

BULLSEYE Marketing!

Ready... Aim... Fire... BULLSEYE!

**Let's Build YOUR
Million Dollar Information
Marketing Enterprise!**



**Debra
Thompson Roedl**

Change Your Thinking... Change YOUR LIFE!

**I Want YOU To Think
Differently!...**

- 1. Marketing Methods, Strategies that You Can apply and implement NOW into your business...**
- 2. A System to Create An Additional Stream of Income for YOU!**

The Definition of Insanity...

**Doing the Same Thing Over and
Over Again and Expecting
Different Results!**

~ Albert Einstein

**It Doesn't Matter WHERE You Start...
It Matters THAT YOU START and WHERE YOU FINISH**

**You Are Spending Life!... Wouldn't You Rather Be
Spending Money and LIVING LIFE?**

You Start By Thinking Like A CEO...

Creating the CEO Within You!

- **Work Smarter – Not Harder**
- **Doesn't Have to Be Perfect...It Just Has to BE!**
- **Learn to Feel Comfortable Being Uncomfortable**
- **Are You Living Your Dream?**
- **Be Decisive In Nature – Make a Decision**
- **TAKE ACTION!**

Here is Your Solution The Success System...

3 Methods To Achieve Success:

- 1. Mindset**
- 2. Mastermind**
- 3. MENTOR**

**The Number One Method of SUCCESS proven
Over thousands of years...**

is when a Mentor takes an Apprentice and

They TELL them how to do it...

They SHOW them how to do it

They DO IT!

Information Marketing: Gold Rush Model

THE CALIFORNIA GOLD RUSH

In 1848 the economy in the United States collapsed. People from all over the world RUSHED to California in hopes of finding Gold and becoming WEALTHY!

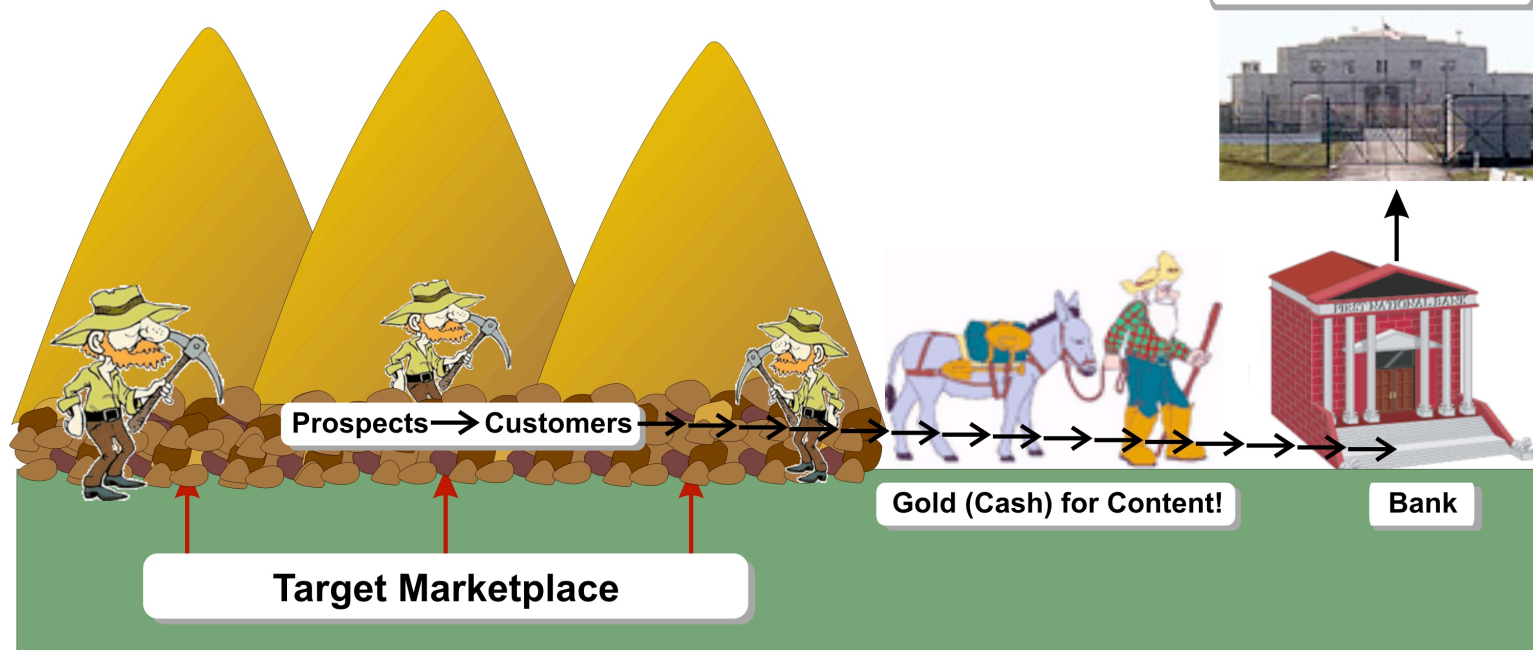
**People Who Sold The 'Picks and Shovels'
Made the Most Money**

**Info-Marketers
Who Sell The 'Info and Tools'
Will Make the Most Money!!!**

Information Marketing: THE Next Gold Rush!

Information Marketing GOLD RUSH MODEL

Suspect → Prospect → Customer



Your Information Marketing Enterprise
1st GOAL IS TO...

OWN YOUR OWN PRODUCT
YOU
KEEP ALL THE MONEY!

What's Knowledge worth?

Knowledge **X** is Power!

APPLIED

Knowledge is Power!

~ Debra Thompson Roedl

**And Can Be Worth Millions In
Information Marketing**

Making Millions In Info-Marketing

**You Have Expertise That
Others Will PAY YOU For!**

TEACH WHAT YOU KNOW

Do It Better

Do It Different

Example: Bell Labs (Alexander Graham Bell – Inventor of Phone)

The Business...

Create an Information Product Once!...

Sell again, again and again!

SUCCESS NOW!
Wealth Secrets To Achieving Success
in...

**YOUR
PRODUCT**

YOUR NAME HERE
Your Company Name
www.YourWebsite.com

+

SUCCESS NOW!
Wealth Secrets To Achieving Success
in...

**YOUR
PRODUCT**

YOUR NAME HERE
Your Company Name
www.YourWebsite.com

+

SUCCESS NOW!
Wealth Secrets To Achieving Success
in...

**YOUR
PRODUCT**

YOUR NAME HERE
Your Company Name
www.YourWebsite.com

**My product - \$299,550 in 5 Months
PLUS Avg 1 Per Day (\$2,000/Day)**

Why Your Product...

- **100% YOURS**
- **You control creation, marketing, sales, and customers**
- **Affiliates can sell for you**
- **Gives you credibility, builds your reputation**
- **100% of revenue is YOURS = More \$\$\$**

BOTTOM LINE:

ITS YOURS... YOU GET LIST & MONEY!

Any One Can Do This!

- What is your experience?
- What are your hobbies or interests?
- What are you passionate about?
- Do you have systems, short-cuts, strategies that can be shared with others?
- Or...

Who is it?

- He was born into poverty
- In 1908 Andrew Carnegie commissioned him to interview 500 Millionaires to find Success Formula: Henry Ford, Alexander Graham Bell, JD Rockefeller, F.W. Woolworth, etc.
- Took 29 years to write info product (book)
- Sold over 7 million copies and he became a Multi-Millionaire
- After more than 67 years This Book is Still to this day, Considered the “Millionaires Bible on Success”

Napoleon Hill – “Think & Grow Rich”

*“What the mind of man can conceive
and believe, it can achieve“*

~ Napoleon Hill

YOU Can Do This!

Become a Reporter:

- Using your experience, hobbies or passion
- Create Info-product by interviewing experts.

Debra, I want to do this, but what would be my Topic?

