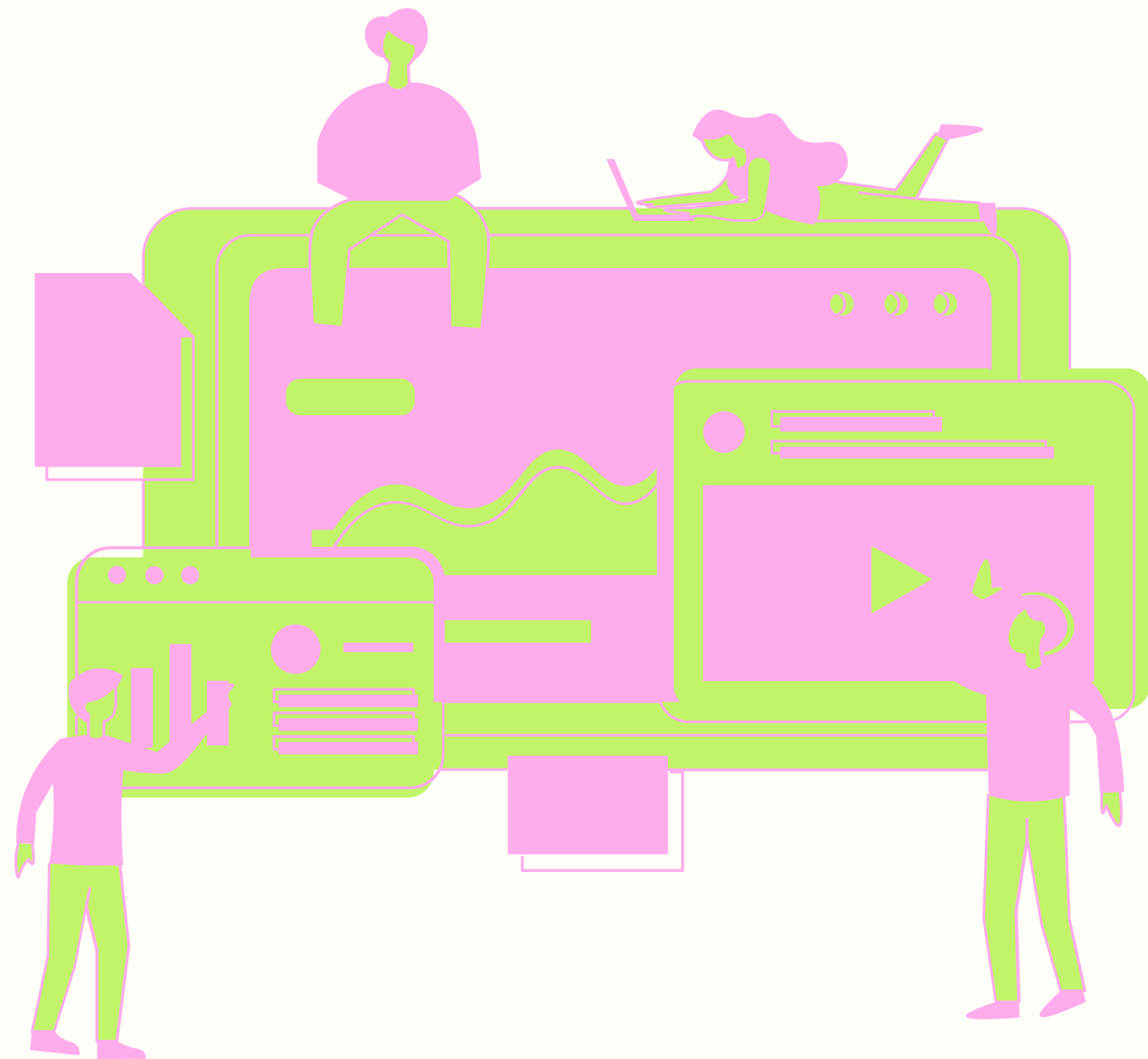


# OUR ONLINE MENTORING BUSINESS SUPPORT SYSTEM



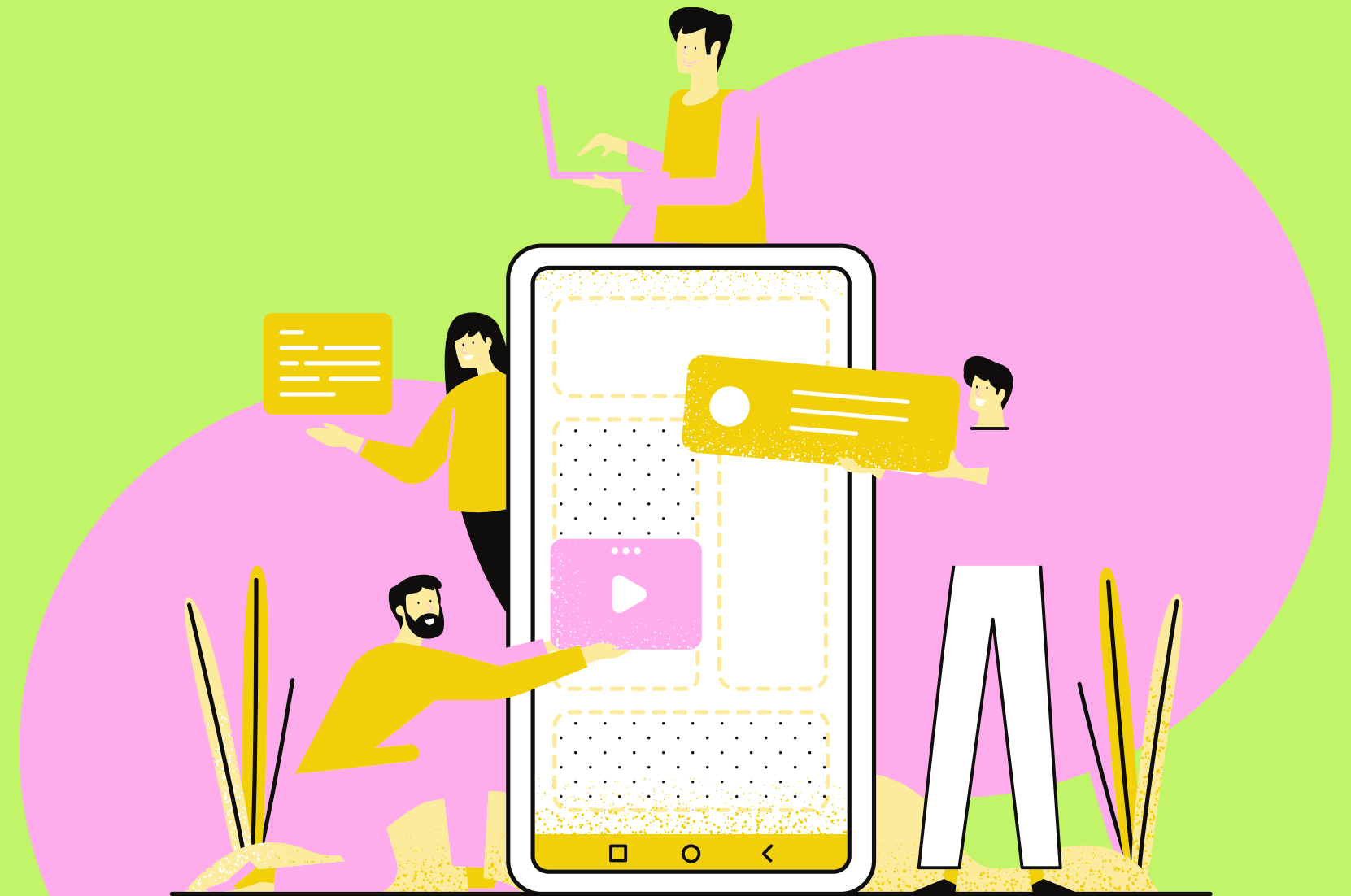
The Cellar  
Contribute to your  
business growth.

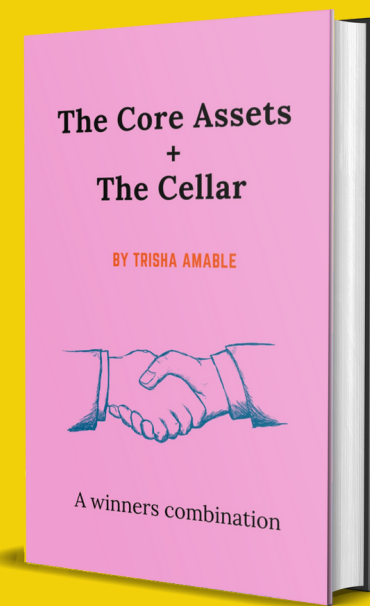
# WHEN YOU MOVE YOUR BUSINESS ONLINE

- Attract the right prospects on autopilot
- Convert a steady flow of them paying you the right fee
- Package and deliver your expertise much more efficiently online.
- Massively increase your productivity by implementing successful strategies and tactics.

## WHAT'S DIGITAL MARKETING

- The promotion of your brand to connect with potential customers using the internet and other forms of digital communication.
- This includes email, social media, web-based advertising, content, copywriting and multimedia messages using the right marketing channels for your business.





