nurture those leads across social media post-shopping cart.

Coming Up Next: The Influencer 10X – how to put all of this excellent work on a Multiplier!