

Strategic Force Multiplier Avatar Re-Creation And Creation The Key To Multiplying Results Dramatically

I Help	
·	(insert who you help – specifically)
То	(insert a description of what they want to achieve)
Ву	
	(insert the specific things you'll do)
30%	
Even If	(insert common client/patient/customer objections)

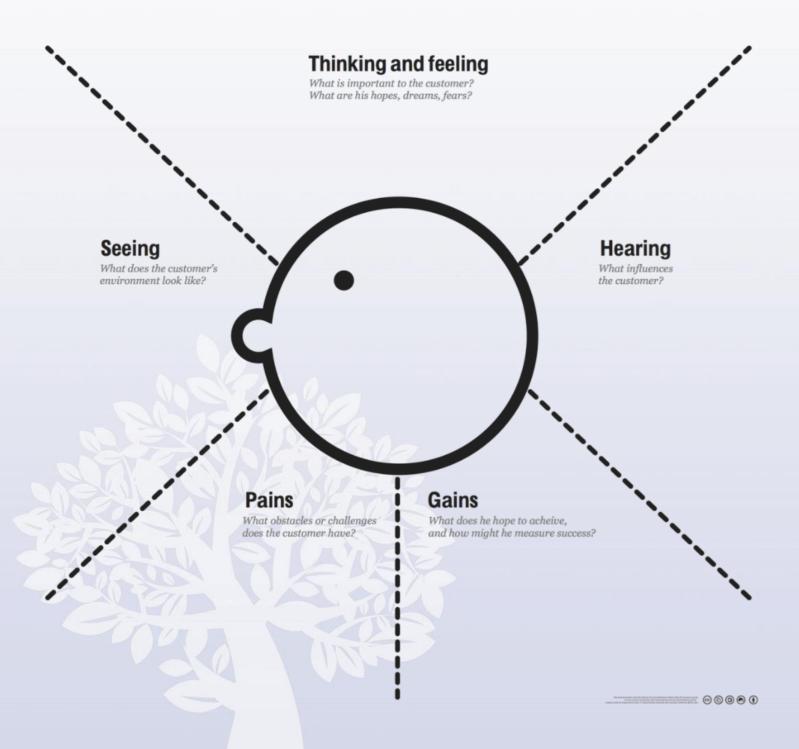
Strategic Force Multiplier

Market Selection – The Empathy Map And The Avatar

For		

(specific product/service)

Customer Segment



PPC Campaign Setup Worksheet

An ad group contains one or more ads which target a shared set of keywords.	Top of the funnel for relevancy. Use this as a way to target by spend amount.	Type Broad, Broad Match Modifier, Phrase, or Exact	The URL address of the page in your website that people reach when they click your ad
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	An ad group contains one or more ads which target a shared set	An ad group contains one or more ads which target a shared set Top of the funnel for relevancy. Use this as a way to target by spend amount.	An ad group contains one or more ads which target a shared set Top of the funnel for relevancy. Use this as a way to target by spend amount. Top of the funnel for relevancy Use this as a way to target by spend amount.

PPC Campaign Setup Worksheet



Campaign Top of the funnel for relevancy. Use this as a way to target by spend amount.	An ad group contains one or more ads which target a shared set of keywords.	Headline 1 Headline 1 appears at the top of your ad and can be up to 30 characters.	Headline 2 Headline 2 appears after Headline 1 and can be up to 30 characters.	Your ad's description appears below the display URL and can be up to 80 characters.
Ad Extensions		TOUS THE WAY		
Targeting	312			
Tracking	ROAT			

Notes



