

# How to Get Paid to Promote Yourself



It's OK, we haven't started yet!

# How to Get Paid to Promote Yourself



Geoff McDonald @IdeasMarketing #ideaslunch



**ideas** MARKETING  
DESIGN, BUILD & SELL YOUR IDEA

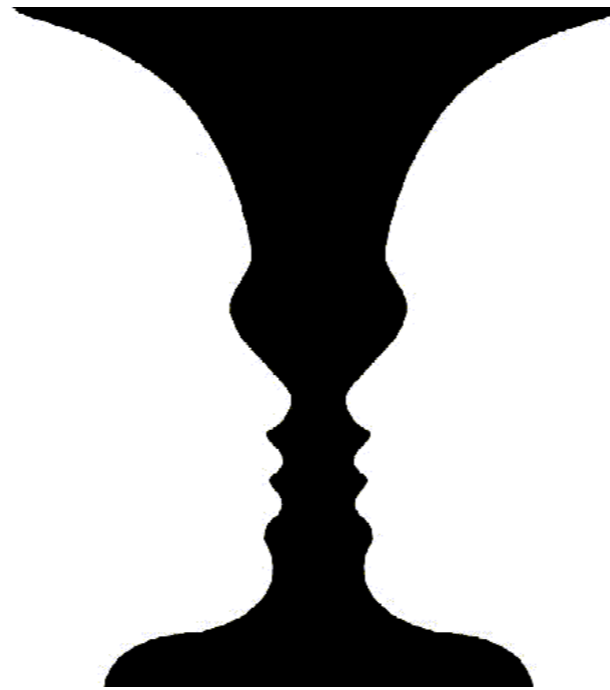
Ideas Architect

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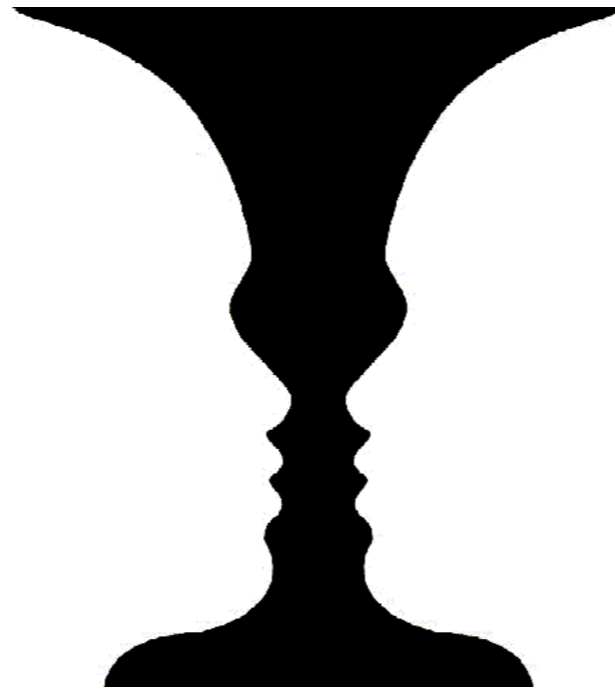


Part 1

# The Marketing Blindspot



Promotion Costs Money!



Ads, Brochures, PR



# Lifetime Customer Value



# The Holy Grail



Expense or Income?



See Things Differently x4



# The Holy Grail

Sometimes we find incredible answers in unlikely places



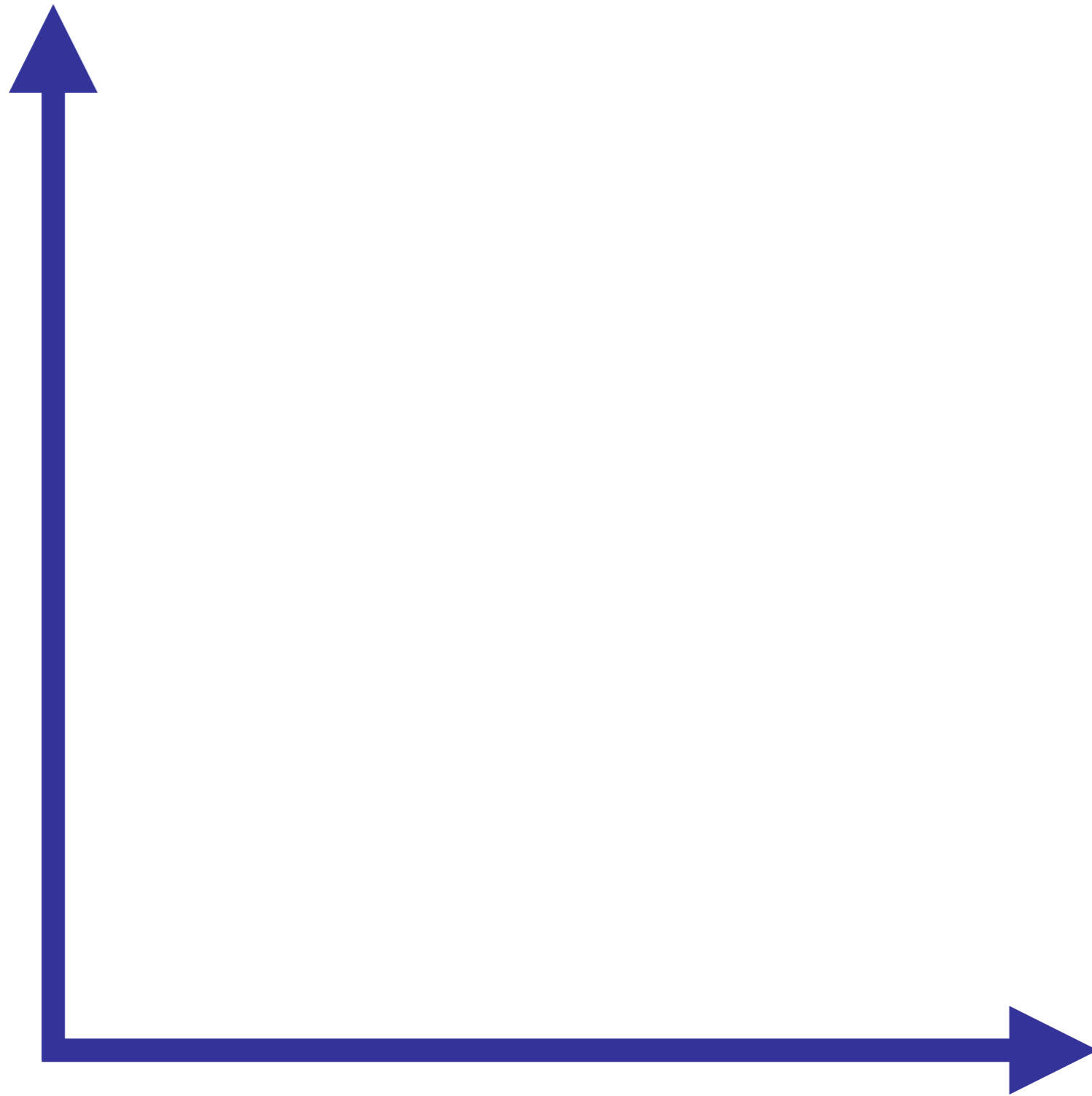
# The Holy Grail

Are you part of our cult?

