

How to Create “Self-Improving” Campaigns and Systems for a Better Client Experience and Results.



“The minute we begin to think we have all the answers, we forget the question.”

-Madeline L'Engle

Strategic Force Multipliers

1. Commander's Intent
2. Decentralized Command
3. Stop What's Not Working (create a “will not do” list)
4. Do More Of What's Working Best (Identify, test, adapt, re-test)
5. Perfect Client/Niche Assessment
6. Future Perfect Assessment
7. Know What You'll Do/Not Do
8. Training (4 types)
9. Systems & SOP's
10. Marketing – The Ultimate Leverage
11. Technology/Automation
12. Building Trust & Skills of Communication
13. Intelligence Gathering/Analysis
14. Counter Intelligence
15. Propaganda And Mind Control
16. The “OODA Loop”

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

I Help

(insert who you help – specifically)

To

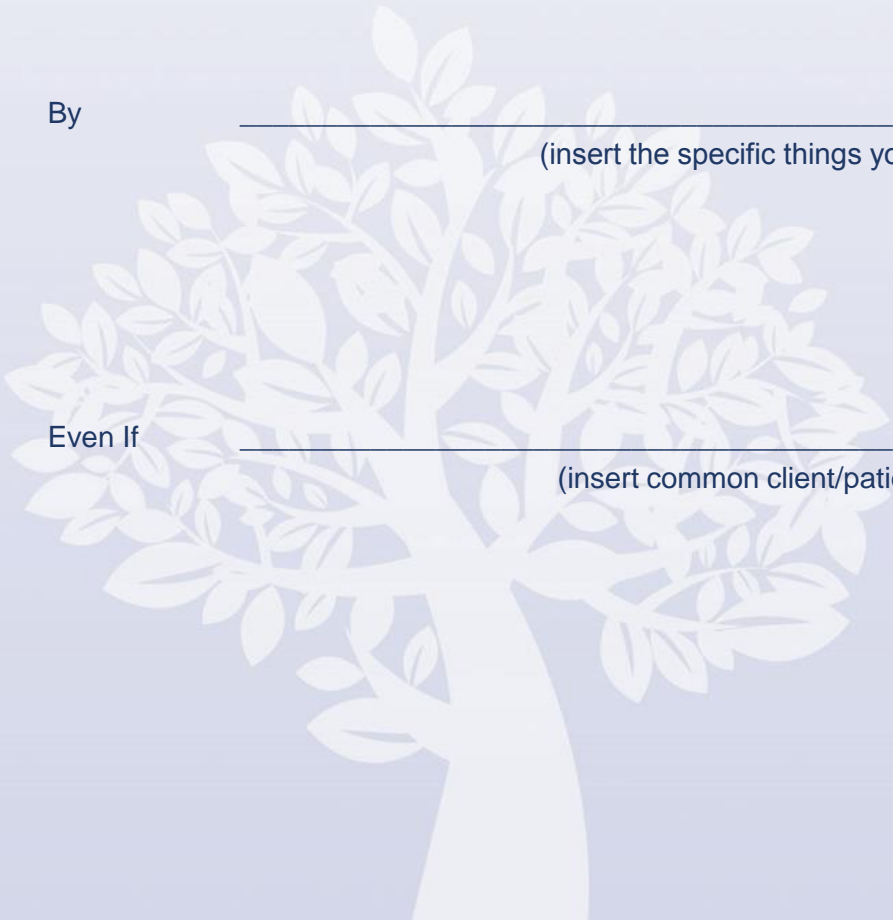
(insert a description of what they want to achieve)

By

(insert the specific things you'll do)

Even If

(insert common client/patient/customer objections)



