

# 7 Breakthrough Business Strategies to Help You Make More Money, Have A Greater Impact, and Experience More Freedom and Fun in Your Business



Join the **Greetings Virginia Extraordinary Business Network** and we'll not only **SHOW YOU THE WAY** to increased revenues and profits but we'll connect you with the people, resources, and promotion/business development opportunities to help you get there **FASTER!**



## INTERESTED?

- 1) Visit <http://www.ExtraordinaryBusinessNetwork.com>
- 2) Click the "FOR BUSINESS OWNERS" Link

Join forces with the fastest growing real estate company in Northern Virginia to better serve your clients and to accelerate your progress towards your goals.

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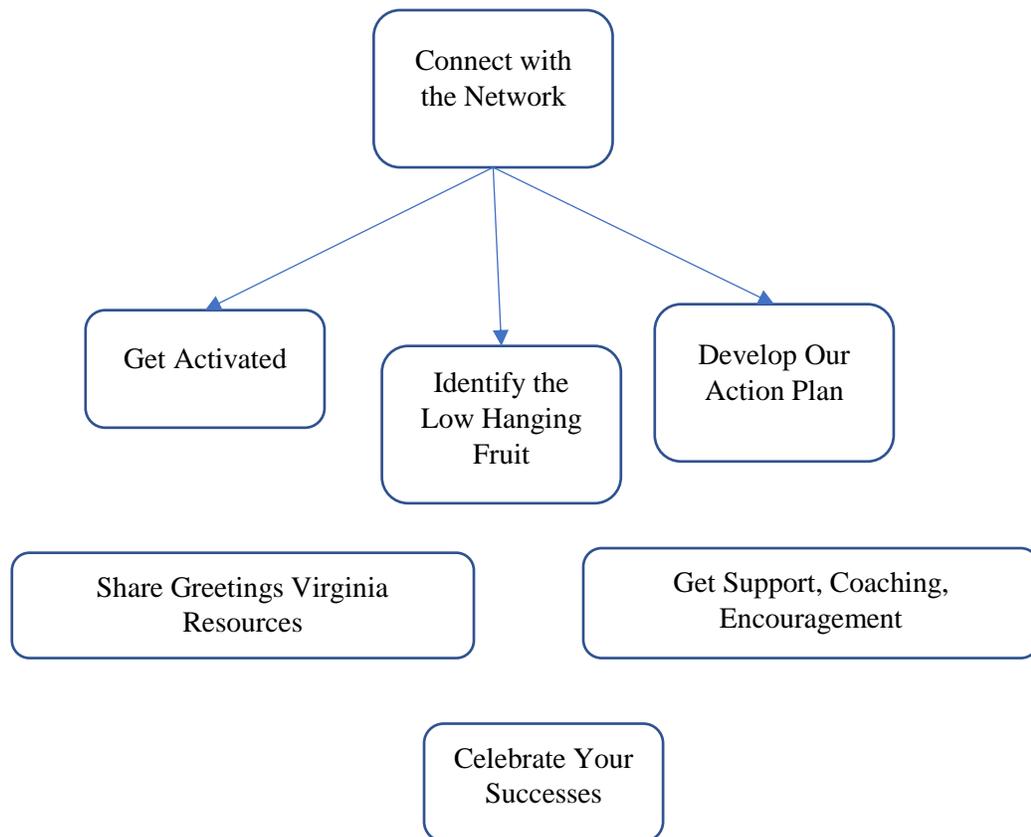
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## How to Use this Action Guide

- 1) Read Dan's Welcome Letter
- 2) Read Frazier's Welcome Letter
- 3) Review the features and benefits of becoming a part of the Network
- 4) Throw down guide – or laptop if you're reading this electronically – and click link to frantically join





## Letter from Dan Rochon

I am the owner of the Greetings Virginia Sales Network with Keller Williams Realty, which is a full-service real estate sales company based in Alexandria, VA.

My business grows when I give back to the communities that I serve. My team and I depend on local people that trust and refer us to buy a home, sell a home, or invest in real estate. It's that simple.

I hired Frazier O'Leary with Small Business NoVA and the "Business is Good" Network to launch the **Extraordinary Business Network (EBN)** to connect local consumers and business owners and to help those business people to best position, promote and connect their businesses. Frazier is an entrepreneur that I've known for 11 years, who is an absolute marketing GENIUS but who has one (nearly) fatal flaw...he gets bored if he's not constantly challenged with a BIG project.

I said to Frazier, "I want you to build a network of extraordinary businesses, offer them the coaching to improve what they do, develop communities, and make sure things are set up that they know, like, and trust Greetings Virginia so that when they run into a buyer, seller or real estate investor, they know where to send them." (I figured that that would keep him busy).

Together we created two primary components of **EBN**. They are 1) the **EBN Value Card** and, 2) **EBN Coaching**.

The **EBN Value Card** is a platform that allow business owners to offer the best values to residents of Northern Virginia by giving them discounts, guarantees, webinars, e-books and other items of value on the **EBN** website. This is done through distribution of the **EBN Value Card** to consumers so that they can save on local services, shopping, entertainment, and more...

**EBN Coaching** provides coaching to local business owners to connect, position, and promote their services.

**To be clear, this is NOT A REFERRAL GROUP. It is a resource to offer value to consumers, to leverage through each other and to have access to top business training and coaching.** There are no membership fees required to be a member or to participate with the **EBN Value Card** – only fees if you choose to enroll in the coaching (Read more to learn how your coaching can be for free). There are no regular meetings - there are quarterly lunches held in 12 communities that you may choose to attend.

Please enjoy this guide that we've developed for you – use it all or in parts. Do it with us or without us.

But, if you're the RIGHT kind of business – committed to your clients, committed to profitability and growth, and committed to a healthy life/work balance – I'm inviting you to sign up now.

To your success,

Dan Rochon

Greetings Virginia Real Estate Sales Network – [www.GreetingsVirginia.com](http://www.GreetingsVirginia.com)



### From Frazier O'Leary - What Dan asked me to do

Here's the deal...Dan already knows how to deliver great service to buyers, sellers, and investors in Northern Virginia, Maryland and DC. He knows how to structure deals, develop offers, manage the buying process.