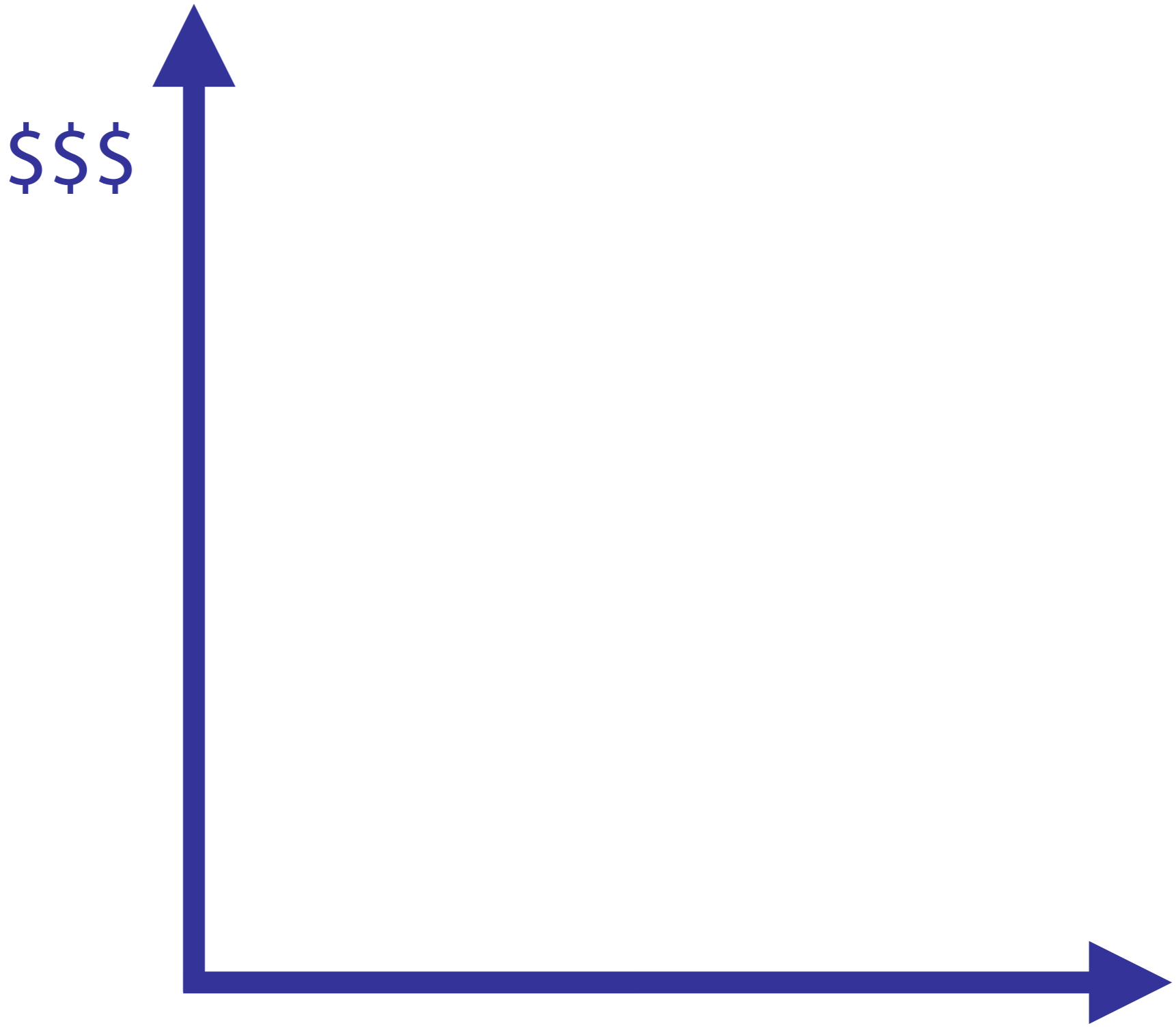


Part 2

# What are you promoting?



# The Ideas Marketing Curve

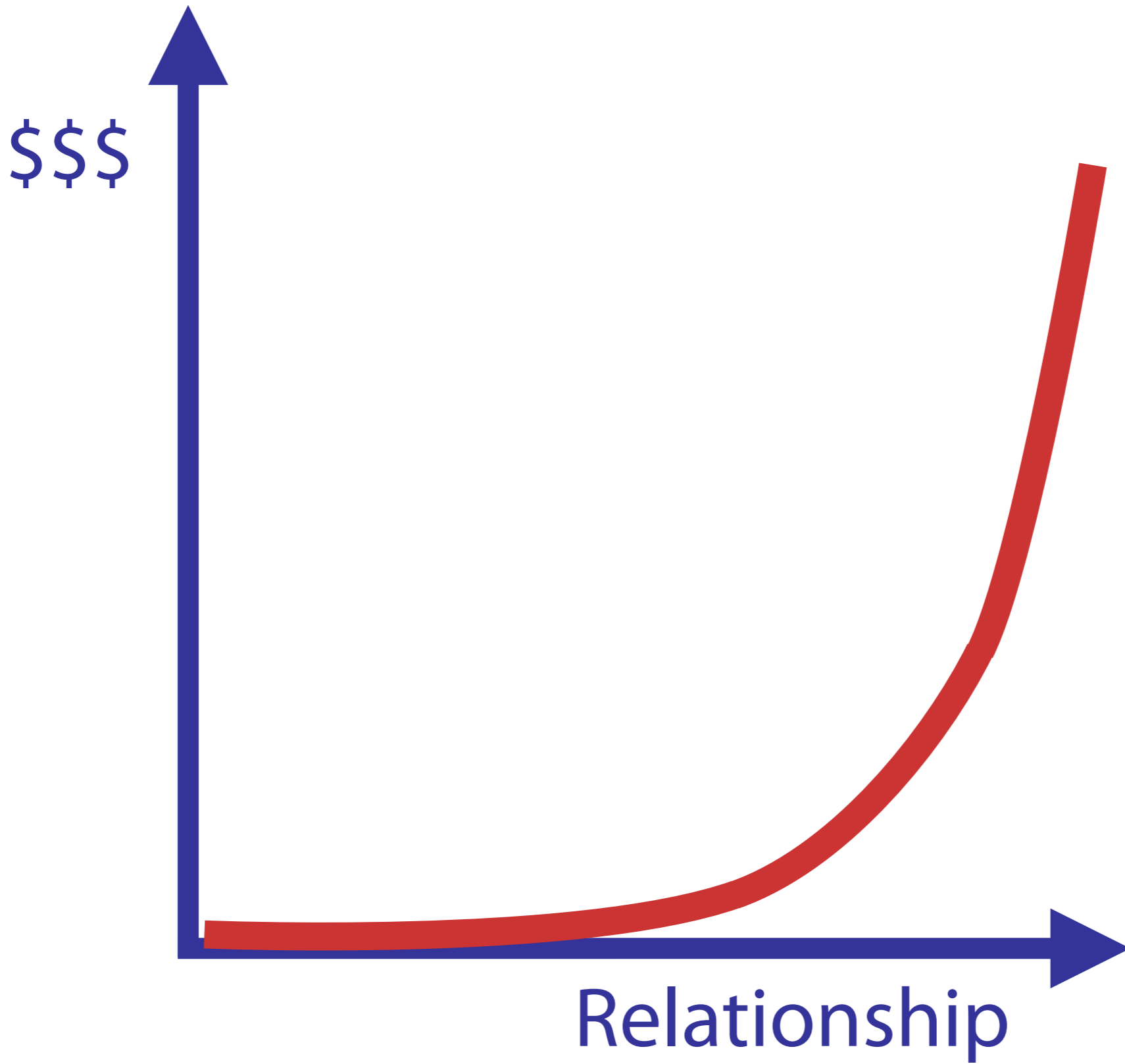


