

84 Day Game Plan – Template

(starting on page 4 is a filled out template to give you some guidance)

Target Market:

What's your ideal customer look like:

Marketing Strategy:

Use a combination of Facebook and YouTube strategies to create 10 to 20 leads per day. This will include posts that contain videos, images, articles, webinars, and case studies.

Facebook Pages:

Personal:

Business:

Create your Perfect Profile

1. Update your profile image/banner
2. Update your profile picture (look professional)
3. Edit “Intro” information and like to a website
4. Edit “About” section with a minimum of your basic contact information
5. Edit “Featured Images” so that they see the pictures you want them to see

Free Images: <https://pixabay.com/>

Paid Images: <http://www.bigstockphoto.com/>

YouTube Channel:

Website Links:

<http://thesynergylibrary.com> This is where we host all our marketing videos and material

<http://www.oursynergyfamily.com/> This website shows other network marketers and business builders all the resources we've created to help them succeed.

<http://thesynergyopportunity.com/> This landing page provides a recording of one of our business opportunity presentations.

<http://whowantsimprovedhealth.com/> This landing page is our virtual DVD with 4 product videos and 3 business videos

Location: United States and Canada

Key Fishing Ponds on Facebook (minimum of 3 – maximum of 5):

Key technique to find people and ponds to fish in:

On Facebook search: friends of my friends who like _____ and are _____
example: friends of my friends who like crossfit and are over 60 years old

On Google search: website for _____
example: website for athletes over the age of 55

Facebook Core Strategies

1. Visit your 3-5 Facebook Ponds Daily
2. Answer Friend Requests, Messages, and Comments Daily
3. Post on Your Facebook Page 3-6x/day

1. Visit each of your Facebook Ponds each day (30 minutes to 1 hour) doing the following:

- a. Look for relevant posts and make quality comments
- b. Like everyone's "most recent comments" unless they're negative

2. Answer friend requests, messages, and comments (30 minutes to 1 hour) daily:

As you complete item 1 above you're going to generate friend requests, messages, and comments. Your consistent daily routine from item 1 will begin to create momentum.

For friend requests use the following template:

First, visit their Facebook page to make sure that you want to "Like" them. If you don't like what you see, then delete the friend request.

Short copy: Name of the person – thank you for the friend request. Do you use FB for social, business and/or health connections?

Longer copy: Name of the person – thank you for the friend request. I see that you're ____A____. Do you use FB for social, business and/or health connections.

A = relevant comments that show that you actually looked at their page.

Respond to messages that will lead to a conversation. You do this by asking questions and getting them to talk about their needs. Your goal is to generate quality connections that can lead to a phone conversation. **Goal: 2 – 5 calls per day.**

3. Post on Your Facebook Page (30 minutes to 1 hour)

Go through your news feed and make relevant comments plus like all the “most recent” comments.

Post new material to your page in the following categories:

- Positive thought for the day – ask a question afterwards to get engagement
- Favorite quote with an opinion asking for others to respond
- Valuable content
- Testimonials
- Pictures
- Videos

Note – Facebook Algorithm: You want to be posting to people and comments that are relevant to your marketing strategy. Then Facebook will post similar types of people and comments to your news feed.

Another way to say this: Facebook will show more of what you like and comment on

Goal:

1. Get Friend Requests
2. Develop Relationships
3. Move to Phone Calls

Time Frame: 12 weeks of work starting _____, then take 1 week off.

Reward:

84 Day Game Plan – Dan Hammer

“Everyone is not your customer” Seth Godin

“When you speak to everyone you speak to no one.” Meredith Hill

“You can't be everything to everyone, but you can be something to someone.” Andrew Davis

“People don't buy what you do, they buy why you do it.” Simon Sinek

“Make your marketing so useful people would pay for it.” Jay Baer

“Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go.” Seth Godin

“The best marketing doesn't feel like marketing.” Tom Fishburne

Goal: Create 10 to 20 new leads per day that will allow you to build relationships and followers leading to sales.

Target Market: Adults over the age of 60 (maybe even 55 and older)

What's your ideal customer look like: men and women age 55 to 70 who are athletic and uses nutritional supplements as well as alternative medicine to maintain their health.

Marketing Strategy: Eliminate heart disease and improve athletic performance

Use a combination of Facebook and YouTube strategies to create 10 to 20 leads per day. This will include posts that contain videos, images, articles, webinars, and case studies.

Facebook Pages: Personal and Healthy at 60 Plus

Personal: <https://www.facebook.com/dan.hammer.142>

Business: <https://www.facebook.com/healthyat60plus/?fref=ts>

Create your Perfect Profile

1. Update your profile image/banner
2. Update your profile picture (look professional)
3. Edit “Intro” information and like to a website
4. Edit “About” section with a minimum of your basic contact information
5. Edit “Featured Images” so that they see the pictures you want them to see

Free Images: <https://pixabay.com/>
Paid Images: <http://www.bigstockphoto.com/>

YouTube Channel: Healthy at 60 Plus

<https://www.youtube.com/channel/UCsA4hVXp7CfMan09GclYS3A>

Website Links:

<http://www.healthyat60plus.com/> Main website

<http://www.healthyat60plus.com/athletic-performance/> Personal page

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<http://www.oursynergyfamily.com/> This website shows other network marketers and business builders all the resources we've created to help them succeed.

<http://www.oursynergyfamily.com/danhammer/> Personal page

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Location: United States and Canada

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Key technique to find people and ponds to fish in:

On Facebook search: friends of my friends who like _____ and are _____
example: friends of my friends who like crossfit and are over 60 years old

On Google search: website for _____
example: website for athletes over the age of 55

<https://www.facebook.com/oversixtys/?fref=nf> Liked – Australian group with 343,885 – maybe in the future

<https://www.facebook.com/starts60/> Liked – 347,040 members

<https://www.facebook.com/AARP/?fref=nf> Liked – 1,512,782 members

<https://www.facebook.com/befitover50/?fref=nf> Liked – 1,286 members Good posts but little engagement

<https://www.facebook.com/crossfit/?fref=ts> Liked – 2,614,229 members Need to find those who are 55 and older

<https://www.facebook.com/fitnessforrealpeople/?fref=nf> Liked – 3,040 members

<https://www.facebook.com/experiencelifemag> Liked – 136,248 members

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YouTube Core Strategies

1. One Relevant Video per week
2. Clear call to action
3. Website address and phone number

Target video content to pain points.

Keep an video idea file

Use Keyword searches to find both topics and keywords for your title

Time Frame: 12 weeks of work starting August 1st.then take 1 week off.

Reward: Dinner, Show, and Overnight Stay in downtown Chicago with my wife Sherry