

TRIBEL EARN

Zentrepreneur Webinar Workbook

Discover 3 of the Most Powerful Campaigns you can
Deploy Immediately to get Thousands More In Sales
from Your List, Which we Used to Generate
Over \$30 million in sales

YOUR OFFICIAL WEBINAR GUIDEBOOK



6 Simple Tips to Get the Most Out of this Live Session

1. Print out these Webinar Notes before it starts so you can write down your notes as you listen.
2. Review the topic outline so you know what to listen out for.
3. Make sure you've set aside 60 minutes of private time for this session so you'll be able to focus and fully receive the benefits of the Webinar.
4. During the event, write down ALL the interesting and new ideas and inspirations you get while listening - that way you won't lose the most relevant information to you.
5. Think of how you can implement the steps revealed in this session to start taking you to the next level.
6. Be in a comfortable position (ideally not driving) so you can fully take part in what Ajit will be guiding you through.

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6 NEW things you'll learn in this session:

1. The REAL way to know your audience, so you can give them the value they truly desire, market effortlessly, and generate _____ with _____
2. You will learn the non-sleazy, non-douchebaggery marketing philosophy and execution which _____ like crazy
3. How to systemize your marketing, so you can create _____ allowing you to put your feet up and not have to worry about how your business will do next month
4. How to bring your audience home with the “Online Event” Campaign hyping your audience around an online event that delivers quality content and _____ like crazy
5. How to leverage the power of reciprocity using the “Do-Good” Campaign to give your audience exactly _____ and have them throwing their money at you for it
6. Why timing matters and how the “Jab-Hook” Campaign can be used to create an infinite loop of content and pitches weaved perfectly together to create sales that _____

Section 1 - Introduction

We're going to go over campaigns that you can literally copy-paste to get the results you want to get — some of these campaigns have generated us more than \$_____ in just last year

Furthermore, you'll be able to create your own campaigns the way you like them, thanks to a _____ we'll be giving you.

Bonus: Ajit will also teach you what he calls “the Infinite Loop”, explaining how we interact with clients and build our brand by creating an infinite loop.

To start: Figure out your _____.

Ajit's WHY:

Ajit started at \$_____ a month, barely meeting ends, and one day he figured that wasn't the life he wanted to live, so he researched and developed the drive to create **epic marketing**.

Here are some authors you can research about marketing:

Brian Tracy, Jay Abraham, Zig Ziglar, Brendon Burchard, Vishen Lakhiani.

*As opposed to the structured marketing way we are usually taught, the authors above have fundamentally different mindset: they believe marketing is related **to the mind***

Ajit, since then generated more than \$_____ in sales in the past few years, creating products clients really love and want more of.

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These frameworks also helped a lot of people from Zentrepreneur, the private mastermind we run for entrepreneurs in the range of making \$_____ to \$_____.

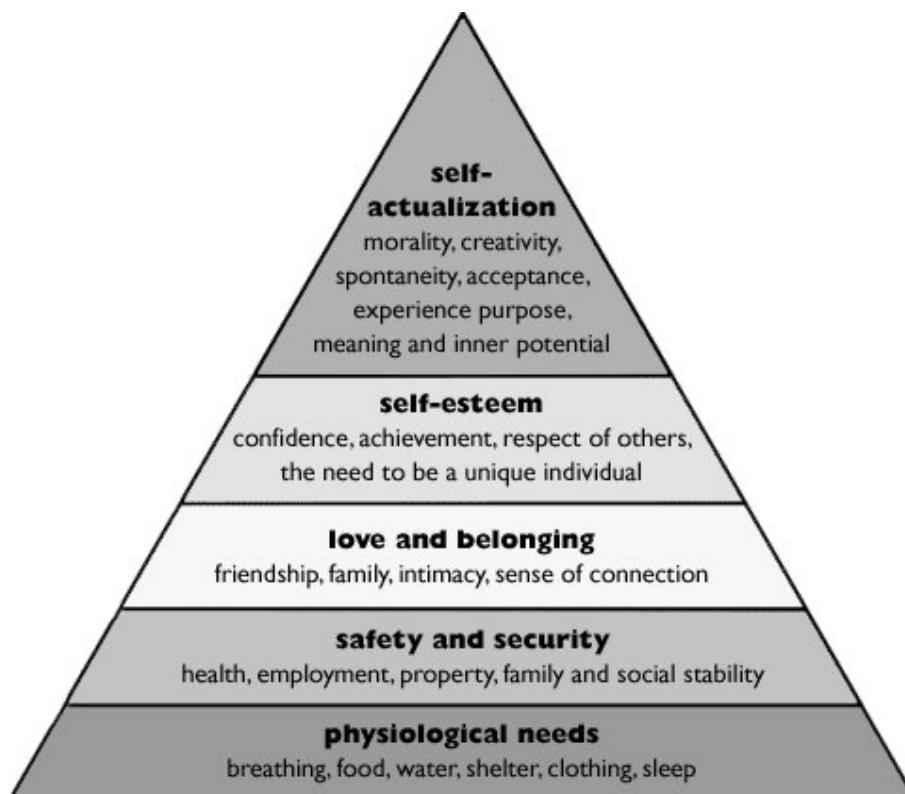
It's not so much about the skill, it's about the _____: the frameworks you follow, taking out the guess-work. It's important to have _____.