His business works. That's why his team is consistently one of the top ranked agent in NOVA and why they are adding new agents to their team each month.

They are growing, and things are popping.

Dan approached me to mastermind about ways that he could contribute more to the community. Together, we created the **Extraordinary Business Network**.

While Dan created the **EBN Value Card** to offer to consumers, he also desired to offer local business owners coaching. We sat down and brainstormed ways to help the community in general as well as local businesses.

He asked for me to lead **EBN Coaching** for local businesses. The ideas for **EBN Coaching** that we came up with fell into four categories:

Positioning	Promotion	Connect	Coaching
Position business as Authorities, Community Heroes through the tools and opportunities	Promotion/Exposure within Target Community	Introductions/ Connections/ Partnering	Business Development Resources and Support

I encourage you to read on to learn more about how **EBN Value Card** will be a great resource to promote your business and how **EBN Coaching** can help you to better Position, Promote, and Connect your business.

Frazier O'Leary

Chief Inviter

Northern Virginia Business is Good Network

[www.SmallBusinessNoVA.com](http://www.SmallBusinessNoVA.com)

"Life is better when Business is Good." tm

### What this looks like in action:

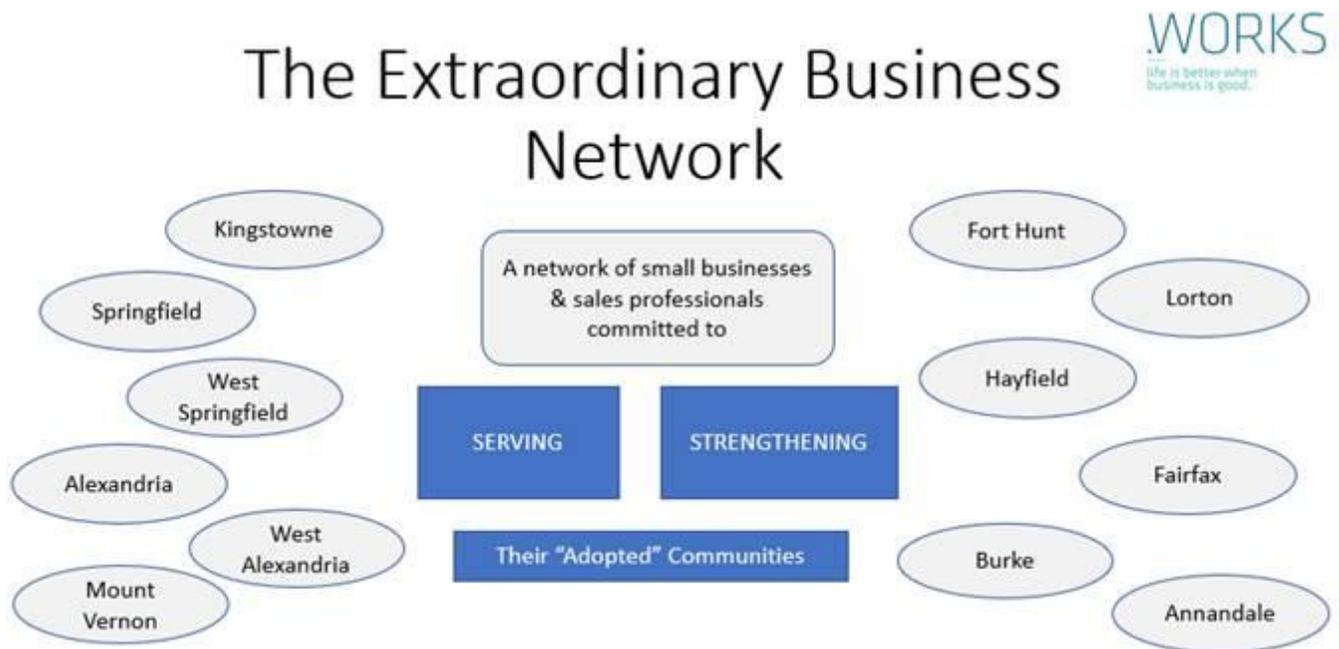
- 1) Give local business owners regular opportunities to get together for lunch from time to time (but NO required meetings). **This is not a referral or lead share group**
- 2) Hold regular workshops where we can share ideas, resources
- 3) Have regular community events (lunches) to help our businesses improve their community's profile
- 4) Help members connect and partner on projects.
- 5) Provide ongoing, high value, on demand online resources and training that members can plug into to help with their businesses. AND let members connect with other members who are working on the same business development projects for support, ideas, and accountability.
- 6) Help businesses create video to use in their businesses and marketing
- 7) Support our businesses by creating and sharing social media content
- 8) Help our businesses audit their businesses to identify strengths/weaknesses
- 9) Connect related businesses
- 10) Put together a "local" trusted partners guide, put businesses in it, and make it available to buyers/sellers/people on our list
- 11) Create a "Meet the business" article and add it to the guide and to online social media
- 12) Create a clearing house where members can share content and members can "grab" content to use in social media, newsletters, blogs
- 13) Challenge and Celebration – Challenge people to set and stick to their goals and celebrate success.

