AVALANCHE

INTERVIEW MANUAL

Contents

1 **Welcome To Business Spotlight** 1

1.1. What is the strategy? 2
1.2. Interviews 2
1.3. What Avalanche will do 3
1.4. Reasons why you won't be successful 4
1.5. LinkedIn 'Best Practices' 4

2 **When a call is booked** 6

2.1. How a call is booked 6
2.2. Your next steps & important communication from you to the prospect 6
2.2.1. Confirmation Email 6
2.2.2. Calendar Confirmations 7
2.2.3. 24 Hour Call 8
2.2.4. No Show Procedure 8

3 **Structuring Your Interview** 9

3.1. Interview Questions 9
3.2. Interview Opening/Closing Script 10
3.3. How to turn any answer into a 20 minute COD/STRAT booking 11
3.4. Confirmations for COD/STRAT or DIAG 12

4 **Judging the Prospects Appetite** 13

4.1. Needing Further Touches 13
4.2. One to Many 13
4.3. 121 Coaching (Expectations) 13
4.4. Membership (Expectations) 14
4.5. Target Conversion Rate - Must Do's 14

5 **Interview Recording** 15

5.1. How to Film & Record Interviews 15
5.2. Email Newsletter 16
5.3. Social Media Posting 17

6 **Reporting** 18

Welcome to Business Spotlight

The interview process is a surefire way to raise hands and generate consistent conversations with your target market.

The 'Business Spotlight' is an offer from a Raise Your Hand Marketing perspective. The platform you choose to distribute your offer is up to you. Avalanche will distribute the offer for you via LinkedIn, Instagram, and some emails. Our clients are often using the 'Business Spotlight' offer on their telemarketing efforts, networking, bold calling and more. We typically see 4-5x the engagement with this offer than traditional coaching offers.

A single account with Avalanche can expect anywhere from 10-15 interviews per month to be scheduled, depending on the package level you have purchased. There will be more prospects added to your campaign dashboard than this each month, which will lead to a growing database and lots of future opportunities for you. Our clients often say that after 6 months of consistent work with Avalanche, they have relationships to build for the next few years.

Brad & the team at ActionCOACH have always said that 2 conversations per working day is an important baseline for your marketing efforts. With 'Business Spotlight' you will be close to 70% of this inside a few months, as our clients on average convert 58% of interviews into further action meetings (COD calls or Strategy Sessions).

Your target below is:

- Interview to Further Action Meeting (COD or Strategy Session) - 58%
- Further Action Meeting (COD or Strategy Session) to DIAG - 50%

This leaves us with a target Interview to DIAG conversion rate at just under 30% which, at any package level, provides a strong client acquisition cost should you follow the ActionCOACH averages of sales conversion.

On top of this, our clients see upwards of 20 videos per month (subject to submission) to use for their permanent and social content posts, creating a low cost content strategy for your business that is locally driven.

This manual will provide you with the key steps you need to take.

1.1. What is the Strategy?

A successful Raise Your Hand marketing strategy looks at a need everyone in your market faces and seeks to supply a solution to that need. By doing this, you can be sure that all business owners in your target market, if contacted at the correct time, will be interested in the offer you are making. The 'Business Spotlight' seeks to solve two wide market needs: ego & exposure. By providing a solution to these immediate needs, you can be sure that a larger number of hands will be raised than typical, coaching related offers. The reason that we do this is because data shows that when a coach has a conversation, there is a very high probability that the questions the coach asks will trigger a potential relationship. In return for providing a solution to ego and exposure, the prospect feels obliged to have a conversation with the coach.

Our clients typically had very successful track records at conversation and beyond however getting the conversation was the most unpredictable bit. 'Business Spotlight', whilst it is more work in the beginning because you are giving your time in order to help a prospect with their ego and exposure, will lead to a high level of conversations due to this law of reciprocity.

