

3d Internet Marketing Action Plan

iMAP #2

How To Create Your Own Digital Product In 24 Hours



3d Consulting Services

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Magnify Your Mission : Multiply Your Reach

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3d iMAP Series

(Internet Marketing Action Planners)

How To Create Your Own Digital Product In 24 Hours

Action Planner



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

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Introduction

Creating a profitable product doesn't need to take long. Even if you don't have a lick of experience, you only need to do about 24 hours' worth of work to go from brainstorming an idea to a slide-share video and manuscript. And as you gain experience, you'll be able to step through this process even faster!

Let me make a quick note here: when I say 24 hours, I don't mean 24 hours from now. I expect you'll break up your actual working hours over at least two or three days or so.

So what should you do during each of those 24 hours?

The answer to that lies inside this report. Over the next several pages you'll get an exact step-by-step plan that will walk you through each task you need to do to go from product idea to product completion.

So without further ado, here's your 24 hour product-creation planner, where you'll find out how to create a product that includes a slide-show video and report. Take a look...

Step 1: Determine the Topic Of Your Product

The best way to pick a topic is to find out what's already selling in your niche and/or what sorts of topics are popular. Then you can create something similar (yet better).

Here's how to find out what's popular:

- Check popular marketplaces such as JVZoo.com, Clickbank.com and Amazon.com. Just search for your niche keywords (such as "organic gardening") and take note of the top sellers.

TIP: If there is a lot of competition for a particular type of a product, that's another sign that it's an in-demand topic.

- Search for your keywords in Google. Then check out what the top sites in your niche are selling.
- Browse blogs, forums and social media groups in your niche. See which topics keep coming up again and again. Also take note of which topics tend to get a lot of views and responses.
- Use a keyword tool such as MarketSamurai.com. Enter your broad keywords, and then scan the results to find out what people in your niche are looking for.

- Ask your market. Do a simple survey to learn more about your market's problems and what sorts of solutions they want.
- Check large publications. Go to your local newsstand and see what the top magazines are putting on their covers. The reason for doing this is because large publications have large research budgets that help them determine which cover articles will generate the most sales at the newsstand. So if a particular topic is on the cover of a well-established magazine, that's a sign that the topic is popular.
- See if the topic is trending. Go to Google Trends, enter in your broad keywords, and take note of the popularity of the topic over time. What you're looking for is a topic that has increasing popularity over time, or at least stable popularity. Avoid topics that are on a downward trend.
- Follow the money. Finally, another good step to complete when you're doing market research is to find out what types of products marketers are paying money to advertise. This means checking Google's sponsored ads, checking Facebook ads, and even checking the paid banner ads on big sites in your niche. If marketers pay to advertise a particular product over time, that's a good sign that there is demand for that product.

If you go through all these steps, then you'll have a good idea of exactly what's popular and what's selling. This is the type of product you'll want to create too.

TIP: The key to read the top sellers and determine their strengths and weaknesses. Your product should retain those strengths while improving on the weaknesses.

For example, if the strength of a dog training guide is that it shows example schedules for taking a puppy outside, then you should include example schedules in your product too.

If a weakness of a bestselling guide is that it doesn't explain the right way to choose a training crate, then your product will improve on this by offering these instructions as well as product recommendations.

Next up...

Step 2: Choose A Title For Your Product

Some people are going to decide whether to purchase your product just based on the strength of your title. That's why we're devoting a full hour to brainstorming the

perfect title and subtitle.

Keep these tips in mind:

- Provide a benefit. The title and/or subtitle should let prospective buyers know the benefit of your product. Consider this classic book as an example: “How to Win Friends And Influence People.” There are two benefits right in the title.
- Arouse curiosity if possible. A good way to do that is to use a word like “secrets” (e.g., “The Secrets of Getting All the Traffic You Want”).
- Use trigger words. These include words such as: you, how to, secrets, revealed, discover, amazing, revolutionary.
- Consider combining words to create a new word. This is one of my favorite ways to create a title such as “Earncome” (which is a combination of “earn” and “income”).