Wealth

Ballroom Dancing

Marketing

Civil Engineering

Banking

Stock Market

Real Estate

Chiropractic Care

Selling

Internet & Computers

Relationships

Parenting

Spiritual

Remodeling

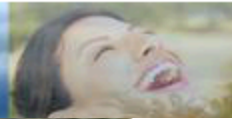
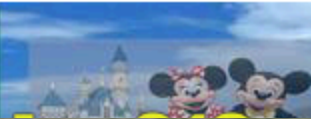
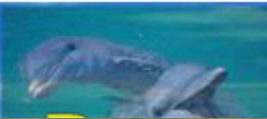
Seminars

Health

eBay

Success

My Students Worldwide... Real People... Real Examples



[Home](#) [About](#)

carolenjoy

THE *Joy* CHOICE.com



Categories

[Click Here Now! >>](#)

Your Information Marketing Enterprise...

OWN YOUR OWN PRODUCT

YOU

KEEP ALL THE MONEY!

Your Customer Wants To Buy!



You Have The Solution

I Want to Buy

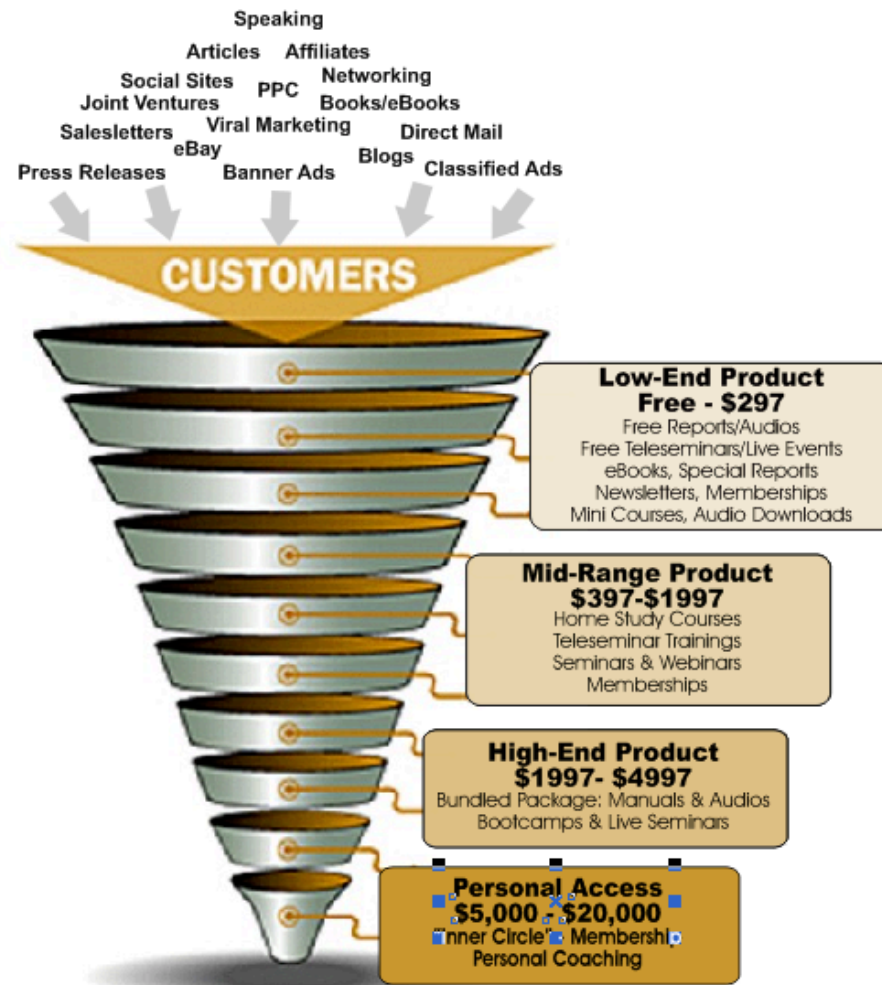
Your Products

And Affiliate Products

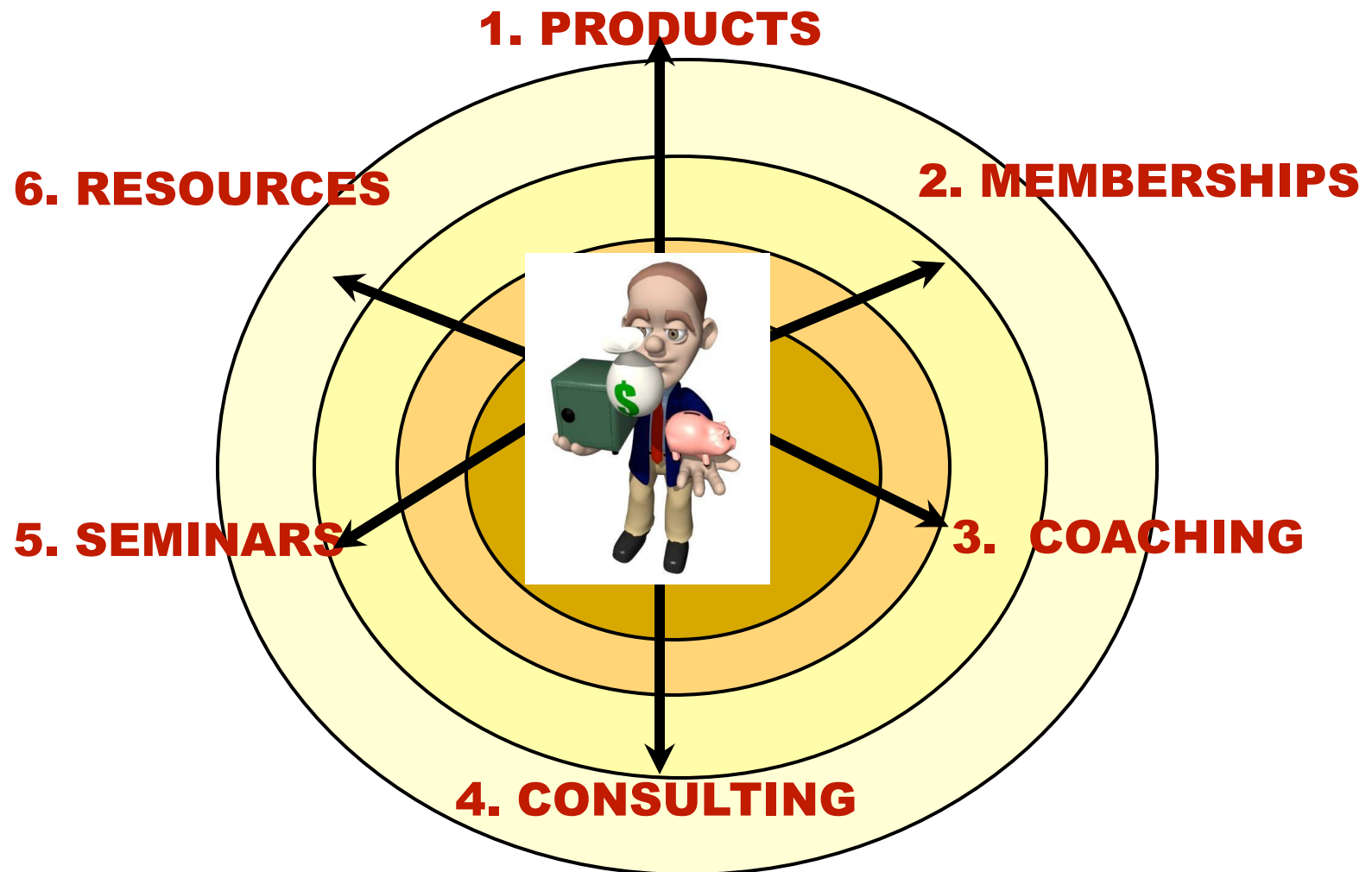
You Recommend

Your Fortune Is In The FUNNEL!

