

Fast Start Document - 30, 60, 90

This document serves as a comprehensive guide for individuals embarking on their journey with Brand U University and the 15X course. It outlines a series of actionable steps and deadlines to help users quickly establish their online presence, create marketing materials, and launch their branding business. The document covers everything from setting up social media accounts to creating funnels and video content, providing a structured approach to building a successful branding consultancy.

Brand U University Module Overview

The Brand U University course consists of 15 modules, each focusing on a crucial aspect of building and marketing your branding business. Here's a brief overview of the modules:

1

Module 1

Quickly outline your destination

2

Module 2

Reviews Facebook Ad libraries and we look over 5 different companies

3

Module 3

Learning how to Grab Attention: Headline, Bullets, and CTA

4

Module 4

Setting up Your Ad Account & Posting Practice Ads

5

Module 5

Creating FB Ads w/ our Prospect Worksheet

6

Module 6

Creating Your Landing Page

7

Module 7

Create Thank you Page and Email Sequence

8

Module 8

Retargeting Ads - Grabbing Your Pixel and putting it on your Funnel

9

Module 9

Building Your Funnel

10

Module 10

Optimizing Your Ad

11

Module 11

Creating Video - Telling the World that You Are a BadAss Branding Consultant

12

Module 12

Instagram setup and sell

13

Module 13

The 1 Menu item and Stripe set up

14

Module 14

Making Yourself Discoverable

15

Module 15

Creating Your Ultimate Funnel

30-Day Action Plan

1

Within 7 days

Set up your business IG account. Use Chat GPT to create 30 different phrases that describe you and your brand. Have or take 15 to 20 photos of you or images online to post over the next 30 days. Set up your account and make 3 posts, then email support for the next step to get followers within our niche.

2

Within 14 days

Create your ebook. Brainstorm topics with your coach, come up with a book title, and use Chat GPT to help create your ebook. Email support a word document of your completed ebook.

3

Within 21 Days

Create your follow-up emails for prospects who reach your landing page. These emails will serve as follow-up touch points with your prospects over the next several weeks. Use Chat GPT to rephrase the provided 10 emails or create new ones.

4

Within 28 days

Create 3 videos: one for your social media page, one intro video for your funnel, and one for your squeeze page/funnel. Use tools like Splice, Tenor.com, Vinemo, or Snagit for editing and capturing images.

5

Within 30 days

Log in and familiarize yourself with the Brand U University site. Aim to complete all the modules. Connect with your suggested virtual assistant by emailing support.

60-90 Day Action Plan

During the 30-60 day period, focus on having your funnel ready to be set up. Begin your launch FB test campaign and follow up with prospects. At this point, you should have completed the 15X modules sets in Brand U University, or at the very least completed everything up to module 8.

Once you have your funnel set up, reach out to support for a review before you start marketing. This ensures that everything is in place and optimized for success.

Creating Your Sponsored Ad for Facebook/IQ

Use the provided funnel example as a guide to create your own sponsored ad for Facebook and Instagram. Here's the example:

"Discover the Untold Truths of Big Pharma's Marketing: A Biotech Executive's Insider Secrets to Earning a Multiple Six-Figure Salary from Anywhere, Using Only Your Laptop, Social Media, and the Power of Ai!"

The ad should include a catchy headline, highlight the benefits of your offer, and have a clear call-to-action. Use Chat GPT to help rewrite and personalize your ad based on this example.

Creating Your Video Content

Video 1: Social Media Page

Use the provided prompt to create catchy content for a sales video that piques interest and invites people to learn about a systematic approach to starting an A.I. Marketing Branding Business. Introduce yourself and offer your personal branding eBook.

Video 2: Funnel Introduction

Create an introduction video for your funnel using the provided script. This video should highlight the problems your target audience faces and introduce your solution.

Video 3: Squeeze Page/Funnel

Create a video for your squeeze page or funnel that further elaborates on your offer and encourages viewers to take action.

Creating Your eBook

Use the provided "Dr. Grant eBook" as a guide to create your own eBook. The example eBook is titled "The 5 Pitfalls to Avoid When Marketing Your Brand & Business" and covers the following topics:

1

Pitfall 1

Ignoring Your Audience

2

Pitfall 2

Being a Copycat

3

Pitfall 3

Neglecting Social Media

4

Pitfall 4

Overlooking Analytics

5

Pitfall 5

Failing to Adapt

Your eBook should include an introduction, detailed explanations of each pitfall, a conclusion, and information about you as the author. Use a similar structure and tone, but personalize the content to reflect your own expertise and brand.

Setting Up Your Funnel

Your funnel should include the following elements:

1. A landing page with your headline, video, and opt-in form
2. A thank you page that delivers your eBook and sets expectations for future communications
3. An email sequence to nurture leads and guide them towards your offer
4. Retargeting ads to re-engage visitors who didn't convert initially

Use the provided examples and scripts as a guide when creating each element of your funnel. Remember to personalize the content to match your brand and offer.

Leveraging Chat GPT for Content Creation

Throughout this process, you're encouraged to use Chat GPT (<https://chatgpt.com/>) to assist with various content creation tasks. Here are some ways you can use Chat GPT:

- Generate brand phrases and descriptions
- Create content for your eBook
- Rephrase or create follow-up emails
- Generate scripts for your videos
- Rewrite and personalize your sponsored ad

When using Chat GPT, provide clear prompts that include specific details about your brand, target audience, and desired tone. This will help ensure that the generated content aligns with your brand voice and marketing objectives.

Final Steps and Ongoing Optimization

As you complete the initial setup of your branding business, remember that success in digital marketing requires ongoing effort and optimization. Here are some final steps and considerations:

Regular Content Updates

Consistently create and share valuable content on your social media platforms and blog to keep your audience engaged.

Funnel Optimization

Continuously test and optimize different elements of your funnel, including headlines, videos, and email sequences, to improve conversion rates.

Analytics Review

Regularly review your analytics to understand what's working and what needs improvement. Use this data to refine your marketing strategies.

Stay Updated

Keep learning and stay updated with the latest trends in digital marketing and branding to ensure your strategies remain effective.

Remember, building a successful branding business takes time and effort. Stay committed to your goals, be willing to adapt, and don't hesitate to reach out for support when needed. Your journey to becoming a badass branding consultant starts now!