

# ON-BOARDING CHECKLIST

- ☐ 1 SET UP BUSINESS NAME & EMAIL ADDRESS | 30 MINUTES
  - a. **Use initials or last name** (Example: DB Consulting, SK Marketing, Foster Media Services)
  - b. **Include Media, Marketing, Mobile, Advertising** (Example: Prebco Marketing, Miller Media Services)
  - c. **Secure Business Email Address** (Example: gcmediaguy@gmail, mpmarketing@gmail, ect)
- ☐ 2 CMS REGISTRATION (REGISTER EMAIL & PASSWORD) | 5 MINUTES
- ☐ 3 COMPLETE “GETTING STARTED” 3-STEPS IN CMS | 30 MINUTES
- ☐ 4 FILL OUT THE 90 DAY BUSINESS PLAN - IN CMS | 5 MINUTES
- ☐ 5 SCHEDULE WEEKLY TRAINING CALLS IN YOUR PHONE | 5 MINUTES
- ☐ 6 REVIEW MEDIA BROKER COMMISSIONS THE RESOURCES TAB | 5 MINUTES
- ☐ 7 REVIEW THE “SALES PROCESS” IN THE RESOURCES TAB | 10 MINUTES
- ☐ 8 REVIEW CNA & ACV IN THE RESOURCES TAB | 10 MINUTES
- ☐ 9 JOIN ALL DIGITAL MEDIA TRADE PUBLICATIONS (NEXT PAGE) | 30 MINUTES

# Inform, Inspire, Engage. Always On!

<u>TRADE PUBLICATIONS</u>	<u>MEDIA TRAINING</u>	<u>EDUCATION</u>	<u>PREPARE GOALS</u>	<u>CONNECT THE DOTS</u>
<p><b>Join Trade Publications</b></p> <p><a href="http://www.localmedia.org">www.localmedia.org</a></p> <p><a href="http://www.wired.com">www.wired.com</a></p> <p><a href="http://www.RAB.com">www.RAB.com</a></p> <p><a href="http://www.tvb.org">www.tvb.org</a></p> <p><a href="http://www.adweek.com">www.adweek.com</a></p> <p><a href="http://www.emarketer.com">www.emarketer.com</a></p> <p><a href="http://www.imediaconnection.com">www.imediaconnection.com</a></p> <p><a href="http://www.mobileadvertisinghub.com">www.mobileadvertisinghub.com</a></p> <p><b>SET UP LINKEDIN ACCOUNT</b></p> <ul style="list-style-type: none"> <li>- Use LinkedIn</li> <li>- Start Networking with Media Professionals</li> <li>- Join media and advertising GROUPS in LinkedIn</li> </ul>	<p><b>1. Take Away</b> Client believes this is a unique opportunity. We are taking customers away from his competition.</p> <p><b>2. Deadline - Timeline</b> Set a deadline for the client's opportunity for exclusivity. You will only work with one dentist in each city.</p> <p><b>3. Value Added</b> Under promise and over deliver means, hold something back to "give" your client after they decide to get started with you!</p> <p><b>4. Belief &amp; Passion</b> Clients know when someone has passion for something. They can feel, hear and see when someone "believes" in themselves and their product or service.</p>	<p><b>Advertising Consulting</b></p> <p><b>Recommended:</b></p> <ul style="list-style-type: none"> <li>- Study trade publications</li> <li>- Read the "eMyth" – Book</li> <li>- Read the "Marketing Outrageously" – Book</li> <li>- Read "Feel The Fear and Do It Anyway" - Book</li> <li>- Read "High Performance Selling" - Book</li> </ul> <p><b>4LM CMS Training</b></p> <p><b>Recommended:</b></p> <ul style="list-style-type: none"> <li>- Spend time going through all of the Sales Training</li> <li>- Review Conference Calls Tab</li> <li>- Watch Monday Mastermind Video Library</li> <li>- Study FBS, EPIC, DEAL and STRONG under sales training</li> </ul> <p><b>Weekly Conference Calls</b></p> <p><b>Recommended:</b></p> <ul style="list-style-type: none"> <li>- Schedule the weekly training calls in your phone and in your calendar as a SET APPOINTMENT</li> </ul>	<p><b>Prepare Goals</b> Complete 90 Day Business Plan Form in CMS Back Office</p> <p>Schedule a 90 Day Business Plan strategy phone call with Damon.</p> <p><b>30 DAY GOAL</b></p> <ul style="list-style-type: none"> <li>- Projected Income</li> <li>- Target Clients</li> </ul> <p><b>60 DAY GOAL</b></p> <ul style="list-style-type: none"> <li>- Projected Income</li> <li>- Target Clients</li> </ul> <p><b>90 DAY GOAL</b></p> <ul style="list-style-type: none"> <li>- Projected Income</li> <li>- Target Clients</li> </ul> <p><b>PROSPECTING CLIENTS</b> Online Directories, Craigslist, Searching Industries &amp; Categories through Google, Yahoo, ect.</p> <p><b>DO THIS TODAY- <i>Use your business email address and turn off your spam filters</i></b></p>	<p><b>Categories</b></p> <p><b>Best:</b> Media Company Websites. Small &amp; Mid-sized TV, Radio station websites. Usually they list all their advertisers. Over 50% of those advertisers are not happy with their results! We have better options!</p> <p><b>Better:</b> Cable TV, Direct Mail, Newspaper Ads, Phone Directories (print &amp; online), Magazines, Outdoor Billboards.</p> <p><b>Poor:</b> Nickel Ads, Local Newspapers, Coupon Clipper(s), Ect</p> <p><b>Traditional Media</b></p> <ul style="list-style-type: none"> <li>- Television &amp; Radio</li> <li>- Direct Mail &amp; Print</li> <li>- Door Hangers &amp; Postcards</li> </ul> <p><b>Digital Solutions</b></p> <ul style="list-style-type: none"> <li>- Mobile INBOX eMarketing</li> <li>- Geo-Targeted Display Ads</li> <li>- Targeted Display (Mobile)</li> <li>- Social Media Campaigns</li> <li>- SEO, PPC (lead generation)</li> <li>- Database Development</li> </ul>