



# AUTHOR'S BOARDROOM

## Training Workbook

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### MODULE 2

## TEMPLATE 1: Orientation

YOU	YOUR PARTNER
1. Who Are You And What Do You Do?	1. Who Are You And What Do You Do?
2. What Is The Business Challenge You Are Here To Solve?	2. What Is The Business Challenge You Are Here To Solve?
3. What Is The Number One Thing You Are Here To Learn?	3. What Is The Number One Thing You Are Here To Learn?
4. Secret About You That No-one Else Here Knows	4. Secret About You That No-one Else Here Knows



## TEMPLATE 2: Strategy Profiler

		YES	NO
<b>MARKETING STRATEGY</b>	Do you have something to sell?	<input type="checkbox"/>	<input type="checkbox"/>
	Have you identified who it is that wants what you have?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you know how to position what you want to say?	<input type="checkbox"/>	<input type="checkbox"/>
	Are you following a proven, profitable system?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you measure or track your marketing performance?	<input type="checkbox"/>	<input type="checkbox"/>
<b>CAMPAIGN PLAN</b>	Do you have a detailed plan for your marketing campaign?	<input type="checkbox"/>	<input type="checkbox"/>
	Have you listed your campaign priorities?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you know the important milestones in your campaign execution?	<input type="checkbox"/>	<input type="checkbox"/>
	Have you identified the deliverables from each campaign stage?	<input type="checkbox"/>	<input type="checkbox"/>
	Have you identified the other dependencies that rely on each stage?	<input type="checkbox"/>	<input type="checkbox"/>
<b>BUYING PSYCHOLOGY</b>	Do you understand the psychology behind spending money?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you know why people buy - specifically?	<input type="checkbox"/>	<input type="checkbox"/>
	Can you list the Change Events of Life which most influence your buyer?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you understand what motivates browsers to take action?	<input type="checkbox"/>	<input type="checkbox"/>
	Do you leverage convincer states in your campaign copy?	<input type="checkbox"/>	<input type="checkbox"/>

## TEMPLATE 2: Strategy Profiler

		YES	NO
<b>BUILDING CONTENT</b>	Are you following a long tail Keyword Strategy in your content?	<input type="checkbox"/>	<input type="checkbox"/>
	You can use the Google Adwords Keyword Tool?	<input type="checkbox"/>	<input type="checkbox"/>
	You multipurpose your content for leverage	<input type="checkbox"/>	<input type="checkbox"/>
	You are using screen capture software	<input type="checkbox"/>	<input type="checkbox"/>
	You have mastered Video as a core content strategy	<input type="checkbox"/>	<input type="checkbox"/>
<b>TRAFFIC SYSTEM</b>	You are following a content distribution strategy	<input type="checkbox"/>	<input type="checkbox"/>
	You can run effective Facebook marketing campaigns	<input type="checkbox"/>	<input type="checkbox"/>
	You can distinguish between Follow and No Follow link building	<input type="checkbox"/>	<input type="checkbox"/>
	You have created 50 or more web 2.0 properties and profiles	<input type="checkbox"/>	<input type="checkbox"/>
	You know how to run Search Engine Pay Per Click activities	<input type="checkbox"/>	<input type="checkbox"/>
<b>MARKETING PLATFORM</b>	You can edit basic CMS or Wordpress content systems	<input type="checkbox"/>	<input type="checkbox"/>
	You have a clear Video Hosting strategy	<input type="checkbox"/>	<input type="checkbox"/>
	Your Website changes in response to mobile and tablet devices	<input type="checkbox"/>	<input type="checkbox"/>
	You are using Skype, Oovoo, or Google Hangouts for meetings	<input type="checkbox"/>	<input type="checkbox"/>
	You have an e-shop or actively sell products online	<input type="checkbox"/>	<input type="checkbox"/>