Coach marketing has always been to educate first and hope that someone's immediate education needs matches what it is you are putting out into the market. Because it is very difficult to predict the problems each individual is facing at this exact time without speaking to them, this results in a low, 2-3% conversation rate at best. This is an example of 'educate first, then raise hands' which means the coach spends most of their marketing time on finding prospects rather than nurturing them. The 'Business Spotlight' seeks to switch this and raise hands first with a high volume conversation strategy, meaning finding prospects to speak to is much easier. The work load switches from finding to nurturing, which is where our clients often feel like they are working a lot more when initially using the 'Business Spotlight' strategy. We ask that you become aware of this switch before you begin so when the workload of nurturing increases, you are consciously aware that your workload of finding prospects is almost zero. Every time you follow up, touch base, have a conversation or help one of the prospects you interact with, you are developing future lifetime customers.

1.2. Interviews

The Business Spotlight interview is a 15 minute conversation between you and the prospect on their story, business and aspirations for the future. The questions you will ask are focused on creating great content for both yourself and the prospect but also to give you as the coach some insight into what challenges the prospect may have faced and where they want to go in the future. The interview is a simple Zoom or Video conversation conducted online and the questions have been tested to give you the maximum result.

With the interview being roughly 15 minutes in length, this gives the 30 minute booking slot some good available space for you to begin asking questions in order to initiate interest in further action.

The three major assets of this campaign are:

Content: This is a phenomenal tool to create localised content. Content, where it is a back-and-forth with someone in your community, is far more engaging than just you.

Exposure: If you tag the prospect, they will likely share the content on their social media, opening a wide range of exposure opportunities for you.

Conversation: This method will give you long face time with the client where you'll have the opportunity to ask questions that will give you the information that you need to further the conversation.

In Raise Your Hand marketing, there is a common example used to explain the problem with most marketing strategies used by businesses world wide. The example is that most marketing strategies seek to ask for marriage on the first date. In business terms, this means that you are asking for something from your prospects which, in reality, is not likely to be given unless you have built a relationship with them. Your further action meetings booked via the 'Business Spotlight' call are a second date following your interview and should be highly focused on the prospect at this stage. The interview is not the time to begin talking about coaching, in fact, coaching should be rarely mentioned if at all. Your only goal from the interview is to have someone showcase a problem and offer a 20 minute strategy session where you can help them solve the problem. If no issue can be derived or you feel like their problem is something that you cannot support, we ask that you use your network and seek a solution for their problem that you can include in the follow up.

1.3. What Avalanche will do

Avalanche seeks to book the maximum number of calls with the lowest amount of outreach possible. This is done by utilising multiple platforms and follow ups with a view on maximising the potential of your limited territory. If your territory has 10,000 businesses in it, with 4000 of those online, you do not want to ruin future nurturing opportunities by going too hard, too soon with this limited amount of potential customers. The biggest mistake we see with any coach, new or old, is that their marketing is very aggressive and will not lead to a consistent flow of prospects for many years to come.

Our foundation tool is LinkedIn Sales Navigator. Our team will use your account to initially build lists of prospects in your territory and position the interview with them, following Raise Your Hand copy methodology, giving the prospect control, seeking permission and having them self identify themselves as interested in the series. We typically see a double figure % of hands raised with this platform which caters for a large portion of the initial bookings you see in your campaign.

Whilst LinkedIn is a powerful tool, we also will use other platforms like Instagram, Whatsapp, phone calls and email to create consistent follow up opportunities with what we call 'live prospects'. Your 'live prospects' are those people who have raised their hand yet have not booked into your calendar for their interview. This helps us add further touch points and maximise booking potential.

As your campaign progresses, email, phone, whatsapp and other social media platforms become initial communication tools. These tools help us create longevity to the campaign and will allow us, based on average conversion rates, to consistently book calls for many months, if not years to come.

Back to Contents

Your Campaign Manager will take care of all communication up to the point of booking and our aim is that your entire focus will be on the interview and the follow-up of your prospects. Once the interview is complete, you will upload your interview to our ticket system and receive the edited videos back ready for posting within a few days.

1.4. Reasons why you won't be successful

a. You don't follow the system
b. You still don't follow the system
c. You forget 'a' and 'b'

The system we have built has been tested with over 100 coaches in 10 countries and 6 languages. The coaches that have followed the system and focused on the further action meeting as their goal of the interview, have gone on to dramatically improve the amount of DIAGs, clients and revenue for their practices. We want you to have the same result and at current, those clients who have followed our processes and are at 6 months and beyond, are signing clients on average every 5-6 weeks. This level of consistent selling has been created by patience and following the process whilst maintaining the increased workload you have to put into your now very large relationship pool. If you do this, mathematics and averages say that this campaign will be highly profitable for you in both the short and long term.