Now let me share with you a few templates you can use to start brainstorming your own titles and subtitles:

- How To [Get Some Benefit]. E.G., “How to Lose 10 Pounds Without Exercising”
- The Secrets of [Getting Some Benefit]. E.G., “The Secrets of Retiring With a Million Dollars In The Bank”
- The Cold, Hard Truth About [Some Topic]. E.G., “The Cold Hard Truth About Social Media Marketing”
- What Your [Person] Doesn’t Want You To Know About [Some Topic]. E.G., “what Your Beautician Doesn’t Want You To Know About Hair Extensions.”
- What Every [Type of Person] Ought to Know About [Some Topic]. E.G., “What Every Bodybuilder Ought to Know About Getting Big Quads.”
- The Quick and Easy Way to [Get Some Benefit]. E.G., “The Quick and Easy Way to Get Rid of Aphids”

Those templates will give you a good start. Now spend the next hour brainstorming your own title. You may want to go to Amazon and browse bestsellers in your niche for inspiration.

Next up...

Step 3: Register The Matching Domain Name and Secure Hosting

Your next step is to go to a trusted domain registrar such as NameCheap.com to register your domain. Here are three tips:

- Buy a .com. Most people still think of domain names as .com names, so don't bother with .info, .biz or similar names.
- Get three extensions. You might consider purchasing the three most popular extensions for your name, which includes .com, .net and .org. That way, your shady competitors won't set up shop under a legit extension (.net or .org) and pretend to be associated with you.
- Make it short and memorable. The domain name Earncome.com is a good example of a short, memorable and highly brandable name.

Finally, you'll need webhosting through a company such as HostGator.com (or your favorite host). Be sure to change the DNS (domain name servers) in your domain name dashboard so that your domain points to your location at your new host.

TIP: If you don't know how to set up your hosting and change your DNS, check the documentation provided by your web host and your domain registrar. Most large and reputable hosts provide extensive documentation, as well as videos that walk you through these sorts of tasks.

Next up...

Step 4: Research Ideas To Include In Your Product

Now it's time to figure out what all topics your product is going to include. Here's how to kick off this research:

- Check the table of contents (TOC) of popular products. You're not going to copy these products, but you do want to check the TOC to see what all topics they include. These are potential topics to include in your product too.
- Return to the blogs, forums and Facebook groups. Check what all sorts of information people offer when they answer a related question. Also, take note of what people are repeatedly asking about in relation to your topic, as that will tell you it may be something worth including in your product.

For example, maybe you're writing a report about bodybuilding nutrition.

And perhaps you see repeated questions about exactly how many calories someone should eat. You'll want to include a formula that people can use to determine the answer for their weight, height and activity.

- Ask your market. Find out what other products are lacking and what topics they really want to know about.
- Check product reviews. This will also tell you what your prospects feel is lacking in the current solutions out on the market.
- Check your own posts for popular topics. If you have a blog and/or social media account, then browse through the archived content to find out what's popular. Here's how to determine this:
 - ✓ Check for high-traffic posts. You'll want to check your traffic logs to see which blog posts tend to attract a lot of people.
 - ✓ Look for a high amount of interaction. These are posts that get a lot of likes, comments and shares.

So once again, the idea here is to be sure your product is better than the current solutions on the market by improving on their weaknesses.

NOTE: If you need to research information about your topic, be sure that you're only going to reputable sources. Reputable sources include scholarly papers (check Google Scholar), established news sites (like the BBC), university sites (as long as the information is coming from the departments and not random students), and other authority/expert sites.

Next...

Step 5: Brainstorm Other Ideas For Possible Inclusion

Your hour of research should have given you a really good idea of what all to include in your product. Now it's time for you to sit down and brainstorm other ideas for possible inclusion.

Ask yourself these questions:

- Is there an easier way to get good results?
- Is there a faster way to get good results?
- What sorts of twists can you offer on the old standby methods in your niche?

- What sorts of examples can you include to make the concepts easier to understand?
- What additional tips can you offer to make it easier for your customers to achieve their goals?
- Can you offer any additional materials such as a checklist or worksheet?
- What types of graphics can you include in your report? This includes charts, tables, infographics, mind maps, photographs, screenshots and similar items.

Now let's take all this information and arrange it...