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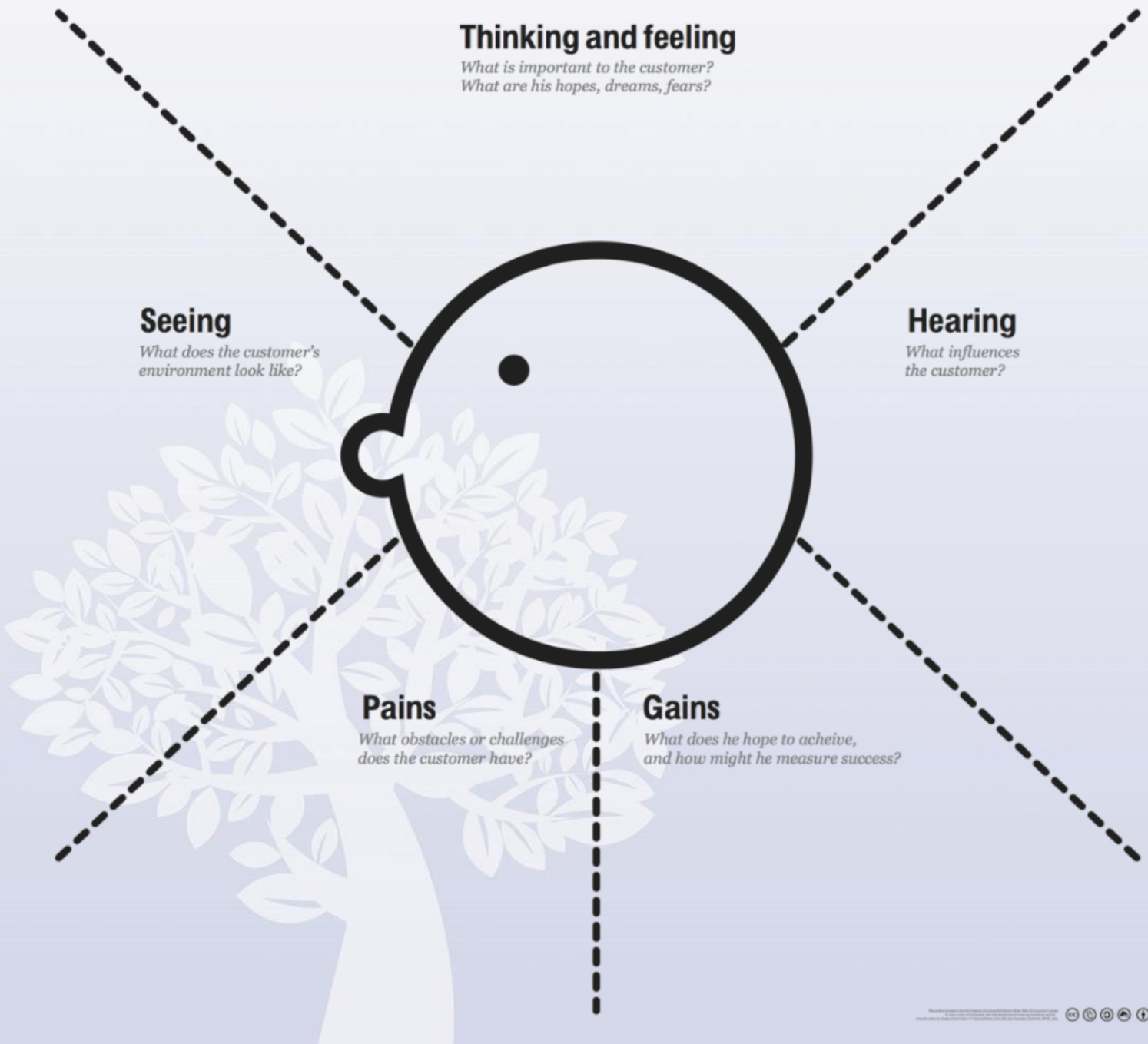
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Market Selection – The Empathy Map And The Avatar

For

_____ (specific product/service)

Customer Segment



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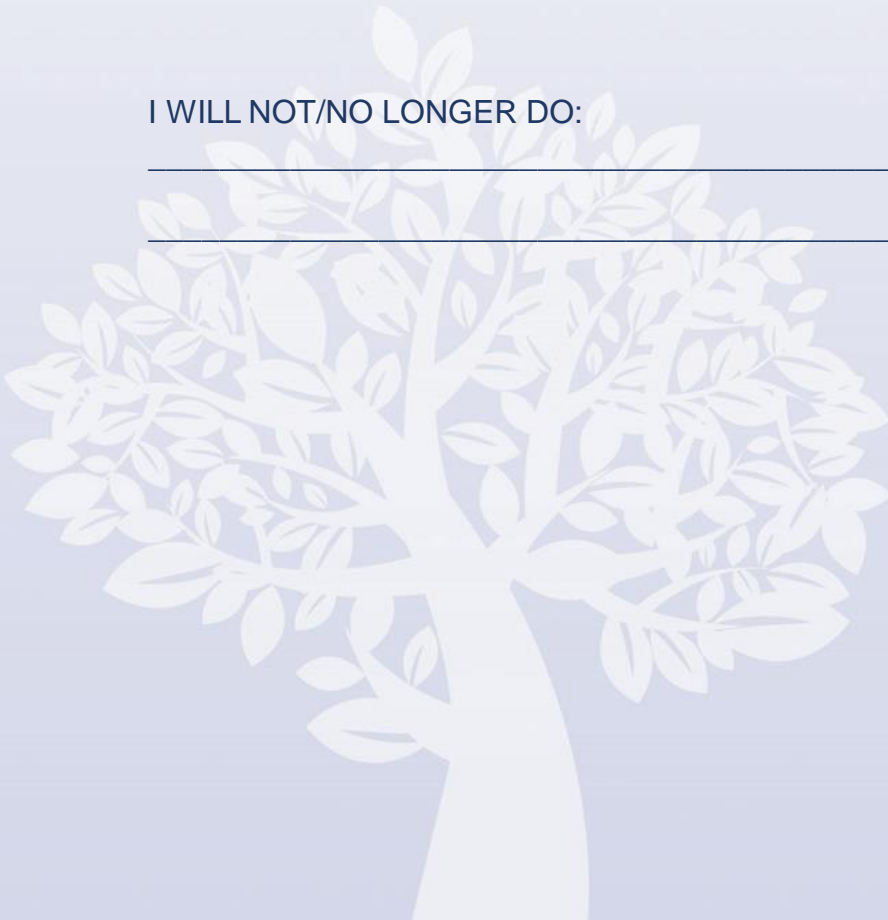
**Know What You Will Do and
What You Will Not Do!**

FOR THIS RESULT

I WILL COMMIT/DO THE FOLLOWING:

Or better

I WILL NOT/NO LONGER DO:



Notes