Another major reason for slowed success is the lack of engagement to education at the beginning of the process, meaning that you do not thoroughly understand why and what you are interviewing the prospect for. If you look at the interview as a sales opportunity, you will close yourself off. The interview is NOT a sales opportunity, it is a relationship opportunity.

We also ask that your communication and follow ups with prospects are done very quickly and your communication with your campaign manager is exceptional. This helps us make tweaks.

Important Note: Your territory is different to every other territory. Whilst there will be similarities, the way that prospects communicate can differ from town to town, culture to culture or language to language. It may take a little bit of time for our team to get an understanding of the optimal way your community communicates but we will get there.

1.5. LinkedIn 'Best Practices'

Profiles:

Please make sure that your profile has a professional and clear headshot of yourself. Please do not include statements like 'world's best business coach' or stars in your profile description. Your description should be a reflection of your experience, expertise and nothing more. The more intense it is, the more sales focused it comes across and the more guards will be up.

Remember, no one wants to marry you yet but they will be open to a conversation, especially if you are solving their ego and exposure needs so please don't make it harder for yourself by increasing the probability that their guard will be up.

Expertise:

Please detail your previous career expertise in as much detail as you can. If you have owned businesses prior, this is highly important to include, as well as previous experience in hiring, sales, finance, raising capital, business sales and anything that the large portion of your prospects will be facing at any one time. If you have not owned a business prior, you most likely have been in senior leadership roles where the above challenges were faced, so please again detail these in the most practical and relatable way possible.

Activity:

Please make a habit of being active on LinkedIn. You will have a lot of posts to make with the content we provide but engaging with others and overall being a valuable member of the community will make your life a lot easier.

When a Call is Booked

When a call is booked via Avalanche, you will receive a call booking notification from the team. This is where the system kicks in and the next steps are vitally important.

2.1. How a call is booked

Nearly all calls booked will be via a calendar software that you provide, meaning your calendar needs to have spaces available for these bookings at all times. The rule of thumb that we ask is that you have double the amount of space than your weekly KPI of calls. So, if we are seeking to book 4 calls per week, we require 8 slots to be available. If they aren't used, then obviously you can use this time for something else.

Avalanche will book the prospect in for them, meaning the prospect has no use of your calendar link. This means it is important to generate a confirmation of receipt by the prospect. Avalanche will seek to get this from the platform we are using but if this is not received, then confirming the invite will be an important step for you to take.

The calls booked will be 30 minute slots, branded as 'Business Spotlight' to give you enough time to explain the interview, do the interview and present your questions at the end which will lead to a further action meeting.

2.2. Your next steps & important communication from you to the prospect

As discussed above, once the call is booked, this is where the initial parts of the system for you kick in. These are:

2.2.1. Confirmation Email

Our confirmation email seeks to make sure that the prospect is aware of the structure of the interview before the interview begins. It goes through the questions, includes a lot of positive language and does tell the prospect that at the end of the interview there will be some time for you to discuss where they may need some support. The confirmation email that coaches are using is below. You can edit the template to your own writing style if you wish to and make sure to include the correct details before sending it:

> Greetings Renee,
>
> I have successfully confirmed your 30-minute Zoom interview with Rob Maniaci on Tuesday, 15/12 at 11:00 AM. The link will be on the invite, but I will paste it here as well just in case: (Please insert link to the interview here)
>
> Reminder: We do not sell marketing or newsletters. We are interviewing business

owners and sending the information to our database of 5,000+ contacts in an effort to tell people about your business, what you do, and any offers you may have. We are doing this with restaurants, carpenters, auto shops, home services and the list goes on. This is our attempt to help the economy keep going and get going!