### What This is NOT...

- Not Google Search or SEO
- Not Networking Meetings or a Referral Group
- Not Direct Mail
- Not Cold Calling or Door Knocking

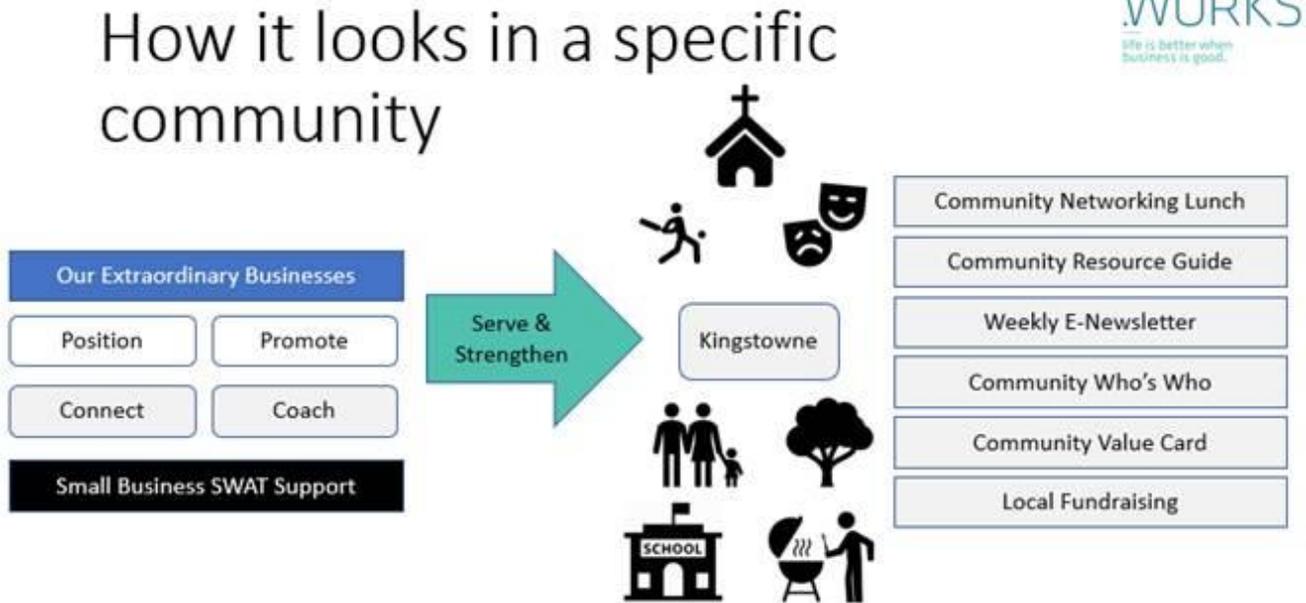
## The Method to our Madness – How this Whole Things Works

Local business owners offer items of values such as discounts or educational material to consumers within the communities that they serve. Those business owners are offered coaching to best position, promote, and connect their businesses.



## How it looks in a specific community

Community leaders, social organizations, school leaders, religious organizations, and business owners within specific communities relate to each other.



**.WORKS**  
Life is better when  
business is good.

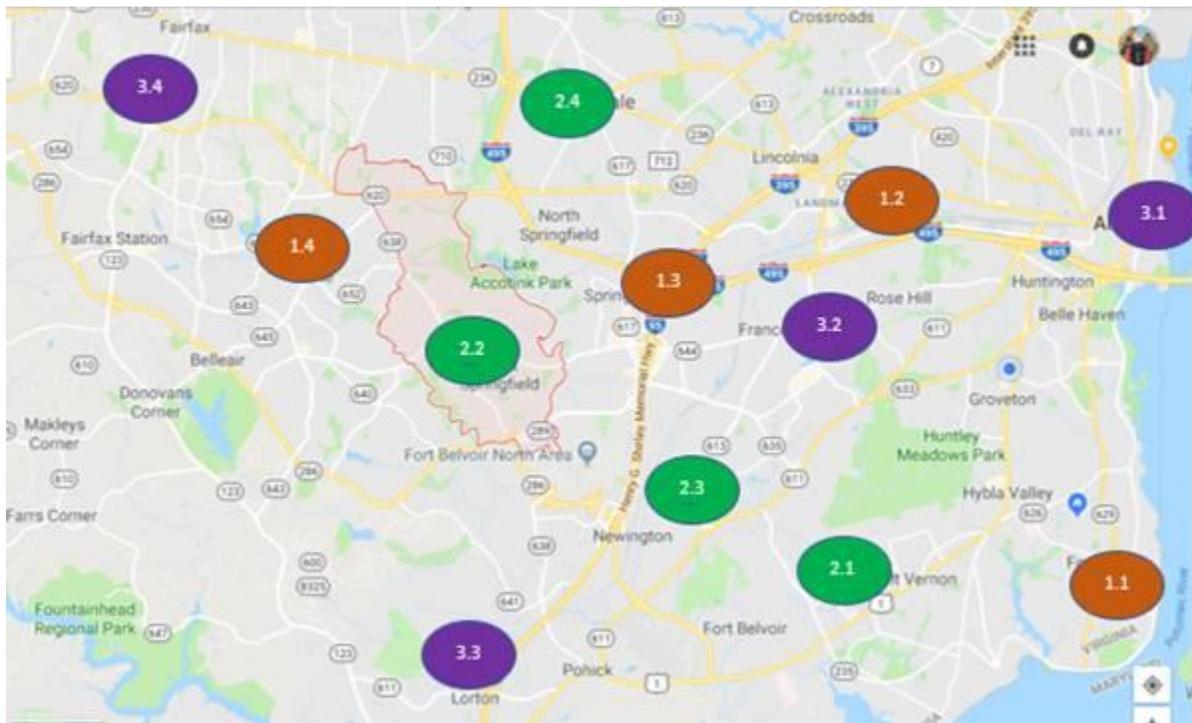
Four BIG Ways we plan to help you grow your business

1. **POSITION** you as a Community Hero
2. **PROMOTE** you as THE Go-To Resource in your Community
3. **CONNECT** you with Strategic Partners and Influencers
4. **COACH** you around SEVEN Breakthrough Business Strategies

## Upcoming Events

We have weekly, monthly, and quarterly events to help keep the network strong and connected and to help expose you to ideas and your community. **This is not a referral or lead share group.** (To find the updated list of activities, visit [www.ExtraordinaryBusinessNetwork.com](http://www.ExtraordinaryBusinessNetwork.com))

Activity	Type	When	Where
New Member Orientation		Monthly – 1 <sup>st</sup> Wednesday	KW Kingstowne
Online Business Accelerator		Weekly	Online
Community Lunches		Quarterly in each of our 12 Communities Weekly	



	<u>1st Week</u>	<u>2nd Week</u>	<u>3rd Week</u>	<u>4th Week</u>
Month 1	Fort Hunt	West Alexandria	Springfield	Burke
Month 2	Mt. Vernon	West Springfield	Hayfield	Annandale
Month 3	Alexandria	Kingstowne	Lorton	Central Fairfax

## Community Lunches

To help support and connect our communities, we work with our partner businesses to host quarterly Community Network Lunches in our communities.

