

Campaign Boardroom

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Build a Campaign Driven ENTERPRISE

In any given industry, many business owners struggle to get enough customers, while others have more than they can handle.

In any given market, some businesses chase for clients while others select who they want to work with and turn away the rest.

What Sets Them APART?

In our research and experience, it's the difference between running a "business" (which actually sounds a lot like busy-ness) and being a "campaign driven enterprise".

Great companies often start with great campaigns.

Take a look at Nike, Apple or Virgin as examples. They all started (and continue to thrive) using campaigns.

The **BOARDROOM** has been designed to integrate this same 'campaign' thinking into your

business, so you can start enjoying the benefits that it brings. Increased brand reverence, revenue and profit.

Based on our 16 years of experience and track record, the skills and strategies required to run successful campaigns again and again, each building on the last without taking on undue risk can be applied to your business.

If you're ready to drive more sales in a shorter period of time, this exclusive boardroom is for you!

BOARDROOM Objective

Over six months you will develop an annual tactical campaign plan. This strategy will allow you to create sustained periods of high demand for your products and services.

You will also be able to spend far less time in 1-on-1 sales meetings; when you can generate several clients all at once, it frees up more time to deliver remarkable value.

The PROBLEM

Most businesses, by default, have been designed to win clients one at a time and service clients one at a time.

This model limits your capacity. It's unsustainable and causes many business owners to grow bored or to burn out.

This doesn't work for the business owner (who exhaust themselves fast and can't scale) and it doesn't work for the clients (who don't get the energy they deserve). It's incredibly difficult to create the sales velocity required for fast growth without thinking like a "Campaign Driven Enterprise".

This process is about running promotions that encourage your market to come to you in groups - it's about creating a buzz and building excitement!

Sitting with one potential customer at a time kills the energy for most people. Every entrepreneur must learn how to get 10, 20 or even 100's of people at a time to engage with their business.

Every business should learn how to become a Campaign Driven Enterprise.

Introducing the BOARDROOM

Delivered Over 6 Months to CREATE RESULTS

- The “Oversubscribed Method” and guiding principles.
- Forecasting your available “Remarkable Capacity”.
- Creating your “Central Content”.
- Proven lead generation tools and strategy - Email Marketing, PPC, Facebook, Twitter, Retargeting etc.
- Effective marketing and tracking systems to measure what is working and what is not.
- How to ‘crowd build’ for potential clients.
- Selection process for clients.
- Uplifting delivery process/method.
- Campaign planning for the current/next year.

HOSTED by Daniel Priestley



This Boardroom is not about theory, and out of date practices. It's real-world best practices, methods and strategies that we've developed and continue to use because they produce results. You'll also benefit from the mistakes we've made along the way. Utilise our 16 years experience of running successful campaigns to your advantage.

CAMPAIGNS Can Be Used To

- Attract many more clients, at a premium price point.
- Launch your book and have it highly ranked on Amazon.
- Sell products in advance of their release.
- Attract JV Partners, or recruit new team members.
- Launch a website, or promote a blog for increased attraction & revenue.
- Price yourself at a premium.
- Generate lots of leads with events, webinars, downloads, quiz's, competitions etc.
- Raise investment into your business.
- Raise money for charity, or launch your own.
- Win an award, a contract or an elected position.
- And anything else that requires people to engage en-masse.

Who is the Boardroom FOR?

Regardless of whether you're an architect, an artist, a public speaker or a high-end corporate consultant, the fundamental principles that make a Campaign Driven Enterprise successful are applicable across all domains of business.

It doesn't matter if you are B2B or B2C or both, integrating a campaign methodology into your 12 month plan will drive growth faster than you could imagine.

This 6 month boardroom is ideally suited for business teams with existing revenues of £150,000+ who are excited to engage in a fast-growth process.

BOARDROOM METHOD

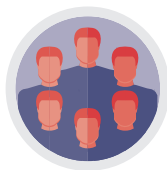
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CAMPAIGN PLANNING

We will guide you to step into the future and look around at the campaigns your business has run and then reverse engineer every detail, leveraging on both of our shared experience and expertise.

2



BUILD-UP

Engage with a large number of people who will flock to you all at once and form an “energised crowd”. This involves sharing genuine insights that lead people to the conclusion that they desire to work with you.

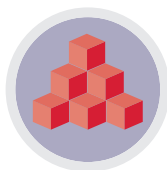
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OVERSUBSCRIBED

Ensure you have a ratio of more people interested than you could possibly deliver to.

4



RELEASE

Make your product available to the right people and cause them to buy in a short timeframe.

5



SALES FOLLOW-UP

Ensure no opportunities fall through the cracks.

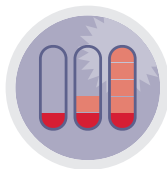
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DELIVERY

Deliver your product or service in a positively remarkable way.

7



CELEBRATE & INNOVATE

Take time to reflect, improve and recharge before the next campaign.

Over 6 months, Daniel Priestley will deliver a practical yet powerful monthly boardroom to guide you in implementing these campaign steps in your business. Helping you not only supercharge your campaign efforts but also avoid costly mistakes based on over 16 years experience in running successful campaigns.

BOARDROOM

Enrolment Application

YOUR DETAILS... (Print in CAPS) Mr / Mrs / Ms (please circle)

First Name Last Name

Email

Mobile Home / Work

Street Address Postcode

Town Country

Tax Invoice Name

<input type="checkbox"/>	OPTION 1	Pay in full <i>by Credit/Debit card, or Bank transfer</i>	GOODS PRICE £7140 inc.VAT	£5950 +VAT
<input type="checkbox"/>	OPTION 2	£714 deposit <i>(inc.VAT) by Credit/Debit card</i> 12 x monthly payments of £563.38 <i>(inc.VAT) by Direct Debit</i>	GOODS PRICE £7140 inc.VAT 9.9% APR Total Credit Charge: £334.56	Total Repayable £6229 +VAT

PAYMENT TYPE

- Debit Card Visa MasterCard
 AMEX Cash Bank Transfer
 or Use card on file ending

Name on Card

Card Number

Security Code Expiry Date /

Signature

TERMS & CONDITIONS

Yes I have read, understood and signed the Letter of Engagement.

Signature Date

OFFICE USE ONLY

Team member Source Date / / Boardroom

An elegant model for
scaling your business and
creating income spikes
throughout the year.

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