I've attached an example of the newsletter and a document with some more information for you to see. Below are a few of the questions that Avalanche recommend to use during the interview and more can be found in the manual:

- If you had to start from square one in business, what would you do differently? **GENERAL**
- What have your biggest learnings been as an employer since you began in business? **GENERAL**
- What are some common misconceptions about running a business, and how do you address them? **GENERAL**
- What do you attribute your growth to? **GROWTH**
- How do you balance your personal life with the demands of running a business? **TIME**
- What qualities do you look for in employees, and how do you foster a positive and productive work environment? **TEAM**

After your interview, I'll offer you an opportunity to set up a complimentary call with myself on a problem that you are facing if you choose to do so. That would be a 20-minute session to work on one aspect of your business. If you find value in that and would like to learn if coaching is a possible step for your business, we'll set up a complimentary business diagnostic and invest 2-hours to explore the value of coaching. You can choose to do that call or not. There is no obligation.

I look forward to hearing more about your story and sharing your journey with our network.

2.2.2. Calendar Confirmations

Getting a calendar confirmation from your prospect is very important to the show up rate of calls. We recommend that once a call is booked, that you send the confirmation email and call the prospect to touch base with them and ask them if they have any further questions in order to prepare for the interview. This is likely to be the first human interaction you have with them so be positive and make sure to confirm they have the invite and that they will be attending. It is much easier to follow up with someone once they have agreed something and you have spoken to them.

2.2.3. 24 Hour Call

We recommend that you call the prospect 24 hours before the interview to again touch base and confirm what will happen at the start of the interview. The areas to touch on in this call would be:

- What to expect when they show up
- Confirmation of questions so they can prepare
- Confirmation that it doesn't all need to be good and that great content often includes challenges and showcases of overcoming struggle.

2.2.4. No Show Procedure

Step 1: If a no show occurs with a booked call, the first step is for you to contact them via email and the phone to seek a reschedule.

Step 2: If you cannot get in contact with the prospect, then please communicate with your Campaign Manager who will take over the follow up and rebook process.

Structuring Your Interview

3.1. Interview Questions

Here are the list of questions that range from time, team, money and more general subjects. We have a recommended selection below or you can build your own questions list! We recommend choosing 3 questions from the general list and 3 questions from the pain point list. This gives the coach a range to reference from in the interview/COD/Diag.

Avalanche Recomendations:

General Questions:

- What do you attribute your growth to? **GROWTH**
- If you had to start from square one in business, what would you do differently? **GENERAL**
- What have your biggest learnings been as an employer since you began in business? **GENERAL**

Pain Point Questions:

- How do you balance your personal life with the demands of running a business? **TIME**
- What qualities do you look for in employees, and how do you foster a positive and productive work environment? **TEAM**
- What are some common misconceptions about running a business, and how do you address them? **GENERAL**

General:

- What has been the most influential book you've ever read? **GENERAL**
- What have your biggest learnings been as an employer since you began in business? **GENERAL**
- What question should I be asking you that I haven't? **GENERAL**
- Do you have any advice for your 18 year old self? **GENERAL**
- If you had to start from square one in business, what would you do differently? **GENERAL**
- What do you attribute your growth to? **GROWTH**
-

Pain Point:

- Has time management been a problem for you? If so, how have you improved it? **TIME**
- How do you balance your personal life with the demands of running a business? **TIME**
- Where do you see yourself in 5 years and any words of advice for other business owners who are looking to grow? **BUSINESS PLANNING - OUTRO QUESTION**
- What are some common misconceptions about running a business, and how do you address them? **GENERAL**
- What advice would you give to new business owners regarding financial management? **MONEY**
- What qualities do you look for in employees, and how do you foster a positive and productive work environment? **TEAM**

3.2. Interview Opening/Closing Script

Opening script: We have put together some examples of ideas that have already been used by other coaches and have been successful. It's important to let the prospect know in advance how the interview is going to unroll before you actually start. However, they are a guideline, please do not read directly from this script. Before starting any interview make sure you are recording, and for this, see our "Interview Filming" document for more information on how to properly film your interviews (in short, clap before you start the interview and clap when you finish so our editing team can easily identify the beginning and the end of it):

- "Hello ____, This is _________ from ActionCOACH. Thank you for agreeing to do this, we are looking forward to hearing more about your story.
- "The way it works is I'm going to ask 8 questions, we record your answers, edit them, and share them with our community."
- It's a form of promotion for "XYZ" company
- But everyone really benefits by learning how different businesses are handling today's economy"
- "The interview takes about 15 minutes. In the end, you will have an opportunity to schedule some complementary time with a business coach, and I'll explain those details later. Ready to get started?"

