

AUGUST 2023

EMAIL BULLET DOMINATION

Goal is to find an appealing event then tie it back to your offer.

Needs

- Event (Hook)
- Transition
- Offer

Offer

Ted Prodromou's book: **The Ultimate Guide to LinkedIn for Business**

<https://www.amazon.com/Ultimate-Guide-LinkedIn-Business-million/dp/1599186403>

You know it's smart to connect with over 500 million business professionals on LinkedIn, but you may not know how to do it without wasting tons of time and money. LinkedIn expert and trainer Ted Prodromou delivers a step-by-step guide to using LinkedIn to grow your business, find profitable clients and customers, and hire the perfect employees. With more than a decade of experience helping businesses and entrepreneurs grow using SEO, pay-per-click management, and LinkedIn, Prodromou shares the most effective ways to keep you and your business in front of decision makers and build strong referral networks.

You'll learn how to:

- Make online connections that are as strong as those made in person
- Use content marketing to build and promote your thought leadership profile
- Build trust with prospective clients by exploring similar interests and groups
- Develop a closing process that convert connections to clients
- Leverage your LinkedIn presence to drive you and your business to the top of the results page on multiple search engines—even Google

As the definitive social network for people doing business, entrepreneurs ignore LinkedIn at their own peril. Take the direct approach to reaching the movers and shakers by listening to what Ted has to say.

—Joel Comm, New York Times bestselling author of

Twitter Power 3.0: How to Dominate Your Market One Tweet at a Time

If you want to know the behind-the-scenes, real-world strategies, you need to read this book filled with applicable tips and tricks to save you time and money, and to give you a roadmap to actually making money on LinkedIn.

—Scott Keffer, bestselling author and founder of Double Your Affluent Clients®

Event

August 24th holidays:

- National Waffle Day
- Kobe Bryant Day
- National Burger Day
- National Knife Day
- National Peach Pie Day
- **Pluto Demoted Day**, <https://nationaltoday.com/pluto-demoted-day/>

Brainstorm Connection

Read any info about the day you select. Then brainstorm connections to your offer.

Example:

COACHING:

Being demoted be a blow to your self-esteem

BUSINESS:

Earn more by avoiding demotion

Raise your value by being more visible

Draft Your Opening

Way back in elementary school, do you remember learning the order of the planets in our solar system?

Your teacher might have shared a catchy mnemonic to help you remember.

My Very Eager Mother Just Served Us Nine Pizzas

Mars
Venus
Earth
Mercury
Jupiter
Saturn
Uranus
Neptune
Pluto

Except today, August 24th is actually Pluto Demoted Day. So...

My Very Eager Mother Just Served Us Nine?

Just doesn't have the same ring to it.

Pluto enjoyed planet status since its discovery in 1930 until its sad downgrading to a meager dwarf planet in 2006.

Makes you feel kinda bad for Pluto, huh?

★ Maybe he didn't have as many legends built around it like Mars and Venus

★ Maybe there weren't enough jokes to keep him in the public eye like Uranus

★ Maybe he just wasn't as visible as the great ringed Jupiter

Transition to Offer

In fact, if Pluto had more of a social media presence, I bet we'd never have Pluto Demoted Day!

Pluto should have learned how to use LinkedIn.

Offer

For the next 24 hours you can learn how to leverage the most powerful social media presence on the planet at 50% off.

That's right. From now until noon Pacific time on August 25th, you can score a copy of my best-selling book, **The Ultimate Guide to LinkedIn for Business** at half off.

This guide will be a gamechanger...

- Just as Pluto's powerful orbit keeps it connected to our Solar System, make online connections on LinkedIn that are as profound as those made in person
- Use content marketing to make your LinkedIn profile glow, letting your thought leadership stand out even in the crowded space of professionals
- Don't be isolated like Pluto - use LinkedIn to, find common interests to build trust with prospective clients
- Avoid the humiliation of being treated like a subpar planet by confidently converting your LinkedIn connections to clients
- Optimize your LinkedIn presence to drive your business to the top of search engine results - yes, even in the vast universe of Google!

It's undeniable that Pluto has left its mark on our space studies. Be legendary like Pluto and grab this guide now at 50% off until noon tomorrow. [LINK](#)

Stand up and be visible in a vast galaxy of professionals.

Ted

P.S. This is your opportunity to avoid being treated like random space debris. Stay on the radar of your clients at an incredible bargain. [LINK](#)

>> BREAK TO CREATE OFFER SECTION

Visit ChatGPT

Prompt

I'd like you to pretend to be selling a book about how to increase your visibility on LinkedIn. Please rewrite these bullets and relate them back to the demoted planet Pluto: Make online connections that are as strong as those made in person

- Use content marketing to build and promote your thought leadership profile
- Build trust with prospective clients by exploring similar interests and groups
- Develop a closing process that convert connections to clients
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Output

Absolutely, here's a fun twist on the bullet points connecting LinkedIn strategies with the once-a-planet, Pluto:



****Pluto's Orbit in the LinkedIn Galaxy: Boosting Your Professional Visibility with the Persistence of a Dwarf Planet****

1. ****Celestial Bonds, Digital and Beyond****: Just as Pluto's distant yet powerful orbit keeps it connected to our Solar System, make online connections on LinkedIn that are as profound and lasting as those made in person.
2. ****Pluto's Content Glow****: In the vastness of the Milky Way, Pluto has a unique shine. Use content marketing to make your LinkedIn profile shimmer, letting your thought leadership stand out even in the crowded space of professionals.
3. ****Discovering Shared Cosmic Interests****: Pluto might be isolated, but it shares the same stellar sky. Dive deep into LinkedIn, find common interests and groups to build trust with prospective clients, just as Pluto finds kinship in its neighboring celestial bodies.

4. ****From Space Rocks to Golden Opportunities****: Pluto might be a dwarf planet, but its importance is undisputed. Develop a strategy to convert your LinkedIn connections to clients, much like transforming space debris into precious celestial wonders.

5. ****The Pluto Effect on Digital Search Engines****: Despite its distance, Pluto has left an indelible mark on our astronomical studies. Optimize and leverage your LinkedIn presence to drive you and your business to the zenith of search engine results pages - yes, even in the vast universe of Google!

Dive into this book and learn how, like Pluto, you too can claim your rightful spot in the vast galaxy of professionals on LinkedIn. 🌟

Develop

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Cleaned Up Bullets

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Create Editorial Calendar

Visit National Today: <https://nationaltoday.com/>

View tags by category under HOLIDAYS menu, especially:

- Animals
- Arts and Entertainment
- Food and Beverage
- Health
- Relationship
- Religious
- Special Interest

