

# **HEOB**

Marketing High-End, Outcome-Based Programs

Robert Middleton - Action Plan Marketing

Program

**HEOB**

Marketing

Selling

THE HEOB PROCESS



# FOUNDATION

- ✓ Professional Skills and Ability
- ✓ Basic Marketing in Place
  - ✓ Business Success
- ✓ Persistence & Follow-Through

FOUNDATION



HEOB CONCEPT

✓ High-End

✓ Outcome-Based

✓ Definite Deliverables

✓ Clearly Defined Purpose

✓ Clearly Defined Structure

# HEOB CONCEPT



HEOB STRUCTURE

- ✓ Higher-End Coaching
- ✓ Workshops + Coaching
- ✓ Teleconferences + Coaching
- ✓ Series of Workshops/Training
- ✓ In-House Program/Consulting

## HEOB STRUCTURE



## Action Plan Marketing

marketing free stuff

marketing programs

marketing coaching, etc.

marketing advanced

mastery overview ▶

mastery program ▶

apm certification ▶

### Action Plan Marketing Mastery and Certification Programs



"When I enrolled in Robert's Marketing Action Group course I was excited and

**skeptical at the same time.** I didn't doubt the information or Robert's ability to teach it, I doubted whether I, a self-confessed book worm, introvert and recovering perfectionist, would actually DO the stuff Robert suggested. I went in with no website, no marketing material, and almost no clients. **I now have a website, impressive marketing materials, confidence to speak about my business and most**

### Marketing Mastery Program

The Marketing Mastery Program is for Independent Professionals who have the following qualifications:

- You already have **substantial success** in your business
- You are committed to making a **measurable contribution** to your clients
- You want to **dramatically increase** your income/success
- You want to **leave a legacy** with your business

The Marketing Mastery Program is a **one-year program** conducted with a small group (8 to 12) of high-level professionals who are looking for the next level of marketing tools, hands-on coaching and peer support.

# INFORMATION PAGE

- ✓ What is this Service/Program?
- ✓ Why this Service/Program?
  - ✓ Benefits and Advantages
- ✓ Structure of Service/Program
  - ✓ Response Form