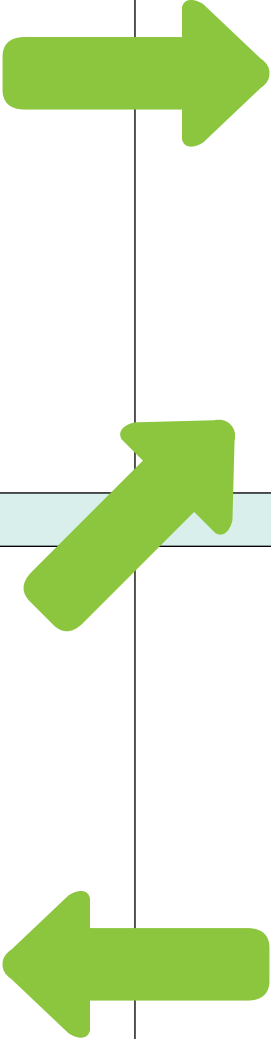
## TEMPLATE 2: Strategy Profiler

		YES	NO
<b>EMAIL MARKETING</b>	You successfully segment your website visitors	<input type="checkbox"/>	<input type="checkbox"/>
	You are using an Autore-sponder sequence	<input type="checkbox"/>	<input type="checkbox"/>
	You have an active Head-line Swipe File	<input type="checkbox"/>	<input type="checkbox"/>
	You understand how to in-crease Click Through Rates	<input type="checkbox"/>	<input type="checkbox"/>
	You can embed links into emails easily	<input type="checkbox"/>	<input type="checkbox"/>
<b>CONVERSION ENVIRONMENT</b>	You can run split tests on your campaign objectives	<input type="checkbox"/>	<input type="checkbox"/>
	You understand Google Analytics	<input type="checkbox"/>	<input type="checkbox"/>
	You can build a Sales Fun-nel sequence	<input type="checkbox"/>	<input type="checkbox"/>
	Your Design makes it easy for visitors to make deci-sions	<input type="checkbox"/>	<input type="checkbox"/>
	You deliver what browsers want in under 4 clicks	<input type="checkbox"/>	<input type="checkbox"/>
<b>SALES AND SKILLS</b>	You regularly get x3 times return on your marketing spend	<input type="checkbox"/>	<input type="checkbox"/>
	You have integrated your online with your offline sales process	<input type="checkbox"/>	<input type="checkbox"/>
	You are skilled in 1-2-1 ne-gotiating and closing	<input type="checkbox"/>	<input type="checkbox"/>
	You measure your cam-paign performance	<input type="checkbox"/>	<input type="checkbox"/>
	You reinvest 20% of your sales back into new cam-paigns	<input type="checkbox"/>	<input type="checkbox"/>



TEMPLATE 3: Strengths Grid

STRENGTHS	OPPORTUNITIES
PROBLEMS	THREATS



## TEMPLATE 4: The Biggest Threats To Authors

COMMON BUSINESS PROBLEMS	IS THIS YOU?	PROBLEM STATEMENT
Complacency	<input type="checkbox"/>	I don't know as much as I thought I needed to know
Not Enough Market Research	<input type="checkbox"/>	I don't know how to do market research
Bad/No Marketing Business Plan	<input type="checkbox"/>	I don't know how to write a brand marketing plan
Fear Of Charging Prices	<input type="checkbox"/>	I'm afraid to charge what I'm worth
Focus On Topic Not Audience	<input type="checkbox"/>	I'm more comfortable with a keyboard than a phone
Perfectionism	<input type="checkbox"/>	If it's not perfect then I won't put my name to it
Low Productivity	<input type="checkbox"/>	I can't get myself motivated
Ignoring Complaints	<input type="checkbox"/>	I don't have the confidence to deal with complaints
Procrastinating	<input type="checkbox"/>	Other "Stuff" keeps getting in my way
Lack of Knowledge	<input type="checkbox"/>	I need to know more before I start
Waiting Too Long To Fix Problems	<input type="checkbox"/>	I don't know how to think critically, to problem solve
Hiring Bad Advisors	<input type="checkbox"/>	What skills do my advisors need to have
Poor Reader Follow Up Contact	<input type="checkbox"/>	I don't have time to follow up with everyone
Not Enough Cashflow	<input type="checkbox"/>	Why do I never have enough money
Weak Marketing Strategy	<input type="checkbox"/>	I don't know how to write a strong marketing strategy
Wrong Motivation	<input type="checkbox"/>	I don't have the motivation I need
Borrowing From Family & Friends	<input type="checkbox"/>	What if I never make enough to pay back my friends and family
Failure To Delegate	<input type="checkbox"/>	I don't trust anyone else to do it right
Poor Online Execution	<input type="checkbox"/>	I don't know how to create a workable solution
Not Knowing Your Why	<input type="checkbox"/>	I don't know why I'm doing this
<b>YOUR PROBLEMS</b>	<b>RANK</b>	<b>POSSIBLE OPPORTUNITIES</b>



## TEMPLATE 5: Your Relative Strengths

WHAT ARE YOUR STRENGTHS COMPARED TO EVERYONE ELSE	HOW CAN YOU LEVERAGE THIS?
<b>EMPLOYEES EYES</b>	
<b>COMPETITORS EYES</b>	
<b>WHAT MAKES YOUR PRODUCT UNIQUE</b>	<b>RANK</b>

