



**Supercharge Your  
Marketing for Less Stress,  
More Clients, and More Cash  
in Just 4 Weeks**

**With Jennifer Henczel**



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# Supercharge Your Marketing for Less Stress, More Clients, and More Cash in Just 4 Weeks

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## Module 1 - Business Planning Treasure Map for More Profits, More Reach, and More Impact



Business Planning Treasure Map.

You probably read it everywhere: “Use a business plan”. Before you rush to jot ideas down on paper, however, it’s important to understand that there are many different models of business plans. Knowing when to use a certain type can boost your results.

In this module, we are going to create a complete One Month Marketing Plan for your business. It is an operational plan that you can refer to as a template each month, and is for internal use only. But before we get to it, let’s get ourselves in the right mind-frame by helping ourselves to a quick overview of five common business plans.

Doing this will help you understand what stage you are at – and if you are indeed ready for the One Month Marketing Plan – our

### Step One: Understanding Business Planning

#### 1. Feasibility study

The purpose of a Feasibility study is to ascertain whether or not your business idea is viable, with a good chance of success. You would create it before approaching your bank or any other investor, and before writing a Start-up plan.

A Feasibility study usually starts with an **Executive Summary** (written last). It then goes on to tackle:

- a. **Your Product/Service** - What you plan to produce (product or service)
- b. **Your Market** - Whether or not there is a viable market, using market research and “proving” your proposal.
- c. **ROI and Pricing** – Explores exactly how you will produce your product and how you will make a profit against production and operating costs.
- d. **Personnel** – How many people you will need. Will it just be you, will you hire permanent staff or will you outsource?

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- e. **Projection** – How much do you calculate you will make in the first year? What expenses do you calculate you'll have? Do you see your business growing? How do you plan to accommodate that?

## 2. Start-up plan

Similar to a Feasibility study, but you don't need to "prove" your market.

A Start up plan concentrates on everything needed to go into business:

- Existing assets you own (building, office equipment, etc.)
- Start up cash-on-hand
- Loans
- Insurance
- Fees and Licenses

And any other tangibles that would apply.

## 3. Strategic plan

This type of plans is all about prioritizing to ensure that maximum growth is reached. It's all about making a shift to the next level. So it doesn't just include operations, but how to maximize these to expand the business.

## 4. Operations plan

How your company runs, laid out:

- Team and management structure (with the responsibilities of each key member laid out)
- Monthly and annual milestones
- Systems you use
- Regular deadlines

## 5. Financial Plan

This is what you prepare when you're heading to the bank or small business organization to discuss loans. It starts with an Executive Summary, and focuses on profits, losses, projections

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and operating expenses. It also needs to show the reason why you want a loan – and how this is going to be a lucrative investment for the bank. (I.E. – you’ll succeed!)

Many people also call the **Executive Summary** a “business plan”, since it provides a complete overview of the company and its goals, but in actual fact, an Executive Summary is usually *part* of a study, such as a Financial Plan. While writing an Executive Summary for yourself can help you clarify ideas, its formal purpose is to impress others – your bank or potential investors – and summarize what your company is all about.

Think of your Executive Summary as your “hook”. It needs to get the reader interested, so hit the high points, stressing the main focus of each section in your plan.

**TIP:** Write it after you’ve written your complete business plan. Keep it to one page, if at all possible.

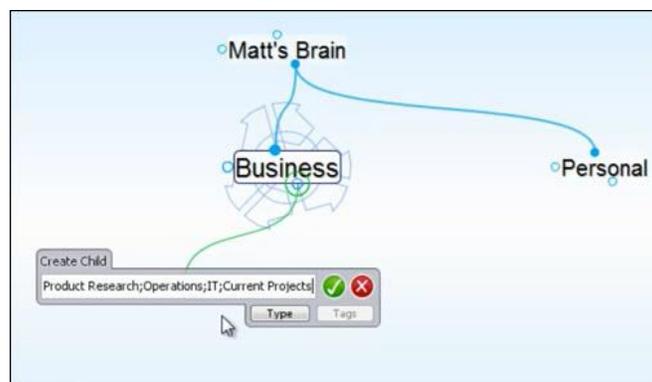
Entitle it “Executive Summary”.

The type of plan you will need to help produce a steady flow of income each month incorporates elements from the first four plans, but use it more as a Success Manual.

## Step Two: Saving Time with Tools

Business planning can be dry and plodding, but it doesn’t have to be. (It can also make your brain ache – but we’re going to show you tools that will actually make it fun!)