Wk	Community	Q1	Q2	Q3	Q4
1	Hayfield				
2	Kingstowne				
3	Annandale				
4	Mount Vernon				
5	Alexandria - Old Town				
6	Alexandria West				
7	South County/Lorton				
8	Fort Hunt/Alexandria				
9	Springfield				
10	West Springfield				
11	Burke				
12	Central Fairfax				

First time visitors and guests attend for free. Members can attend for free. Non-members are asked to make a small donation to our Teen CEO Venture Capital fund or our Community Non-Profit Partner.

Here is some of what we do to make these events attractive and special:

<ol style="list-style-type: none"> <li>1) Social Media Promotion</li> <li>2) Invites out to Business and Community Leader Prospects in the community</li> <li>3) Fundraising component (and promotional photos)</li> </ol>	<ol style="list-style-type: none"> <li>4) Press Releases</li> <li>5) Promotional Flyer at Local Businesses</li> <li>6) Speed Networking (at specific events)</li> <li>7) Networking in Advance</li> <li>8) Video Introductions</li> </ol>
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Who comes to our lunches:

<ol style="list-style-type: none"> <li>1) Elected Officials</li> <li>2) Media</li> <li>3) Sports Leagues</li> <li>4) Brick and Mortar Businesses</li> </ol>	<ol style="list-style-type: none"> <li>5) Restaurants</li> <li>6) Personal Trainers</li> <li>7) Mortgage Lenders</li> </ol>	<ol style="list-style-type: none"> <li>8) Teachers</li> <li>9) Administrators</li> <li>10) Civic Associations</li> <li>11) Parent Groups</li> </ol>	<ol style="list-style-type: none"> <li>12) Branch Manager</li> <li>13) Church Leaders</li> <li>14) Home Services</li> <li>15) Community Leaders</li> </ol>	<ol style="list-style-type: none"> <li>16) Business Owners and Managers</li> <li>17) Networking Group Leaders</li> </ol>
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## About Greetings Virginia

Our passion is to help people buy, sell, and invest in real estate...and we do it in a way that is low stress and high reward for our clients that we serve.

### Do you want to help your network, customers/ clients?

Here are two ways that you can help them (and we promise you that they'll thank you for when you connect them with us)

- 1) **INTRODUCE** - If you know of someone who is thinking about buying, selling or interested in real estate, encourage them to contact us.
- 2) **SHARE** - Share our content with them or on social media:
  - a. Articles
  - b. High Value Content Webinars
  - c. Community Events

There are **11 additional ways** that you can help us (and your customers)

- 1) Provide access to speaking opportunities
- 2) Share content (Articles, Videos, Resources) with us to share with our Social Media and customers
- 3) Provide bonuses and discounts to offer customers
- 4) Invite us to networking and promotional events
- 5) Introduce us to additional HIGH-QUALITY business partners
- 6) Be partners for marketing initiatives
- 7) Help us to producing events or publications
- 8) Share our Trusted Partners Resource Guide with your list
- 9) Provide us feedback to help up improve our offerings
- 10) Connect us with potential business/community partners
- 11) Like us on the Social Media

Our Community Building Events – These are great client appreciation events that, as an **EBN Member**, you can use to build relationship with YOUR clients and prospect. You will be invited and be able to invite your clients to these quarterly events:

1) Charity Poker Tournament	3) Client Appreciation BBQ
2) Movie Nights	4) Christmas Tree Giveaway

We are confident that you'll be get a value when you participate with the **Extraordinary Business Network** and when you do, I would appreciate if you keep our real estate sales network top of mind for when you, a family member, co-worker, or friend are in the market to buy a home, sell a home, or invest in real estate. When you refer our real estate services, I promise to 1) Update you throughout the process, 2) Treat your referral like gold, and 3) Most importantly, make you look good.

## Dan's "Favorite Strategies" List – What I'm working On This Year

Frazier is preparing a wagonload of resources and opportunities to help you serve more customers, grow your business, and increase your success but I wanted to share with you my HOT LIST of strategies that I personally am excited about for our business. Feel free to ask me about any or all of these and hopefully we'll be reporting great successes to you as well.

- 1) **Webinars** – We've just launched a series of webinars and I love what I've seen so far. Once we get our formula down, I'm asking Frazier to help our members get into the Webinar business themselves.
- 2) **Trusted Partners Guide** – We are working with our members to create Trusted Partners Guides in each of our communities so that we can better serve our customers.
- 3) **Community Value Card** – This is a project I've been thinking about for a long time – creating a discount card that our local businesses could contribute bonuses/discounts to and we can all share with our customers.
- 4) **The Community Lunch** – I'm very excited about our community lunch schedule and I think it's going to be great for our community as well as a solid rock that we can count on and invite people to.
- 5) **Video/Email Series** – We have an email series called **30 for 30** where I recorded some mind-set videos for business owners. Once you create something like that, it can be "set it and forget it" but if you track the numbers – visits, opt ins, views – and then build your marketing around it, it can be fun to be impacting people...without having to invest time.
- 6) **BAIT** – (See #5 above) - whether it's a webinar or a video or email series or the Trusted Partners Guide, it is so great to have something that you can put in front of people and have them say, "Yes, I want that" and give you their contact information so that you can start building a relationship.
- 7) **Content Sharing Network** – I love creating content but both I and my mailing list sometime need a break! I'm looking forward to sharing good solid high value content with my partners and using their content to help flesh out our newsletter, our social media, and our web site with high value, customer serving content.
- 8) **The Customer Success Book** – This is a new project for me. We collect testimonials and success stories but this year I want to have my clients co-write a book for/with me, where we share lessons learned and ideas/strategies in specific topic areas.

