Unlocking Creative Solutions





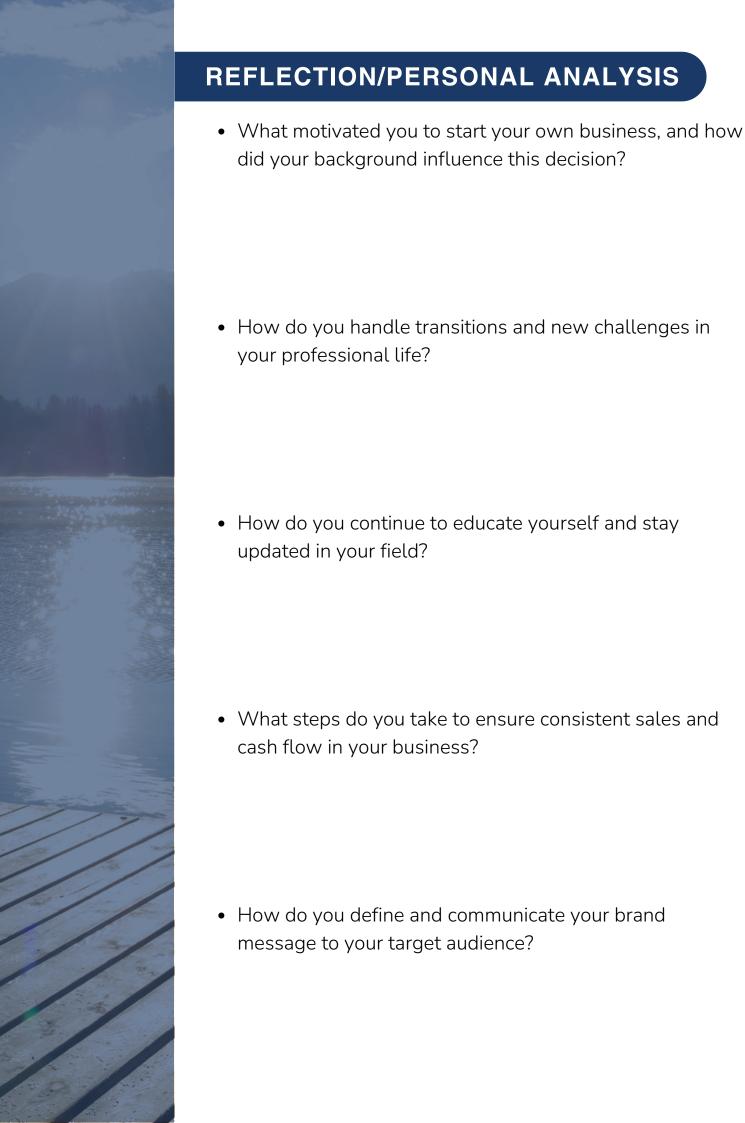
This workbook dives into the experiences of Brian Town, the visionary CEO of Michigan Creative and a dynamic fractional CMO, dedicated to helping businesses thrive through innovative marketing and creative solutions.

The value in this workbook comes from understanding the movement of future business trends, including the impact of AI and the shift towards remote work, offering valuable strategies for navigating these changes.

Brian's experiences and advice provide a comprehensive guide for business-minded individuals aiming to grow and succeed in their ventures.

_____99 _____

"Branding for me is so important; it's hard to quantify the ROI, but it makes a difference."



REFLECTION/PERSONAL ANALYSIS

 How do you manage and lead your team to maintain productivity and morale?

 How do you decide when to outsource tasks versus keeping them in-house?

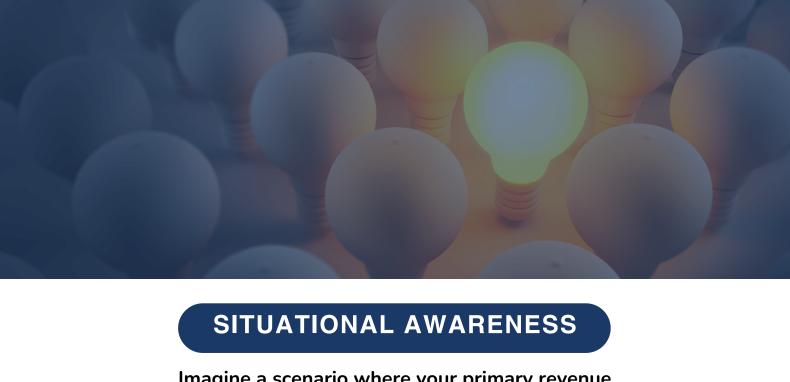
• What are the biggest challenges you face in maintaining a positive company culture?

