

# Franceze Research

PAIN: Influential speaker or what - Lack of focus. Too many endeavors at once.

## Call Questions

- Raport
  - April 1st event plan - Expand on this
  - When did you start? When did you flip your life around? How old were you?
- Qualify
  - Tell me about your highest paying customers
- Offer solution
  - Instagram brand growth
  - Book
  - Funnels
  - Affiliate marketing - Bonus
- Shall we get started?

## Post-call reply

Loom Summary

Questions via text

**Before Loom**

**After Loom**

Now from your side

Let me know about any feedback.

You mentioned a few extra opportunities

- Funnel building work
  - Would that have a high ROI for the moment and take priority over the Personal Branding revamp? If yes, tell me more about it. 1 page funnels shouldn't be too much of a hassle anyway.
  
- Affiliate Marketing
  - Now this is probably for later on as I don't currently have interested people to refer to the tool. However, if you think this is worth pursuing right now as well, I can help in other ways, such as with outreach and then outreach automation.

Loom notes

### Start

- 4 questions
  - Where are you now - Doing a lot of things, focus spread everywhere.
  - Where do you aim to go - Focus on one thing and get some money in.  
Potential avenues
    - Social Help talks
    - Personal Branding: [REDACTED BRANDED QUOTE]
      - [REDACTED] Book
        - Volume 1: Mindset, Environment, Gratitude
    - Speaker
  - What have you tried so far -
    - Think to start a Youtube channel => Counter-offer at Offer solution section below
  - How to get you there
    - Free value
      - Testimonials and referrals where
      - Loom video
      - Same style highlight covers
  
    - Offer solution
      - Instagram brand growth
      - Book - Advertise on SM posts
      - Funnels - To discuss
      - Affiliate marketing - low priority
  
    - Shall we get started?

**End**

Portfolio:  My Work

Loom structure

### **Problem**

Doing a lot of things, from mindset to financial advisory, conference talks, SM influencing etc. focus spread everywhere.

### **Agitate**

You know deep down you need to focus on one. You just haven't done it so far because you couldn't pick. In the call however I asked you a question, where do you want to go, which revealed potential avenues.

- Social Help talks
- Personal Branding: Take ownership, take action, take off
  - [REDACTED] Book
    - Volume 1: Mindset, Environment, Gratitude
- Speaker

### **Solution**

Now you may ask yourself, where do I start?

And that is where I come in.

Free value

- Testimonials and referrals where
- Loom video
- Same style highlight covers

Offer solution

- Instagram brand growth
- Book - Advertise on SM posts
- Funnel work - To be discussed

- Affiliate marketing - low priority

Take ownership, take action, take off

Portfolio:  My Work

### *Other Notes*

Impactful stuff

- Live calls
- Live on instagram

Swipe actors to check

Billie Jean Marketing

Go High Level Marketing

Eric thomas