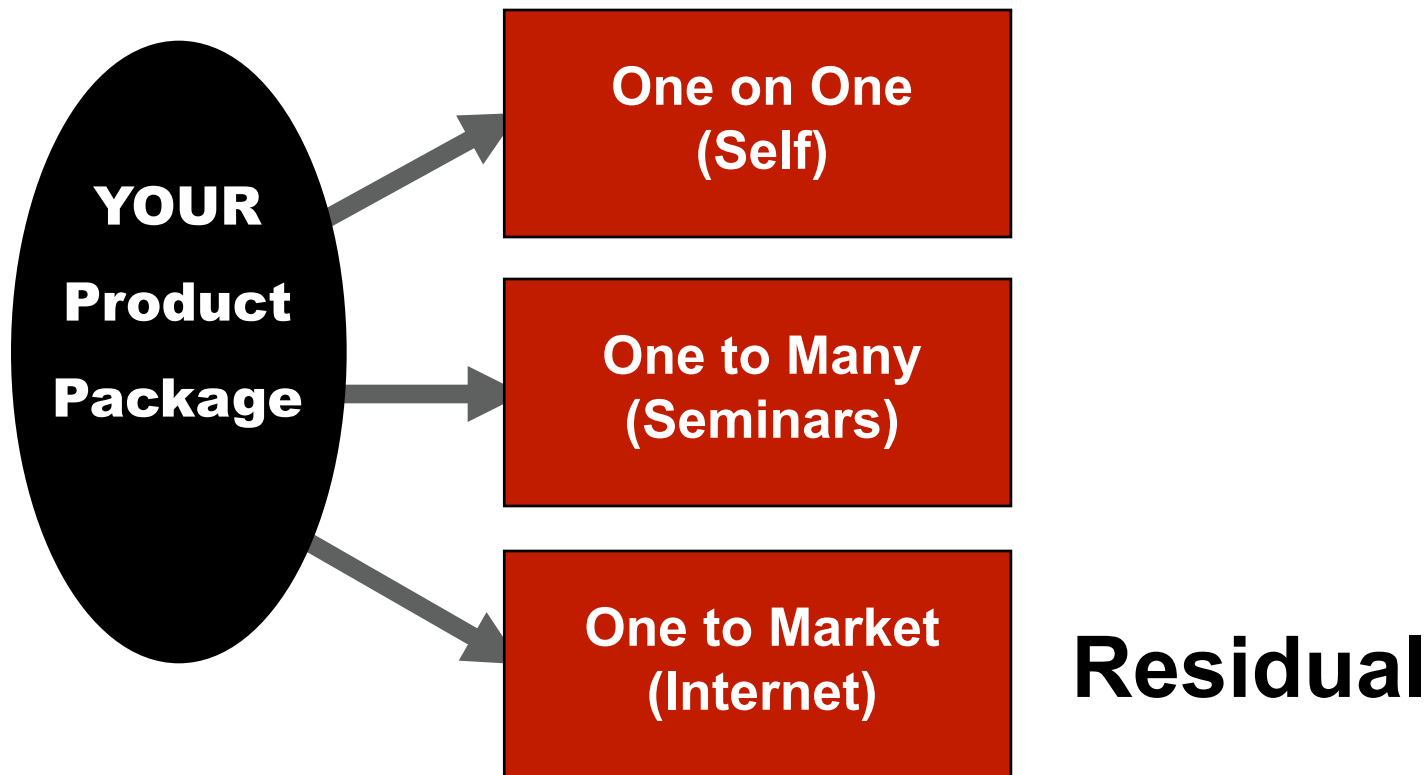
What Will Your Customer Buy From You?
They Will Buy From Your Marketing Funnel!



YOUR STREAMS OF INCOME TO MAKE MORE MONEY!!!

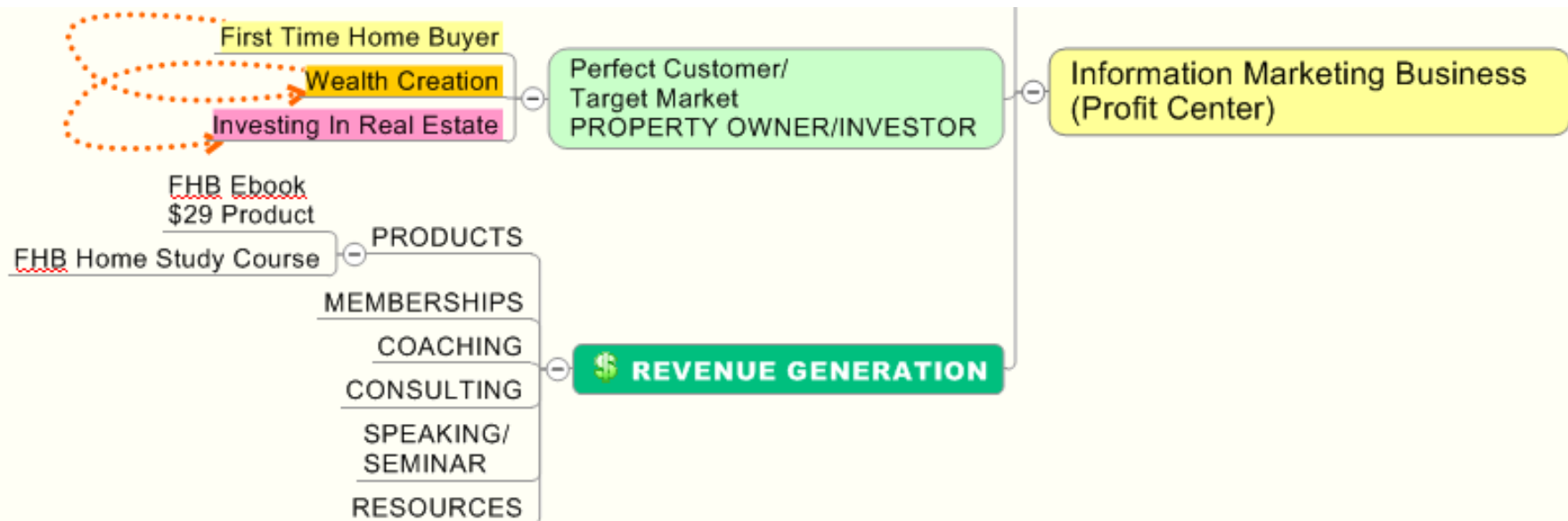


1. MONETIZING PRODUCTS



Creating The Opportunity For Your Customer By **MONETIZING** Your Information

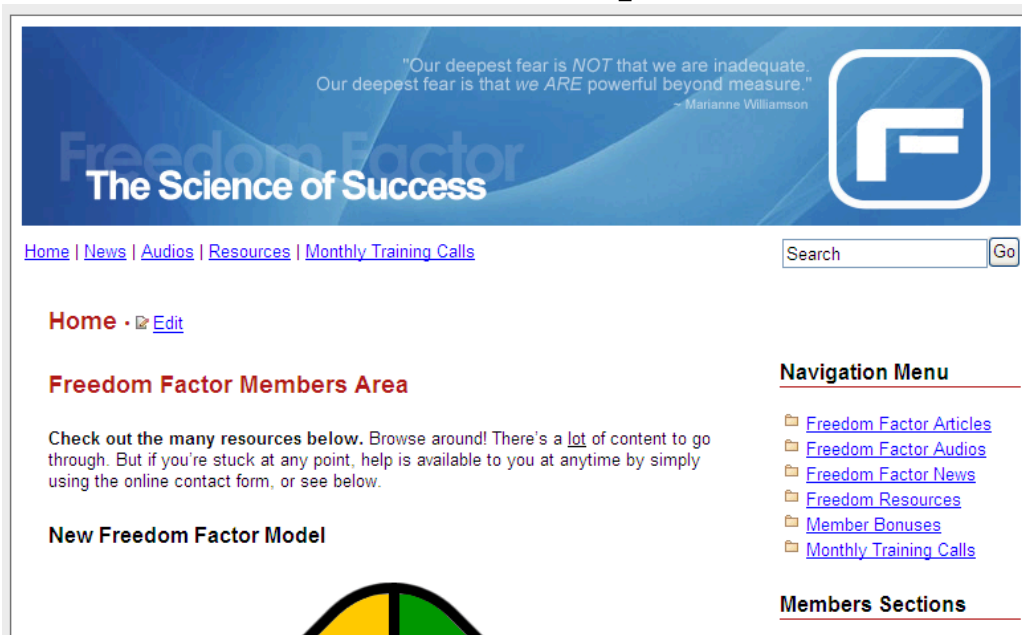
Case Study: Pauline Foster Real Estate Investing