- 9) **Know Your Numbers and Tracking** – This is something I’m very passionate about – knowing my numbers. My cost per Impression/view, cost per lead, cost per “sale”. I like knowing which of my lead generating channels produces what types of results and which have the highest conversion rates...so that I can tinker and improve. Knowledge really is power in this area and if you aren’t tracking and watching your numbers, you’re just guessing.
- 10) **Shock and Awe** – I was introduced to the “Shock and Awe” concept by marketing guru Dan Kennedy and Frazier reinforced it years ago and we “sort of” do it in Greetings Virginia but this is another area that I’m excited about improving in 2018.
- 11) **Niche** – When I started 10 years ago, I stumbled into a specific niche – short sales – which has allowed my business to soar and has allowed me to connect with lots of agents, sellers, and buyers that I’ve been able to help (and continue to be able to help). One of the first things that I talk to our member businesses about is finding that niche – buyer type, transaction stage, geography, technology used – that can make you a star in a “competition free” zone.
- 12) **Time Management and Priorities** – This is my forte for sure. My team is fanatical about staying on task, dedicating focused time for lead generation every day. I am constantly inspecting our systems to find efficiencies and improvements. If I can look at how you’re spending your minutes, I can tell you what results you are getting. And if we change how and where you’re spending those minutes, we can change those results.
- 13) **Big Vision** – This is one of my favorite “strategies” (check out my interview with Frazier on the web site). You need to have a big enough vision for your business that it does THREE things – (1) attracts YOUR energy and passion, (2) Attracts people – employees, partners - who bring their energy and passion, and (3) Keeps those people as part of your organization (meaning that the vision is big enough that they don’t have to leave to grow or achieve their goals). This is a place where I love talking with (and challenging) our member businesses. Let’s talk about enlarging your vision!

## Positioning

Would you rather be the PURSUED or the PURSUER?

Would you rather be a “salesman” peddling his/her wares or a COMMUNITY HERO adding value to clients and the community?

Our job is to help you POSITION yourself so that ALL your marketing efforts are more productive, more effective and more MAGNETIC.

These are the terms that we want applied to you:

1) Authority – Expert	4) Community Hero
2) Celebrity	5) Influencer
3) Specialist	6) Doer

And we’re going to make that happen almost instantaneously when you join the Extraordinary Business Network.

You will be featured and promoted as a community expert. You will be the reason that your community now has:

- 1) **EBN Value Card** – a local business discount card that adds value for local businesses and neighbors, while letting local organizations and clubs effortlessly raise funds!
- 2) **Community Lunch** – where community influencers and local businesses can connect to serve and strengthen the community
- 3) **Community “Who’s Who” Directory** – help neighbors connect with the important community and business leaders in your community (SPOILER ALERT: You’re in it by all you’re doing and making possible!)
- 4) **Community Resource Guide** – a great resource for neighbors, old and new, spotlighting stores, parks, landmarks, and “insider information” by neighbors, for neighbors. Including our Extraordinary Business Member sponsors!
- 5) **Assorted Other Community Building Activities and Events**

All because of you. All connected to you. All leading back to YOU.

And once we go through the LIST BUILDING and LIST FARMING units of our coaching series, you’ll be in an amazing position to start seeing how that PROMINENCE is going to lead directly to new leads, shorter conversion cycles, and more customer and business referrals.

## Promotion

Our network is in the business of SHARING THEIR GIFTS to help solve problems and improve lives in their community.

Whatever your role in helping people – you play an important part in making people’s lives better and we want MORE of your neighbors to learn about and connect with you.

You have specific gifts – knowledge, experience – that when you share them more widely will lead to attracting more prospects and building greater credibility and trust...before people even meet you.

We work with you to share your gifts through articles, videos, speaking engagements, and webinars.

And we share your gifts in the community through our Community Resource Guide, Community Newsletter, and web site.

And we also share the gifts that you’ve made possible – the newsletter, the community value card, the resource guide – with neighbors, other small businesses, and community influencers in your community.

### Your Business Profile – to add to site

1. Name
2. Business Name
3. Business Type
4. Web Site
5. Social Media Links
6. Photo Link
7. Paragraph Introduction
8. Introduction Video (we can do this at the Orientation)
9. Community Connections:
  - a. Neighborhoods
  - b. Churches
  - c. Schools
10. Smack Opportunities – Review list in the CONNECT section to identify which you’d like to attract

## Connecting

How we want to guide you to do this

### Your Network – Team 100

One of our favorite strategies is the Network Builder – where you build your OWN “You Centric” business network and feed THEM with business development content and ideas (ask us how)

Type	Name	Contact
1. Realtor	Dan Rochon Greetings Virginia	Dan Rochon – 703-562-1788 Dan@GreetingsVirginia.com
2. Pizzeria		
3. Local Gym		
4. Personal Trainer		
5. Auto Mechanic		
6. Retail Store		
7. Merchandising Business		
8. Service Business		
9. Hair Stylist		
10. Doctor		
11. Car Rental		
12. Piano Lessons		
13. Academic Tutoring		
14. Clothing Consultant		
15. Martial Arts		
16. Travel and Leisure		
17. Healthcare		

18. Furnishings		
19. Legal		
20. Media		
21. Construction		
22. Public Sector		
23. Spiritual (Religious) Resource		
24. Community Leader		
25.		
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38.		

## Network Builder Diagnostic



How many people in your network have:	
1. Referred customers to you in the past 12 months?	
2. Shared your content with their lists?	
3. Given you content to share?	
4. Cooperated on a marketing initiative?	