Our intention is that the frameworks we provide help your business grow _____% this year.

Section 2- The Client's Journey

The client's journey is the process we use to walk a client through the whole process of having a transaction with us

Image 1: **Maslow's pyramid**



Our clients aren't at the first level of the pyramid above, they are looking for more significance and to get their emotional needs fulfilled.

You can't talk to them from a scarcity-driven place, you must be helpful.

Below are Ajit's 3Ps:

1. _____: This is what initially drives your clients look for you.

Ask yourself:

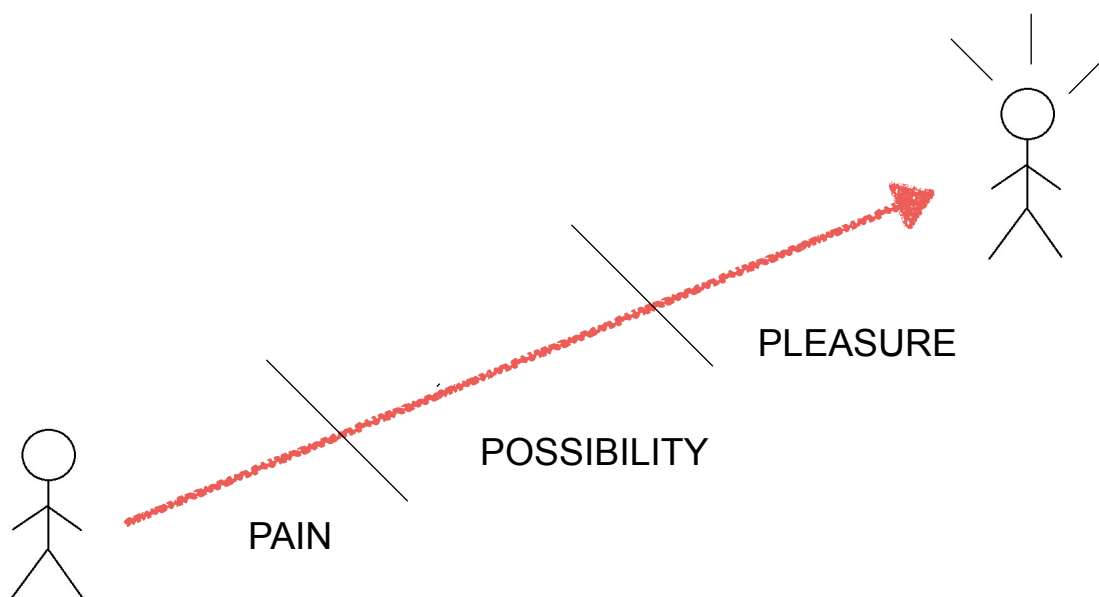
What should you do? _____

Why should you do this? _____

2. _____: You acknowledge their pain and share how you can solve it and they can achieve what they are looking for.

3. _____: Think of how can get them the most immediate results, which will create _____ for you.

Image 2: **Ajit's 3Ps**



Section 3- Your Monthly Calendar

Most entrepreneurs live in a place of anxiety and fear, but what happens if you take that away? You get more _____ and more _____.

In the table below, write down what is the marketing activity that will bring you **the most revenue** for every month of 2015.

Month	Marketing
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Section 4- Campaign #1: the “Online Event” Campaign

One of the best things we mastered last year was our “Online Event Campaign”, which generated about \$_____.

1. **Step 1** - _____

We usually use 2: _____ and _____

2. **Step 2** - _____

Here people will sign up for an event. You will present one big idea, write a headline, and have about 5 bullet points about it.

ex: _____

3. **Step 3** - _____

This page has a video or text simply saying “Thank you for registering for [this particular class], here is the Google calendar, go ahead and book the date and time”

4. **Step 4** - _____

This frames your upcoming event, such as, “Here is what we will cover and the results you can expect.”

The purpose of this video is _____

5. **Step 5** - _____

Once people come to the class, you give them _____

6. **Step 6** - _____

After the webinar, for about ____ days, send reminder emails addressing the questions customers may have in order to purchase your product.

List Ajit's 5 examples below:

1. If people think it's too expensive...

What do you do? _____

2. If people want to know the content of the course...

What do you do? _____

3. If people doubt it'll work for them...

What do you do? _____

4. If people don't trust you...

What do you do? _____

5. If people aren't taking action...

What do you do? _____

Image 3: The Online Event Campaign



What are the 2 things you need to set up to make things happen?