2. MONETIZING MEMBERSHIPS

One Level to Multi Level

Membership Site



The screenshot shows the homepage of the Freedom Factor membership site. The header features a blue banner with the text "Our deepest fear is NOT that we are inadequate. Our deepest fear is that we ARE powerful beyond measure." attributed to Marianne Williamson. The site title "Freedom Factor" and "The Science of Success" are prominently displayed. A navigation menu includes links for Home, News, Audios, Resources, and Monthly Training Calls. A search bar is located in the top right. The main content area is titled "Freedom Factor Members Area" and includes a paragraph about resources and a section for the "New Freedom Factor Model" with a partially visible graphic. A "Navigation Menu" on the right lists links for Freedom Factor Articles, Audios, News, Resources, Member Bonuses, and Monthly Training Calls. A "Members Sections" section is also visible at the bottom right.

**26 Members =
\$7,800 Per Month!**

= \$93,600 Per Year!!

**x 2 Events =
\$187,200 Per Year!!!
x Affiliate Marketing**

SETTING UP YOUR **MEMBERSHIP**

1. Need to define name of Membership Program
2. Get domain
3. Set up WordPress Blog for Membership Site
4. Set up AMember for Membership Management/Security
5. Choose Theme for Blog
6. Design Header Graphic for Membership Site
7. Define Membership Structure and Layout for Each Level For example:
 - Monthly eBooks
 - Monthly Webinar Trainings
 - Member Forum
 - Resources and Tools
 - Customer Support
 - Private Coaching
 - Private Trainings
 - Group Trainings
 - Product/Event Discounts
 - Resources, Tools, Templates,
8. Plan Marketing Strategy

3. MONETIZING COACHING

GROUP COACHING – One to Many

- **Best – Less Time and Effort, Efficient**
- **Opportunity for Mastermind**
- **Great Revenue**
- **Ultimate Advantage for Your Business**

Typical Examples of Group Coaching (Weekly or Monthly):

- **Teleseminar/Webinar**
- **Email**
- **Fax**

3. MONETIZING COACHING

PRIVATE COACHING – One on One

- High End
- High Perceived Value
- Exclusive Time
- High Fee – More \$\$\$

Typical Examples of Private Coaching:

- Private Phone (30 Minutes – Hour)
- Private Meeting (Hourly)
- Private Time Block (Day, Weekend, Week)



4. MONETIZING CONSULTING

PRIVATE CONSULTATION SERVICES

- **Hourly** (Rate per Hour – Increases Over Time)
- **Daily**
 - Beginner \$1,000 - \$2,000 Per Day (Depends)
 - Intermediate \$2,000 - \$10,000 Per Day (Depends)
 - Advanced \$10,000 - \$20,000 Per Day (Depends)
- **By Project**
- **On Going or Retainer**

5. MONETIZING SEMINARS

TYPES OF SEMINARS (Live):

- **Previews** (90 Minute Presentation)
- **Workshops/Trainings** (Hands-On)
- **Bootcamp** (Comprehensive Learning)
- **Seminars** (Educational – Multi-Speaker)
- **Customer Appreciation** (Free Multi-Speaker)

Other:

- **Teleseminar**
- **Webinar**

5. MONETIZING SEMINARS

THREE WAYS TO MAKE MONEY:

- **PROMOTER**
- **SPEAKER**
- **PROMOTER/SPEAKER**

Key Metrics You Need to Know:

- **Splits** = (Speaker Sales Split 50/50 With Promoter)
- **Show Rate** = (Check In The Seat)
- **Buying Unit** = (Any 1 (One) Unit or Entity)
- **Sales Per Head** = (Total Sales/Number of People In The Room)
- **Close Ratio** = (Total Number of Units Sold / Number of Buying Units)

Case Study #1

Debra's First Product

I made \$9,631 just to create my product and I did it in 2-Days!

This product has since gone on to make me several hundred thousand dollars in product sales and consulting services.

This is Information Marketing!

Product Creation Model:

Creation Method:	Performed 2 Day Live Training
Purpose:	To Record Training and Create Product
Product:	Home Study Course of Audio Recordings and Transcripts from the Audio to Create Complementary Manual

Front End Sales

Front End PROFIT Model:

Event Promotion:	5 days to promote 3 Emails sent to LIST (in the beginning only >300 on list) <ul style="list-style-type: none">▪ Email #1 – Announcement, created urgency, early bird special▪ Email #2 – Continued urgency due to overwhelming response▪ Email #3 – Last chance to register
Results	23 People Registered 27 People Attended (4 New People At Door) 17 Buying Units Potential (Number of people who could potentially buy my product – Buying Unit: Any one entity, partnership, family, etc.)
Front End Profit from Registration:	Registration: \$99 per Person Profit = \$2,763

Back End Sales

Back End PROFIT Model:

Product:	Guerilla Promoting Strategies – How To Get Cheeks In the Seats By Thinking Outside The Buns <ul style="list-style-type: none">▪ 2 days of audio recording▪ Complementary Manual (transcripts from audio)▪ Advanced Strategies – 8 Weeks of Ongoing Teleseminars after live training▪ 2 Hours of Personal Coaching▪ Bonus: Forms & Spreadsheets▪ Bonus: Seminar Operating System
Results:	Sold 14 units out of 17 possible buying units 82% Close Ratio (14/17 = close ratio)
Back End Profit from Product Sales:	14 x \$497 Profit = \$6,958

6. MONETIZING RESOURCES

7 WAYS TO MONETIZE RESOURCES & TOOLS

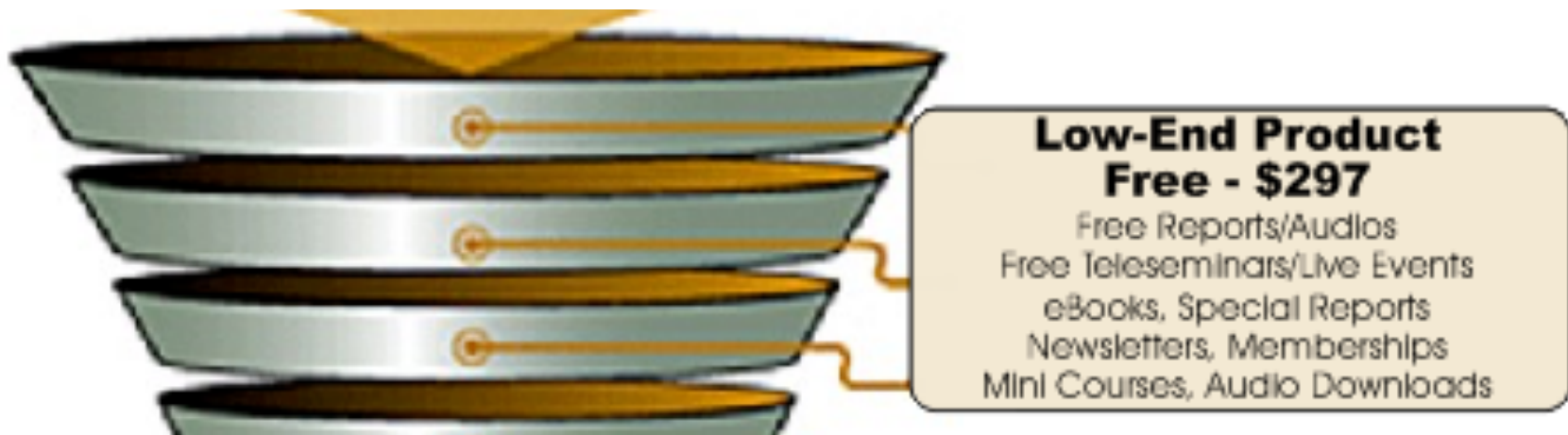
- **Resouce Site**
- **Email Auto-Responder Sequences (After Purchase)**
- **Broadcast Email**
- **Order Page**
- **Thank You Page**
- **Speaking**
- **In Products!!! (PUT IN YOUR BOOKS!)**

Building Your List

From Suspect → To Prospect → To Customer



Building the Funnel – Low End Products



Create Your Product

SUCCESS NOW!