• What trends do you foresee impacting your industry in the next five years?

 How do you balance personal life and business responsibilities?



REFLECTION/PERSONAL ANALYSIS • How do you measure the effectiveness of your branding and marketing efforts? • What is your approach to problem-solving in business? • How do you handle failure and setbacks in your business journey? • How do you inspire and motivate your team to achieve their best work? • How do you ensure that your business continues to grow and evolve in a changing market?



Imagine a scenario where your primary revenue stream dries up. How would you pivot your business to ensure survival and growth?

How would you handle a situation where your key team members resist adopting new technologies?

LISTING/ENUMERATION ACTIVITY Key Takeaways

Identify the main challenges of outsourcing tasks and how you would address them to ensure smooth collaboration.

- 1.
- 2.
- 3.

Enumerate the core services your business offers and explain how you ensure quality and consistency in each.

- 1.
- 2.
- 3.

List the critical components of a successful sales strategy and describe how you would implement them in your business.

- 1.
- 2.
- 3.

Use these takeaways to enhance your approach to digital marketing, copywriting, and lead generation in the future.





DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

Daryl Urbanski is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How?

Science & Accountability.

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.

These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.











SUGGESTED TOPICS:

8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- 3. Marketing Strategy

- 4. Market Intelligence
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence



FEATURED ON













Daryl Urbanski on using automation to grow your business



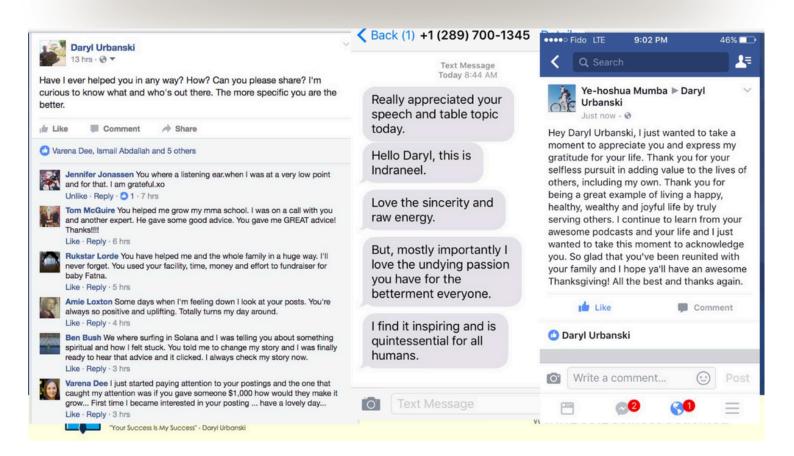


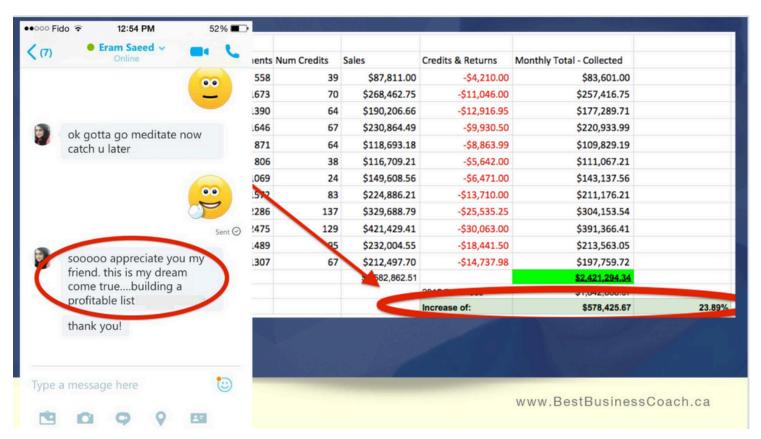


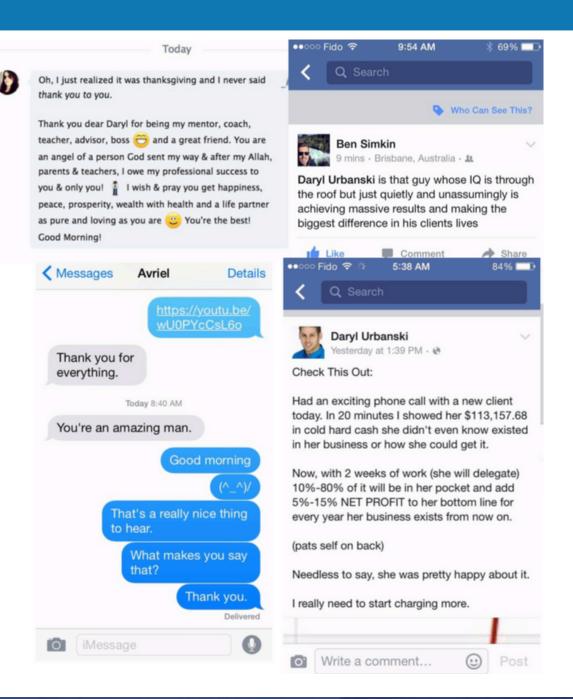




Who is Daryl Urbanski?









Young Entrepreneur Award



Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.







Case Study

<u>Turning \$50,000 USD into \$212,484 USD with paid ads and</u> automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

Objectives

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

Results

- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item.
 Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

Evergreen Sales Rep	ort					
	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127	\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,75
Week of June 27	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,81
Week of July 18	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409	\$0	\$197	\$48,49
Week of Aug 15	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,49