# The Ideas Marketing Curve

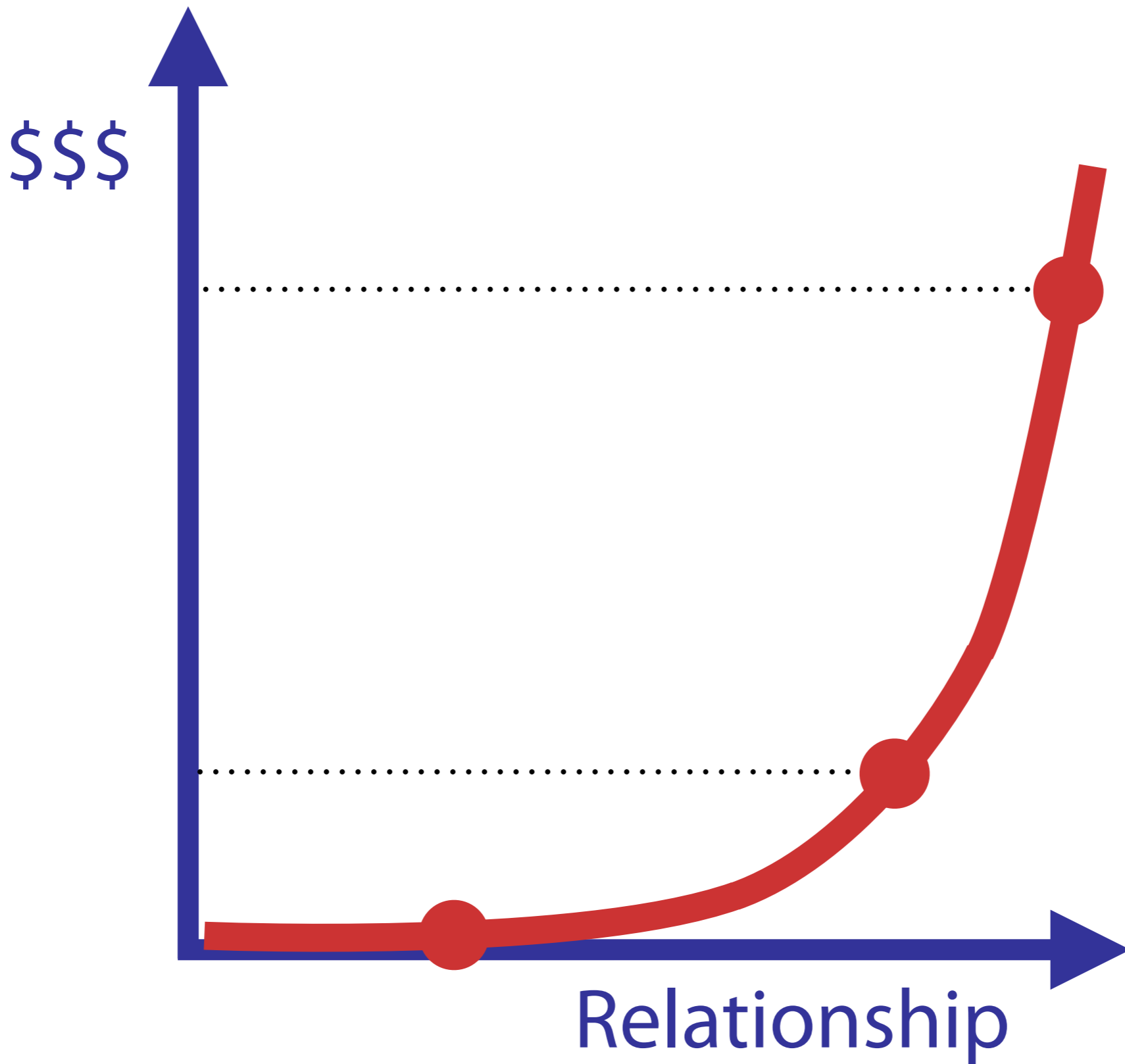
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Relationship