Closing script: You shouldn't end the interview with too much pressure on the prospect. Simply ask them if they want the complimentary session with a coach but do not push them. If the answer is "no", follow-up will be done with another source of positive magnet. Again, these are guidelines, please do not read directly from this script.

- "Well, ___ that wraps up the interview. Nice Job!
- "You'll get a copy of the newsletter and Youtube video when it comes out in a few weeks, you're welcome to share it and post it wherever you like"
- "You'll continue to get the newsletter so you can read about the other businesses we interview over the next weeks and months."
- Lastly, you mentioned 'issue' in your questions, would it be a terrible idea to have 20 minutes on this? As a coach I have seen this many times so I am sure we can find some immediate solutions for you to implement" You can ask one question or get coached through one specific challenge you face."
- An alternative method is: 'You mentioned 'issue' in your answers. Would it be a terrible idea to have a focused 20 minutes on this next week? Something I do with most interviewees as a thank you is offer a slot where we can tackle an immediate problem and get it resolved.'

- **Note:** If during the interview, a pain point was revealed, I often add: "For example, you could ask about __________ (target market, hiring, etc.). Would you like to take advantage of that?"

- Schedule strategy sessions for one to two weeks out while they are still on the call

IMPORTANT: Do not seek to book this call after the interview has completed. This will reduce your chances of the follow up happening by over 75%. It is imperative that you schedule this whilst with them and confirm the calendar invite.

3.3 How to turn any answer into a 20 minute COD/STRAT booking

When booking a call, make sure to use the question "Would it be a terrible idea to schedule 20-30 minutes with one of our business coaches?". It is marketing psychology, because, in fact, it suggests quite the opposite, that it's not a terrible idea to book a call. It's vital to use this exact question as it's been tested and measured.

> "Would it be a terrible idea to schedule 20-30 minutes with one of our business coaches? You can ask one question or get coached through one specific challenge you are faced with."

It's safe to say that a few pain points of the prospect would have already been identified at this point. With them in mind, you could adapt the question above to become more personal, for example, if the prospect has mentioned financial struggle, you could write: "Would it be a terrible idea to schedule 20-30 minutes with one of our business coaches? I know you mentioned that finances were a trouble, we could have a look at that."

> "For example, you could ask about __________ (target market, hiring, etc.). Would you like to take advantage of that?"

It's important to understand the context, however. Before I dive into the Q&A at the beginning of the interview, the last thing I say during my introduction script is:

> "We are a business coaching firm, so at the end of our conversation you'll have an opportunity to schedule some complementary time with one of our business coaches, and I'll explain those details later.

If they do not want the call, we will use the pain points to reveal information for us to use for the follow up, giving a wide opportunity for next steps. This is often where you can invite them to an event, offer them a book or referral into a strategic alliance that you have who can help them.

Example:

Let's say time was an issue that was raised to your question, 'what has been one of the biggest challenges faced during your journey so far'. At the end of the interview, you could say: 'Earlier you mentioned time as being one of the biggest challenges you have faced. Time is obviously one of the most important assets in any business owner's life, therefore it is imperative it is used properly. Would it be a terrible idea to have a 20 minute strategy session on this? We have access to tools and case studies from all over the world that could help you improve this immediately.'

3.4. Confirmations for COD/STRAT or DIAG:

The confirmation email is very important. Edit the template below to your own writing style if you wish to and make sure to include the correct details before sending it:

Hey Name,

I have successfully confirmed a 20-minute Business Sales/Marketing Pivot Strategy with Coach [NAME]. He/She will call you at 281-745-8413 on Thursday at 9:00 AM. (or include the link to the video call)

Coach

Judging the Prospects Appetite

Each prospect will be facing different issues than one another. Therefore it is important to treat each one as an individual case. Most will throw off enough of a challenge to make the 'would it be a terrible idea' question very powerful. Some however will say no and this is ok, it is a great opportunity to focus on what else they could need. They always have a need and you should never let someone go cold at this stage, offer value and eventually your further conversation will happen.