Step 6: Arrange Your Ideas Into a Workable Outline

Your outline will include an introduction, a conclusion, and then the body of your report. There are two ways to arrange your outline:

First method: Sequentially. This is chronological, "step by step" order. This is the preferred method for a "how to" report. Your outline will look something like this:

- A. Introduction
- B. Step 1
 - i. -How to do Step 1
 - ii. -Tips and examples
- C. Step 2
 - i. -How to do Step 2
 - ii. -Tips and examples
- D. Step 3
 - i. -How to do Step 3
 - ii. -Tips and examples
- E. Conclusion

Second method: Systematically. This is where you group topics together by some other logical relationship. For example, you may arrange your topics in order from beginner to intermediate to expert level. Be sure to include plenty of tips and examples for each topic.

For example:

- A. Introduction
- B. Beginner Topic
 - i. Explanation of topic.
 - ii. Examples.
 - iii. Tips.
- C. Intermediate Topic
 - i. Explanation of topic.
 - ii. Examples.
 - iii. Tips.
- D. Advanced Topic
 - i. Explanation of topic.
 - ii. Examples.
 - iii. Tips.
- E. Conclusion

In order to prepare for the next step, you'll also want to write down an estimate of approximately how many pages you'd like to write for each section. You won't necessarily split up each topic into an equal number of pages. Give the most important or complex topics more pages to fully explain them.

TIP: Aim for about 12 pages total, which will produce a 45-60 minute video.

Next...

Step 7: Decide Upon A Goal Number Of Pages To Write And Divide Into Three Assignments

What you're going to do is work for nine hours, which will be divided into three assignments. Your goal is write about 12 pages. That means you'll need to write four pages for each writing session (which is a very modest goal).

TIP: If you have graphics to create, you can split the time for creating these graphics among your writing assignment blocks as well as in Hour 22 where you'll be inserting these graphics.

If you need stock photos or graphics, check out a stock photo site like www.DepositPhotos.com.

If you can't create these graphics yourself, then use your time to find and hire a freelancer instead. If you need simple graphic, you may even find someone suitable on a site like www.fiverr.com to do it. Otherwise, try www.upwork.com or www.elance.com.

Next up...

Step 8: Complete Your 3 Writing Assignments

Hours 8-11: Complete Writing Assignment #1,

Hours 12-15: Complete Writing Assignment #2,

Hours 16-19: Complete Writing Assignment #3

Now it's time to get down to the business of writing. If you created a detailed outline, then this is just a matter of working your way through your outline.

Here are tips to boost your productivity and come out with a better end product:

- Get rid of distractions. Shut off the phone, shut off the TV, close unnecessary browser windows, and ask your family or house mates not to disturb you.

TIP: There are productivity apps available that make it harder for you to get distracted by sites such as social media. For example, these apps can "lock" you out of Facebook, YouTube and other sites so that you're 100% focused on your writing. One specific example is the Write Room, which you can find here: www.hogbaysoftware.com/products/writeroom.

- Do writing sprints. Some people find it easier to write if they set a timer for 20 minutes and work as quickly as they can until the timer goes off. Then take a two to five minute break, reset the timer, and do another sprint. You can get a lot done during every three-hour block.
- "Trick" yourself into focusing. Some people do better when they force or trick themselves into better productivity. One example is to unplug your laptop when it only has three hours of battery left, and put the charger in an inconvenient place so you're not tempted to plug back in. Then you'll be forced to finish your writing before the battery runs out.
- Close research windows before writing. It's a good idea to research things, but close those resources before you actually start writing. That way you

don't accidentally make your content sound similar to someone else's content.

TIP: Use at least three or four different reputable resources when you research something. Again, using multiple sources helps ensure your content doesn't sound similar to anyone else's content.

- Don't edit as you write. When you sit down to write, focus on getting all your ideas into the document. Don't go back and change sentence structure. Don't start moving paragraphs around. Don't delete stuff. Don't proof. All of this will slow you down. Instead, write quickly now, because you'll be editing later.
- Consider using a speech-to-text app. If you're a slow typist, then you may want to consider using an app that converts your speech into text. One such example is the popular Dragon Naturally Speaking. You may need to train the app to recognize your speech patterns, and you'll need to review your document later to clean up mistakes and misheard text. Still, many people report being able to finish a document faster by speaking rather than typing.
- Don't make it harder than it is. Some people get in the mindset that they can't do this because they're not a writer. Your audience isn't looking for a video script written by Shakespeare. What they're looking for is GOOD information. If you can provide easy-to-understand solutions, then your audience isn't going to care if your writing isn't poetic.