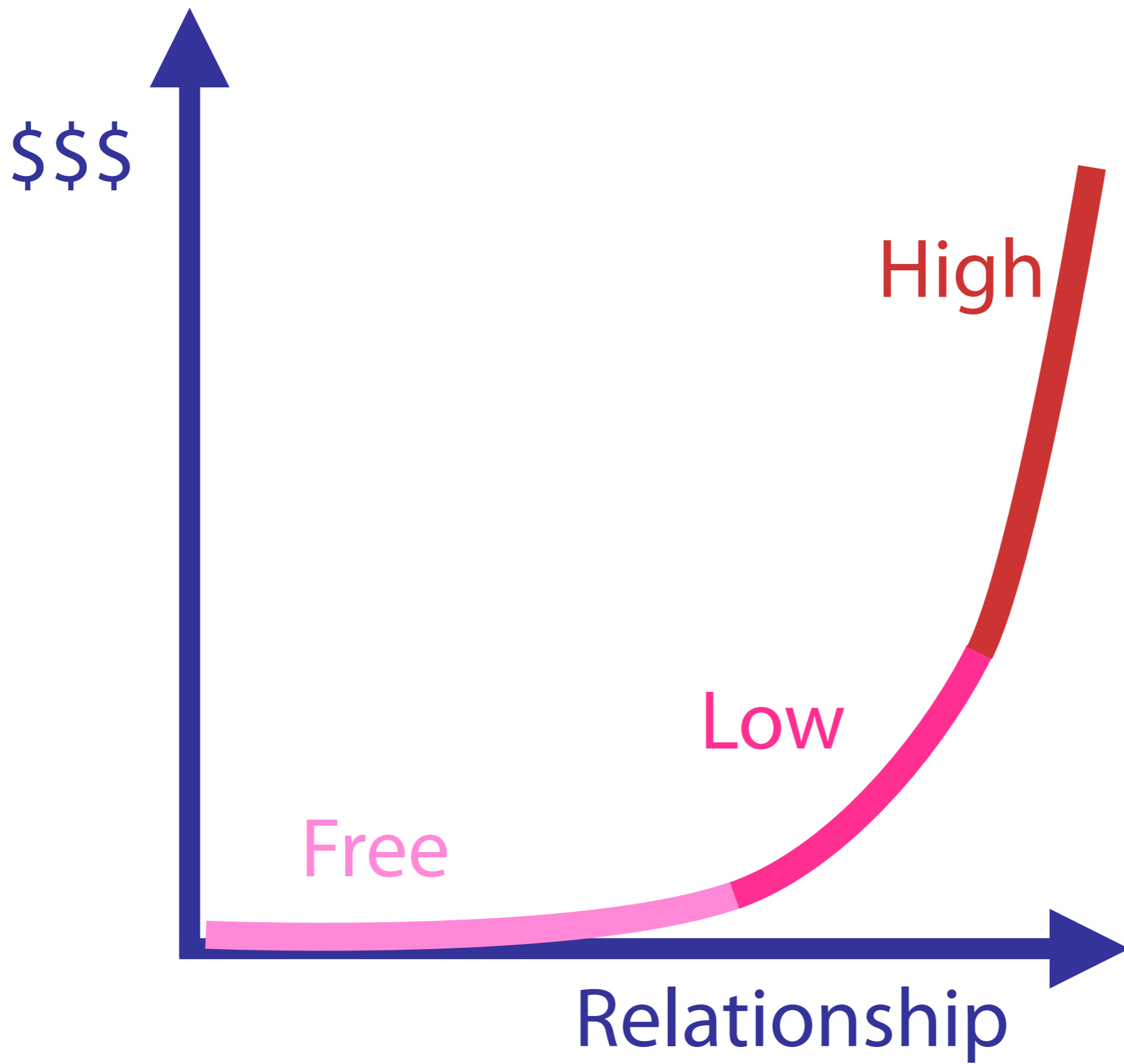
# The Ideas Marketing Curve



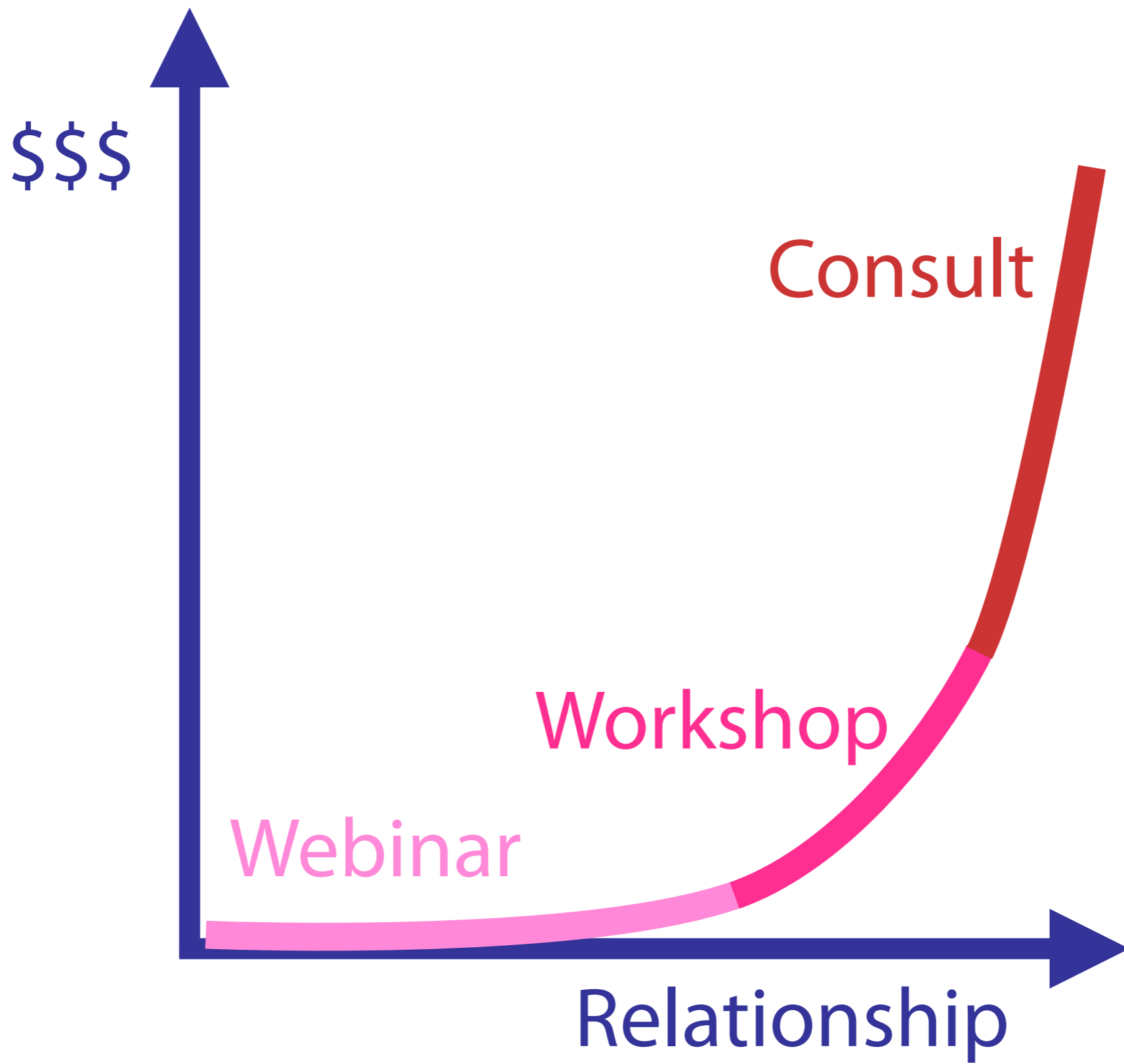
