



The MASTER Plan

Influence is one of the most powerful privileges we are granted in our relationships. Learn how to amplify your influence in a way that inspires natural growth with the Master Plan.

The Master Plan of Influence is designed to walk you through growing your idea to reach a larger audience in ways that are simple - but you may have never thought possible.

The Master Plan of Influence (MPI) is a simple strategy that virtually anyone can use to increase or amplify their message. We have applied it over and over again - and it works! **If you have something to teach or a message that serves to help others, this may just be the plan for you!**

Recently we mapped out the strategy we use to grow our own message. As we documented the process, we noticed a pattern of success and are excited to share it with you in this short report.

Read on as we introduce you to the basic idea of how the Master Plan of Influence is structured. Be forewarned, however, once the wheels start turning, they may not stop!

We have discovered that when we talk with people about this strategy, some already are in the process somewhere without even knowing it. Others are just working out the kinks of their ideas.

Regardless of where you are in your thought process, the Master Plan of Influence is designed to walk you through growing your idea to reach a larger audience in ways that are simple - but you may have never thought possible.

Ready?

Before we dig in

Before we break down the parts of the Master Plan of Influence, you may find that it makes more sense if you can start with an idea brewing in your head. So - grab a cup of coffee... or tea... or a double-shot-white-chocolate-mocha... and let's brainstorm a bit.

There is a reason you picked up this book. Something is stirring in your mind. Perhaps you have noticed a problem within your circle of influence and you have discovered a solution that you want to share. Maybe there is a need that you can meet by teaching others new skills.

What has brought you to this place in time where you are desiring to share a message?

What is the message you have to share?

Maybe you have written and published a book and are wondering what's next. *Is it written and done with now?* Or, is there a strategy you can use to continue to grow that message or content to continue to reach and influence others? That is where the Master Plan of Influence shines.

The Master Plan of Influence model works best if there is a lesson to teach, a need for training, or a problem that needs coaching through. We will help you break down the problem and your solution into bite sized chunks that your audience can digest while encouraging them to move onto the next course of the meal.

{Maybe you aren't quite ready with an idea but desire to move in this direction. Ryan Reger published, [Finding Your Grace Place](#) earlier this year and it has proven to be a valuable resource for people looking to find their God given purpose. You can check it out on Amazon here:

<http://amzn.to/2b2GUcZ>}



MASTER Plan of Influence

- M - Meet a need
- A - Add value
- S - Social
- T - Team
- E - End-to-End services
- R - Recurring

Our Story...

In 2015 Ryan Reger and Jenni Hunt partnered to build the Private Label the Easy Way Mentoring Program for Amazon sellers. We based the program on a variety of strategies Jenni has successfully implemented to help educate online resellers for the past 3-4 years. The Private Label the Easy Way Mentoring was wildly successful!

In two years we built a program that has a thriving community of successful students and has produced 6 figures... and this is with very part time schedules.

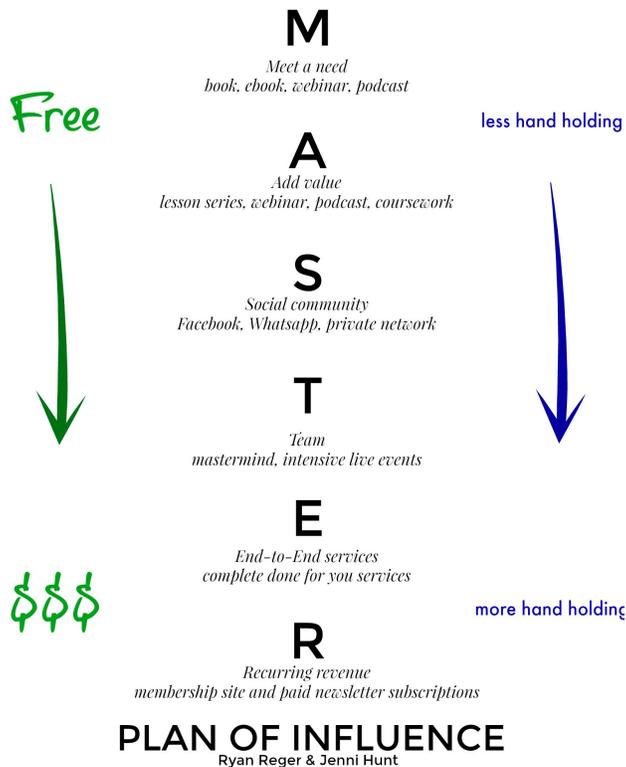
We recently took the time to document this same process we have successfully used in our own businesses. We absolutely believe this strategy can be used in any business and we are extremely excited to share it with you and help you grow your idea.

The Master Plan

To make this process super simple, we use the word “Master” as an acronym to explain the strategy we want to walk you through.

