

# I LOVE MARKETING *Meetup Guide*



Your **Quick Start Guide** To Leading  
Your Very Own I Love Marketing Meetup Group In Your Community



# I LOVE MARKETING Meetups



"This meetup group is for people who listen to **ILoveMarketing.com** podcast and love the ideas from Dean Jackson and Joe Polish, two very excellent marketers you should learn from. If you are interested in growing your business with state of the art, effective yet simple marketing strategies, you should listen to it, and join our group to share your ideas, thoughts and action you will take to grow your business through marketing to the next level. There is nothing new under the sun. Your best kept "secret" may probably be shared somewhere else for free already. So be generous, participate and share what you think in this group."



Ellery Leung - **Hong Kong**, China



I am a big fan of Joe Polish and of course, Dan Kennedy. I am a life long learner and love to spend time and learn with like minded individuals.

Tommy Voris - **San Francisco**, CA

"My name is Stuart & I have the pleasure of starting this group. Having listened to the **ILoveMarketing.com** podcast for some time, I'm looking forward to meeting everyone and discussing the ideas further."



Stuart - **London**, UK

Start Your Very Own  
"I Love Marketing"  
Meetup Group  
In **YOUR** Community...

Go To  
[www.iLoveMarketingLive.com/MeetUp](http://www.iLoveMarketingLive.com/MeetUp)

...Or Scan This Code With Your  
Smart Phone To Download This  
**FREE Quick Start Guide PDF**  
Right Now!







"Thanks for another excellent episode! It goes to show that when you are providing content as useful as you guys do, by the time you go to sell something it's almost like the audience heaves a sigh of relief... "finally! these guys are selling something I can buy, and I can start scratching this reciprocity itch! Raving fan."

Jay  
On "I Love Marketing Podcast" Episode #31

Download your "official"  
I Love Marketing  
Meetup Group Logo!



**[Click Here Now!](#)**

**PODCAST ON iTunes**

## GETTING STARTED

Want to get together with people who share your common interest in Marketing, but don't know where to start? Or maybe you're new to the whole concept of Marketing and are looking to make some new friends? If so, starting your very own I Love Marketing Meetup.com Group is just for you! Meetup.com is an online community where you can start or join a social group and "Meetup.com" with others who share your interests.

To start a Meetup group, simply fill out the basic information about your group, which includes hometown, group name, a welcome headline, and a group description, on the Meetup.com "create a group" page. Refer to the handy prep form included with this guide.

Go to [www.Meetup.com/Create](http://www.Meetup.com/Create)

Set up your new Meetup Group

1 The basics
2 Pick a theme
3 Find the right members
4 Organizer Dues
5 A few more things...

Did you know? Organizers pay Organizer Dues. [Learn more](#)

Your new Meetup Group's hometown:
Country: USA ZIP code:

Group name:

Home page headline:
Welcome!

Group description:

What are members called?
Ex: Knitters, Hikers, Moms, Chihuahua Lovers
Members:

Web address:
Customize the web address of your group! [Learn more.](#)
meetup.com/

Your name:

Your email:

Create a password:
☐ Remember me on this computer
☐ I pledge to create real, face-to-face community

Next

On the next page, select the theme of your Meetup group's home page. Meetup.com will then allow you to select the interests that will be covered by your Meetup group. Meetup.com will then send an e-mail to all of their users in your area who are interested in Meetup groups on the topics you selected and alert them that your group has been created.

As a Meetup.com leader (or Organizer), you must pay a fee to Meetup.com to host your group. One plan will cover up to 3 groups. You can also recoup these fees by charging members dues or a fee to attend each Meetup.com event. It's up to you. The plans available include: paying 1 month at a time for \$19 per month, paying 3 months at a time for \$15 per month, or paying 6 months at a time for \$12 per month. You can then schedule your first "Meetup.com." You should select a date, time, meeting location, and event or activity for the Meetup.com. After that, as the group leader you should be sure to be active with your Meetup.com group by communicating to your members and organizing more events.

# I LOVE MARKETING MEETUP GROUP

## WORKSHEET & PREP FORM

### ♥ STEP 1 The Basics

Your new Meetup Group's hometown: \_\_\_\_\_

Country: \_\_\_\_\_ Zip Code: \_\_\_\_\_

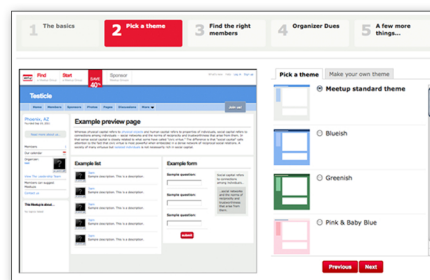
Group Name: (*I Love Marketing – YOUR CITY/HOMETOWN*) Example: "I Love Marketing – Tempe"

Enter your Group Name here: \_\_\_\_\_

Home Page Headline: \_\_\_\_\_

### ♥ STEP 2 Pick a Theme

There are many themes you can choose from!

