

# STRATEGIC ADVISOR

## Company Name

Address City, State Zip Code Phone: xxx-xxx-xxxx

Date

Dear [Client Name]:

I'm excited for the opportunity to help you make your business growth marketing and lead generation goals a reality.

Our mutual goal is simple: to launch your business and brand into an income that you haven't seen, but only imagined. I'm confident that we're going to be able to do just that.

The following proposal outlines the approach that we recommend.

## 1. HOW TO USE MEDIA TO BECOME A BRAND CELEBRITY

Positioning is key. You want to become the guru at the top of the mountain. The first thing we'll do together is create a unique selling proposition that makes you stand out in the market place.

## 2. CREATE A GREAT LEAD MAGNET

This is where the market's eyeballs turn from the distraction of the world that they're in, and directly onto you. The first thing that you need in your business is a reliable source of traffic, and your lead magnet, or your lead generation tool, is the first step.

## 3. WRITE A BOOK

I'll show you how and why to write a book, so that you can become the industry thought leader. Your book can be a great business card and a super lead-in to higher level offerings.

## 4. CREATE A SHOW

I'll show you how you can create a show, either online or offline, to become a niche celebrity, to interview amazing guests, and to be able to get an interview with nearly anyone you want to work with.

## 5. NEW CUSTOMER PROCESS

We will work together to create a consistent stream of income to get new leads and new customers into your business.

## 6. THE "3 BIG THINGS" STRATEGY

Every business owner needs to do three things really well: get new leads, get new customers, and then deliver a great service to those customers. We will walk through, beginning to end, your entire marketing system, and break it down step by step, so that by the time we're done working together, you will have a consistent lead source, customer source, and a delivery source.

## **7. BUILD A TEAM AROUND YOUR STRENGTHS AND WEAKNESSES**

It doesn't make sense to have a business that owns you. Instead, you should own your business. What would it be like to be able to take off weeks or even months at a time, and know that your business is going to be more profitable when you come back than when you left it?

This is probably the biggest thing that you're going to get out of our working together, which is more free time to think, plan, and dream.

This program represents a strong focus of your marketing dollar into what really works. A strategy that can get you paid and create more time and freedom in your life.

By the time we're done working together, you will have not only the income, but also the freedom to be able to take a big, deep breath, enjoy your business, and enjoy your life, and maybe even sell your business.

I'm sure you will have questions and we can discuss them with you at your convenience.

The next thing we will do together is discuss price, agree on terms, and get started. Obviously, this is an expensive process, but I'm sure we can create a deal that works for both of us.

Sincerely,

Name

(Contact Information)