

Slide 1




Pat Campbell
www.PatLeeCampbell.com
<https://www.facebook.com/PatCampbellBiz>



Create The Business
You can be Proud of with a
Business Strategy Map


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Pat Campbell

- Entrepreneur for 17 years with MLM achieving National Director status
- Marketing Online since 2002
- Author of : The 9 Ultimate Shortcuts to Getting Leads Online
- Author of : The Insider's Secrets to Marketing S.M.A.R.T.
- Member of Total Funnel Immersion Mastermind Group
- Master Juggler of Time as Full-Time RN, Care Giver of Adult Child
- Advocate for those living with Mental Health Challenges

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Pat Campbell

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What You'll Learn Tonight

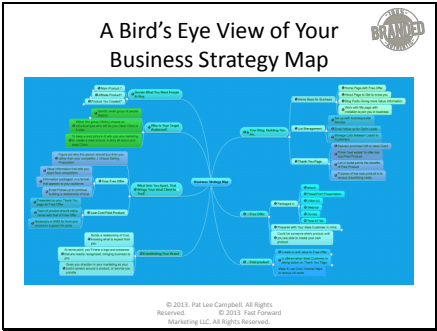
- How having a Business Strategy Map (BSM) will save you time and money
- The Essential 3 Keys for Effective Marketing
- The Foundation to Your Online Business

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What You'll Learn Tonight

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A Business Strategy Map (BSM)

simply gives you a plan
that guides your marketing activity.



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I promised to show you how a BSM saves you time and money.

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Time Saved:

1. You become focused on a step by step plan.
2. All activity is directed to creating targeted content
3. Your Social Media has purpose in bringing traffic to your content

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4. You can choose to find a mentor to keep you accountable
5. You can plan your work schedule around tasks identified.
6. You choose training specific to the tasks before you.
7. Rather than being scattered in your marketing, you have clear direction.

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Money Saved:

1. Your BSM gives clear direction to what tools are required to build your business.
2. Stop buying “shiny objects” offered in your inbox.
3. Attend events that only support your BSM.

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4. Subscribe only to membership sites that support your BSM.
5. Find a support group that shares resource recommendations for tools based on their experience/budget.
6. Your BSM keeps you focused on what is important for your purchase needs.

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Having a effective
Internet business
is **more than**
owning a blog
and expecting that people
will find and join you

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So where do you start!!



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The First 3 Keys in BSM

What Does Your Vision Look Like?

- Where Do We Want To Go?
- What Do We Want To Be?
- What Do We Want To Do?

What Do Your Stakeholders Expect?

- How Do We Want To Be Perceived?
- How Do We Want To Be Measured?
- How Do We Want To Be Managed?

What Do Your Customers Expect?

- How Do We Want To Be Perceived?
- How Do We Want To Be Measured?
- How Do We Want To Be Managed?

What Do Your Suppliers Expect?

- How Do We Want To Be Perceived?
- How Do We Want To Be Measured?
- How Do We Want To Be Managed?

Business Strategy Map

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The image is a presentation slide with a white background. At the top right, there is a circular seal with the word 'BRAND' in a large, bold, serif font, and 'MARKETING' in a smaller, bold, serif font below it. The seal also features a central emblem. In the upper center, there is a blue rectangular button with the text 'Business Strategy Map' in white, bold, sans-serif font. Below this, the main title 'Your Business Strategy Map begins with figuring out 3 Keys.' is displayed in a large, black, sans-serif font. At the bottom of the slide, there is a line of small, black, sans-serif text that reads: '© 2013, Pat Lee Campbell. All Rights Reserved.' followed by '© 2013 Fast Forward Marketing LLC. All Rights Reserved.'

[illegible]

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Are you selling:

➤ Your MLM products?

➤ Info products?


➤ Affiliate products?

➤ Products or service that you created?

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➊ Main Product ?


➋ Affiliate Product?

➌ Product You Created?

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Business Strategy Map

➊ Who do you want to buy from you?