Wealth Secrets To Achieving Success
in...

**YOUR
PRODUCT**

YOUR NAME HERE

Your Company Name

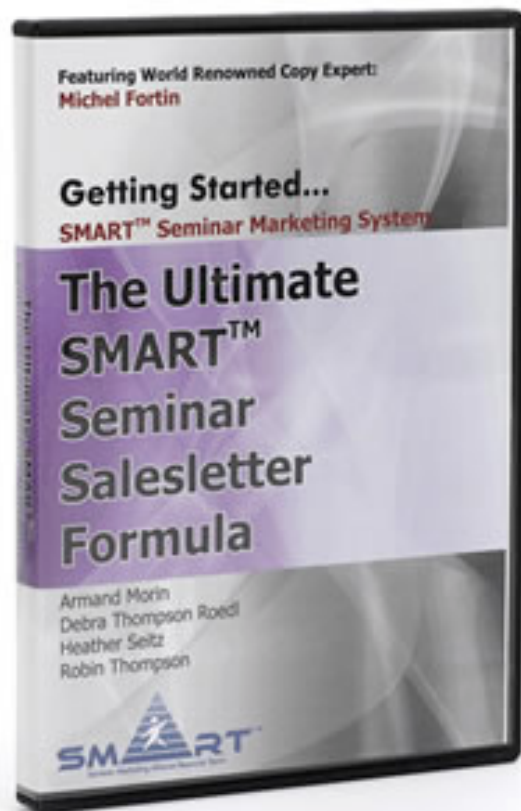
www.YourWebsite.com

7 Simple Steps:

- **Identify the Problem**
- **Provide the Solution**
- **Create an Outline**
- **Record the Product**
- **Get it Transcribed**
- **Edit & Package**
- **Sell!**

Introductory Product Example

STEP 1 – Start Your List



Low End Product(s)

2 Audio CD's (3 Hours)

Download Included:

Before Salesletter

After Salesletter

Training Call

Transcripts

= \$197 Product!

3 per Week = \$591

Per Year = \$30,732

Start Your Funnel

John Childers' Product



John Childers

- Needed a Product
- He Asked & Listened to his List

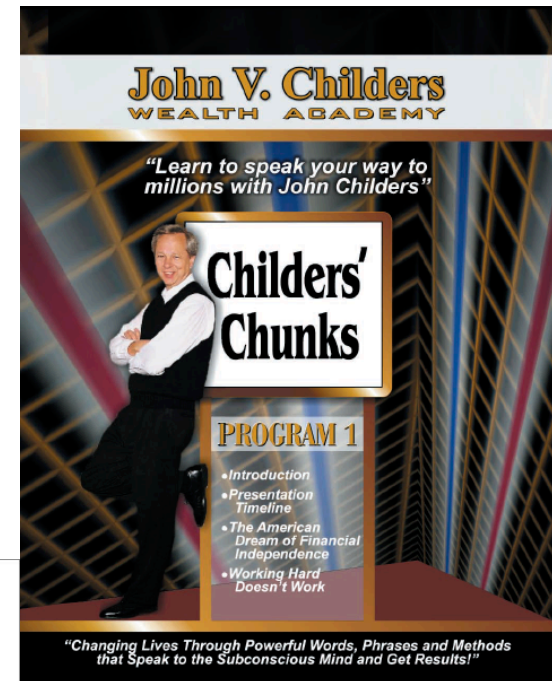
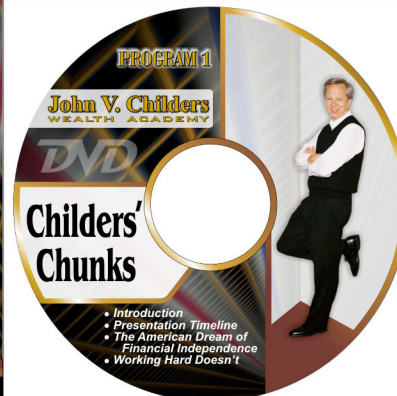
“DEBRA –

***I want a physical product...
and I want to increase revenue
at my training”***

~ John Childers

RESULTS!

- Increased show rate 63% to 98%
- Increased Speaking Engagements
- Backend Sales to \$300,000+ per training = over 600% Increase!
- Increase Revenue...
Over \$3 Million in 9 Months!

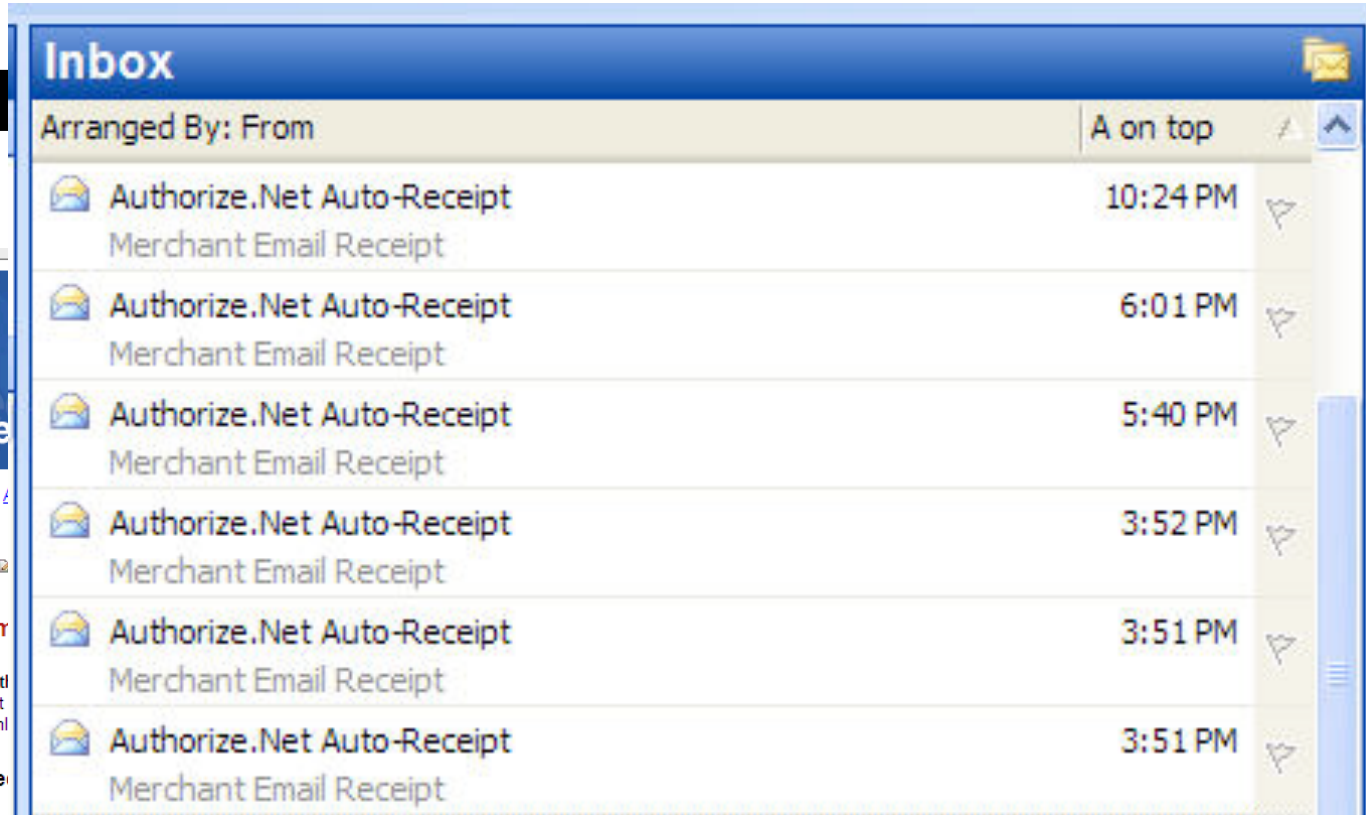


Building the Funnel – Mid Range Products



GROW Your List

STI



Members =
Month!