4.1. Needing Further Touches

If a prospect is not yet ready for a COD/STRAT conversation, we need to put them into the re-touch pile and focus on what is next in the relationship-building appetite for them. Please do not burn prospects in order to hit targets, they will come with repeat value. Your further touches could be a bold call to see how they are doing, an email with some resources, a book or other solution orientated value to the issues raised during the interview. You should always seek to provide value, even if that value at this stage is not a COD/STRAT session.

4.2. One to Many

If you judge that the prospect may not be ready for a COD/STRAT conversation, you should use an event invitation as a win-win for them. Explain your event as learning and some of the challenges you discussed but also as a way for them to meet many other people and network to generate new business. We see a large portion of interviewees attending events and eventually going on to become members and clients, so use people who do not want the COD/STRAT session as perfect event attendees and make these your first call list for any future events. Over 6 months this 'first call' list will probably have 50-60 people in it and if you have provided enough consistent value will make your event marketing far easier to do.

4.3. 121 Coaching (Expectations)

For one to one coaching, the expectations should be that the normal 13 step sales process be slightly extended. It may be that a prospect needs multiple COD/STRAT sessions in order to book a DIAG and DIAGs may need more follow ups than a normal inbound lead. A lot of coaches use the 13 step sales process with people that come to them with issues and are leads from the outset.

In a number of cases, we see clients signing up with a coach 4-5 months post their interview through thorough follow up and some very quickly. Go into the interview with expectations that you are there to help and if they need coaching, you will make sure to help them understand why you are the one for them.

Your DIAG can be run in the same format and is the main priority of the strategy session post interview. You should be able to convert 50% of the strategy sessions into DIAGs.

4.4. Membership (Expectations)

If membership is your focus, we highly recommend using the freemium model and using the interview to invite attendees to their first membership meeting for free. This is often done alongside a COD/STRAT session, which cements the relationship. You can either do this with the COD/STRAT session or straight from the interview but it is a sure fire way to consistently get 7 or 8 new attendees to your membership meetings per month.

The trick here is to not sell membership at this stage, pricing will frighten the prospect off. Let them enjoy the education and build the value through your meeting.

4.5. Target Conversion Rate - Must Do's

Your target conversion rate from interview to COD/STRAT is 58%. If you ask the 'would it be a terrible idea' question and present yourself well, with the call being booked whilst on the interview, you will achieve this number. If not, we can look into why. To repeat, the must dos are:

- Be the coach, ask questions that relate to their problem
- Book the follow up call whilst on the interview and not after
- Touch base with them on the subject with some further value in between your interview and the scheduled call
- Ask the correct 'would it be a terrible idea' question

Interview Recording

5.1. How to Film & Record Interviews

A really important part of the interview process is to make sure to record it so we can create content from the video. Before you do this, here are some basic set up that we recommend every coach has to begin with:

Minimum recording kit required:

- HD 1080p built in or external webcam
- Clean background (White/blue/office space)

Recommended recording equipment:

- USB microphone (Blue Yeti or Desktop RODE Mic)
- Desktop ring light

It is very easy to record the call on Zoom, Google Meets or Teams (PC version). However, it's slightly more complicated to record the interview when using your phone, so we disencourage you from doing the interviews on your phone and opt to use the apps on your laptop instead. Always remember to have your video settings set to High Definition!

When initiating the call, we recommend having a conversation as you normally would with the prospect and be very clear when you'll start the interview. Let them know that from that point onwards the interview and you'll start recording the call.

At the end we do not want the prospect's conversation about coaching involved on the recording, so you need to make sure to stop the recording before you have the next step of your conversation, eg. "Okay, that's going to be the end of the interview!"

It's very important that you tell the prospect that this is being done, because in the past we have seen people think that the end of the interview is the end of the call and they just leave. After the interview is finished, please upload the video to an open access online storage folder and send the link to our Ticksy.