Once your document is done, then move onto the next step...

Step 9: Prepare Your Product Document

Once you've written the first draft, then you can prepare your document using these three additional steps:

- Pad
- Polish
- Proofread

Take a look...

Pad: Here's where you add additional content to strengthen and improve your product. For example, if you discover that one of your instructions for completing a step isn't detailed enough, then you may add in extra instructions, tips and

examples to make it as useful as possible for your readers.

TIP: It's a good idea to bring some beta users into the process at this point. If you're an expert in your topic, you may inadvertently make "logical leaps" that befuddle a beginner. A good beta user will tell you where you need to add extra instruction to clarify some process.

For example, an expert stick-shift driver may tell a beginning driver to "put the car into gear." The expert may assume that everyone knows you need to push the clutch in first. However, this is NOT obvious to someone who has never driven a car before.

As such, the beginner would be better served by getting complete instructions that include application of the brake and clutch, as well as how to move the stick shift and when to apply the gas.

Polish: This is where you give the document itself a little spit and polish to make it shine. The idea here is to format it so that it's easy to read. Here are specific tips to help you accomplish this task:

- Turn a list in a paragraph into a bulleted list. A bulleted list not only makes the content easier to digest, but it can also pull a skimmer's eyes back into the content. And that's a good thing.
- Use short sentences and paragraphs. No one wants to read a big wall of text. No one wants to read sentences that go on for miles. You can make your content easier to digest simply by using short sentences and paragraphs. Need an example? Just look at this report.
- Avoid "\$100 words." A big, fancy word might impress your old college pals, but it's not going to impress your readers. In fact, big words serve as speed bumps for readers. If a reader needs to figure out what a word means, you've slowed them down... and that's almost never a good thing. So use "everyday language" so that your readers don't need to use a dictionary to use your product.
- Be sure you're offering a light, conversational tone. Not only will this read better for those who choose to read the text product, but it will also flow better when you're doing narration for your slide-presentation video.

TIP: Imagine that you're sharing information with a good friend. This simple step ensures you provide a friendly tone throughout your report and video.

Now, one of the best ways to make your content easy to read (or listen to, in the case of the video) is to make it so engaging that people can't rip their attention away from it. Here are tips for creating this sort of engaging content:

Tip 1: Tell stories.

This is a great way to engage your readers on an emotional level. This is particularly important for when you have a promo at the end of your content. That's because the sales process starts once you push emotional buttons. So if you've already stoked that emotion, you've won half the battle.

The second benefit of telling stories is that it makes your content more memorable, understandable and relatable. That's why Aesop expressed his lessons through stories. That's why the Bible is written as a series of stories and parables.

TIP: Engage your reader's five senses in order to really pull them into your content. Make them feel like they're right there with the main character in your story.

For example, if you're telling a story about a dieter going to the gym, then describe the smell of the locker room and the clanging of the weight equipment.

Next...

Tip 2: Arouse curiosity.

One good way to keep people hooked and reading is to evoke curiosity for what's coming up later in the product.

For example: "In just a few moments you'll discover the amazing secret that Hollywood celebrities use to shed the fat fast. But first, you'll find out if you're making the #1 dieting mistake..."

Tip 3: Use trigger words.

Trigger words are those that almost always capture the reader's attention. If you sprinkle these sorts of words through your content generously, it will be easier to hold attention.

Here are examples of trigger words:

- You
- Amazing
- Scientific
- How to
- Exciting
- Guaranteed

- Proven
- Revealed
- New
- Easily
- Surprising
- Effective
- Secrets
- Discover
- Quickly
- Fast
- Powerful
- Little-known

TIP: The word “you” is one of the most powerful trigger words you can use. That’s why you’ll want to use it generously throughout your content. This helps ensure that your content is about your reader and their problems (versus being about you or someone else).

Tip 4: Think “Edutainment.”

Edutainment is all about being entertaining while educating your readers and viewers. Remember your favourite teacher back in school, the one who told great jokes and stories? That’s the person you want to emulate now. A light conversational tone with a sprinkling of humour usually does the trick.

Tip 5: Insert analogies and metaphors.

