

Kallzu Live Bootcamp

6 Weeks, 12 Sessions

And 5 Clients Guaranteed!



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Session 1: Mindset & Campaigns For Phone Calls

What We're Covering Today



- Mindset Preparation
- Sessions Overview
- Campaign Setups
- Q & A

Mindset Preparation

Important Notes:

- Follow the training and do what we ask you to do here in the bootcamp.
- The faster you get it done, the more momentum you'll build.
- More momentum = faster results
- Get creative later, when you have the financial resources, the staff and the experience to try new things

Important Notes:

- This is a set of systems to help you build your OWN franchise model
- With this, you'll be able to scale your agency to as large as you want
- You can screw this up 6 ways from Sunday and still be successful
- Let's not do that. You'll be more successful than you "could have been" if we stick to what works first!

Important Notes:

- Every time you break away from what you need to do here, you kill your momentum.
- What happens when your momentum is at zero again?
 - You lose motivation to continue growing
 - You may see results, but not the results you really want
 - You'll have to "re launch the rocket"

Important Notes:

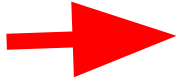
- 5 Clients is a minimum here
- Your target KPI for these systems is to first hit 1 client per day, 5 days per week
- 2nd KPI is to go to 2 clients per day, 5 days per week
- You do not have to implement all of these systems at once (not recommended)
- Work your way through each system. Set KPI tracking, company training and then move forward

Important Notes:

- Your business is a mirror. It reflects from who you are.
- A great mentor of mine told me once: If you want to grow your business, grow yourself!
- Examples of the “mirror effect”
- How do you grow yourself the “right way”?

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Session Overview

Session 1: Mindset & Campaigns For Phone Calls

Session 2: Medusa Setup

Session 3: Medusa Setup Part 2

Session 4: In House Call Center

Session 5: Campaign Manager/Campaign Creation

Session 6: Customer Onboarding & Support

Session 7: Agency Manager

Session 8: KPIs For All Positions

Session 9: What Comes Next?

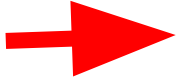
Session 10: 1 on 1 Support

Session 11: 1 on 1 Support

Session 12: Wash, Rinse, Repeat. Recap

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Campaign Setups

Campaign Setups

- Is your campaign running?
 - If not, this is priority 1!
- Is your campaign generating qualified calls?
 - If not this is priority 1!
- Questions about your campaign setups and/or optimization?
- Use the training in the members are to create your first campaign.
- Run calls to an affiliate offer, a potential local client or an actual local client
- JUST GET A CAMPAIGN RUNNING!
- Use our support and all of the review requests to get this done quickly.
- Use “Kallzu Bootcamp” and what ever else you need to in the subject line of the support ticket
- SUPPORT@KALLZU.COM

Campaign Setups

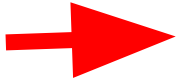
- Choose your vertical (Vertical Review Request)
- Do your market research using coaching call # 8 and #9
- Set up your ugly website with Kallzu 2.0 number
- Create your initial ad copy (Ad Copy Review Request)
- Build your KW list using coaching call #3 KW Robot Syndrome (KW Review Request)
- Setup your campaign (Campaign Settings Review Request)
- Go live with your campaign and optimize on your negative KWs, your converting KWs and new KW ideas

Campaign Setups

- Initial Optimization
 - Delete all low search volume KWs immediately after campaign is live
 - New KW Ideas
 - Phone call recordings
 - Search Terms Screen
 - Negative KWs
 - Converting KWs (not search terms) in new Campaign (Search Terms Campaign)
 - Delete converting KW from Main campaign
 - Add 3 versions of converting KW (Broad or BMM, Phrase and Exact)
 - Delete any low search volume in this campaign too

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Q & A

Access Recordings From Bootcamp Here:

<http://kallzu.biz/adsbootcamp/>