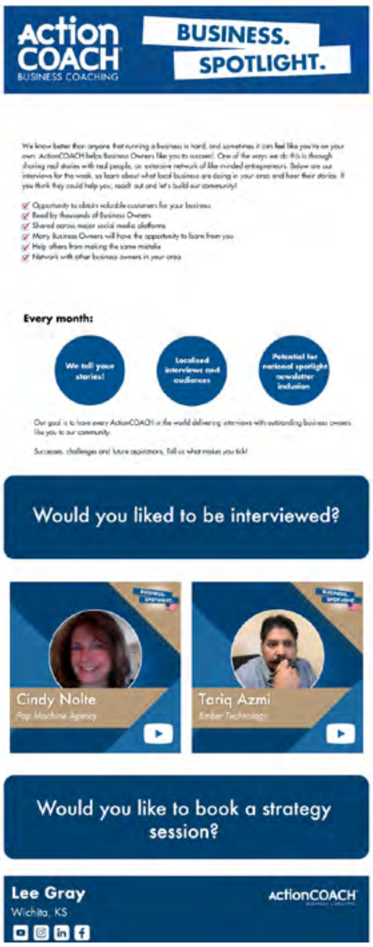
Note: If Avalanche is in charge of editing your videos, please upload these to our ticketing system actioncoach.ticksy.com and we will get the edited version back to you in a few days. If you are sending this to another editor of choice and they need any advice, please email our team.

When you upload your video to our Ticksy, remember to add a paragraph with the description of the interview. The description should contain key points or topics discussed in each interview, any relevant links (like websites or social media profiles) and a call to action for coaching. This is a must as the team will then upload the videos to the relevant YouTube. Please see below an example of a good description:

In this Business Spotlight interview, we hear from Spencer Brooks of The Knowledge Group (TKG). This is Spencer's fourth business to date and it was launched in the middle of the pandemic as a response to market needs. TKG is a 'procurement group with a difference'. Spencer tells us how the pandemic shaped the business model and that their ability to be agile will also be key to its future success. Some great advice shared here, as well as a fantastic learning about being focused. For more information on their procurement service visit: https://welovetoknow.com/

5.2. Email Newsletter

The e-newsletter goes out to the list of Business Owners, CEOs and other Business Leaders in your prospect list once a month to reach maximum exposure towards live prospects. Each newsletter will contain 4-6 interviews (they will be clickable links directed to Youtube where can be watched). In order for us to build the e-newsletters in time, you'll need to submit 8 videos initially before we activate it. From that point, your newsletter will go out to the updated list every month with different interviews shown every time.



Advantages of video content and e-newsletters:

- Engagement is a lot higher than written content.
- YouTube is owned by Google so if we upload the videos there, the chances are the SEO ranking of your name attached to the prospect's business name will age your overall social presence.
- The e-newsletter gives interviewees the chance to be featured and market their businesses.

National Newsletter:

We are now giving the interviewees an opportunity to be featured in the national newsletter run by ActionCOACH UK and Global. The top interviewees will be picked and featured with links to their website and social media. A great exposure tool! Each newsletter will feature 6 different coaches interviews. Email Avalanche for any advertising opportunities!

5.3. Social Media Posting

Social media posting is a highly important piece of the interview system. If you post all of the content we give to you, you will be posting almost daily on LinkedIn.

Make sure you tag in your prospects' businesses and the name of the business in the post, this will give you an almost 90% certainty that the video will be shared, offering you a large 'earned' reach opportunity.

Posting your videos online and making sure to be active on the content is very key.

A way to improve engagement would be to include things like:

'Fantastic interview today with 'X Business' and their owner 'Y', we talked about team, employment in Location and what advice you would give to your 18 year old self. Comment below the advice you would give yourself and we will see how it all compares'

You need to make sure that you ask the viewer to do something, even if this is simply to like the post. Alternatively you could ask them to DM you or comment. This improves engagement and allows you to take advantage of the algorithms.

Reporting

Please keep your Campaign Dashboard (interview sheet tab) up to date. This is highly important for our team because we'll need the updated information to do our reporting of your conversion rates. Your Campaign Manager will not be able to make decisions to improve the client's success without this.

The following are key areas we need you to always keep up to date:

- Checkboxes
- COD/STRAT dates
- DIAG dates
- Outcome column (If a client was signed, NFA or any other further action that happened from the interview)

Please make sure you remember the following:

1. Book the next meeting on the interview call: Whatever the next step is, make sure this is scheduled on the call and do not leave it to an email follow up. If you leave to mention the next meeting in an email it will most likely not happen.
2. Confirmations: Make sure you get calendar invitations and even better, phone confirmation with the prospect that they will be attending the meeting.