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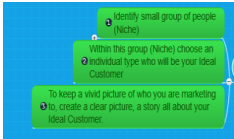
The second of the 3 Keys is your **Niche**....the group of people you have chosen who have interest and money for what you are selling.



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Ideal Customer

The small group of people within that larger group.



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This is the person that you know well and you can make content on your blog that makes them want to buy from you.

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Next and the 3rd of the Keys is You.

Business Strategy Map

What Sets You Apart, That Brings Your Ideal Customer to You?

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Figure out why this person should buy from you, rather than your competitor. (Unique Selling Proposition)



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Unique selling proposition (USP).
What sets you apart
from your competitors
that draws customers to you?

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Getting those three things figured out
seems easy, but it is **hard work**,
the **answers can change**
as you move forward and that's ok .

Talk to someone in this process to get feedback,
your spouse, friends, mentor, business group
can help you with these 3 Keys.

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What We Have Covered

- How having a Business Strategy Map (BSM)
will save you time and money
- The Essential 3 Keys for Effective Marketing

Now let's look at the third point:

- The Foundation to Your Online Business

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We've Started the BSM with the 3 Keys,
Now Let's Get Moving
down the Road to Success!



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Another way to think about your Business Map
are the steps to making a cake!



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so what's next?

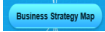


So what's next?

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Your Ideal Client drives all your marketing content.

- Writing
- Graphics, Fonts, Colours of your Blog
- Product offerings

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The Center of all
Your Marketing



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Your blog is the end
destination for all your marketing.

You are driving all your action
to this piece of **online real estate that**
you own and control.

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No one can take it from you!

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Your Blog: Building Your

Home Base for Business

Home Page with Free Offer

About Page to Get to know you

Blog Posts Giving more Value Information

Work with like people with invitation to join you in business

List Management

Get up with Autoresponder Service

Email Follow-up for Optin Leads

Manage List between Leads to Customers

Delivers promised Gift to Ideal Client

Prime "lead estate" to offer low cost Paid Product

Thank You Page

List in bullet points the benefits of Paid Product

Purpose of low cost product is to recoup Advertising costs

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Tonight we are going to cover the 4 Basic Ingredients of your Blog!


Now we add the flour to the eggs, oil and sugar


☺



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- Build your blog for the purpose of speaking directly to your Ideal Customer.
- You want them to know like and trust you.
- Building relationships starts with your blog.
- Sales only happen once your ideal customer connects with you

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Accomplishing that connection with your target audience can be fun, energizing because:


- you are working in your passion
- you know what they want
- simply deliver!

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Home Page with Free Offer

This is the first stop for your
Ideal Customer.
You have **3 seconds**
to keep them engaged
on your page or
they will click away!

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The Home Page is the first place to start
collecting names and emails for your List!
(The Gold Bar of your Business)
Your Free Offer is posted here to exchange
for the name and email of your site guest
That Lead is a Gold Nugget.




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Welcome to my online home, I'm delighted to have you here as my guest!

Getting It Right


This site is dedicated to you, the entrepreneur who is determined to get it right, to figure out how to successfully put together an online business that gets results. You are the person to put this web to sleep, long and fast that avoid lots of money and time spent through years of learning a lot about doing the right thing online. Address the wrong advice and avoid the frustration that is often "not what I need" or "not what I want".


CATEGORIES

• AFFILIATION
• MARKETING
• ONLINE BUSINESS

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The “About Me” page is your opportunity to introduce yourself to your Ideal Customer on a level that results in them having **a sense of knowing you.**

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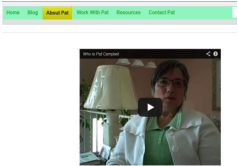
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The more your life story engages your Ideal Customer, the more likely you will have someone give you their name and email for your list.