1. _____

2. _____

Section 4- Campaign #2: The “Do-Good” Campaign

1. **Step 1** - _____

Here you identify your customers’ place of pain.

ex: _____

2. **Step 2** - _____

Then you already start addressing this pain. Show them that you have the possibility to give them results.

ex: _____

3. **Step 3** - _____

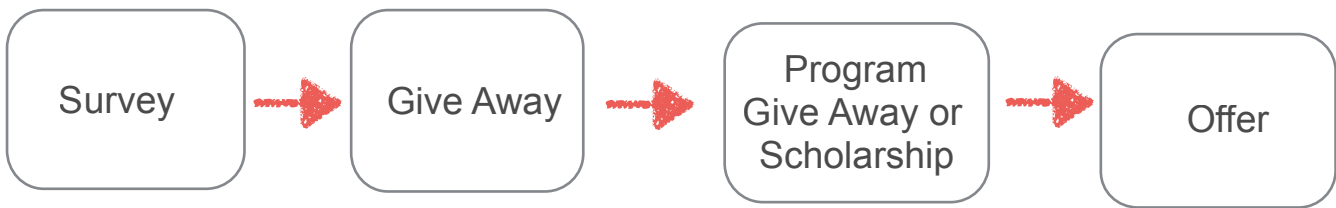
People will re-identify their problem, but this time with the possibility of pleasure.

ex: _____

4. **Step 4** - _____

What will you leverage your offer on? _____

Image 4: The “Do-Good” Campaign



Section 5- Campaign #3: The “Jab-Hook” Campaign

What is the pre-requisite for this campaign? _____

1. **Step 1** - Give 3 _____

Use Ajit’s example to guide you: helping people shoot with a camera

1- _____

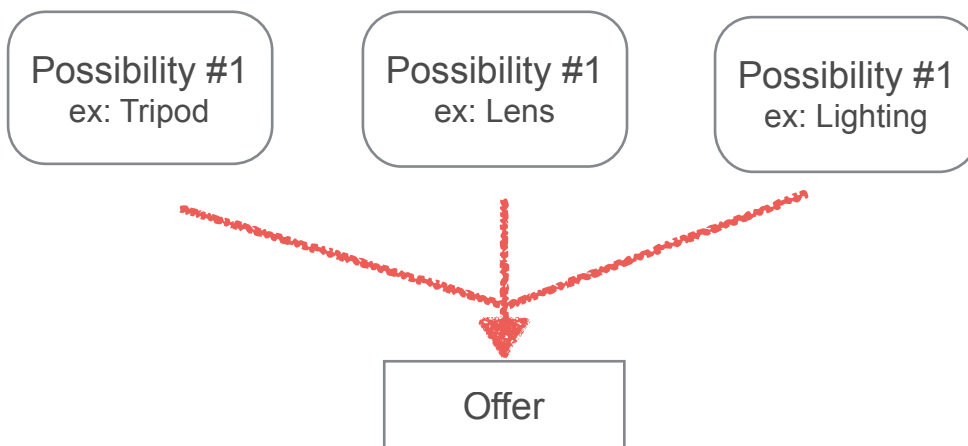
2- _____

3- _____

2. **Step 2** - _____

Because you’ve now proven the possibility that you can help, you now create an offer.

Image 5: The “Jab-Hook” Campaign



Section 6- What NOT to do

Before trying out these campaigns, you must know _____ you are doing what you are doing.

How come? _____

ASK YOURSELF

1. Why do you do what you do?

2. Who are you doing it for?

Section 6- BONUS: the Infinite Loop

Getting a new Lead is expensive, it can cost you \$_____ or \$_____

Our solution was to ask: “What if we _____ a person who has already said _____?”

If an individual comes to any of our pages (landing/sales/purchase confirmation), we put them in different _____.

Use Ajit’s example to better understand this concept:

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Because the person is already interested, I can retarget them to another page, with a different _____.

People who went to the purchase confirmation page have the **most value**, and they are retargeted to _____ and _____, or put in a pinwheel, which is an email sequence that gives _____.

If somebody has already made a purchase with you, it is more likely that this person will purchase from you again in the next few hours or days.

Why? _____

Use this space for your own notes

Use this space for your own notes

THANK YOU for joining Ajit's Webinar!



This webinar is held in conjunction with Mindvalley's new TribeLearn model for Peer to Peer learning to connect people in different occupations. Vishen and Ajit, Mindvalley's Founder and CEO, will be the host of our TribeLearn community for Entrepreneurs. And at the end of this webinar you will learn how you can join this community for a reduced price as a thank you for participating in the webinar. Please visit <http://www.zentrepreneur.com/tribe>