Year!!

Events =
Year!!!
Marketing



[Members Sections](#)

\$497 = \$2,982 in 7 hrs While Sleeping

Grow Your Funnel

John Dessauer's Product



John Dessauer

- New Student – no product, only experience (investing in Real Estate)
- His Niche: Multi-Family Units
- He wanted to teach others what he learned.

“Debra, I want to create a Million Dollar Income Stream... How do I build this as a business?”

~ “Johnny D”

RESULTS!

- **5000 plus Students worldwide**
- **Works with Donald Trump & Steve Wynn**
- **\$300,000 in product revenues in first 5 months of business.**
- **Today Has a Multi-Million Dollar income stream!**



Building the Funnel – High Range Products



MAKE BIG BUCKS

From Your List

STEP 3 – High-Range Product(s)

Introducing, for the first time ever...

SMART™ Seminar Marketing System
The End Result of Years of Research and Experience



Launched 12/1/07

Price \$1997

Sold 32 Dec & Jan = \$63,904

Now... 2-3/week on auto-pilot
\$3,994 - \$5,991/wk
\$200,000/yr Est.

Sell at events 30-40 Units est.
= 59,910 - \$79,880

x 4 events =
\$179,130 - \$239,640

Year 1 Est. \$400,000

High End Funnel Opportunity Coaching & Consulting

PRIVATE COACHING WITH DEBRA ***Student Success Story – Henry Benito***

From: HBenito
Sent: Friday, July 06, 2007 4:41 PM
To: debra@wealthalliancegroup.com
Subject: Re: Coaching Call #1 - Follow-Up

WOOOOOHOOOOO!

My new coaching student just faxed me the signed contract and is sending me the original in the mail, along with his check for \$20,000. THANK YOU! Here is a testimonial for you...

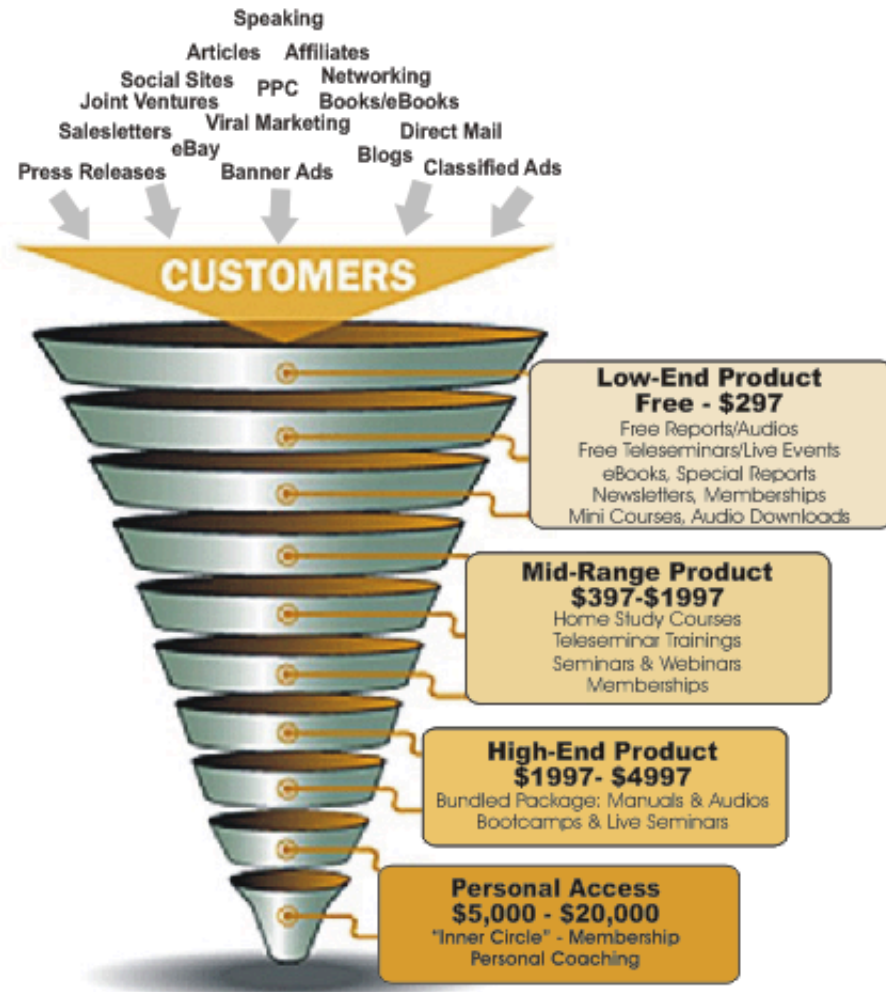
I closed a \$20,000 coaching opportunity thanks to Debra...

"I went to an information marketing event with several speakers and after I heard Debra speak I came to 2 conclusions

1. This lady really knows what she is talking about.
2. I see she has a step by step system to get my info business going fast that I can understand.

I immediately purchased her Bullseye Marketing Accelerator System. She didn't waste any time and stayed in the lobby after the event with the people that joined as she took notes about our background, family, expertise, and what we wanted to get out of this (she cares).

Your Fortune Is In The FUNNEL!



Your Million Dollar Enterprise You Keep All The Money!

YOUR Success Is My Success!

**As YOUR Mentor...
I Am Going To Show You How To...**

Keep ALL

The Money!

BULLSEYE Marketing *Accelerator System...*

GETTING STARTED...

8 Steps To Building Your Million Dollar Information Marketing Enterprise!

PHASE 1 – READY...

- Step 1 – Information Marketing Business
- Step 2 – Creating Your Business Model

PHASE 2 – AIM...

- Step 3 – Defining Your Bullseye Market
- Step 4 – Creating Your Product & System

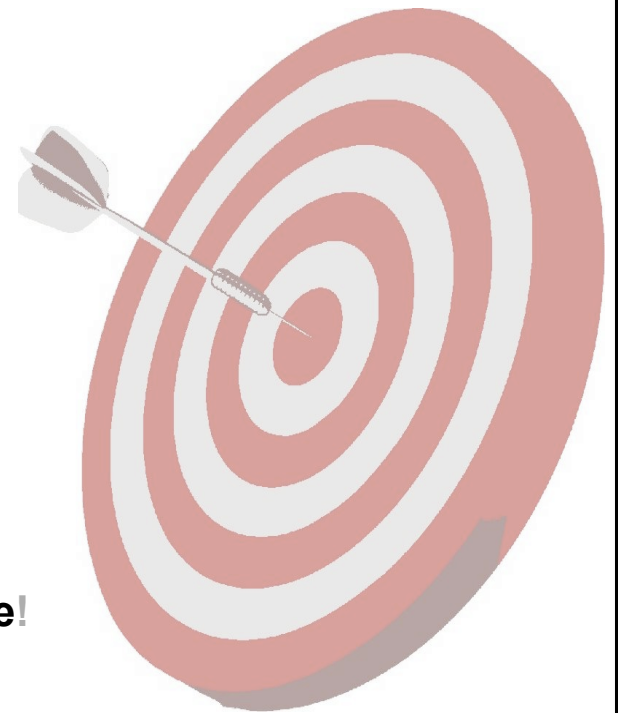
PHASE 3 – FIRE...