For the brainstorming and organizing stage, try using **mind-mapping** software such as [TheBrain](#). This wonderful program acts as so much more than single mindmaps; and if you know how to right-click, it is ridiculously easy to use.



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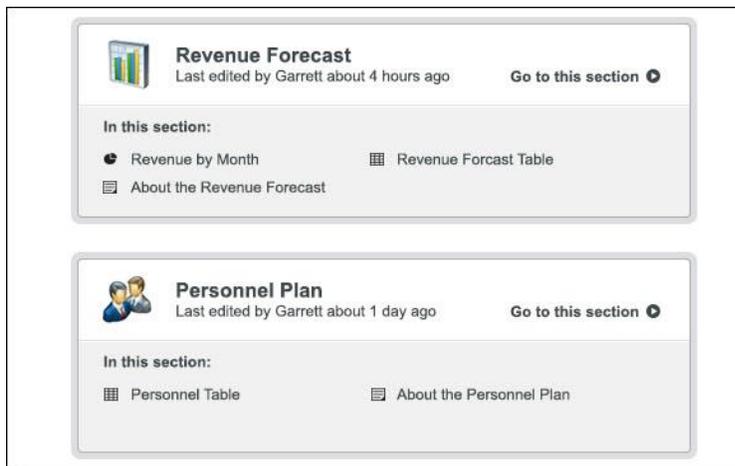
This is one time you should resist the urge to “wing it” without reading the instructions, however: Once The Brain has installed, **do not** close out the little pop-up. Instead, click on the [Quickstart Video Tutorial](#) link and invest ten minutes in (a) being dazzled by its breathtakingly easy features and (b) learning how to use it almost instantly. (The navigation is so simple, after just one viewing, you won’t have any trouble remembering how to use it.)

TheBrain will ask you to upgrade after a month’s free trial – but you can choose to simply keep using the free version.

The next tool that will make life easier for you is actually an online service. [LivePlan](#) is like your personal business plan creator and secretary: It provides a wide variety of formats and type of plan and is completely customizable.

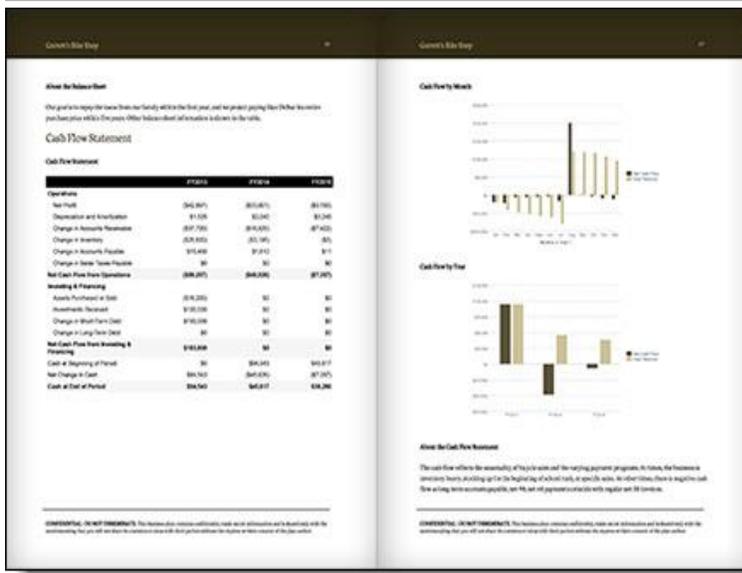
You input the data in easy, step-by-step, wizard-type sections, and at the end, when you are thoroughly satisfied with your plan, you can save it, turn it into a .PDF or do just about anything you like with it in finished form.

This is what the wizard-type sections look like while you are actually inputting your data...



And here is just one type of finished report you can generate...

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LivePlan’s highly-interactive services don’t stop with business plans, however: You can **build a pitch**, **create infographics** and help yourself to LivePlan’s best-kept secret – a rich **resource section** containing high-value resources.

STUNNING PITCH INFOGRAPHIC

### Garrett's Bike Shop

We offer high-quality biking gear for families and regular people, not just gearheads.