PAGE CONTENT



# MARKETING ACTIVITIES

✓ Networking

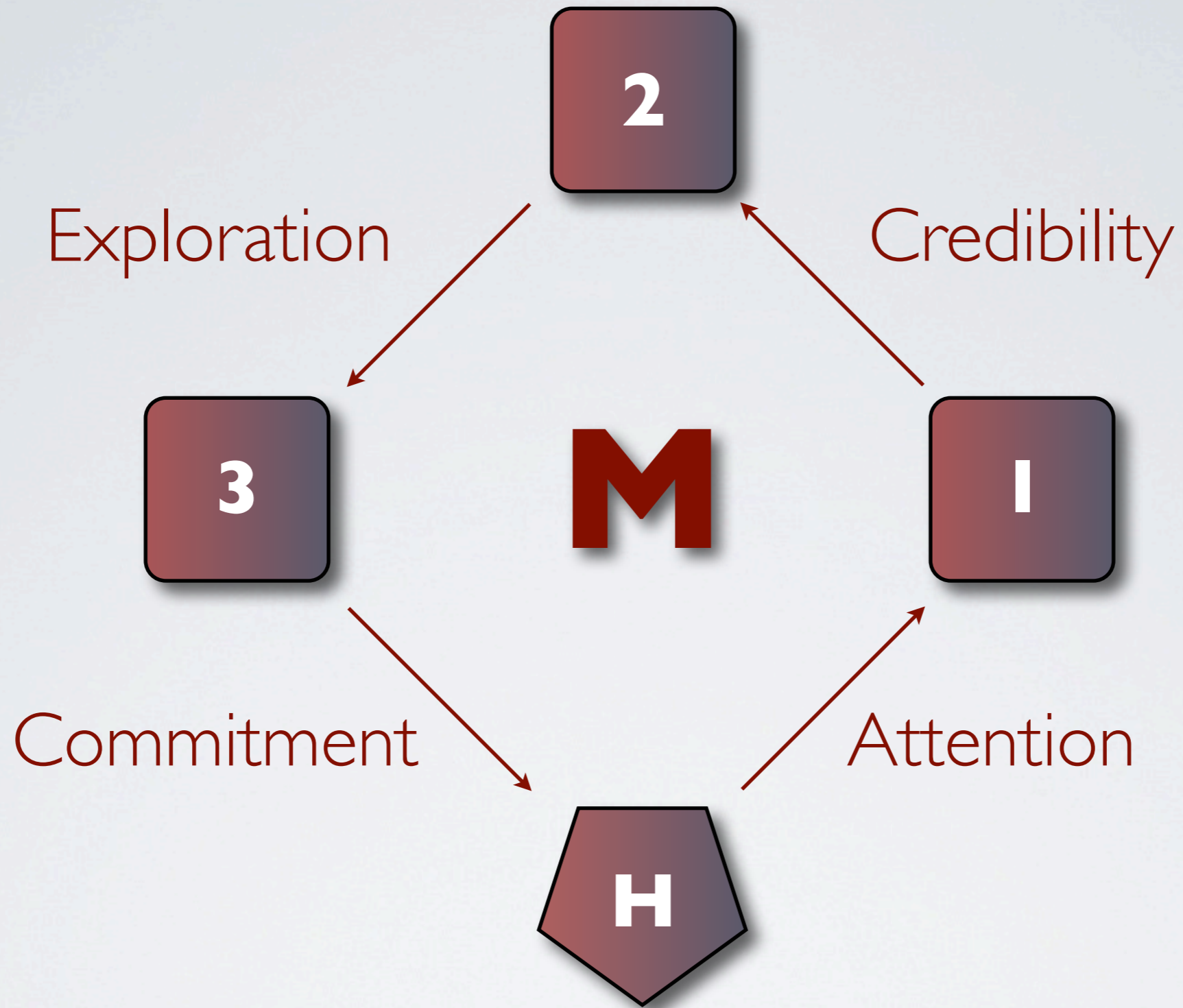
✓ Publishing Articles

✓ Social Media

✓ TeleClasses

✓ Presentations

# MARKETING ACTIVITIES



MARKETING CAMPAIGN

- ✓ Message leads to Attention
- ✓ Attention leads to Credibility
- ✓ Credibility leads to Appointments
- ✓ Appointments lead to Exploration
- ✓ Exploration leads to Commitment

# MARKETING CAMPAIGN

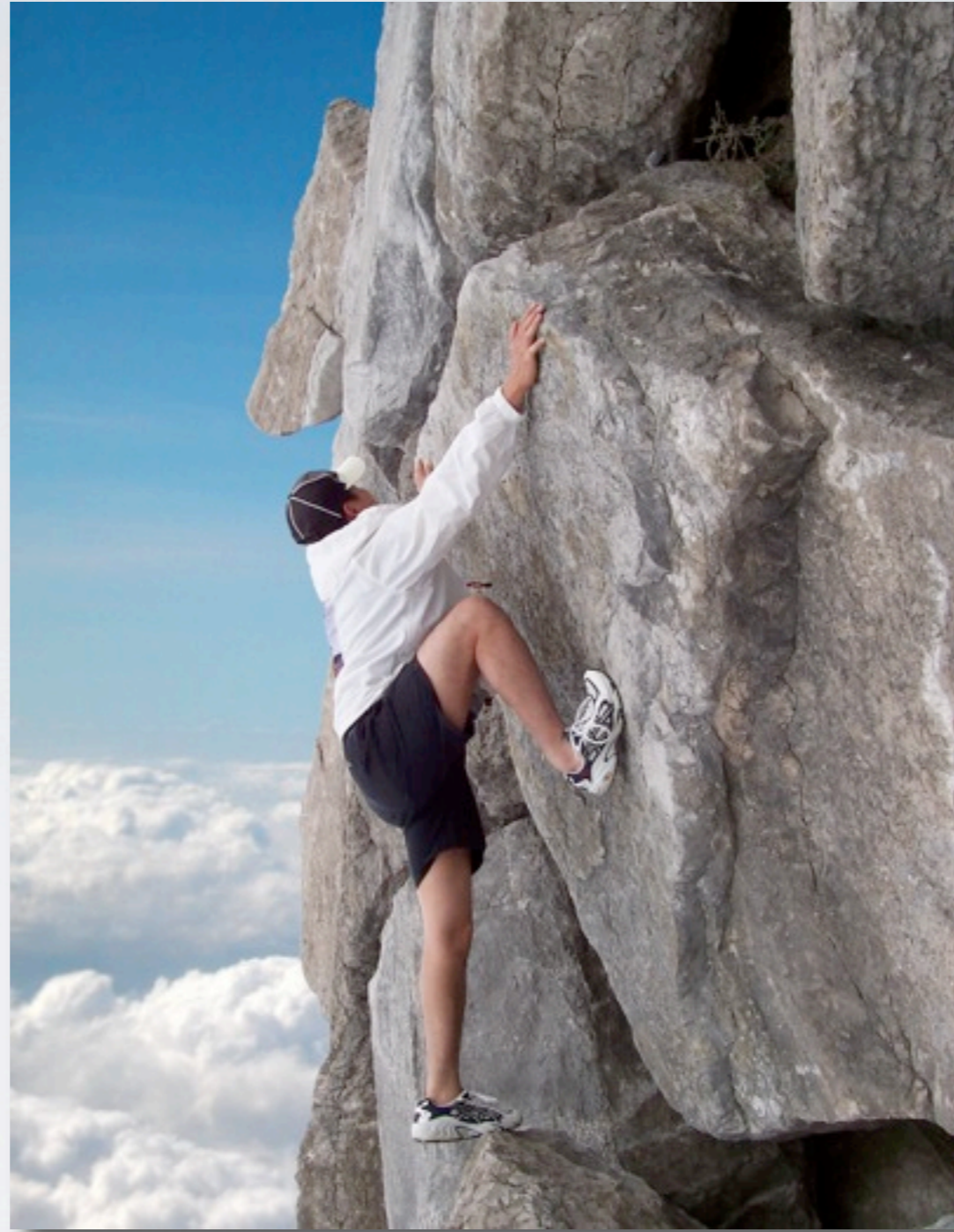


THE PURPOSE OF MARKETING?

**TO GET  
YOUR  
PROSPECTS  
TO  
SECOND  
BASE!**

THE PURPOSE OF MARKETING?





# HEOB CHALLENGES

- ✓ Clarity about Program
- ✓ Clarity about Ideal Clients
- ✓ Articulating the Value
  - ✓ Marketing Skills
- ✓ Planning & Follow-Through

# HEOB CHALLENGES



HEOB SUCCESS

✓ Better Client Results

✓ More Fulfillment

✓ Increased Income

✓ More Word of Mouth

✓ More Life Balance

HEOB SUCCESS



THANK YOU!

Robert Middleton - [www.ActionPlan.com](http://www.ActionPlan.com)