

MARKETING STRATEGY SESSION

CALL PREPARATION GUIDE

THINGS TO REVIEW BEFORE YOUR CALL

Everything you need to know (and a bit more!) before you get on a call with us!

ALEX BRANNING

YOUR MARKETING COACH



Alex started the Branning Group in December 2000, when he was only 17 years old. Since then, he has helped thousands of businesses and entrepreneurs and is now widely considered one of the leading high performance marketing coaches in the country. Alex has revolutionized the insurance and real estate marketing sector with his "Giveaway Funnel" strategy, and his trainings have been consumed by entrepreneurs worldwide.

Alex's books include "How to Grow Your Business on Pinterest" and "Insurance Super Agent". He is followed by tens of thousands of entrepreneurs on Instagram and Facebook, his podcast has been rated as a top business podcast and his YouTube videos have been watched over 200,000 times.

He lives in Redding, CA with his wife Kathy, his daughter Ali and their bichon frise dog.



THINGS TO REVIEW BEFORE YOUR CALL

Thank you for booking a call with us!

We appreciate your interest in working with Alex Branning and the Branning Group team to grow your business.

Ultimately, the purpose of the call is to see if we can help you.

If we believe you would be a good fit for us, then we will show you what we can do for you, based on your specific situation, and then you can decide whether or not you want to move forward.



AT THIS POINT, YOU ARE LIKELY ASKING YOURSELF,
“WILL THIS WORK FOR ME?”

While Alex has many different offerings, most clients start with the Giveaway Funnel™ System. In order to help you make a decision about the Giveaway Funnel, we have included several videos below that answer common questions and concerns, reviews from clients, and frequently asked questions (FAQ).

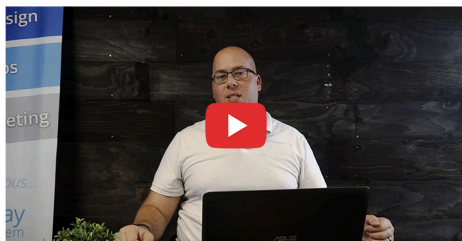
Whether or not our program will work for you will be determined on the call after we ask you some deeper questions, but you will get more out of the call if you review these videos prior to speaking with our team!

**PLEASE WATCH THESE SHORT
EXPLAINER VIDEOS BEFORE OUR CALL**

WHAT IS THE GIVEAWAY FUNNEL?

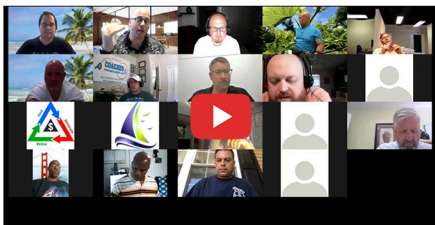


HOW DOES IT WORK?



SEE BEHIND THE SCENES OF A VIP COACHING CALL

LISTEN TO SPYRO SHARE HIS STRATEGY
TO SET APPOINTMENTS EVERY DAY
WITH GIVEAWAY LEADS



WHAT ARE THE TYPICAL RETURNS FROM A GIVEAWAY FUNNEL?

- ✓ \$10 ad spend per day
- ✓ \$1 per lead
- ✓ 10 new leads per day
- ✓ 10% – 20% lead-to-appointment
- ✓ 1 appointment set per day at \$10 ad spend



Spyro ▶ Alex Branning VIP Coaching Program



Just now ·

Booked 11 appointments today and 3 off of live transfers from agent crm. I can honestly say im having an absolute blast working. Thank you [Alex Branning](#) for introducing me to this.

THE GIVEAWAY FUNNEL MARKETING CAMPAIGN WORKS TO GENERATE LEADS FOR

- ✓ Auto Insurance
- ✓ Health Insurance
- ✓ Medicare
- ✓ Home Insurance
- ✓ Life Insurance
- ✓ Final Expense
- ✓ Investment Products
- ✓ Home Buyers
- ✓ Home Sellers
- ✓ Refinance Leads
- ✓ Solar
- ✓ Network Marketing
- ✓ Recruiting
- ✓ ..and more!

VIDEOS TO WATCH BEFORE YOUR CALL

HOW MANY LEADS TO EXPECT FROM YOUR GIVEAWAY



PICKING THE BEST PRIZE FOR YOUR GIVEAWAY



FOLLOW UP TIPS FOR YOUR GIVEAWAY



TAKING YOUR GIVEAWAY FROM GOOD TO GREAT



WHY THE SECOND GIVEAWAY WORKS BETTER THAN THE FIRST



GIVEAWAY FUNNEL LIVE EXAMPLE





Karlo S, San Diego



"I've been using Alex Branning and his team for online marketing and I gotta say I am really happy with their work so far to generate quality leads for my business. I can tell you confidently this strategy works. I've only been doing this since Friday and I already have 126 leads with 11 pre-qualified that want a free life insurance quote. You add in the automated emails and you have a lead generation system folks. I will be doing this every month. Why not? I've been in this industry for 14 years and it was time I graduated to the 21st century for marketing strategies. The customer service that Alex and his team bring to the table are exceptional!!!"

Yesterday was a good day. The best day I've had in over 30 years. I made \$14,000 in commissions that will be paid over the next 4 months. Your email campaigns were responsible for keeping my services in front of my contacts on a consistent basis. Let your team know that they have done well!"