- Step 5 – Packaging Your Product
- Step 6 – Bullseye Strategies To Sell Your Product

PHASE 4 – BULLSEYE!

- Step 7 – Making More Money With More Product
- Step 8 – Memberships Creating Residual Monthly Income!

Value \$3,997



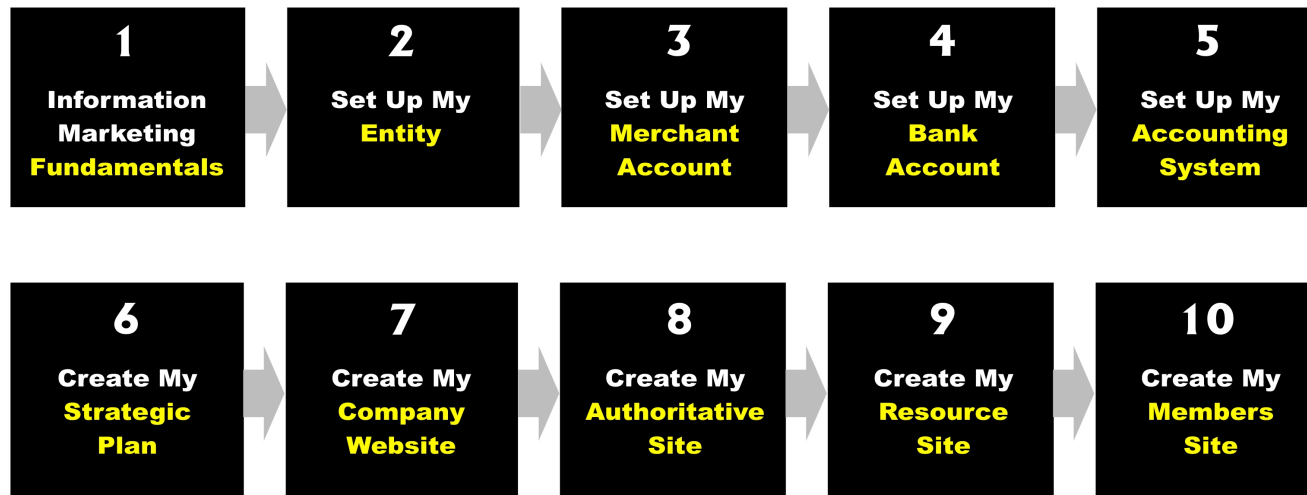
BULLSEYE Website

Lifetime Access

Dynamic Dash Board Delivery

Example: Week 1 – Information Marketing Explained

STEP  Ready.... **BUILD MY BUSINESS NOW**



BULLSEYE Marketing Accelerator System **PLUS THESE BONUSES...**

Debra's Million Dollar Rolodex

“RESOURCE BLUEPRINT” - Priceless



This is Your "One-Stop Shop" For
CURRENT
Information Marketing and Internet Marketing
Resources & Tools
Used By **Wealth Alliance**



BULLSEYE Marketing Accelerator System

PLUS THESE BONUSES...

2 Months FREE

Wealth Alliance Worldwide Membership



- **Instant Mastermind Group**
- **International Contacts**
- **Weekly trainings**
- **Private Members Site**
- **Templates & Tools**
- **Free Products, Articles, etc.**

PLUS These Software Programs...



Laser Targeted Headers Software - Value - \$147

- **Create Amazing Professional Looking Header Graphics Instantly**
 - **1st Header Graphic Design Software to include Video**
 - **Easy enough my 8-year old son could do it - 4 Easy Steps**

PLUS These Software Programs...



The Blog Commander Software - Value \$97

- One-Stop-Shop For Passwords, Stats, FTP, Backlinks, Keyword Data and Competition Recon

Domain Intelligence - Value \$47

- Keyword Searches, # of Google. # of Ads per Keyword, Alt Domain Names, Domain by Keyword, Mass Domain Research, Tracks Bots

Email Commander – Value \$47

- Auto Email Set-up (Multi), Customizes, Auto Set-up With Outlook

PLUS THESE 3 MILLION DOLLAR INCOME BONUSES...



1. Membership Site Accelerator
Your Membership Site(s)...
You Keep All The Money! (\$598 Value)



2. WordPress Blog Accelerator
Your Blog Site(s)...
You Keep All The Money! (\$598 Value)



3. Seminar Cash Flow Accelerator
Your Seminar/Product...
You Keep All The Money! (\$598 Value)

PLUS... ACCESS to Debra

PRIVATE COACHING WITH DEBRA
Value - \$2588

You Will Receive 5 Coaching Sessions...

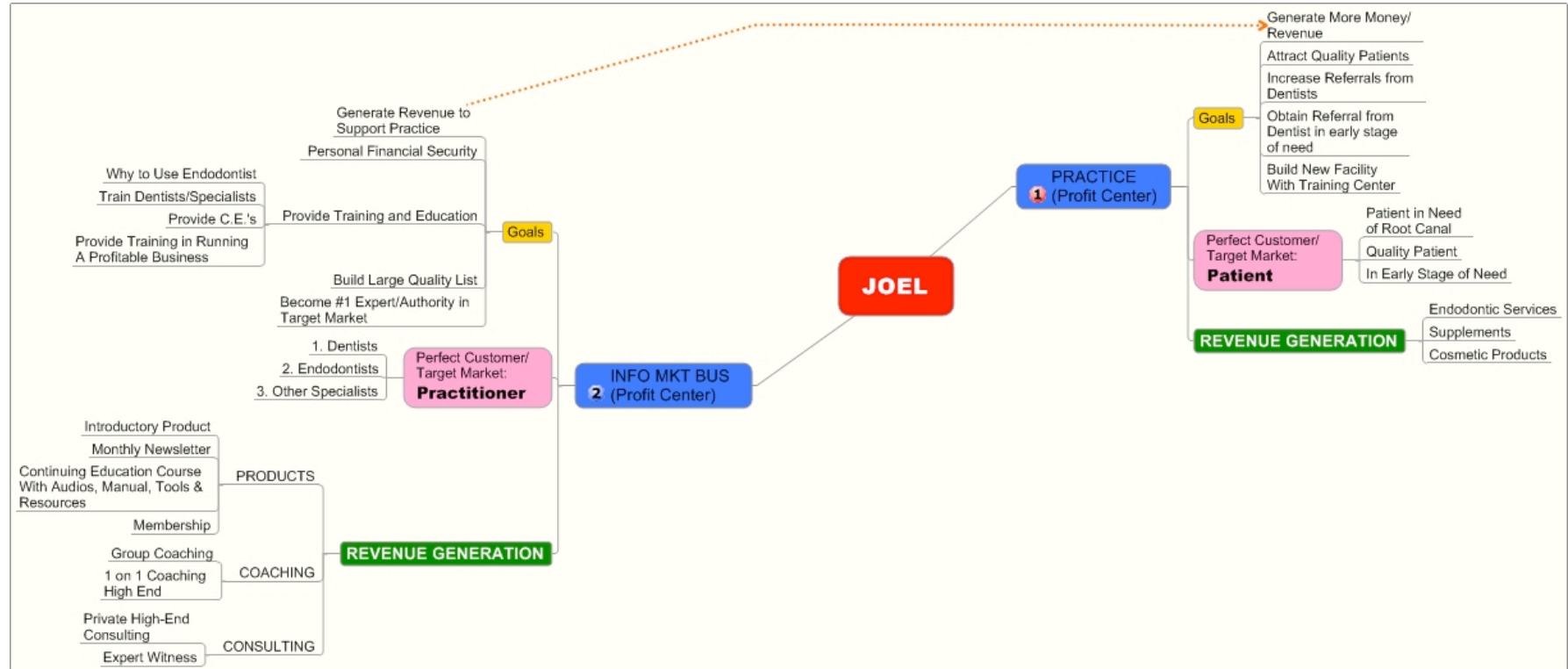
**1 PRIVATE One-on-One
Coaching Session With Debra**

**4 PRIVATE One-on-One
Coaching Sessions With
WA Coaching Council**



Your Custom Strategic Plan

Example Student MindMap



PLUS Your Product...

