



TITAN MASTERMINDS

The Magnetic Marketing Blueprint

The Scientifically Proven Blueprint That Will Grow Your
Small Business

Why do Small Businesses Stop Growing?



THE ULTIMATE MARKETING BLUEPRINT...



The 5 Main Parts Of The Blueprint Are..

#1:

#2:

#3:

#4:

#5:

THE 9 FREE STRATEGIES THAT MAKE MARKETING WORK...



STRATEGY 1:



IDEAL CLIENT AVATAR TEMPLATE

Your Ideal Client Name: _____

Who are they?

What do they want?

<p>Age:</p> <p>Gender:</p> <p>Marital Status:</p> <p>#/Age of Children:</p> <p>Location:</p> <p>Job Title:</p> <p>Income:</p> <p>Education level:</p> <p>Other:</p>	<p>GOALS – Financial, Lifestyle, Legacy</p>
<p>FAVORITES</p> <p>Books/Magazines:</p> <p>Blogs/Podcasts/Websites:</p> <p>Events/Conferences:</p> <p>Gurus/Experts:</p> <p>Social Media Channels:</p> <p>Software/Apps:</p> <p>Google Search Terms:</p> <p>Other:</p>	<p>PASSIONS (Values, Life Beliefs, Worldview)</p> <p>STRUGGLES (Pain Points, Worries, Fears)</p>



STRATEGY 2:



YOUR UNIQUE SERVING PROPOSITION TEMPLATE

My unique serving proposition template breaks it down into four simple parts: (1) identity, (2) audience, (3) your unique solution, and (4) the transformation that will follow by engaging with your message. Here's how they work together:

1. I AM _____.

is is where you spell out your professional identity. It could be an accountant, entrepreneur, coach, blogger, or a combination of these. Answer the question: Who are you? Because that's what your clients want to know.

E.g. Neeraj's sample:

I am an entrepreneur, mentor, speaker, blogger and angel investor. I'm the former National Director of BNI India. I'm a contributing author to the #1 Wall Street Journal Bestseller -[Masters of Success](#).

I am the founder of Titan Masterminds, an online entrepreneurship development company.

2. I HELP _____.

is is where you identify your target audience. You can make an educated guess here, but to really get focussed it in and out who your audience is and what they need, I recommend conducting a reader survey.

E.g. Neeraj's sample:

We help motivated, but overwhelmed entrepreneurs

3. DO OR UNDERSTAND _____.

is is where you spell out your unique solution to your audience's needs. Most of our solutions come down to empowering or informing in some way. Use an action verb to capture empowerment—I've used do here, but it could be anything: end, regain, experience, and so on. To capture the informational, try verbs that deal with revelation: understand, see, etc.

Neeraj's sample:

get the clarity, confidence, and tools they need to win at business and succeed at life.

4. SO _____.

is is where you sell the transformation. Help the audience see what your solution can do for them. A er all, that's why they're coming to your site to begin with.

E.g. Neeraj's sample:

If you want to profitably grow your business, run it on autopilot so that you can create lasting wealth for your family, have more freedom and leave a legacy in the world, you are in the right place.



MY UNIQUE SERVING PROPOSITION TEMPLATE

Identity
1. I AM

Audience
2. I HELP

My unique solution
3. DO OR UNDERSTAND

Transformation your client will get by engaging with you & your company.
4. SO



STRATEGY 3:



SWIPE FILE – 110 POWERFUL HEADLINES

HOW TO...

How to Get [benefit] Out of [topic]
How to [benefit] When You're Not [topic]
How You Can [benefit] Almost Instantly
How to Become [benefit] When You Feel [negative outcome]
How to Use [topic] to [benefit]
How to Turn Your [topic] Into [benefit]
How to Turn [topic] Into [benefit]
How to Build a [topic] You Can Be Proud Of
How to Take the Pain Out Of [topic]
How to do [topic] In Under X Minutes
How to Make People Line Up to [topic]
How to Get [benefit] In Under X Minutes
How to Skyrocket Your [benefit] With [topic]
How to Shortcut [benefit] By Using [topic]
How to Avoid Looking Stupid When Asked About [topic]
How to Turn [topic] Into [benefit] Every Time
How to [topic] for [benefit]
How to [benefit] Like [case study or example]
How to Create [benefit] for Your [topic]
Exactly How to [benefit] Right Now (Step-by-Step)
How to Master [topic] In X Steps