WREDE - CALIFORNIA



Alex, Hawaii



"The experience was more than I could of asked for. Your team did a great job, and I would recommend this product to anyone. Now I'm going through the phone interview process with my manager, and I have a lot of prospects to call. Once again thank you!"

"I will vouch for Alex's system. It works! He delivers exactly what he says. If you have a decent follow up system, you can't lose money. It's nearly impossible."

OLIVER - PENNSYLVANIA

WHY THE GIVEAWAY FUNNEL WOULD NOT WORK FOR YOU

Not Everyone is a Fit, Here's Two Reasons
Why the Giveaway Funnel May Not Be a Match

1. You Don't Like Calling Prospects.

The Giveaway Funnel is going to generate a lot of leads for you, and the leads will come in every single day. You'll get hot leads with people who want to buy your product, you'll get warm leads with people that want to learn more and you'll get cold leads - some people just want to win the prize! If you do not like talking on the phone, then the Giveaway Funnel would not be a good fit for you.

We have setup some amazing automation so that your leads are hearing from you via text and email. Your prospects are anticipating your call, so you are not cold calling. However, if you do not call your leads then you will not get the highest return from your Giveaway Funnel campaign.

2. You Are Too Busy for New Clients.

If your business does not allow for new clients at this time, then we recommend postponing the launch of your Giveaway Funnel until you have the bandwidth to handle more business. The Giveaway will result in generating more business for you, so please make sure you have the capacity before we move forward.

Any good marketing campaign will generate leads for you to follow up with. If you're unable or unwilling, the Giveaway Funnel isn't a match for your business.

EXAMPLE GIVEAWAY

LANDING PAGE

Fun Giveaway from Alex Branning on September 4th, 2020!



**I'm Giving Away A \$150
Tom's Steakhouse &
Burgers Gift Card On
September 4th, 2020!**

26 days 5 hours 3 minutes 18 seconds

NO PURCHASE NECESSARY!

Simply enter your contact information below to be notified if you are the winner!

First Name 
Last Name 
Email 
Phone 

You'll Want To Enter The Giveaway!

One entry per person. Multiple entries will be voided.
Privacy Guaranteed. I will not spam or share your information.

- A LITTLE ABOUT ALEX -



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Enter The FREE Giveaway Now!

QUALIFYING QUESTIONS SURVEY

Please answer these quick questions & you'll be entered into the giveaway!

Are you a homeowner? *

☐ Yes

☐ No

Next ➤

0%

THANK YOU PAGE WITH CALENDAR

YOU'RE IN!

I will notify you if you are the winner on **September 4th!**



SCHEDULE A NO-COST CALL WITH ME TODAY AND I WILL TRIPLE YOUR ODDS OF WINNING!

Pick a Date and Time

Available starting times for Mon, Aug 10, 2020

August 2020

Mon Tue Wed Thu Fri Sat Sun

10

GMT+05:00 Asia/Karachi (PKT)

AM

No slots available

PM

08:00 PM

08:30 PM

09:00 PM

09:30 PM

10:00 PM

10:30 PM

Load More

Select Date

LET YOUR FRIENDS KNOW ABOUT THIS GIVEAWAY!

Just click the button below to share this giveaway on your Facebook page now!

Share On Facebook

PLEASE HAVE THIS IN FRONT OF YOU DURING YOUR MARKETING STRATEGY CALL



TARGET AUDIENCE:

Age
Male or Female
Interests
Job Title

STEP 1 >

PICK YOUR **AUDIENCE**



LOCATION

City or State
Entire Country

STEP 2 >

PICK YOUR MARKET **LOCATION**

STEP 3 >

THEN WE RUN THE AD:



4-6 Different
Images

Text and emoji
variations

\$10 - \$15 per day in ad spend

7-20 leads per day

10 - 20% of your leads say **YES**

PLEASE HAVE THIS IN FRONT OF YOU DURING YOUR MARKETING STRATEGY CALL

LANDING PAGE:

STEP 2 - ENTER CONTEST

- After being sent to the funnel, the lead will fill out the first form to enter the Giveaway
- This simple process makes it easy for your prospect to enter the contest
- The deadline clock on the page inspires them to take action



STEP 4 >

BUILD THE FUNNEL

1. Opt-in Form
2. Survey Questions
3. Set Appointment

FOLLOW UP:

STEP 4 - THANK YOU PAGE

After answering the qualifying questions, the lead is taken to a page that thanks them for entering, and gives them the opportunity to schedule an appointment with you right on the page! This calendar is synced with your Google calendar so you do not double-book.

YOU'RE IN!

I will notify you if you are the winner on July 11th!

SCHEDULE A NO-COST CALL WITH ME TODAY AND I WILL TRIPLE YOUR ODDS OF WINNING!

DATE	TIME	STATUS
7/11/2020	10:00 AM	AVAILABLE
7/11/2020	11:00 AM	AVAILABLE
7/11/2020	12:00 PM	AVAILABLE
7/11/2020	1:00 PM	AVAILABLE
7/11/2020	2:00 PM	AVAILABLE
7/11/2020	3:00 PM	AVAILABLE
7/11/2020	4:00 PM	AVAILABLE
7/11/2020	5:00 PM	AVAILABLE
7/11/2020	6:00 PM	AVAILABLE
7/11/2020	7:00 PM	AVAILABLE
7/11/2020	8:00 PM	AVAILABLE
7/11/2020	9:00 PM	AVAILABLE



8 Day Email Sequence



Text Messages Sent Right Away



Ringless Voicemail



Instant Hot Live Transfer for Hot Leads