Give/Gain	Able to give to partners	Love to get from partners		Able to give to partners	Love to get from partners
Customer/Client Referrals			Introductions to Add'l Business Partners		
Access to Speaking opportunities			Partners for Marketing Initiatives		
Content (Articles, Videos, Resources) to share			Help Producing Events or Publications		
Bonuses/Discounts to offer customers			Share Trusted Partners Resource Guide		
Invitation to Network/Promo Events			Access to Coaching, Biz Development Resources & Opportunities		
More Eyeballs for Content					

Who would be the FIRST 3 members of your explicitly defined team? \_\_\_\_\_

Who would like to "draft" onto your team? \_\_\_\_\_

Listing Agent	Branding Specialist	SAT Prep	Foreign Language Tutor	Wellness Products	Realtor Recruiter
Buying Agent	SEO Expert	Landscaping	Videographer	Wellness Coach	Family Practice Doctor
Massage Therapist	Settlement Attorney	Flooring	Handyman	Architect	Credit Card Payment
Nutritionist	Home Inspector	Carpeting	Child Care	Seamstress	HR Benefits
Property Casualty Insurance	Appraiser	Electrician	Caricaturist	Personal Shopper	Managed Services
Piano Teacher	Mortgage Lender	Hot Tub Sales	Writing Tutor	Online Sales	Fundraising Consultant
Divorce Attorney	Interior Designer	Driving Instructor	Personal Chef	Furniture Refurbisher	Auto Mechanic
Bankruptcy Attorney	Property Management	Travel Agent	Caterer	Crafts	Party Entertainment
Commercial Cleaner	Windows	Cruise Specialist	Hotel Room Sales	Commercial Realtor	Magician
Residential Cleaner	New Home Builder	Lawn Care	Web Development	Venture Capital	New Car Sales
Business Coach	IT Support	Cosmetics	Marketing Consultant	Business Lender	Used Car Sales
Business Banker	Wedding Planner	Business Broker	Start Up Consultant	Cigar Sales	Printer
Insurance Agent	Orthodontist	Franchise Specialist	Personal Defense Consultant	Bookkeeping	Signs
Financial Advisor	Family Dentist	Martial Arts School	Photographer	CPA/Accountant	Estate Planner
Carpenter	Chiropractor	Speech Therapist	Clothing Specialist	Tax Attorney	Yard/Estate Sales
Plumber	Lasik	Occupational Therapist	Business Staffing	Intellectual Property Attorney	Disaster Restoration
Painter	Health Insurance	Personal Trainer	Virtual Assistant	Immigration Attorney	College Admissions Prep
Promotional Advertising	Music Teacher	Athletic Trainer (Student)	Personal Organizer	Long Term Care	Managing Broker
Graphic Design	Math Tutor		Advertising Sales	Rental Agent	

### SMACK (Strategic Marketing Alliances Create and Kickoff) Ideas

One of the important CONNECTING exercises that we want to facilitate is connecting you with other forward-thinking, creative small business owners so that you can take advantage of SMACK Opportunities. You are all in the business of solving problems and improving lives and all too often you are unnecessarily COMPETING for the eyeballs and the attention of the SAME PEOPLE...even though you're not actually competitors.

How could you work together with other people who are working with or looking for the same customers to maximize your impact by:

- 1) Co-producing events
- 2) Sharing articles
- 3) Getting or giving an endorsement/testimonial
- 4) Co-sponsoring customer appreciation events
- 5) Connecting to create publicity worthy events
- 6) Introducing them to your list and vice versa
- 7) Providing article content for them to use in their customer communication
- 8) Offering discounts/coupons that they can offer to customers/prospects
- 9) Co-authoring a book together
- 10) Sharing testimonials,
- 11) Interviewing each other for podcasts/video
- 12) Co-producing a show
- 13) Co-creating compelling (and viral) video content
- 14) Creating a local business display at your place of business
- 15) Formalizing preferred business provider relationship
- 16) Co-hosting a business event for your business networks
- 17) Adding the person to your business referral network

Those are just a few of the SMACK opportunities that you can make happen when you connect with BIG entrepreneurs.

## Community Builder

Which of the following would it be valuable for you to connect with?

Community Contact	Have a Contact	Would Like to Be Liaison
1. Hospitals		
2. Doctors		
3. Dentists		
4. Restaurants		
5. Library Managers		
6. High School		
7. Middle School		
8. Elementary School		
9. PTA		
10. Coaches		
11. Sports Leagues		
12. Civic Association		
13. HOA		
14. Hotels		
15. Apartment Complexes		
16. Elected Officials		
17. Fraternal Organizations		
18. Churches		
19. Gyms		
20. Personal Trainers		
21. Realtors		
22. Home Services		
23. Chiropractors		
24. Dentists		
25. Attorneys		
26. Accountants		
27. Associations		
28. Chain Store Managers		
29. Business Organizations		
30. Commercial Agent/Landlord		
31. Gift Stores		
32. Mom & Pop Store		

## Coaching around Implementing your 7 Breakthrough Business Strategies

This is where the fun happens. We're doing a lot to POSITION, PROMOTE, and CONNECT you for greater business success but what sort of magic would happen if we focused on the different elements of your business and made EACH OF THEM more effective and successful.

1. Fully leveraging your participation in the network.
2. Lead generation.
3. Customer conversion.
4. Attracting repeat business, referrals, and testimonials.
5. High leverage content sharing.
6. Geographic and Niche Farming.
7. Weaponize your business network.

Why shouldn't you have a high performing, highly leverage, highly profitable, high freedom business after all? You're extraordinary!

### Business Diagnostic

Our first step – like any good doctor visit – is to find out where you stand, where your strengths (and opportunities for improvement are).

You'll complete an online, interactive business diagnostic and get a customized Action Plan for what the "low hanging fruit" are in your business. That way you'll be clear, we'll be clear, and we can encourage, support, and connect you in a way that's appropriate for you.

Want to start thinking about the questions that I'm going to ask you?

Here's a streamlined version: (It's more fun when I am stepping you through each question with specific options – just saying)

### Breakthrough Diagnostic Questions:

1. What are the chief challenges in your business?
2. What are breakthrough opportunities?
  - a. Increase prices
  - b. More leads
  - c. Improve conversion
  - d. Outsource operations
  - e. Partners
3. How do you currently generate leads?
4. What would you like to be doing more of in your day to day business operations? What would you like to be doing LESS of?
5. How (and how often) do you communicate with your customer list? Do you consistently attract repeat business, referrals, and testimonials?
6. How "weaponized" is your business network?

