

E book Tactical Planning learning from The MFF Cookbook

The object of advertising STS is **NOT** to "get" people to download the book - so you can preach MFF gospel and tell them why they are not successful

If you perform these tasks WITH an agenda...

it will not work.

The object is to find those people that are ready to read STS, looking for You and are Coachable!!!!

Collectively we are giving birth to a new business model - one of building community vs coercing and recruiting, it is not a race to get the most e book downloads. You are looking for people that need our assistance.

To "read" MFF cookbook - *all of the methods*

Each recipe consists of three distinct parts - YOU need to assemble each for your ad campaign

1. List of ingredients - what do I need before I begin
2. Preparation instructions- what do I have to have ready to start the project
3. Specific tactical activities to be carried out on daily basis - What will I do to generate e-book downloads, once my site is active

We can use Facebook as an example - *this process works for all of our audio / video trainings*

Step 1 Listen to each audio or video ~~ write down each item needed *ie Facebook* -

Facebook account
User name
Profile Photo
Personal Profile / Bio

List of Books
Notes application
E book tracking link
Have welcome and thank you templates written

Step 2 Listen to audio or watch video a second time -
You will be answering the question How do I assemble my
home page, blog etc.

Have my tracking link or redirect available -
Have photo, know how to upload

Step 3 Listen to audios or watch video training a third
time Write down list of specific activities to do EACH
time You do this task *ie*

FaceBook

- 1.Invite contacts
- 2.Join 1 or 2 Groups each visit
- 3.Use notes apps like blogging
- 4.Add notes / comments on folks walls
- 5.Add photos to notes
- 6.Update status multi times daily
- 7.Check b-days, comment
- 8.Change and ad new books to list monthly
- 9.Share link w comments all new contacts
- 10.Add photos to notes

This becomes your tactical plan - your daily activities
each time you Do e book download activities with this
method - *same process for all of our methods*