LISTS

X Hacks to Accelerate [benefit]
X Ways to Avoid [negative outcome]
X Mind-Blowing Benefits of [topic]
X Factors for Getting [benefit]
X [benefit] Techniques That You Didn't Know About
X Elements of The Perfect [topic]
X Examples of [benefit] from [case study or example]
X Experts Reveal How to [benefit]
X Little Known Ways to [topic]
X Questions Answered About [topic]
X Free Ways to [benefit]
X Underground Tips On Achieving [benefit]
X Tips on How to Avoid [negative outcome]
X Tactics for Knocking [topic] Out of the Park
X Proven Methods for Accelerating [benefit]
X Tricks for [benefit] More Often
X Simple [topic's] You Can Create (Even If You're Not a [job title])
X Principles for [benefit] with [topic]
X Shocking Mistakes Killing Your [topic]
X Surefire Strategies for [benefit] Even If You're Worried About [negative outcome]
X Examples That Will Help You Overcome [topic]
X Ways to Get [benefit] That Won't End Up In [negative outcome]
X Valuable Lessons from [your industry] Experts



SWIPE FILE – 110 POWERFUL HEADLINES

GETTING A CLEAR BENEFIT

A Simple Way to [benefit] That Works For [job title]
Where [benefit] Is and How To Get It
Why I [topic] (And Maybe You Should Too)
An Open Letter to [job title's] Looking for [benefit]
[topic] Your Way to a [benefit]
Discover the Secrets Behind [benefit]
How to Fast-Track [benefit]
The Secret to [benefit] Is Revealed
Get [benefit] Without Losing [topic]
Imagine [benefit] Without [negative outcome]
If You Can [topic] You Can [benefit]
Improve Your [benefit] In [time]
See How Easily You Can [benefit]
Give Me [time] and I'll Give You [benefit]
[topic]: Get More [benefit] Than Your Competitors
The Quickest and Easiest Way to Get [benefit]
The Exact Process We Use to Get [benefit] Without [negative outcome]
Here's a Quick Way to [benefit]

AVOIDING A NEGATIVE OUTCOME

The Unfortunate Truth About [topic]
Why You Need to Stop [topic] Before It [negative outcome]
Never Suffer From [negative outcome] Again
The Hidden Risk In Your [topic]
If You Don't [topic] Now, You'll Hate Yourself Later
[topic] May Be Causing You to Lose Out On [benefit]
To People That Want to [benefit] But Can't Get Started
Get [benefit] Without [negative outcome]
Why you shouldn't [topic]
What Your [topic] Won't Tell You And How It Can Save You [topic]
The Sooner You Know [topic] The Better
No [negative outcome] Just [benefit] Everyday
Get Rid of [negative outcome] Once and For All
Why [topic] Fails and [topic] Succeeds
Forget Everything You Know About [topic]
What Your Competitors Wish They Knew About [topic]
Warning: Ignoring [topic x] Could Seriously Damage Your [topic y]
Why You Are Wasting [resource] and What to Do About it



SWIPE FILE – 110 POWERFUL HEADLINES

FACTS, STATISTICS AND EXAMPLES

How [big number] Got [benefit] in [time]
[case study or example] Reveals X Ways to [benefit]
How [big number] Got [benefit] Without [negative outcome]
The [benefit] That [case study or example] Is Talking About
[topic] Hacking With [case study or example]
Join [big number] of Your Peers That Got [benefit]
Like [case study or example] You Can [benefit]
Why [big number] of People are Starting to [topic]
X% Of People Got [benefit] From [topic]
Here is a Method That is Helping [case study or example] to [topic]
How [case study or example] Increased [benefit] In X Days
How I Got [big number] [benefit] Using [topic]

GENERAL

Take X minutes to get started with [topic]... you won't regret it!
What Everybody Needs to Know About [topic]
Don't Try [topic x] Without [topic y] First
You Don't Have to be [respected expert] to Achieve [benefit]
The Ultimate Guide to [topic]
The Definitive Guide to Getting [benefit]
Everything You Ever Need to Know About [topic]
The Only Thing You'll Ever Need to Master [topic]
Who Else Wants [benefit]?
Your Competitors Don't Want You To Read This [topic]
Answered: Your Burning Questions About [topic]
Do You Know the X Warning Signs of [negative outcome]?
How Many Times Are You Willing to [negative outcome] Before You Try This?
What's More Effective [topic x] or [topic y]?
How Do You Get [benefit] Without [negative outcome]?
The Smart [job title's] Guide to [topic]
Revealed: The [topic] Strategy No One Has Told You Yet
Smart [job title's] Should Do [topic]



STRATEGY 4:

STRATEGY 5:



STRATEGY 6:

STRATEGY 7:



STRATEGY 8:

STRATEGY 9:



ACTION PLAN