Week of Aug 22	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,49
Week of Aug 29	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,66
Week of Sept 5	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,12
Week of Sept 12	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,77
Week of Sept 19	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,97
Week of Sept 26	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,37
Week of Oct 3	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,37
Week of Oct 10	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,76
Week of Oct 17	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,86
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,86
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,35
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,74
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,84
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,84
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,43
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,633
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,72
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,89
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,09
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,318
TOTAL	\$156,165			\$56,318		
	_	otal:	\$212,484 ²			



Otto Ruebsamen Daryl is good. I worked with him in 1 company where he took the almost dead company and automated a sales machine that's produced 40-70k a week for the past 5 years now. Saved that company while generating predictable cash flow the business was able to grow on and make payroll from every two weeks.

Love · Reply · 15w





→ Me Daryl Urbanski replied · 2 Replies



Darren Veerapa Niiiiiiiice!!! 🔘 1



Love · Reply · See Translation · 15w



Ed O'Keefe This is a great post Daryl Urbanski!!! Amazing work

Love · Reply · 15w





→ M Daryl Urbanski replied · 1 Reply





CASE STUDY

Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a Single Marketing Strategy

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

Objectives

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around
 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

Doubled the ad spending using the profit from the week before.

Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

Why it was smart to work with us

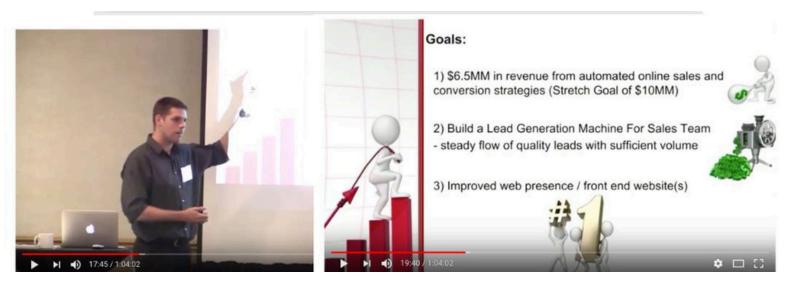
It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

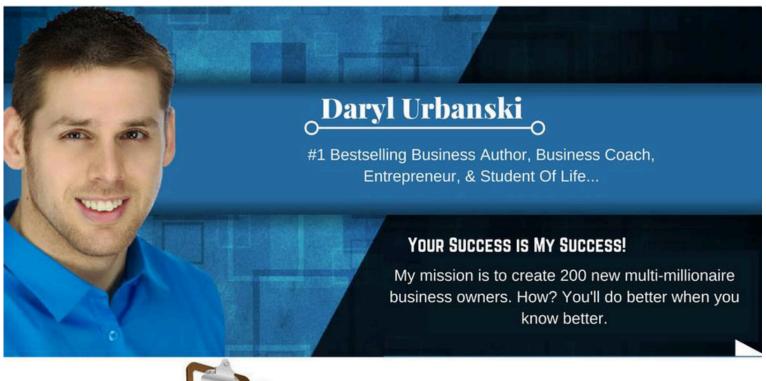
◆ Listen to Daryl's interview with Kent Martin about how they grew the business: https://members.bestbusinesscoach.ca/inside-a-7-million-dollar-automated-funnel-building-up-to-over-300000-facebook-followers-from-scratch-with-kent-martin-2/.



Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...











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