Finally, you can make your content more engaging simply by using analogies and metaphors. This can really hook a reader, and it makes the content more memorable.

For example, let’s suppose you’re teaching a dieter how to do high intensity interval training (HIIT). The key to this exercise is to give 100% for short bursts of time. So if the person is running, they run as fast as they can for 20 seconds (just as an example).

Now you might say “run as fast as you can,” but that’s not very engaging or memorable. Instead, you could say, “Run like a knife-wielding serial killer is chasing you through Central Park.”

That creates an image in your customer’s mind. And it makes your instructions more memorable. You can bet the next time they do HIIT they’ll be thinking of running away from a killer!

Next...

Proofread: Finally, give your document one final read to look for typos, factual errors and other problems.

Now, there are three ways to do this...

Method 1: Do it yourself. For best results, set your manuscript aside for a few days. That way you can look at it with fresh eyes.

Method 2: Have someone else look at it. This other person might be a colleague, spouse, family member or friend. They don't necessarily need to be a pro proofreader, but it helps if they have a decent handle on basic grammar rules and spelling.

Why have someone else do it? Because they're more likely to catch errors.

You see, we get too close to our own work to properly proof it. We read it the way we THINK we wrote it, rather than the way it is actually written. So it's very difficult to find errors on our own work.

Method 3: Hire a pro to proof it. If you'd rather skip all the amateur proofing, then you can hire a pro instead. You may check out freelancing sites such as Elance.com and UpWork.com.

TIP: If you decide to go with a pro, then be sure to do your due diligence first. You want to make sure anyone you hire has a long, established history of providing good quality service at a fair price.

Once your document is ready to go, then you're ready for the next step...

Step 10: Package Your Product Document, Part 1 (Contents)

Your report itself is complete, but now you need to add a few pages to the package to complete the product. Here's an example of a way to arrange these pages:

- Title page. Includes your title, subtitle and author name.
- Legal page. This page includes your copyright information, information about piracy, and other legal issues.
- Author page. This is your author bio page, where you insert a few paragraphs about yourself. This bio should relate to your experience with the topic.
- Special offer page. Here's where you can insert a special offer for a related product.
- Product content. Next, you insert your product document.

- Resources page. At the end of the product you may include a list of useful resources. These may include your own products, other people's products (with affiliate links, where applicable), paid resources and free resources/

In the next hour you'll continue with packaging your document. Take a look...

Step 11: Package Your Product Document, Part 2 (Cosmetics)

Now that you've put your product together, let's focus on the cosmetics. This may include:

- Header and footer. This may include information such as the product name, author name and the page number.
- Margins. Generally, an easy-to-read document includes 1" margins on the top, bottom, left and right.
- Fonts. While your document shouldn't look like a circus with a dozen different fonts, you may use two or three different fonts for the headlines, subheadlines and body text.
- Headlines. Insert headlines to break up sections and draw the reader's eyes back into the text. Headlines should be benefit driven, and when possible arouse curiosity. Be sure to put headlines in bold font.

Here are a few examples of curiosity-arousing and/or benefit driven headlines that might break up a weight-loss manuscript:

Example 1: "The curious herb that melts body fat!"

Example 2: "The #1 dieting mistake that actually makes people fatter—are you making it too?"

Example 3: "A little known trick to break out of any plateau..."

- Indentations and boxes. These style elements can be used to separate out important pieces of text.

For example, let's suppose you have a weight-loss product. You might highlight a set of meal plans inside a Johnson Box. Not only does this highlight important material, but it also makes it easy for people to locate that specific information again later.

- Styles. You may use a document template to create a polished look.

TIP: Check your word processor for built-in templates. You might also search Google for additional templates. E.G., "Microsoft Word templates."

- Colors and highlights. Again, you don't want to go overboard with these elements, but you can emphasize certain parts of the text with different colored fonts and highlights.

For example: you might put warnings in red font. Not only does it highlight an important warning, but most people do associate red with "stop" or warnings. That makes it more likely all your readers will notice and read the entire warning.

- Graphics, screenshots and photographs. Use graphics to break up the text and to help illustrate concepts. This also tends to add value to your product.

For example, if you have a weight loss report that talks about how to do certain exercises (such as crunches), you can really add value by including illustrations that show users exactly how to perform the exercises.

