

BEMER

CONSTANT CONTACT VS AWEBER

- Speak to Carol, get CSV for Database
 - To take control of bemer related comms.
- Speak to Kirsten for Attendees
- New Aweber for LTJ Bemer
- New Branded Template

FUNNEL

- Step by Step funnel that replicates email flow
 - 1 Letter from Linda
 - What's the connection between TTouch and Bemer
 - 1 min Video
 - 2 The science behind Bemer
 - 3 The animal product
 - 4 Opportunity
 - Randy
 - Visual Step by step instructions
 - 5 How to buy the Bemer
 - Visual step by step instructions
 - CTA to shop
 - CTA to Kirsten
 - 30 day return policy

EMAILS

2 Databases

- 1) 500 Bemer Animal Registrations
 - Series of emails
 - Letter from Linda
 - The Science
 - Find quick update from Randy and Val
 - Rebuttal
 - NASA
 - How to buy the Bemer

1a) For non-already registered PEEPS

- Welcome to the Webinar
- Letter from Linda
- The Science
 - Find quick update from Randy and Val
- Rebuttle
- NASA
- How to buy the Bemer

2) Linda's personally invited IBDs

- Sunday Meeting
- Two way communication

Email with picture instructions, how to buy process

Footer for all emails and funnel pages we have T&Cs

TTOUCH DATABASE

- Leverage 80th Birthday
 - Intro to Bemer
 - Invite to Webinar
 - Are you Interested in once a month
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TTouch BeamTeam

- Support
- Story Collection

Find out about that redirect for LP
Link to TTouch sites on Emails and Footers

TELLINGTON TTOUCH

Domain - Carol/ Kirsten TTouchworld.com

World

Subscription Content

Podcast Series DVDs CD audio Talk Story Video
-Open Session -Questions
-Spotlight

Site Structure

Horses Dogs Cats Exotics Humans

Strategy

June 30 OR July 1

Birthday Zooms
-Germany 9am PST
-USA 12pm PST

Promotion

-2 week promo period
-FB and IG
-Emails
-New branded template for Carol
-Proactive with communication
-Special domain to register
-Zoom graphics, Birthday Graphics
-LP for TTouch World + Prelaunch Value

Notable Dates

-September 9th, German Birthday
-Book Launch
-Gabrielle Boisselle

Provisional TTouch World Launch July

Assets

-Countdown teaser graphics for FB and IG
-3 emails leading up

ARP Magazine

-Linda speaking to publisher to make introduction

World Strategy

Charity

-10% of Subscription Cost
-Select Charity from drop-down upon signup

Affiliate

Banners in Ad space with links to products LTJ likes
-Select partners

Webinars

Talk Story

-Diana Gunn & LTJ
-Sage Lewis - TTouch and Children
-Miranda Alcott - "End of Life" Rayne
-Sally Morgan - Cranial Sacral Therapy
-Linda Talking Story Series
-Profound interspecies Communication
-Carol story about saving 6 monkeys
-Jaynellen Kovacatic Series
-Jaynellen - Animal Ambassadors

Closed Webinars

-TTouch Philosophy for Women with
Metastasized Breast Cancer
-Zoom link

Free Teaching

TTouch Gift to the World!

-Autism with Elinor & LTJ
-Horse Boy World
-Senior Homes

Book Readings

A chapter from a book that already exists
-LTJ reading and highlighting the chapter.