- M** - Meet a need
- A** - Add value
- S** - Social
- T** - Team
- E** - End-to-end services
- R** - Recurring

Now, don't get overwhelmed if this doesn't make any sense... it will.



Ideally, you would start with a message or idea that meets a need a group of people have... and as you move through from the “M” to the “R”, your involvement increases with your audience to meet that need... and so does the revenue.

The “M” is considered your “lead generator”, the “E” and the “R” on the other hand, would bring in the highest amount of revenue and require the most coaching and/or hand holding.

Let’s break it down and get those wheels turning.

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Think of this as a flow or growth. You would start with “**M**” which includes a message or idea to help **meet a need**. This will become your “lead generator” and almost plays the role of a business card.

Earlier we asked what message you have to share or problem you are looking to solve. Take that idea and ask what need your idea fills. We will use Private Label the Easy Way as an example. Private Label the Easy Way started out as a simple 74 page e-book Ryan put together teaching a simpler way to source physical products for building a brand on Amazon.

The need: People needing a simpler, less expensive way to source physical products.

The book, Private Label the Easy Way is a piece that fits the “**M**” in MASTER and meets a need.

This book you are reading right here is another example of the “**M**”. This book meets a need by teaching those who are looking to reach an audience with a message and might not know where to start.

The “**M**” doesn’t have to be a book though! It could be a simple webinar, podcast or short pdf report - *The KEY is that the “**M**” provide valuable but incomplete information to help meet a need with a certain audience.*

It is extremely important that the “**M**” play more of a skeletal roll in the big picture. It provides the framework - which is extremely

valuable. It wets the appetite of your audience and gets them asking for more.

Let's move on...

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The “**A**” in this process stands for “**Add Value**”. Here is how this works. If your “**M**” provides valuable but incomplete information, then the “**A**” will complete that piece.

Consider the “**M**” as a lead generator... and the “**A**” is the meat on the bones - or the meat of the message. Continuing with the example of Private Label the Easy Way... Ryan and I broke the chapters of his book down into lessons with assignments. The lessons go deeper into each topic and are downloadable in PDF form as well as dripped to the mailing list through email.

Maybe a written piece isn't the best way to deliver the “meat” of the message and videos or webinars would serve the purpose better. Because different people consume content in different ways, Ryan and I took the lessons we created and recorded a series of live webinars going through the assignments while taking questions from the audience. Students that come into the program now get the benefit of both video and written content.

If the “**M**” is the lead generator, the “**A**” would be the first level that will generate revenue for you on the low end. Another way to look at the “**M**” and the “**A**” is - the “**M**” is like a skeleton... it lays out the basic structure or idea of the message you are wanting to convey. The “**A**” is adding the meat... but, all with no involvement from you or other experts. That comes later. This means, you create this content one time - then make it work for you over and over without further involvement. In the internet marketing world, we call this “automated revenue”.

The “**A**” would remain hands off and be a bundle of lessons that complete the solution to the problem you brought up with your “**M**” product.

MASTER

We have looked at the “**M**” - Meet a need, the “**A**” - Add value... next is “**S**” - social. This is where it gets FUN!

Keep in mind that there is a progression for your readership. They may start with the “**M**” product - but that ought to lead them to purchase the “**A**” product where they get the meat of the message you are offering them. The “**S**” adds the social or community component and can grow your audience leaps and bounds

Personally, we like to use the Facebook platform for adding the social piece to the strategy for growth and influence; however, other platforms such as WhatsApp, Google HangOuts, etc. can accomplish the same goal. The idea is that you would create a private group or community where your customers will have access to you. This is exactly what we did with Private Label the Easy Way. We created a private Facebook group where we could interact with our students as mentors. In addition, we added value by bringing in a team of experts with various levels of experience to answer questions and participate in discussions in the group. The lessons and webinars we created to teach the Private Label the Easy Way Methods are all available in the private Facebook group as well. Providing a community of people who share the same ideology as you... or who are bought into the solutions you are providing skyrockets the value of what you are offering.

Keep in mind, Facebook doesn't allow you to charge for access to a private group on their platform - but you *can* charge for the content... and you just happen to use Facebook as a tool to deliver that content. Basically, the lessons or challenges you developed for the “**A**” become your content for this “mentoring” community.

Think about the power of this for a minute.

With the Private Label the Easy Way Mentoring Program we built a community of students who are looking to expand their online business. Now - not only are they inspired by what they have read and learned from the book and lessons - but they have access to a global community of other entrepreneurs looking for the same thing. In addition we sweetened up the community by bringing in experts to help moderate the group and provide additional value. Students can brainstorm and share ideas in this community..

PLUS, they have access to Ryan and I who are popping in the group regularly. Not only that, but we can do a Facebook live stream to connect and further engage with our audience. The possibilities are endless.

Remember, as your customers get more access to you... the value goes up. As the value goes up, so does the cost of the product or service.