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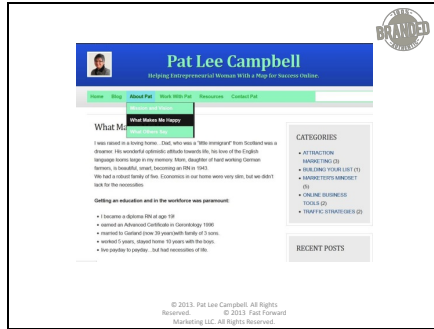




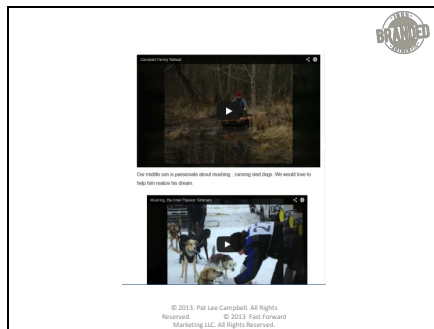
You Pat Campbell - I am a Canadian, born in northern Ontario, and spend most of my life in Thunder Bay at home!
As the author of the "Seven Life story" I guess I became like a "Pat story". You know, the story that someone keeps coming to me constantly. I was a teacher in our church community at a tender age. That tendency followed me through life.

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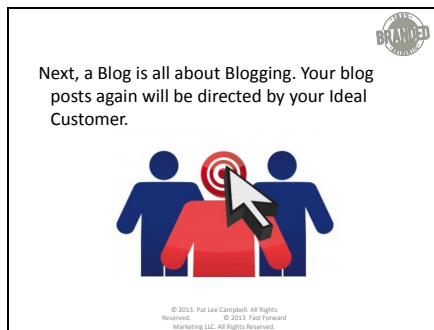
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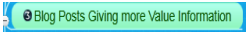
When you are writing,
it should read as though
you and your customer are
sitting in the same room chatting.
It's about reaching out in a way that you
are the solutions provider for them.
*You invite them to engage with you,
coming back often.*




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Pushing Through the Tough Spots


By FastForward Jan 1, 2013 10 comments



How are You Managing the Negative Chatter?

It happens to everyone who is in the entrepreneurial space. There are those moments when that doubt in your ear is trying to blind you from your progress, agency, time management.
That of becoming a small business is recognizing the fact that in spite of all your excitement, even results, and achieving thoughts will try to throw you off track. Acknowledging this is the first step to taking control back, handling the negative side.






Get Your Copy Now

THE FIRST STEP TO ACHIEVING SUCCESS


CATEGORIES

- ATTENTION
- MARKETING
- SMALL BUSINESS
- ENTREPRENEURSHIP
- BUSINESS



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Your Blog posts will be valuable to your reader if:

- They give added value information.
- They can be scanned for key points
- You avoid the use of large blocks of text.
- You use good pictures
- Post regularly.

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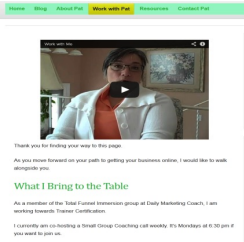




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Include on your Work with Me page


- Reasons why you are someone to do business with
- List experiences, certificate, awards that provide credentials
- If you have Social Proof, add them to the page
- Make it easy to contact you.

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The cake is done!
You have the beginnings
of your Online Business
ready with your BSM!



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These 4 basic ingredients of your blog,
put together with the 3 Keys
always in your mind,
will give you a solid foundation
for your online business.

As you move forward in your Business Strategy
Map, the extra touches will be added.

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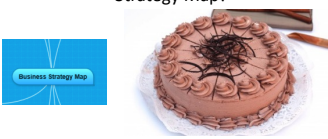
Vote for Pat at the end of
the hour...
go to the chat box at the
top right of your screen



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If You Vote for Me and I Win...
My 30 minute presentation will
unlock the *secrets* of bringing in **Leads and
making Money Online** with your Business
Strategy Map!



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Connect with Me

To connect with me, go to:

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[Https://facebook.com/PatCampbellBiz](https://facebook.com/PatCampbellBiz)

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