7. What influencers or strategic partners could help transform your business?
8. What other businesses work with your customers before, during or after you do?
9. What is your current process for converting a prospect into a customer? Do you implement any of these “blade sharpeners” in your business?
10. Which of the following BREAKTHROUGH BUSINESS PACKAGES look appealing to you?
  - a. Video Builder
  - b. Celebrity Builder
  - c. BAIT Builder
  - d. Content Builder
  - e. Product Builder
  - f. Freedom Builder
  - g. Conversion Builder
  - h. List Builder
  - i. Network Builder

Which of the following do you use in your marketing/business?

Element	Use It	Want to Use It	Want Help Using It
1. Book			
2. Webinar			
3. Video			
4. Email Series			
5. E-Book			
6. “in person” speaking engagements			
7. Client Handbook			
8. Onboarding series			
9. Testimonials/Success Stories			
10. Credibility Enhancers			

## EBN Coaching

### 7 Unit Business Accelerator Coaching Series

Once we have the answers from your interactive online business diagnostic, we plug you into the appropriate section of our **Extraordinary Business Acceleration** series. These courses are delivered online, on your schedule and each come with an introductory diagnostic and specific assignments that you can utilize IN YOUR BUSINESS to start producing results immediately. This is not ANOTHER THING to do – it’s not a DISTRACTION from your business; it’s an ACCELERATOR for your business.

#### Unit 1 - “EBN Mastery”

**THE PROMISE:** TAKE ADVANTAGE OF THE POSITIONING, PROMOTION, AND CONNECTING THAT COMES WITH EBN MEMBERSHIP

**Week #1** – Using the Lunches to Position Yourself as a Community Influencer

**Week #2** – How to Community Value Card can help you blow up your business

**Week #3** – Congrats! You’re in the Community “Who’s Who” – WHO Can you nominate and connect with

**Week #4** – Be a Community Hero by sharing GIFTS and OPPORTUNITIES: An overview of the GIFTS that you have available to you to connect with ANYONE, ANYWHERE as a “Welcome Guest”

#### Unit 2 - “Grow Your List”

**THE PROMISE:** GENERATE MORE LEADS AND SALES

**Week #1** – Creating the Right BAIT for your Target Market

**Week #2** – Sharing your BAIT through Social Media – A start up and ongoing schedule

**Week #3** – Speak and Grow Rich – Using Speaking Engagements to Share Your BAIT and grow your list

**Week #4** – Sharing Your BAIT through your Business Network

### Unit 3 - "Farm Your List"

**THE PROMISE:** ATTRACT BUSINESS, TESTIMONIALS AND NEW & REPEAT BUSINESS FROM YOUR LIST

**Week #1** – "But what do I say?" – Strategies and schedules for communicating with your list without creating LIST (or "You") FATIGUE

**Week #2** – Technologies to help you connect with your list

**Week #3** – Make It a Game – Metrics for Tracking List Communication Success

**Week #4** – Gift Sharing (Farm Your List) Edition – How to use your EBN Gifts to Attract Repeat Business, Testimonial, and Referrals

### Unit 4 - "Weaponize Your Network"

**THE PROMISE:** CREATE CONTENT TO ATTRACT LEADS, INCREASE CREDIBILITY AND MAKE SALES

**Week #1** – Understanding the Value of a Network Team Member and Your 7 Day Plan for Definitely Activating Your Current Business Network

**Week #2** – How to Grow Your Network Organically (but Effectively)

**Week #3** – The Team 100 Approach to Supercharging Your Network Growth

**Week #4** – The Ongoing Care, Feeding, and Monitoring Of Your Network

### Unit 5 - "Get Farm Famous"

**THE PROMISE:** FARM YOUR GEOGRAPHIC AND NICHE MARKET MORE EFFECTIVELY

**Week #1** – 15 Strategies to Become "Farm Famous" in your Geographic Farm

**Week #2** – The Value of Nicheing and How to Niche

**Week #3** – 15 Strategies to Become "Farm Famous" in your Geographic Farm

**Week #4** – Strategies and Schedules for Ongoing "Gift Sharing" with your Farm(s)

## Unit 6 - "Sharpen Your Blades"

**THE PROMISE:** SHORTEN YOUR CONVERSION CYCLE

**Week #1** – "Shock and Awe" to Optimize Your Conversion Process

**Week #2** – Adding "Credibility Enhancers" and "Desire Accelerators" to Your Conversion Process

**Week #3** – Make it a Game: Adding Metrics to Track Your Conversion Success

**Week #4** – Creating Emotional Sales Copy to Support Your Conversion Process

## Bonus Unit - "Webinar Builder"

**THE PROMISE:** CREATE CONTENT TO ATTRACT LEADS, INCREASE CREDIBILITY AND MAKE SALES

**Week #1** – What is RIGHT for you? Video, Webinar, Both

**Week #2** – Designing Your First Webinar

**Week #3** – Webinar Design Check In and Feedback

**Week #4** – Strategies for Sharing – with your list, in your farm, with your business network, with social media – and beyond

## Extraordinary Business Network Membership Costs

### EBN Value Card

As previously mentioned, there is no cost for a business owner to participate as a vendor for the **EBN Value Card**. We are selective regarding who participates in offering value to consumers through the program. We favor businesses that promote the program and hand out the **EBN Value card** to their clients.

### EBN Coaching

So, we've gone over what the EBN is, how the POSITIONING, PROMOTION, and CONNECTING is going to help you achieve extraordinary results in your community and business and how we're going to COACH you around both taking advantage of the network features AND implementing the breakthrough business strategies in your business.

Well, you've heard the expression, **"There's no such thing as a free lunch."** That's certainly true but I'm here to tell you that I want you to pay for THIS LUNCH through you building your business rather than just giving me money. *(See below for how to get your membership for FREE!)*

To apply for **EBN Coaching**, we ask that you put down a deposit of \$250.00 for 3-month trial coaching membership (See below for ways to make that deposit completely refundable!) At the end of the first 3 months, we'll decide whether this is a good fit. If we mutually decide to continue - meaning we BOTH see the value of continuing, you can continue for \$50.00 per month.