MASTER

Let's review real quick before moving on. So far we have:

M - Meet a need with valuable but incomplete information. Could be a book, ebook, webinar or podcast.

A - Add value by providing lessons or challenges and adding meat to the information provided in the "**M**" product. Could be a lesson series in PDF, webinars, podcast, or other coursework.

S - Social. Adding a community creates a social network where your readers have greater access to you and you can better engage with them regularly.

Now we are at the "**T**" which stands for **Team**. A team is social (like the "**S**" community), only it is on a smaller and more trusted scale. We like to consider the "**T**" as something like a small mastermind or coaching group. Again, this would imply even more personalized access to you (the expert) and more hand holding as your readers walk through the program. An example of this could be a group that meets on a weekly (or bi-weekly) Skype call. If it is a local group, you could even meet in person. In fact, we tend to include masterminds and live events (intensive events) on this level. The criteria really is however you can provide more hand holding to your audience to help them be successful as they implement the ideas you are sharing.

Using our Private Label the Easy Way example, the "**T**" level for us has included a small group mastermind where we have 8 students on a weekly call for 6 consecutive weeks. We provide another level of accountability and training through these calls. The "**T**" goes even further when we host live events which we have done on

several occasions. These provide an unprecedented level of intimacy, training, and networking.

Remember, as your customers gain more access to you, the cost of the service goes up. The “**T**” level would be a *high level price point* and almost looked at as group coaching. I would recommend the group size not exceed 15 for this level. 20-30 max for a live intensive event... however, this will vary from market to market. The idea is that this is a deeper level of training for your customer with close to one-on-one access to you or other experts in the same market.

MASTER

As I was thinking about this acronym, I *really* wanted to have the “**E**” stand for “enchilada”... as in “the whole enchilada”. A more professional approach, however, is to call it “**End-to-end services**”. In other words - this is as close to a done for you service as you can get. If you are using the MASTER plan to train how to do something, the “**E**” would be the level where they pay you to just do it for them. This is a high level price point because it would be virtually hands-off for your client and completely hands-on for you. The “**E**” is not coaching or training - it is doing it for the customer.

The End to end service will look different from one system to another. For Private Label the Easy Way the “**E**” is a done for you service where we offer a list of products and suppliers that we have vetted. This significantly reduces the research time for our students and allows them to jumpstart their business.

MASTER

We have almost covered the entire MASTER plan. Let’s review because the “**R**” piece can apply on multiple levels.

M - Meet a need with valuable but incomplete information. Could be a book, ebook, webinar or podcast.

A - Add value by providing lessons or challenges and adding meat to the information provided in the “**M**” product. Could be a lesson series in PDF, webinars, podcast, or other coursework.

S - Social. Adding a community creates a social network where

your readers have greater access to you and you can better engage with them regularly.

T - Team. Build a smaller coaching environment such as a mastermind or regular intensive events where your customers are paying you to hold their hand even more and coach them through the steps of your program.

E - End-to-end services. This level does not involve coaching or training; rather, it is high level where you do all the work for them and provide a done for you service.

The **“R”** stands for Recurring. Recurring means that somewhere in your strategy you need to find a recurring revenue stream. Usually this looks like a membership site or subscription of sorts.

Depending on your customers and the nature of the program you are applying this strategy to, the recurring level of this model could apply to the “A”, “S”, “T” or “E”. We did exactly that with Private Label the Easy Way by making the **“E”** piece our recurring income level. Students pay a monthly fee to be a part of our done for you program.

A few examples of what this could look like include:

With the **“A”** - Add Value phase, a recurring revenue stream might include a monthly subscription to regular lessons or challenges. If you are providing the type of content that could be, potentially, never ending, you could provide this as a membership and have regular coursework delivered month after month or quarter after quarter.

I believe the recurring revenue model may work best with the social, team or end-to-end services.

Is there information that your audience may want access to month after month or quarter after quarter? This would be the type of information you could include in a membership site and use as a source for recurring (and often automated) revenue stream. In fact, the recurring revenue stream could be access to regular webinars that provide value to your audience.

Another source of recurring revenue could be a subscription “box” where physical products are delivered on a regular basis and it is a service that one would subscribe to. Or maybe the recurring piece is a membership to a club with monthly or quarterly events. The

sky is the limit - just requires a bit of out of the box thinking to find the perfect solution for your offering and audience.

Ultimately, the Master Plan of Influence (MPI) is a tool to help you build a blue print that will amplify your idea to reach a large audience with your message.

Now that you have a picture of what each piece of the MPI involves - it's your turn to walk through the steps.

Use the worksheet below to fill in your idea(s) and see where you end up. If you would like to move quickly and learn how to build each of these pieces and work your audience from one level to the next, we would be honored to walk with you. We have a mentoring program that walks you through every step. Learn more here:

www.MasterPlanofInfluence.com