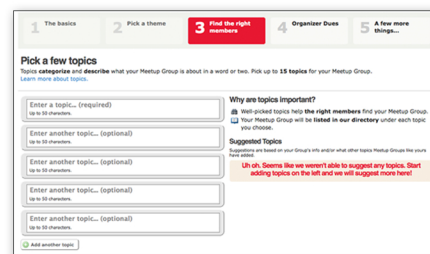


### ♥ STEP 3 Find The Right Members

Pick some topics to categorize and describe what your Meetup Group is about in a word or two. You can pick up to 15 topics. Well-picked topics are important because they help the right members find your Meetup Group. Your Meetup group will be listed in the Meetup.com directory under each topic you choose.

Suggested topics for your I Love Marketing Meet Up Group:

*I Love Marketing, ilovemarketing.com, Joe Polish, Dean Jackson, Direct Response Marketing, Entrepreneur, Marketing, Business Strategy and Networking, Internet Marketing*



### ♥ STEP 4 Organizer Dues

Every Meetup Group is responsible for paying a fee billed to the Meetup Group Organizer.

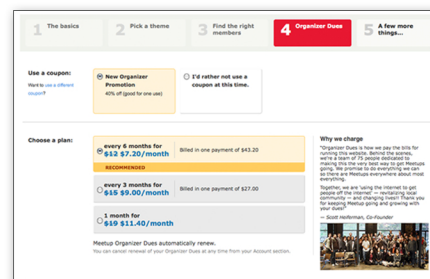
Choose your price plan and enter your payment information.

\$12 per month for 6 months (a single \$72 charge)

\$15 per month for 3 months (a single \$45 charge)

\$19 per month

Organizers can run up to 3 Meetup Groups at any one time under their plan. Organizer Dues automatically renew unless you cancel.



### ♥ That's it. Congratulations!



## Why Do You Love Marketing?



*“Get plugged in! Listen to the newest episode of the I Love Marketing podcast each week and encourage your fellow I Love Marketing Meetup members to do the same before each meetup you host!”*

**PODCAST ON iTunes** 

# DISCUSSION TOPICS & STUDY GUIDE

*Your first meeting will set the context for your I Love Marketing Meetup Group...*

### Discussion:

#### **Why Do You Love Marketing?**

##### Key Questions/Ideas:

- Knowing **WHY** you're using marketing for your **BIGGER FUTURE** is important
- Group discussion: Where Are You (In Your Business)? , Where Do You Want To Go? , How Are You Going To Get There?
- What are 3 things that Marketing can help you and those you care about get?

### Discussion:

**Before, During, After** (this is the context in which everything else you're going to discuss in your Meetup group fits into. Every business has a BEFORE unit, a DURING unit, and an AFTER unit.

##### Key Questions/Ideas:

- Explain each of the units and discuss each person's business in terms of the units.
  - What are **YOU** currently doing in each unit?
  - What are the key metrics in each unit for **YOU**?
  - What do you **WANT** to be doing? Dollar wise, customer wise, etc.
  - What are some great examples of **CURRENTLY SUCCESSFUL** businesses that you know about that have great **BEFORE, DURING, and AFTER** units? Can you apply a version of it in your business? If so, how?

## **PROFIT ACTIVATOR** **1** **2** **3** **4** **5** **6** **7** **8**

### Discussion: Profit Activator #1

#### **Narrow Your Focus and Select ONE Target Market (at a time)**

##### Key Questions/Ideas:

- Who is **YOUR** ideal target market?
- What are the ways you can **DOMINATE** that market?



**Joe Polish** is the Founder and President of Piranha Marketing Inc., and the creator of the Genius Network Interview Series.



His marketing expertise has been utilized to build thousands of businesses of all sizes, from small companies to large multi-national corporations.

**In the general business market,** Joe's marketing audio program with Nightingale-Conant, "Piranha Marketing", has been their #1 best selling marketing program for the past six years.

**The Genius Network** interview series has tapped the wisdom of some of the greatest entrepreneurial and marketing minds on the planet. Best selling authors from Bill Phillips to David Bach, marketing pioneers from Joe Sugarman to Gary Halbert to John Carlton, and perhaps the best known high-adrenaline entrepreneur Sir Richard Branson.

**His passions today** are developing his high level Genius Network Mastermind group, a marketing "brainstorming" group for highly successful entrepreneurs, and his charitable fund-raising mastermind which has raised over two million dollars for Virgin Unite to help fund entrepreneurial schools and humanitarian programs.

