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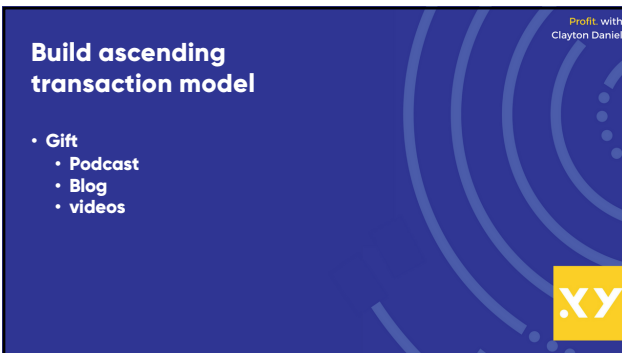
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Profit. with Clayton Daniel

### Build ascending transaction model

- Product for Prospects \$
  - Facebook Group
  - Short course
  - Book
  - Seminar



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Profit. with Clayton Daniel

### Build ascending transaction model

- Core offering \$\$\$
  - Financial Advice



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### Build ascending transaction model

- Product for clients \$\$\$
  - Mortgage
  - Accounting
  - Legal



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01.  
**Direct to market increase to business**

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**Direct to market increase to business**

- Social media is simply targeted advertising
  - More effective than SEO
- Examples
  - LinkedIn use as a micro-blog
  - Facebook uses as groups

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**Direct to market increase to business**

- Non-conventional ways to build a pipeline
- Previously – cold call to initial meeting
- Now – Free gift to community leads to initial meeting

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### Direct to market increase to business

- Value driven, scalable, people have a relationship with you before meeting them
- Very cheap or free to implement, and can hire people from Upwork to achieve



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### Direct to market increase to business

- Increase demand equals increase in your fees
- This ecosystem produces ongoing clients and assets for increase sale value



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## Strategic Partnerships



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### Strategic Partnerships

- Find a company with your target market, but services a different need:
  - Accountant
  - mortgage brokers
- Why not non traditional
  - life coach
  - yoga instructor
  - gym trainer
  - hairdresser



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### Strategic Partnerships

- Create unique valuable content for their audience/community
- Give away your free tailored content to that community and introduce to your ecosystem (FYIL teamed up with Acorns and achieved #1)



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Profit. with Clayton Daniel

### Strategic Partnerships

- Find 20 partners to share a product with, access hundreds and thousands of ideal clients



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