### Get EBN Coaching for FREE!

**But there is a way to be a member of the Extraordinary Business Network and to get your Monthly Membership For FREE!** Simply do the following:

1. **New Business** - If our relationship with you leads to opportunities with the Greetings Virginia Sales Network, Dan would be delighted to provide you with several complimentary months!
2. **New Contacts** - If you introduce us to a new member, you'll get one month for free.
3. **Promote Our Content** – We regularly produce valuable content such as webinars, e-books, seminars and more. Share our content with your list and you will get comped a month of coaching.

### If you like this plan, once you apply here's what will happen...

- You're going to complete an online diagnostic interview to make sure that this is right for you and that you're a good fit for us.
- You're going to attend one of lunches.
- You will complete a short application process.

### What happens after you join the Network?

1. Activated on our EBN Directory
2. Announced to the Extraordinary Business Network
3. Added to EBN Daily Meet emails
4. Added to our Community Networking Directory
5. Added to Community “Trusted Partners” Guide \*\*
6. Allowed access to EBN Business Accelerator Training Series
7. Invited to attend our monthly Extraordinary Business Network Orientation where you will:
  1. Meet other members – old and new
  2. Complete short video introduction
  3. Learn about all the ways we can help you grow your business
  4. Learn about working with Greetings Virginia
  5. Get Greetings Virginia EBN “Class” Photo

### What ELSE could you do?

1. Share a bonus for the Community List Builder Sweepstakes in your community
2. Share content for others to share
3. Like us on Social Media (and we’ll respond in kind)

### Resources for you to use

Once you’re clear on what you need/want, we’re going to OVERLOAD you with resources:

1. Visit the next orientation to meet the members and complete an “Introduction”/” Elevator Pitch” Video
2. Submit Articles to the Content Share Section of the web site.
3. Register to Attend Events
4. Complete your business profile so that you’ll show up in the right places
5. Business Accelerator Training Section
6. Sign up for the Community Lunch

**We want to make it easy for you to say “YES!”**. (In fact, we want to make it easier to say “YES” than it is to say “NO” (that’s called “Risk Reversal”) and it’s just one of the many breakthrough business strategies we work with our members that you should implement in YOUR business)

### Our 3 part “You’ll be Delighted and Amazed” Guarantee:

1. **Guarantee #1** - If any time during the first 3 months, you’re not delighted and amazed with what you’re getting from the EBN, we’ll cancel and give you a prompt cheerful refund.
2. **Guarantee #2** - If either of us decide NOT to move forward with the permanent membership after the initial 3 months, we’ll cancel your membership and refund your startup fee.
3. **Guarantee #3** - If you decide to continue with the monthly membership after the initial three months and, AT ANY TIME, you aren’t delighted and amazed, let us know and we’ll not only cancel your subscription, but we’ll ALSO REFUND THE PREVIOUS MONTH’S Payment.

## Frequently Asked Questions

1. **How do I include my business as a vendor with the EBN Value Card?**  
Visit [www.ExtraordinaryBusinessNetwork.com/ApplyToJoin](http://www.ExtraordinaryBusinessNetwork.com/ApplyToJoin) and submit your application.
2. **How do I sign up for coaching?**  
Contact Frazier – either by email at [Frazier@SmallBusinessNoVA.com](mailto:Frazier@SmallBusinessNoVA.com) or online at [www.ExtraordinaryBusinessNetwork.com](http://www.ExtraordinaryBusinessNetwork.com) – to indicate your interest. That will start our 7-day pre-exploratory period. You will get a copy of the intake questionnaire and we ask that you complete it online.
3. **What if I want to cancel coaching?**  
Just email Frazier with your inclination to cancel. If you're in your first 3 months, your trial coaching membership will be canceled, and your payment will be refunded (you will be asked to return any materials provided.)
4. **I hate signing up for monthly subscriptions. Do I have to get the coaching?**  
I'm with you. (Frazier is still paying \$100's per month in subscriptions that he's just too lazy to cancel). That's why there is NO ONGOING SUBSCRIPTION until you've completed your 3-month trial and we've BOTH decided that this is a mutually beneficial arrangement that we want to set up on going.
5. **Why are you doing this?**  
See Dan's welcome letter.
6. **What if I don't refer business?**  
There are many ways that you can contribute to Greetings Virginia beyond strict "Here's a buyer or seller" referrals. In addition to referring buyer and seller prospects, you can:
  - a. Like and promote Greetings Virginia on social media.
  - b. Share valuable Greetings Virginia content about buying, selling, improving, real estate investing, design ideas and marketing trends.
  - c. Invite people to our community building events.
  - d. Massively succeed in your business.
7. **I already have a relationship with another agent.**  
Fantastic! We respect your relationship and know that there are many ways to help each other. A way that you could reciprocate is to encourage your agent friend to visit our real estate coaching website ([www.RockStarRealEstateCoaching.com](http://www.RockStarRealEstateCoaching.com))
8. **I need to maintain relationships with lots of agents.**  
Event better! (See #7 above)
9. **What if I'm a B2B Business?**  
Awesome. We work with a select group of B2B businesses – our Small Business SWAT Team – to coach and support our member businesses. Email Frazier ([Frazier@SmallBusinessNoVA.com](mailto:Frazier@SmallBusinessNoVA.com)) or visit <http://www.SmallBusinessNoVA.com/SWAT> to learn more about how to get introduced to 100s of NoVA Small Businesses.

So that's it. You know everything we know.

If you'd like to take the next steps in your Extraordinary Business journey, you can visit <http://www.ExtraordinaryBusinessNetwork.com> and click "For Business Owners". You can even participate in our online webinar where Frazier guides you – in excruciating detail – through the elements of the Network.

And feel free to check out our schedule of upcoming Community Lunches where you can meet our members (along with loads of local businesses and community influencers). We're looking forward to helping you grow your business and better serve your neighbors and community!

Dan and Frazier

