

ADKAHUNA DECISION MAKER OFFER CALL

Hi [POC First Name][Ind. First Name] how are you?
Great! I've got something really special for you. Are you in front of your computer?

[IF NO]

When's a good time I can call you back where you will be in front of your computer for 10 minutes?

[IF YES]

Great. Remember the last time we spoke I mentioned the "**The Rule of Seven**": the idea that people need to see your marketing message "Seven times before they take action."

Essentially saying... after see your branding consistently, when they are ready buy, **they will think of you first before your competitors**. Basically, if your brand is "out of sight" then you are "out of the buyer's mind".

So I'm curious... we have a "BETA" program that only a few companies have gotten access to.

If there was a way to get more free ads that allowed you to stay in front of customers, would you be interested in that? **TIE DOWN: Write Down What They Say... "YES"!**

Ok., let's me bring up the ad for you and let's talk about the ad for moment.

HOW TO SHOW THE ADS

OPTION 1) Do A Screenshare: Instruct Them To Zoom, Join.me, GoToWebinar Etc.

OPTION 2) They Type In The URL to the DRAFT.

www.yoursubdomain.geniusbanners.com/d[bannerID]

The free ad we created is the 1st one on the left. The 300 x 250 pixel wide ad.

Our goal was to create an AD that kept your brand in front of your potential customers and we think that this will be a really good ad for you.

Sound Good?

[If They Object To Any Part Of The Design]

Ok I'll Note That. Since we last spoke, what thoughts have you had on how you would use this ad?

On your website? Social Media?

[Yes Sounds Good]

Good! Since we last spoke, what thoughts have you had on how you would use this ad?
On your website? Social Media?

[Here is where you take notes on what they are thinking about using ads]

So let me explain why all these other ads are here.

We have a lot of steps we go through to make sure every ad has the best chance of converting.

That's starts in our Concept & design department:

1. Choosing the right image to capture the viewer's attention
2. Then choosing the right words to get the viewer to take action

Depending if its a branding ad or offer ad, there's a lot that goes into it.

Sometimes there can be 7-10 different concepts before we come up with the final one.

Can you see why most Agencies Charge \$300-500 just for a design?

[TIE DOWN "YES"]

Now our design team did some additional redesign work for you.

Because the last step is our **RE-DESIGN DEPARTMENT**.

SETTING UP THE PROBLEM

Most marketers don't realize that there are millions of websites and apps that are shown on dozens devices, and that means that each AD NEEDS to be REDESIGNED into OVER 16 different Ad Sizes in order to reach 100% of your market.

As you can see, there are sizes that are only used for websites, certain sized for Google, Facebook, Pinterest, Twitter.

I'm curious, what do you think most Agencies charge to Redesign 16 more ads? [Wait For The Answer]

[I DON'T KNOW]

Well if you did know what do you think they would charge?

Typically it's an additional \$400 - \$500 to redesign. So in total for concept design and redesigning some Agencies charge \$700 - \$1000 per ad set.

Now the first square design on the left is the one we did for you you can use on your website.

Now to be clear, typically that ad size only reaches 20% of the market.
So OUR team went ahead and REDESIGNED all 16 sizes for you.

[SCROLL DOWN AND SHOW THEM THE SIZES]

That means you'll have all the sizes needed to market on Facebook, Pinterest, Instagram, and Google Ad network... **as wells as your website for years to come.**

There's a 2nd reason why our team did the redesigns for you....

Any idea what it would cost to place an ad on MSNBC or Yahoo or Fox News for a day?

It's expensive, and most businesses couldn't afford it, but I'd like to show you something that can help you get more customers.

SHOW THEIR ADS IN THE "LIVE PREVIEW: In ADKahuna Contact Record

OPTION 1) Do A Screenshare: Instruct Them To Zoom, Join.me, GoToWebinar Etc.

OPTION 2) They Type In The URL.

www.yoursubdomain.geniusbanners.com/bCOMPANYPHONE

[If They Are NOT Retargeting With Display Ads Now]

What would cost a small fortune can be done for a fraction of the costs if your Re-targeting on Facebook and with Display Ads. Setting up retargeting allows you to automatically market to anyone that's visited your website and stay in front of them until they are ready to buy for less than sending out a postcard.

[Read To All]

At the top of the page we've created a drop down. So next to the term "Re-targeging" you'll see a globe. Click on that drop down and you can preview what your ad will look like.

So after someone visits your website, and they go to ESPN, Discovery, or any one of the MILLIONS of sites, with Retargeting, they will be reminded to do business with you, when they see your ad.

Question. What do you think is more valuable to have from someone that visits your website? Their email? Or dropping a Re-targeting pixel in their browser so you can market them later? The answer is BOTH :)

But if you had to choose one, it would be a pixel.

Imagine being able to capture every single person that visits your website and automatically market to them. Its more powerful than every single person leaving their email every time they visit your site.

[Helpful Context]

People only check their email once a day, or even 1x a week. Some usually give an email that they don't check at all.... so I'd rather have the pixel that I can market to them every time they go online which is sometimes 10-15x a day.

So that's why our team took the liberty to redesign all the sizes for you, so you could see

what they would look like, LIVE on any site

[Heres Where You Make Your Trust Trigger Offer]

So Remember when I asked you about getting more ads for free?

Well we have a **"BETA program"** right now, to try and help companies keep their ad cost low.