*Our Opportunity*

**Problem worth solving**

*It's hard to buy a good bike in this town without being an "insider" cycling expert.*

**Our solution**

*Garrett's is a snob-free zone where regular people can get top notch gear and expert advice.*

**Target Market**

**38K prospects**

- Young families 55% (21K)
- College students 19% (7,500)
- Trail enthusiasts 19% (7,500)
- Commuters 8% (3,000)
- High School Students 1% (300)

Market size: \$5.7M

Competitors	How our solution is better
Local bike shops	Welcoming, family friendly space
Big box retailers	Higher quality gear and expert advice
Online retailers	Ability to test drive and local repair

**Create an impressive pitch presentation in minutes**

LivePlan's powerful Pitch feature lets you quickly and easily build a one-page infographic that visually represents your business opportunity. A strong pitch is an essential part of starting your business.

[Build Your Pitch ▶](#)

LivePlan is flexible on its pricing too. You can pay monthly (\$19.95), annually (works out to \$11.66) – and best of all, when you’re finished creating business plans and don’t anticipate needing to access LivePlan for several months, you can place your account “on hold” for only \$2.99 per month. That way, LivePlan keeps all your business plans stored until you are ready to log on and create more. (Their customer service is exceptional too.)

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These two types of tool – mind-mapping software of your choice and LivePlan – will help you create effective plans and save time – perhaps even cut days from the process of planning. If you don't know what to do next with LivePlan, you'll be prompted. You can view sample plans. You'll feel better equipped to tackle the whole planning process.

## Step Three: Creating Systems for Making Your Business Less Stressful

**Tools** and **resources** can greatly reduce the time you spend on running your business, but on their own, they can't run your business for you.

**A coach** won't run your business for you, either: But she will guide you through making strategic decisions that can help your business advance to the next level – or even make huge paradigm shifts.

One of the first strategies most business coaches will tell you to do is **outsource**. But what if you don't have the budget for coaching, because you're stuck in the donkey-wheel of grinding out tasks for pay yourself?

Before you ever begin to outsource—with or without a coach hovering in the background—you need to know how to outsource effectively. And that is the real problem most work-at-home entrepreneurs face today.

### Here's how most inexperienced entrepreneurs outsource:

They read a report that tells them how beneficial it is. Some even purchase packages of time.

Then reality hits: You're too busy to put together work for your new VA. Your web designer is asking for copy for the fifth time – and you just haven't written it (you're too busy). You make a heroic effort, and manage to come up with a bunch of piddly tasks for your new VA to do – ones that are not essential or that you could have easily done yourself (or even would prefer to do yourself).

### Worst case scenario:

You lose the hundred dollars you paid your VA for a three-hour block of work, because things came up and you just never got around to putting stuff together for her before the package expired.

That's one reality: The other is that you need to outsource in order to create a strong business that consistently pumps out products to feed its fans, subscribers, customers and clients.

Business doesn't grow because you are chasing your tail, doing tasks for others like an employee.

If that doesn't describe you and you're still not outsourcing regularly, see which of the following reasons resonate with you:

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- Lack of budget for outsourcing
- You turn pale at the thought of giving up control over a task or area of your business
- You have the skills to do it yourself, so why not save money?
- You simply don't know what to do

If you are still trying to do everything yourself, working reactively like an employee, you will probably see yourself spending more hours working than ever before – not less. Your time isn't your own.

**Remember: It's not the million dollars in the bank that is the fantasy: It's the lifestyle the million dollars will give you.**

## People Who Sell for You

You don't just need a team to help you produce your products and run your business – you need people who sell for you. That way, you can be skiing down a Colorado mountain while sales are steadily adding up in your PayPal or bank account.

There are two types of people you want to attract:

- Affiliates
- Joint Venture partners

And you don't just want any old affiliate: It's best if you attract...

- **Super-affiliates**—Professionals with authority in your niche who can bring you the advantage of their own focused, huge subscriber lists, as well as big sales numbers when it comes to your product.
- **Excited fans**—those who have bought your product or used your services and want to tell everyone about you—because you have changed their lives for the better.

How do you attract these high-producers? By maintaining a professional, targeted website that reassures them you are the “real deal”—and by consistently producing regular new products and promotions to anticipate the customer/client needs *of your affiliates' subscribers*.

And, of course, you need a visible **affiliate program**, with attractive commissions, lifetime cookies and other rewards and incentives.

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The same applies when it comes to **Joint Venture** partners. Your website, social profiles and Pages, webinars and videos should make suitable JV partners queue up to work with you—even if it's only because you are making it worth their while. (The fans work for the joy of association and loyalty; super-affiliates always have an eye on the reward. Their first question is usually: “Can I make money promoting this?”)