# DISCUSSION TOPICS & STUDY GUIDE

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #2:

**Use Direct Response Offers To Compel Prospects To Call YOU**

Key Questions/Ideas:

- *What types of offers are you currently using in your business? Are they compelling or can they be improved? How?*
- *Who are some great examples of companies (or people) who are using direct response offers?*

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #3:

**Patiently and Systematically Educate and Motivate Prospects**

Key Questions/Ideas:

- *How do YOU educate and motivate your prospects? Your clients?*
- *Are you currently using FREE RECORDED MESSAGES in your business? Why not?*
- *What are other robotic ways you can use to educate and motivate prospects?*

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #4:

**Present Your Unique Service Offer In A Way That Makes It EASY To Get Started**

Key Questions/Ideas:

- *How do you currently present your services to others?*
- *Is there a unique packaging you can create to make it more EASY for someone to use your services? What is it?*
- *Have you created a CONSUMER AWARENESS GUIDE for your business? Why not?*





**Dean Jackson** is a highly successful Entrepreneur, Podcaster, Marketing Trainer, Consultant & Coach.



**He's known as** the original marketer to have developed the "squeeze page" and has created some of the most frequently run and effective lead generation ads in the country.

**His primary focus** is helping Real Estate Agents make more money by focusing on Bankable Results: Getting Listings, Finding Buyers and Money Making Websites.

**Dean is an expert in copy writing** and direct response marketing and has created some of the most frequently run and effective lead generation ads in the country.

**Dean also invented** the concept referred to as "before, during and after," which are the various stages of a business relationship with clients, and prospects : before during and after the sale.

**Dean only does** what he wants when he wants and has several successful online businesses and two extremely successful podcasts, **MarketingMonday.com** and of course the new **iLoveMarketing.com** with Joe Polish.

# DISCUSSION TOPICS & STUDY GUIDE

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #5:

**Deliver A "Dream Come True" Experience Designed From Your Client's Perspective**

Key Questions/Ideas:

- *Do you have raving fans for your business? Who are they?*
- *What does everyone LOVE about you? Your business? Your services?*
- *What does everyone HATE about your business? Your services?*

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #6:

**Provide After Sale Service – even after You've Already Been Paid**

Key Questions/Ideas:

- *Does your company offer "after sale services"? What are they?*
- *What are some after sale service offers you can implement?*

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #7:

**Nurture Lifetime Relationships And Focus On Lifetime Value**

Key Questions/Ideas:

- *Do you know the lifetime value of every client you do business with is?*
- *What are ways you can nurture and create lifetime relationships?*
- *What ways do you show you appreciate your clients?*
- *How do you know your clients are HAPPY with your services?*



## Other Discussion Topics From The Podcast

- Marketing vs. Selling *Episode 3*
- More Before, During, and After *Episode 26*
- The Magic Rapport Formula *Episode 29*
- More Cheese, Less Whiskers *Episode 24*
- Obstacles To Getting Referrals And How To Set The Stage For Getting Referrals *Episode 33*
- Lead Conversions and How To Think About Your Leads To Make The Most Money *Episode 5*
- 5-Star Prospects *Episode 6*
- Your List: How Often You Should Mail Or E-mail Your List *Episode 6*
- The Future Of The Thank You Economy *Episode 10*
- Toms Shoes Founder Blake Mycoskie's Approach To GIVING And BUSINESS *Episode 12*
- Blogging: How Often And The Right Amount... *Episode 13*
- Being OUTRAGEOUS In Your Marketing *Episode 14*
- Video Marketing And The 3 Essential Steps *Episode 20*
- Logos And Branding *Episode 21*
- Copywriting: How To Make Your Writing Riveting *Episode 35*

# DISCUSSION TOPICS & STUDY GUIDE

## PROFIT ACTIVATOR 1 2 3 4 5 6 7 8

Discussion: Profit Activator #8:

**Orchestrate Referrals By Giving Your Clients The Opportunity To Feel Great**

Key Questions/Ideas:

- Do you provide services that **MAKES** your clients **WANT** to refer you? If no, why not?
- Do you have a referral program? What does it consist of?
- What are ways you can **ACTIVELY** get referrals (not passive referrals)?
- Why do you think people refer others to you?

**CONGRATULATIONS & BEST OF LUCK WITH YOUR NEW I LOVE MARKETING MEETUP GROUP...**

**...STAY TUNED-IN EVERY WEEK TO GET MORE OF THE BEST ACTIONABLE MARKETING INSIGHTS AROUND!**





**HANDS DOWN  
THE BEST  
MARKETING  
PODCAST  
AROUND!**



Visit

[www.iLoveMarketing.com](http://www.iLoveMarketing.com)  
now and... Get More Love!