I WILL HELP YOU TO CREATE YOUR OWN PRODUCT

Valued - \$997

SUCCESS NOW!

Wealth Secrets To Achieving Success
in...

**YOUR
PRODUCT**

YOUR NAME HERE

Your Company Name

www.YourWebsite.com

Your Very Own Product!

- 1-2 Hour Mastered Audio
- Get Transcribed and turn into eBook
- Sell as Package for \$97

YOU KEEP ALL THE MONEY!

PLUS... First 15 People

ARE YOU READY FOR THIS?...
I've saved the BEST for Last!

CUSTOM JV PRODUCT WITH DEBRA!
Valued - \$ Thousands!



Your Very Own JV Product!

- **INSTANT CREDIBILITY!**
- **INSTANT PRODUCT!**
- **INSTANT MARKETING!**

We Both Market
WE SPLIT THE MONEY 50/50!

YOUR Million Dollar Information Marketing Enterprise System:

- **BULLSEYE MARKETING ACCELERATOR System Virtual Library & 8-Step LIVE Mentor's Mentor Training**
- **Lifetime Access to BULLSEYE Website**

PLUS These Free Bonuses...

- **Million Dollar Resource Blueprint**
- **2 Months Membership to Wealth Alliance**

PLUS You Get These 3 Million Dollar Programs

- **Membership Site Accelerator System**
- **WP Blog Accelerator System**
- **CashFlow Accelerator System**

YOUR Million Dollar Information Marketing Enterprise System:

PLUS You Get These 4 Software Programs

- Laser Targeted Headers - \$147
- Blog Commander - \$97
- Domain Intelligence - \$47
- Email Commander - \$47

PLUS These Free Bonuses...

- 5 Private Coaching Calls (Open Email Access) - \$2588
- Your Own Audio Product - \$997

PLUS for the First 15 People...

- CUSTOM JV PRODUCT WITH DEBRA – Worth Thousands!



Debra Thompson Roedl's

BULLSEYE MARKETING

ACCELERATOR SYSTEM



Ready... Aim... Fire... BULLSEYE!

Your Product = YOU Keep All The Money!

ONLY: \$2497 = £ 1,426

Or 3 Monthly Payments of £500

YOUR TRAINING STARTS NOW!

Meet For 1st Strategy Session Tonight!

PLUS... \$100 Donation In Your Name – 10 More Tickets



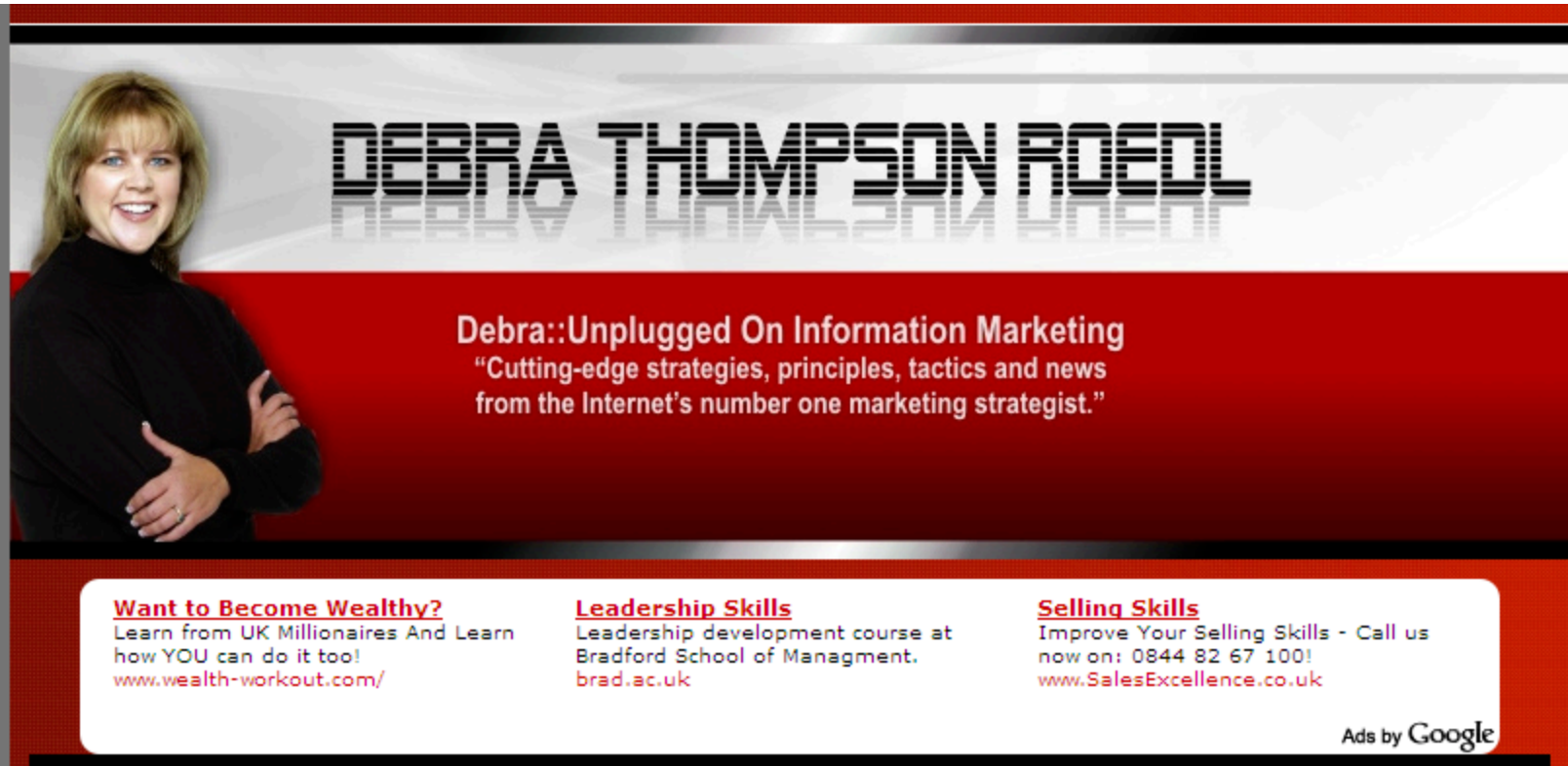
**We Are Parting The Curtains So YOU
Can Be "On The Inside" As These World-Class Experts
Spill The Beans!**

**... AND You Can Get These Secret Recipes ALL For As
Little As A \$10 DONATION**

100% Of The Proceeds Goes To Our Featured Charity...



PLUS... Your Own Website (Authoritative Blog)



DEBRA THOMPSON ROEDL

Debra::Unplugged On Information Marketing
"Cutting-edge strategies, principles, tactics and news
from the Internet's number one marketing strategist."

Want to Become Wealthy?
Learn from UK Millionaires And Learn
how YOU can do it too!
www.wealth-workout.com/

Leadership Skills
Leadership development course at
Bradford School of Management.
brad.ac.uk

Selling Skills
Improve Your Selling Skills - Call us
now on: 0844 82 67 100!
www.SalesExcellence.co.uk

Ads by Google

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PLUS!...

- \$100 Donated to Make-A-Wish In Your Name + 10 Tickets
- Your Own Website – Custom Authoritative WordPress Blog



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