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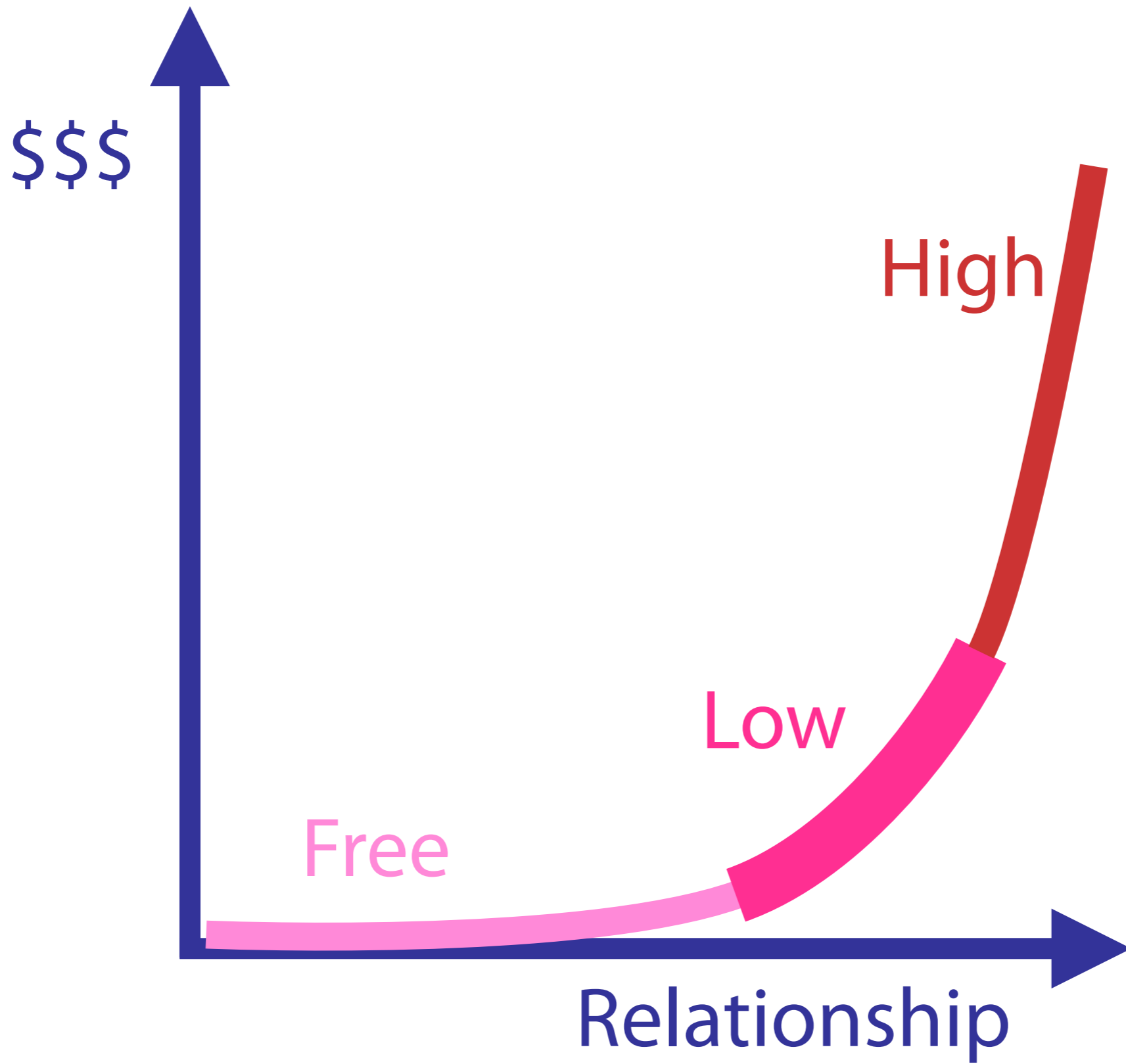