**PODCAST ON iTUNES** 

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[www.iLoveMarketing.com](http://www.iLoveMarketing.com)

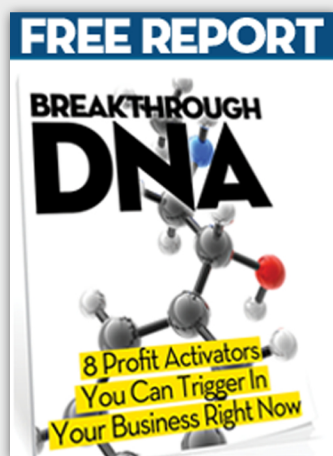
# EPISODE REFERENCE CHEAT SHEET

- 1 The One Where We Start At The Beginning
- 2 The One Where Joe Grows His Business by 500%
- 3 The One Where Dean Gets Off The Hamster Wheel
- 4 The One Where It's Your Turn To Try It
- 5 The One About Converting Leads
- 6 The One About Converting More Leads
- 7 The One Where We Play Yellow Pages Roulette
- 8 The One Where Joe Just Got Back From Necker Island
- 9 The one About The Comments
- 10 The One With Gary Vaynerchuk
- 11 The One Where We Talk ABOUT Gary Vaynerchuk
- 12 The One With Blake Mycoskie (*Founder of Toms Shoes*)
- 13 The one With Tim Ferriss
- 14 The One With Bill Glazer
- 15 The One Where You Can't Help But Make More Money Listening
- 16 The One With Dan Kennedy
- 17 The One About Getting Attention With Fun
- 18 The One With Dan Sullivan
- 19 The One With Ivan Misner (*Founder of BNI*)
- 20 The One With Andy "Video Boss" Jenkins
- 21 The One About Naming (*from the car*)
- 22 The One About Success And Marketing
- 23 The One With Tellman Knudson (*OvercomeEverything.com*)
- 24 The One With More Cheese And Less Whiskers
- 25 The One With Richard Branson
- 26 The One With Marie Forleo And Yanik Silver
- 27 The One About Gary Halbert
- 28 The One About Orchestrating Referrals
- 29 The One About The Magic Rapport Building Formula
- 30 The One Where We Answer Questions LIVE!
- 31 The One About Applying The 8 Profit Activators To Your Business
- 32 The One With Mike Koenigs
- 33 The One With John Jantsch (*DuctTapeMarketing.com*)
- 34 The One With Answers To YOUR Questions
- 35 The One With John Carlton



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FREE REPORT  
BREAKTHROUGH  
DNA**

**“8 PROFIT  
ACTIVATORS YOU  
CAN TRIGGER IN  
YOUR BUSINESS  
RIGHT NOW”**



**AT  
WWW.ILOVEMARKETING.COM**

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4440 S. Rural Rd. Fax 480-858-0004  
Bldg. F www.JoePolish.com  
Tempe, AZ 85282 www.iLoveMarketing.com

## EPISODE REFERENCE CHEAT SHEET

- 36 The One With Maria Andros
- 37 The One With A Live Audience (Phoenix I Love Marketing Event)
- 38 The One About Target Markets & Mafia Offers
- 39 The One About Free Recorded Messages
- 40 The One About Even More Ways To Use Free Recorded Messages
- 41 The One About Sequenced Mailing Strategies
- 42 The One About How To Create Compelling Ads, Postcards, Fliers and Sales Letters
- 43 The One About Your "Before" Unit
- 44 The One with Jon Benson (Video Sales Letters)
- 45 The One With Craig Ballantyne (Early To Rise)
- 46 The One With Ryan Deiss (Idea Incubator)
- 47 The One About Your Annual Marketing Calendar
- 48 The One With Dan Sullivan - 5 Rules For Great Discussions (Part 1)
- 49 The One With Dan Sullivan - 5 Rules For Great Discussions (Part 2)
- 50 The One To Start The Year Off

**...And Much More Incredible Content  
To Come!**

### Additional Resources & Information:

[www.JoePolish.com](http://www.JoePolish.com)  
*Piranha Marketing home page*  
[www.HireJoePolish.com](http://www.HireJoePolish.com)  
*Joe Polish consulting services*  
[www.GeniusNetwork.com](http://www.GeniusNetwork.com)  
*Joe Polish Interview Series*  
[www.JoePolish.com/Testimonials](http://www.JoePolish.com/Testimonials)  
*Clients Share Their Stories*  
[www.GeniusNetworkMastermind.com](http://www.GeniusNetworkMastermind.com)  
*High Level Entrepreneur Mastermind*  
[www.CenturionMastermind.com](http://www.CenturionMastermind.com)  
*Mastermind trip to Sir Richard Branson's Necker Island*

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