And JV partnerships don't have to be bogged down with paperwork. Your best JV partnerships will occur simply and naturally when you've got something your JV partner's subscribers would eat their hats to obtain. You present and promote the product together, but in effect, your JV partner is actually a super-affiliate.

### Step Four: Creating Your One-Month Marketing Plan

Now that you've seen how to maximize your connections and time, your Business Planning Treasure Map shouldn't seem so impossible to produce.

If you were to try and produce every item within it, you'd soon be tearing your hair out—but combine that with affiliate marketing and educated outsourcing, and you will create a plan and a system that you can re-use every single month.

#### Get ready to learn and decide:

- Which products you are going to launch—and when
- Which topics to blog about
- Which media to use (static and interactive – including video, webinars, etc.)
- How to use all these to build your list

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## Your Business Planning Treasure Map

Which products to launch	Income or lead generating?	Regular recurring or one-time-only?
<p><b>1. Sign-up gift</b></p> <p>Should have a <i>single purpose</i> and reflect the reason the visitor accessed your site.</p> <p><i>Make it simple:</i> A template, a Tip Sheet, one question answered, etc.)</p>	Free	One time only
<p><b>2. Kindle book</b></p> <p>Currently one of the best ways to become known, establish your authority – and receive massive promotion.</p> <p><i>Build up a series</i> or selection of several books for maximum effect. (Release one book per month.)</p>	Paid	Monthly
<p><b>3. Signature Product</b></p> <p>Create an evergreen signature product always for sale on your site (template package, special report, membership site, CD kit, etc.)</p>	Paid	One time only
<p><b>4. Interactive media presentation (Webinar, Teleseminar, Google Hangout, other)</b></p> <p>You need people to get to know you; not from the written word but “in person”. Best way to do this? Hold an interactive event.</p>	Free	Monthly
<p><b>5. Video</b></p> <p>Use these to help vary your post types – and upload to YouTube.</p>	Free	Bi-monthly

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What to Blog About
<p>Don't blog about your products: Blog about your ideal customer or client's...</p> <ul style="list-style-type: none"><li>• Problems</li><li>• Goals</li><li>• Dreams</li></ul> <p>Keep these posts <u>in relation to your main niche topic</u>. Use post ideas that can be "solved" by your products.</p> <p>Example: If you are a copywriter, blog about anything related to the template package you are offering (e.g. 7 Tips for Perfect Press Releases or 3 Fatal Sales Page Omissions) but focus on your potential customer's real problem, such as the need to save time and write faster – and more accurately.</p> <p>Don't "sell" in your post, but use an organic, low-key sales link at the end, and/or make sure your "ad" widget is positioned next to the post with a photo of your product.</p>
How to Use All These to Build Your List
<p>Use everything to cross-promote everything else: Make sure there is at least one opportunity to buy (with a call-to-action) with every video, blog post, landing page, etc.</p> <p>And regularly <b>send out emails!</b></p>

You've been given the map and important pointers on how to make sure you use it wisely and well: More important – how to make sure producing a regular body of work on a monthly recurring basis is easily do-able!

You have:

- **Your Business Planning Treasure Map** (template for one-time and monthly recurring free and paid products to create)
- **Information on outsourcing** – and how to do it effectively by picking up training at [ConnectNowAcademy.com](http://ConnectNowAcademy.com)
- **Business plan brainstorming tips** and a top tool recommendation ([TheBrain](#))
- An understanding of business plans and a top tool recommendation for semi-automating business plan creation with professional, sophisticated results ([LivePlan](#))

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- Tips on making full use of other people willing to promote and sell your products for you

Don't worry about topics we haven't yet covered in depth: **Module 1** is your strategy map and overview. The remaining modules will pad out the specifics:

- **In Module 2:** We will create a **simple email strategy** and explore the power of emails in the all-important areas of list building, reach expansion and sales generation.
- **In Module 3:** We will transform the sleazy topic of "selling" into an enjoyable way to provide exactly what your customers and clients are looking to you to find – products they will be anxious to shell out money for (and count a favor on your part!) (It also simultaneously takes care of that tiring topic, "promotion".)
- **In Module 4:** You'll be perfectly positioned to get Rock Star exposure to double your impact. (This is where you'll learn to make the most of traffic, and how to get it – what to do with all those interviews, videos, JV partners and more.)

Remember to download and use your Action Plan and Strategy Exercise worksheets!



**I hope you find this guide useful. Here are some other resources that might interest you:**

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