# The Ideas Marketing Curve

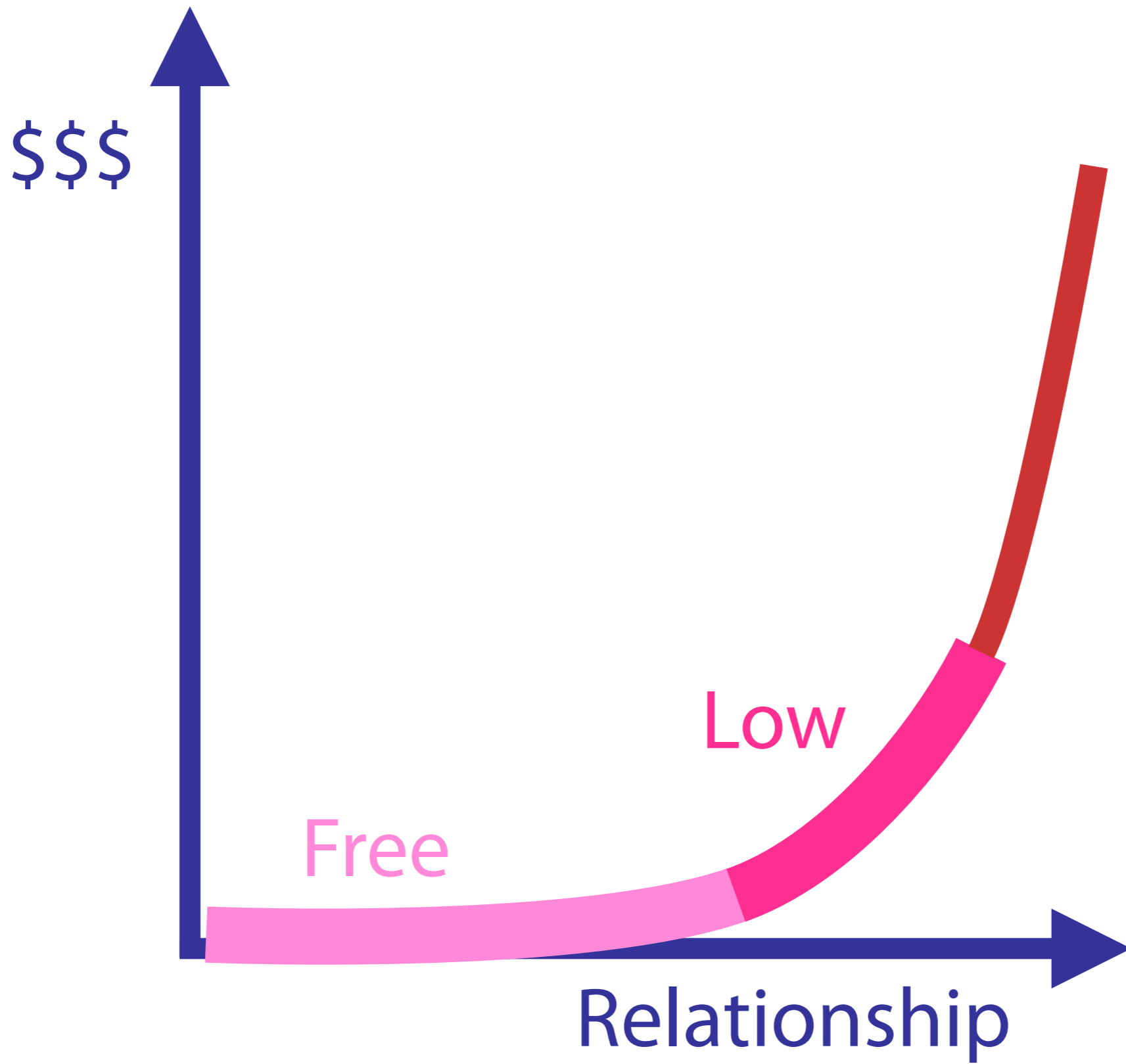


All Roads Lead to Rome

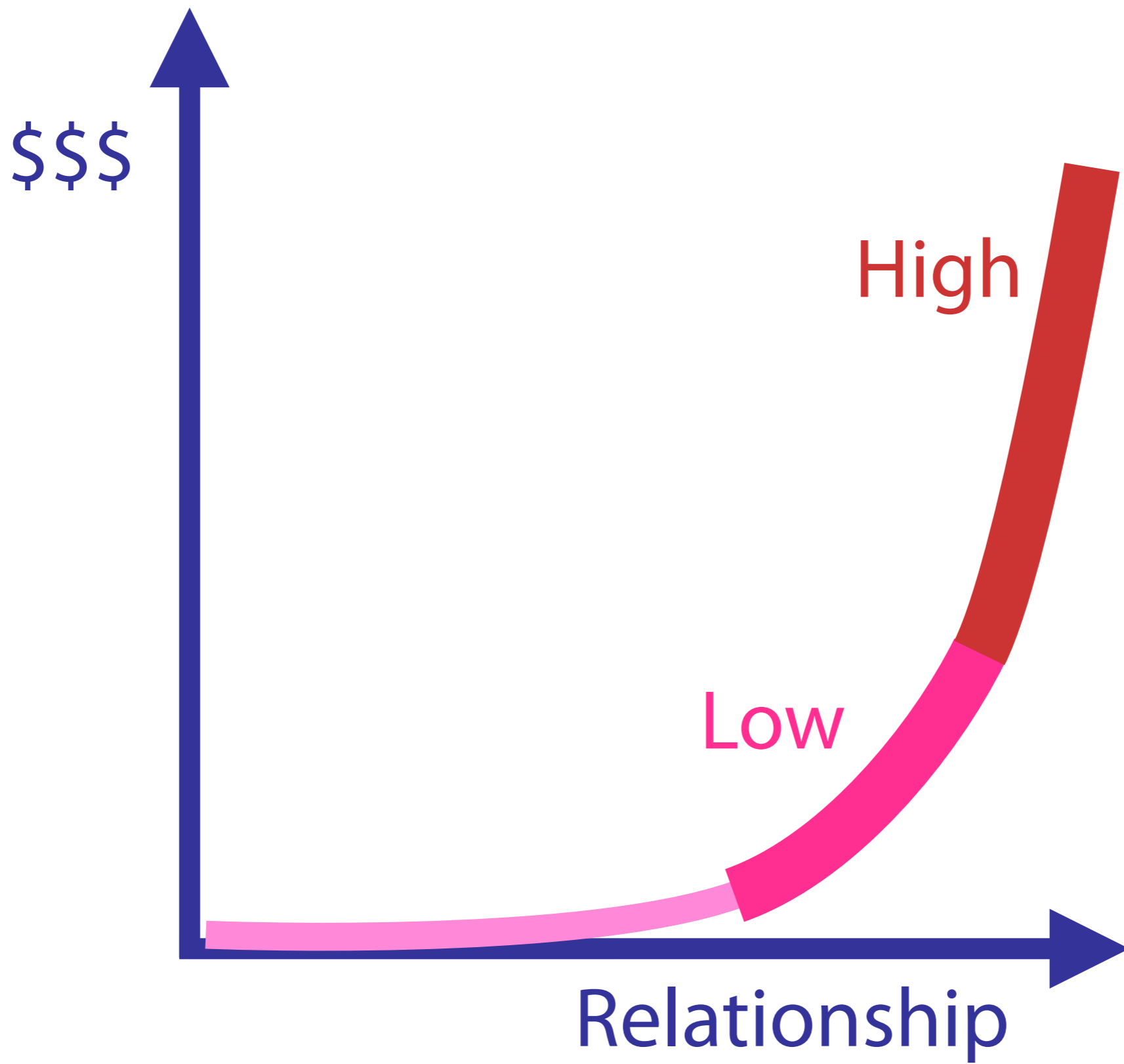




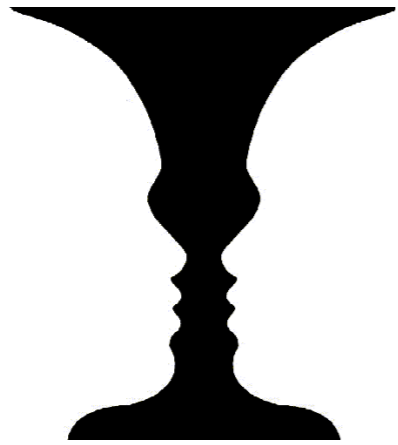
Paid to Promote : Your Best Opportunity



Up the Curve : From Free to Fee



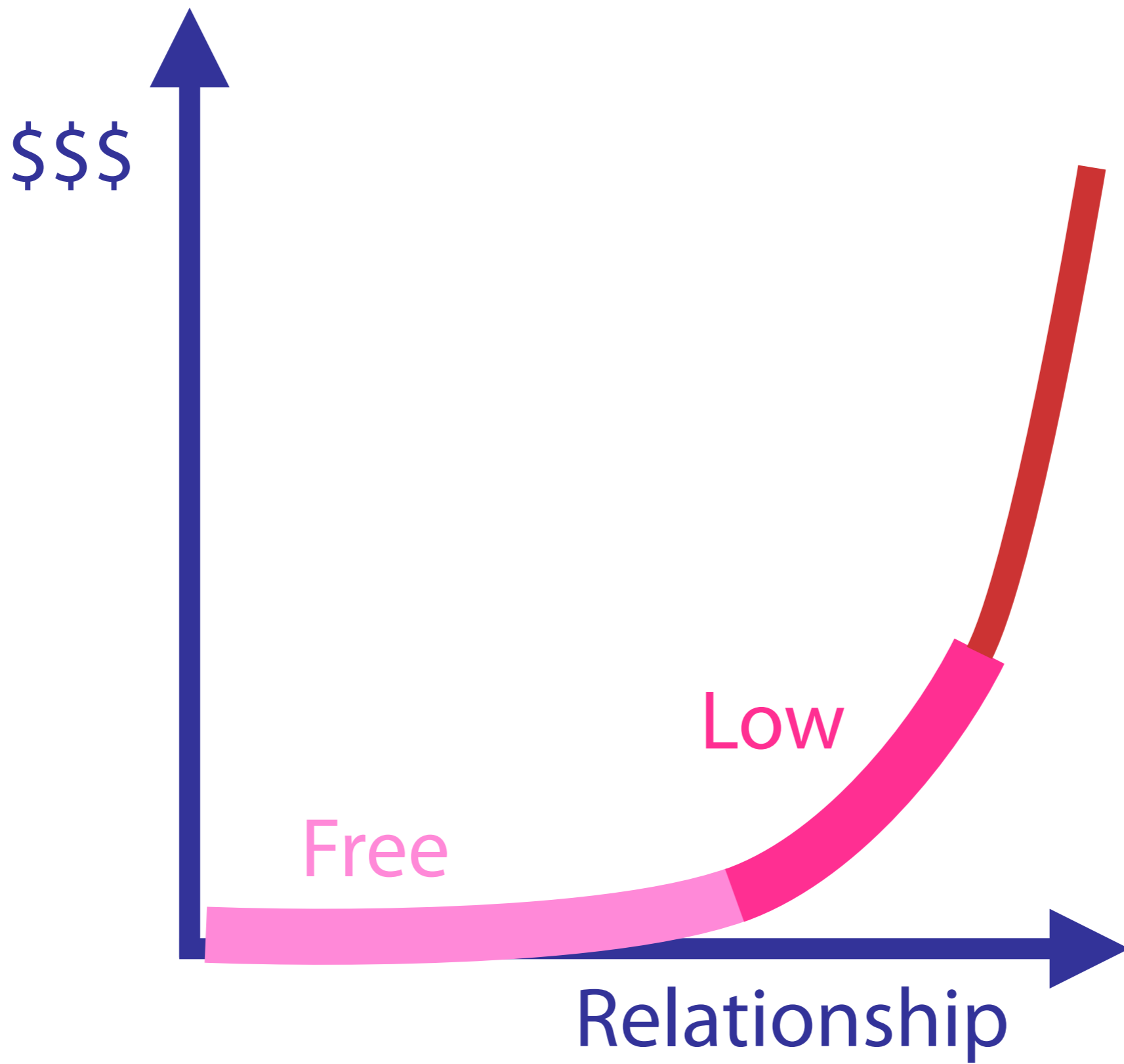
Down the Curve : From High To Low



Make it good enough to sell

# BOOK RAPPER





From Free to Fee V From Fee to Free



# Productize Your Service

Key Principal : Move Down The Curve



Sell Your Service Without you Being There



Part 3

Are you shy and lazy?

How do you get paid to  
promote your services?





Books are dying!



Books are lazy and shy!

Are your products  
shy and lazy?

Passive



Active



Which Sells More?



Which Sells More?



The Web has changed!