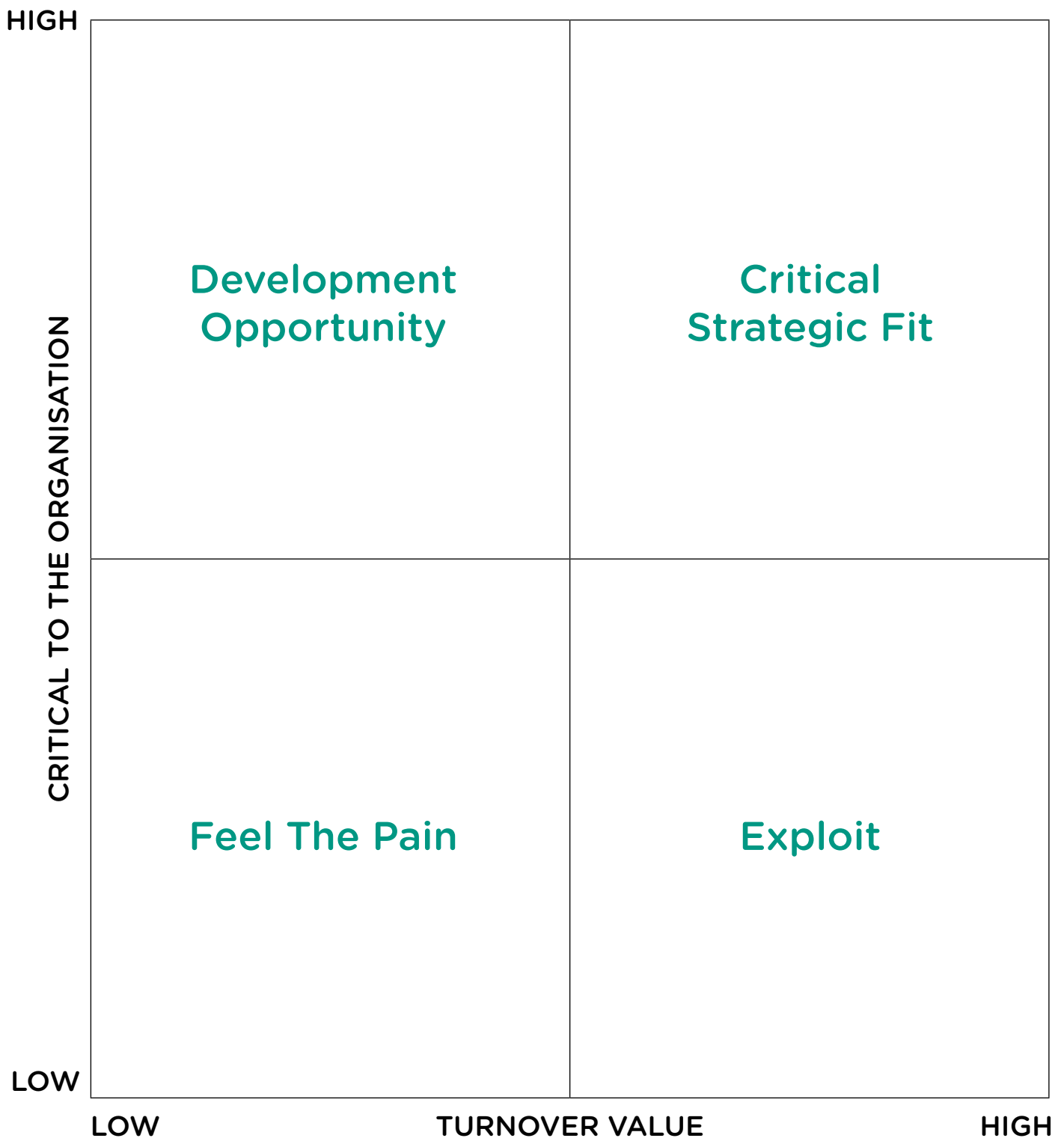










## TEMPLATE 6: Categorisation: What To Sell Where



EXISTING SEGMENTS EXISTING MARKET	EXISTING SEGMENTS NEW MARKET
NEW SEGMENTS EXISTING MARKET	NEW SEGMENTS NEW MARKET



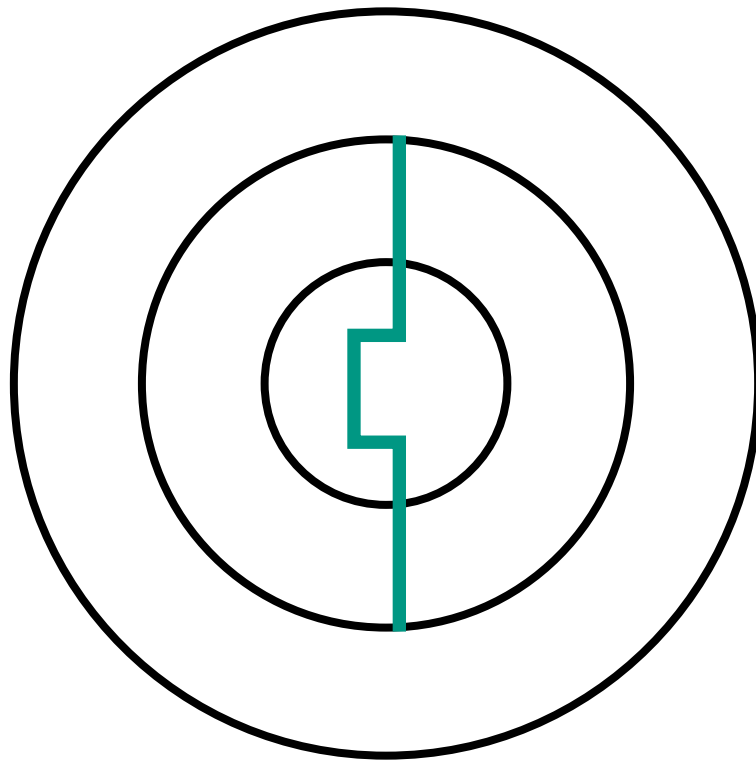
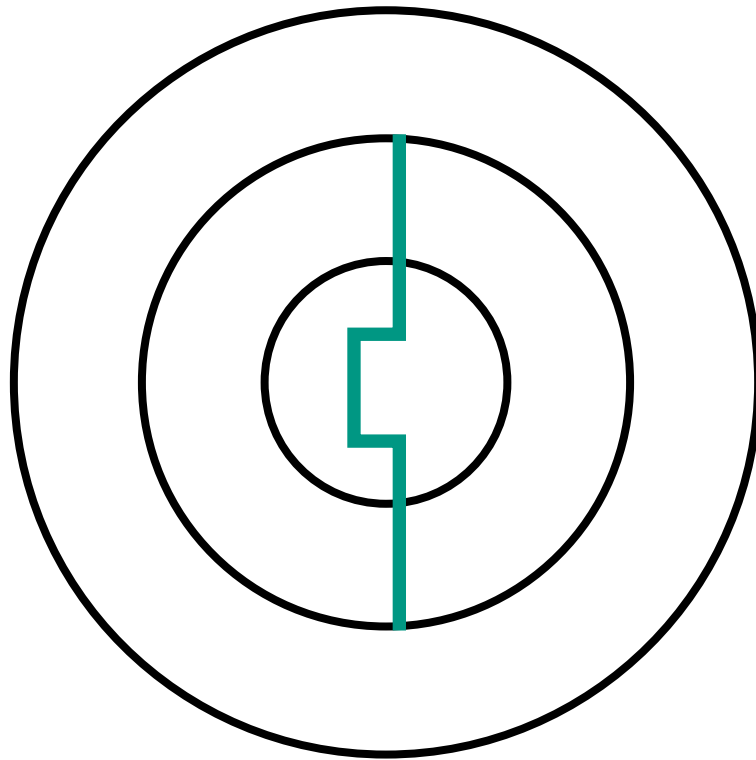


TURNING THREATS INTO OPPORTUNITIES	
MAKING CLEARER DECISIONS	
THE SIX HATS	
THINKING MODE	INSTRUCTIONS
	<p>With this thinking hat you focus on the data available. Look at the information you have, and see what you can learn from it. Look for gaps in your knowledge, and either try to fill them or take account of them.</p> <p>This is where you analyze past trends, and try to extrapolate from historical data.</p>
	<p>The Green Hat stands for creativity. This is where you can develop creative solutions to a problem. It is a freewheeling way of thinking, in which there is little criticism of ideas.</p>
	<p>The Blue Hat stands for process control. This is the hat worn by people chairing meetings. When running into difficulties because ideas are running dry, they may direct activity into Green Hat thinking. When contingency plans are needed, they will ask for Black Hat thinking, etc.</p>
	<p>Wearing' the red hat, you look at problems using intuition, gut reaction, and emotion. Also try to think how other people will react emotionally. Try to understand the responses of people who do not fully know your reasoning.</p>
	<p>The yellow hat helps you to think positively. It is the optimistic viewpoint that helps you to see all the benefits of the decision and the value in it. Yellow Hat thinking helps you to keep going when everything looks gloomy and difficult.</p>
	<p>Using black hat thinking, look at all the bad points of the decision. Look at it cautiously and defensively. Try to see why it might not work. This is important because it highlights the weak points in a plan. It allows you to eliminate them, alter them, or prepare contingency plans to counter them.</p> <p>Black Hat thinking helps to make your plans 'tougher' and more resilient. It can also help you to spot fatal flaws and risks before you embark on a course of action. Black Hat thinking is one of the real benefits of this technique, as many successful people get so used to thinking positively that often they cannot see problems in advance. This leaves them underprepared for difficulties.</p>



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