Once your document is complete, you have a product ready to go. But let's finish off by creating a slide-share video...

Step 12: Create PowerPoint® To Match Main Points & Record a 60-Minute Screen Capture Video From the Manuscript

You can use PowerPoint® or an alternative to create your slides, such as Prezi or PowToon. Here are tips for helping you create your slides:

- Pull out the main points and put on slides. You don't want text-heavy slides. Instead, just put a couple of the main points you want to cover on each slide.
- Insert graphics. You use illustrations, screenshots, photographs, charts, infographics and other graphics to break up the text and provide interest.
- Be sure it's appealing. This means you add visual interest to each slide (such as a photo), plus you keep the slides moving to hold interest. You can add in extra effects such as fades to make it more visually interesting.

Once your slides are ready, you're ready for the last step and the final hour...

For this step, you'll need a couple tools:

1. A quality mic so you can record narration. There's a good chance you already have a good mic that produces high-quality sound for recordings. If not, check out the Audio Technica line of mics.

2. Screen recording and video editing software. A good option is Camtasia, which you can find at www.techsmith.com.

Now what you'll do is read your manuscript while flipping through your slide show presentation. Here are a few dos and don'ts to make this a good presentation:

- Do some practice runs. You want to be able to give the narration smoothly while flipping through your slides.
- Don't be a monotone. Offer some enthusiasm in your voice. Check the samples on a site like Voices.com to see how the pros do it. (Or hire your own pro through the site.)
- Do edit the video. You don't have to do it 100% perfectly in one long take. You can start and stop your narration and slide show, and then piece the components together later. Just be sure that you have the mic the same distance away and that you talk in the same manner throughout the pieces so that they aren't markedly different.

Now let's wrap things up...

Conclusion

Boom! It only takes 24 hours of work, and at the end you'll have a one-hour video presentation product AND the manuscript. You can sell them together or sell them separately. You can even sell one of them (such as the manuscript) and offer the video product as an order-form upsell. It all depends on your needs.

So now that you know exactly what to do, the next step is to get started. Go back up to "Hour 1" and start working through the steps. Within a few days you too could have your own high-quality product read to sell!

NOTES

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About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

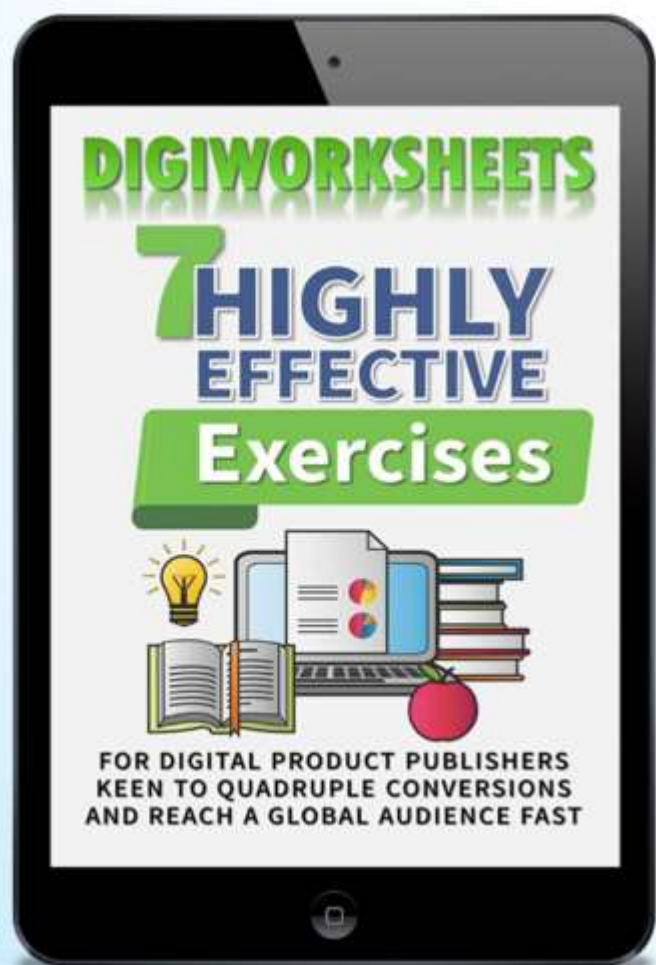
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

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