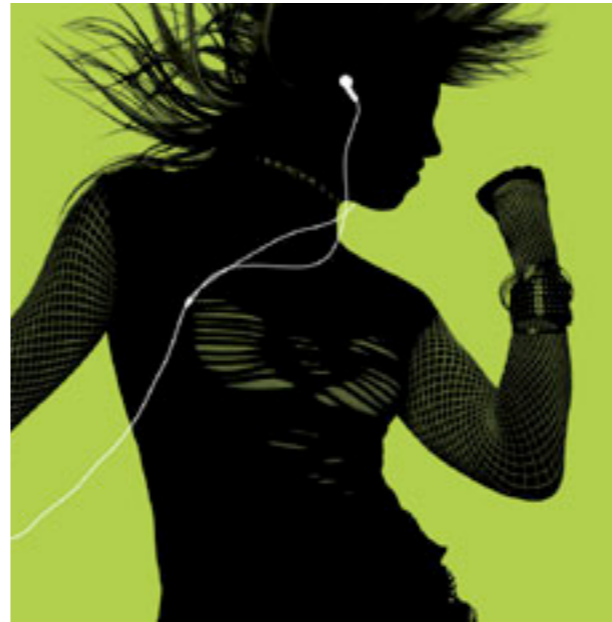
Passive



Active

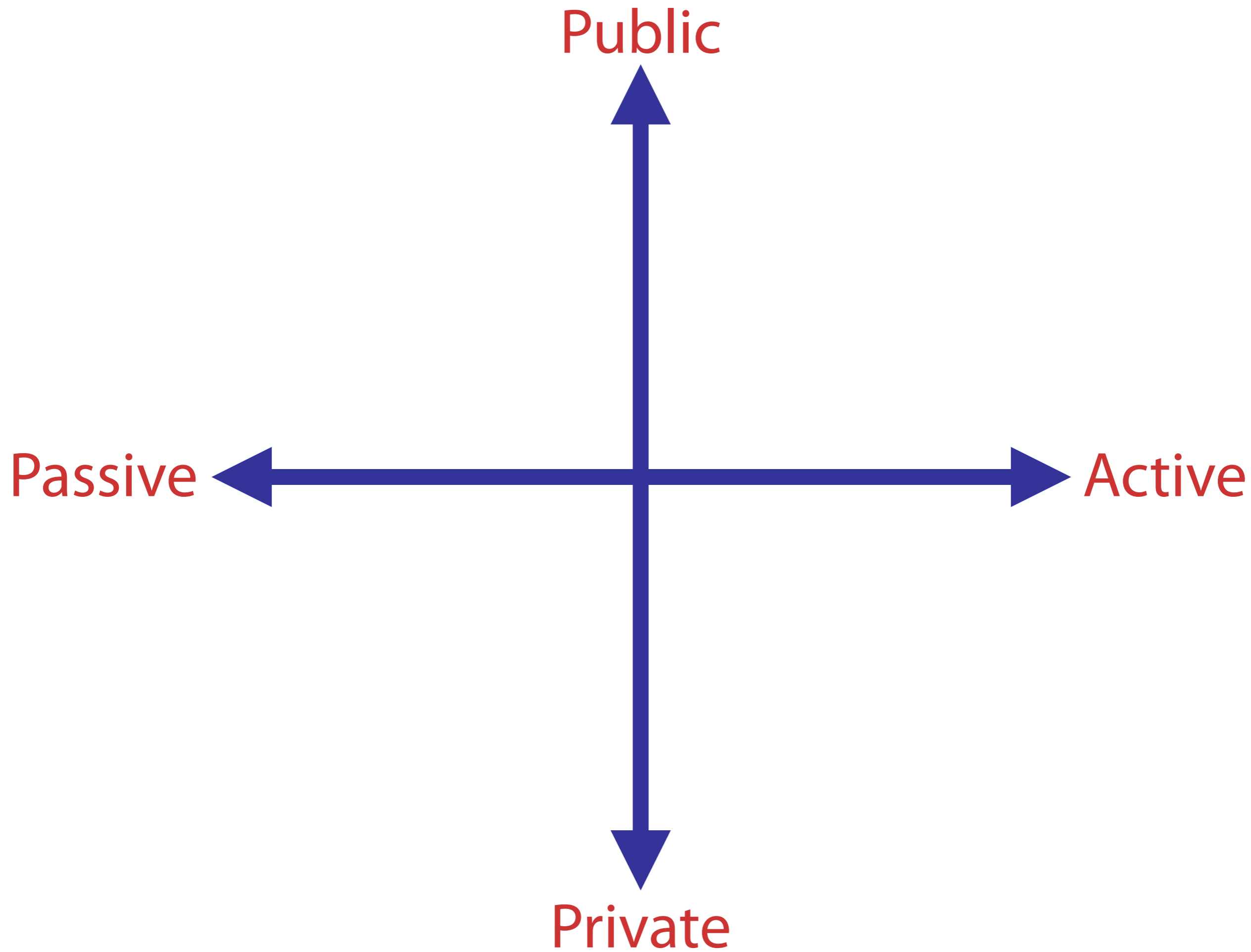


What do these three things have in common?



What am I selling?

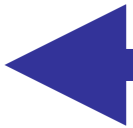




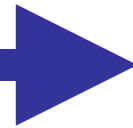
Public



Passive



Active



Private

Public

Passive

Active

Private



Public



Passive

Active



Private

Public



Passive

Active



Private



# Create an Active Product



# Create a Public Product



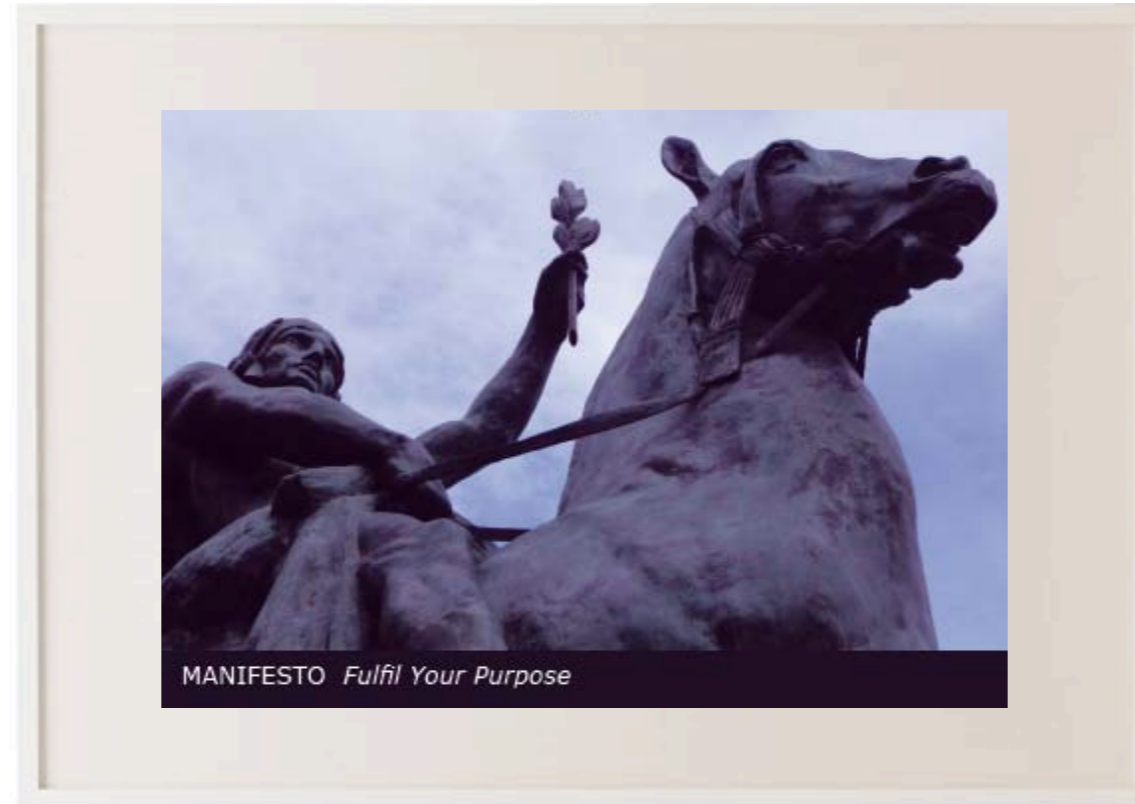
a BIG opportunity



The easiest opportunity



The easiest opportunity

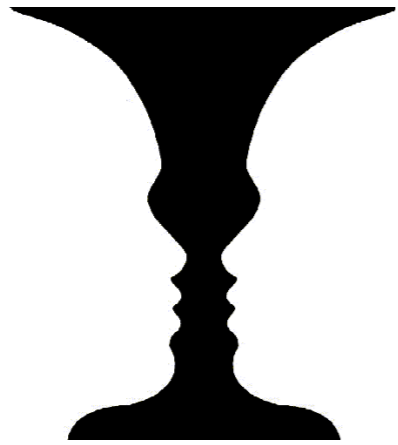


# The easiest opportunity



Part 4

# What's Next



Make it good enough to sell



# Productize Your Service



# Create an Active Product



# Create a Public Product

Next **BOOK** **RAPPER** Webinar



# Making Ideas Happen

September 1st 12:30-1:15pm [Facebook.com/IdeasMarketing](https://www.facebook.com/IdeasMarketing)



# Workshop: How to Design, Build and Sell Your Ideas

Melbourne 14 October 8:30am - 5:00pm



\$450 +GST

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)



\$450 +GST

\$270 +GST

22nd September

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)

# [IdeasMarketing.com.au/Webinars](http://IdeasMarketing.com.au/Webinars)



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