Would you be interested in having 3 complete AD sets done for you for FREE?

[TIE DOWN "YES"]

So as part of a **"BETA program"**, We would normally charge \$700 for a 16 banner ad set. But our **"Beta program"** gives you 3 more AD sets at no cost... so that's the redesign of your free AD plus 2 more and that's over \$2,100 in Ad Design.

PLUS ... our development team will design a "Ad Widget" where we will do all the coding to place your ads on your website and rotate your ads each month for the next 3 months. Plus if you don't have both Facebook and Display ad Re-targeting setup, our team will set that up as well.

So that's 3 Sets of Ads, plus doing all the work to set up those ads on your website, and setting up your Re-targeting to make sure you can capture every visitor and market to them. Which is over \$3000 in services.

But we have a few requirements:

- 1) We are looking for feedback on your experience with the Beta program and how effective you think the ads are in helping your business. If we did 3 full ad sets for you at no cost, would you mind giving us your feedback on your experience?
- 2) We are really trying to perfect our design standards and delivery times. **So to help us do that we would like to get more businesses to take advantage of our ONE free banner promotion.** Could you refer 3 other businesses that would like to get a free ads for their business?
- 3) Lastly, We are ONLY WANT TO WORK with companies that are focused on marketing and see the value in branding their business. There's a lot of scheduling to do between our departments to get this all done.

So all we ask to be apart of the Ad Design BETA PROGRAM.... is to cover some of our hard costs that we can't get around **which is only \$299.**

Again we would normally charge \$700 for just one 16 banner ad set:

But this Beta will give you the opportunity

- 1) Get 3 Ad Sets with 16 sizes each.... to market those customers anywhere that you want for years to come.
- 2) We will set up all 3 ads on your website. And we can rotate them 1 per month for the next 3 months
- 3) We will set up your Re-targeting to capture all your visitors and market to them.

Sound Good?

[OBJECTION: Money]

Honestly, it's not about the money. we didn't want to give all his work to a company that either couldn't afford \$300, or didn't see the value in it branding their business. This Beta was created for businesses that see the value in marketing but might not have that budget in place to start right away.

[OBJECTION: No I'm not interested]

- 1) I understand. Since we are doing a 1x beta program and giving \$3000 in ad design for only \$299 what specifically aren't you interested in? Is it too expensive for you?
- 2) **Let me ask you, Did you think it was helpful that we did all the designs for you to see what they are like and the different sizes needed for different online marketing networks?**
- 3) Well maybe I can help with that. If you just would like the 16 redesigns I can have my team give you all 16 if you cover just part of the cost of \$99

[I Just Wanted The Free Ad]

- 1) I understand, I can send you the free ad and have my team remove the draft watermarks and get it sent to you. Since we are doing a 1x beta and giving \$3000 in ad design services for only \$299 what specifically aren't you interested in? Is it too expensive for you?
- 2) **Let me ask you, Did you think it was helpful that we did all the designs for you to see what they are like and the different sizes needed for different online marketing networks?**

[DOWN SELL TO 1 AD SET]

- 3) Well maybe I can help with that. If you just would like the 16 redesigns I can have my team give you all 16 if you cover just part of the cost of \$99

[Yes, That Sounds Good]

Great, we thought it would be something that could really help your business. So here's how the BETA Works.

#1) AD CONCEPT MEETING

We have deadlines we have to meet on our end to get the designers scheduled.

1) Our team can email you an idea outline that will give you some ideas on what other types of ads would be effective for you.

2) Then the next few days we can connect for a “Ad Concept Meeting” in an online meeting so you’ll be able to see my screen and we can gather all the information we need for the different ads you want to create.

Examples would be: where to find any photos from your website, proper branding colors Etc.

3) During that meeting we can spend about 10 minutes giving you some strategies on the best leverage the ads to get more brand recognition and to get more customers.

Sound Good?

What time on _____ do you have available for Interview on [48 Hours Later]

#2) Technical Sign Off Scheduled

So the last thing is Technical Sign Off. After our team is finished with the Ad designs, We will go over the ads together and get your approval on them.

If we need to make any adjustments on them, we are happy to do that then. It takes about 2-3 full day to get that work done.

What time on **2 Days After Concept Meeting** do you have available for that call?

Ok I’ve got your scheduled for:

_____ at _____ for our Design Concept meeting and
_____ at _____ For Technical Sign Off Meeting

I’m excited we got a chance to talk. Your business seems like like a great fit for what we are looking for as part of our Beta program.

I’ll send you an email with some notes from our conversation, what’s the best email for you? And direct number?

[GET THE PAYMENT RIGHT NOW OVER THE PHONE]

I can get your credit card over the phone right now for the \$299

[OPTIONAL] or you can go to our website and pay it there right now if you would like.

[Optional Pay On Website Instructions]

1) Can you go to www.site.com/interview

You’ll see there scheduling page. Can you just fill in your Name, Company Name, phone and email and that will help our team get started on setting up graphics and design.

Great, just let me know when your done.

2) Next click “Next Step” so here’s where you cover the the AD Redesign costs.

Once you complete this, I'll have everything set up on our end.

What questions do you have?

3) Great, I look forward to working with you, and if you have any questions, I'll send my contact information in my follow up email for you.

Great, we will talk on _____ for the Concept design meeting.

FINISHED