# WHY THE CELLAR?

**Because it contributes to your business growth**

**The Cellar is an online Mentoring Business Support System guiding, encouraging and helping you apply The Core Assets + The Cellar manual information in a detailed, supportive manner.**

## TARGET

**The audience that's relevant to your business industry and clients' demography using the internet to connect to your audience on a computer, tablet or laptop to spread your message to your audience.**



## STRATEGY

**The Cellar contains 32 strategies and 9 tactics that you can use in your marketing content and post on social media platforms. All strategies and tactics are explained, tried, tested and used in the manual everyone talking about The Core Asset + The Cellar.**



## COST

**Measure the cost of your marketing campaign. Ensure that you have a marketing advertising budget. Because your cost can increase if you're not careful. Make sure you priced your products or services using the pricing strategies found in The Cellar.**



## TOOLS

**The Cellar tools can help you measure and monitor your campaign and encourage you to implement the strategies and tactics found in the manual + The Cellar. The Cellar tools teach you the foundation of marketing and its application to business using methods of communication.**



# USE DIGITAL MARKETING—SIMPLE > QUICK > LUCRATIVE

With The Cellar tools mastery; Digital Marketing become easy using the channels available to access your audience. Don't sweat the small stuff, if you are not successful, try market testing your content and send two different messages about the same products or services, give an offer that can't be refused. Check if you are talking to the right crowd for your products or services.

01

Search Engine Optimization (SEO)

05

Search Engine Marketing

02

Content Marketing

06

Instant Messaging Marketing

03

Social Media Marketing

07

Affiliate Marketing

04

Pay Per Click (PPC)

08

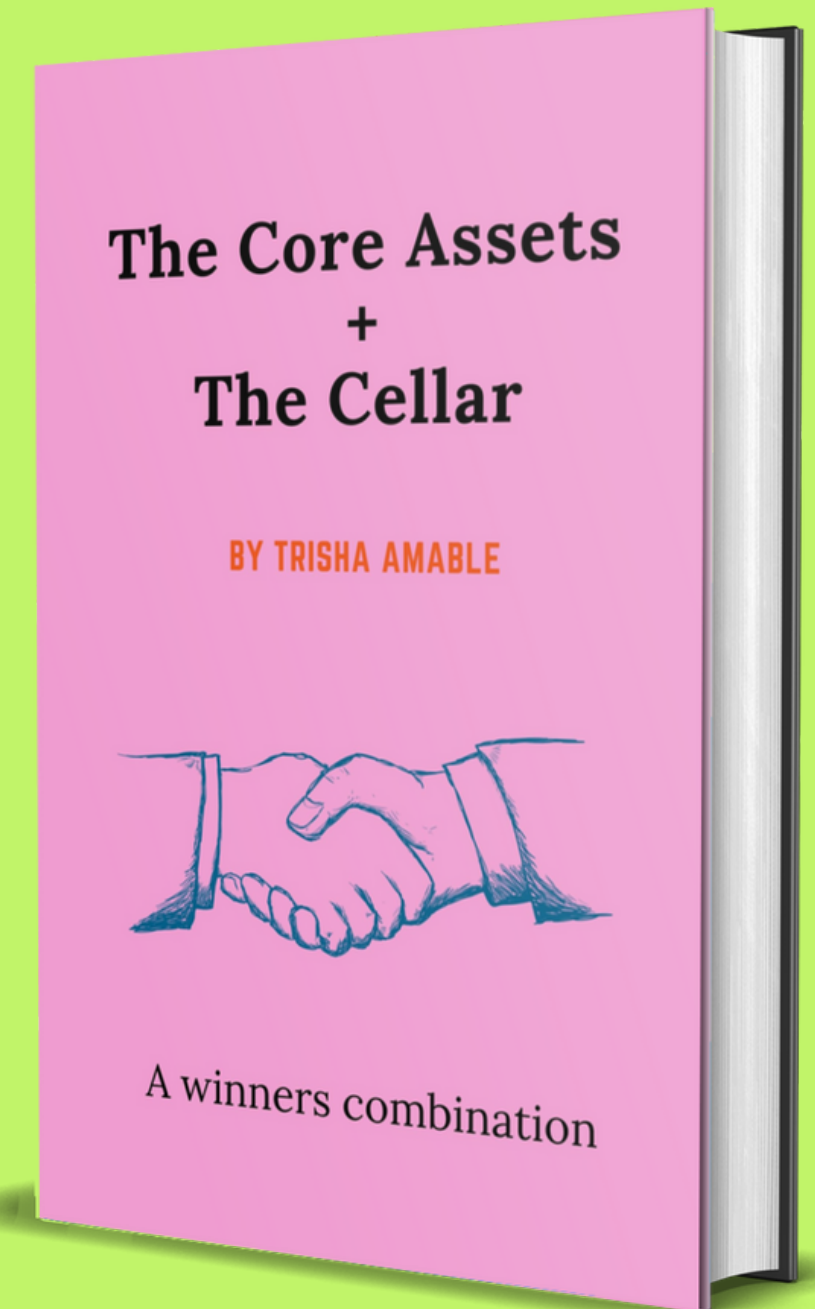
Email Marketing

The Core Assets  
+  
The Cellar

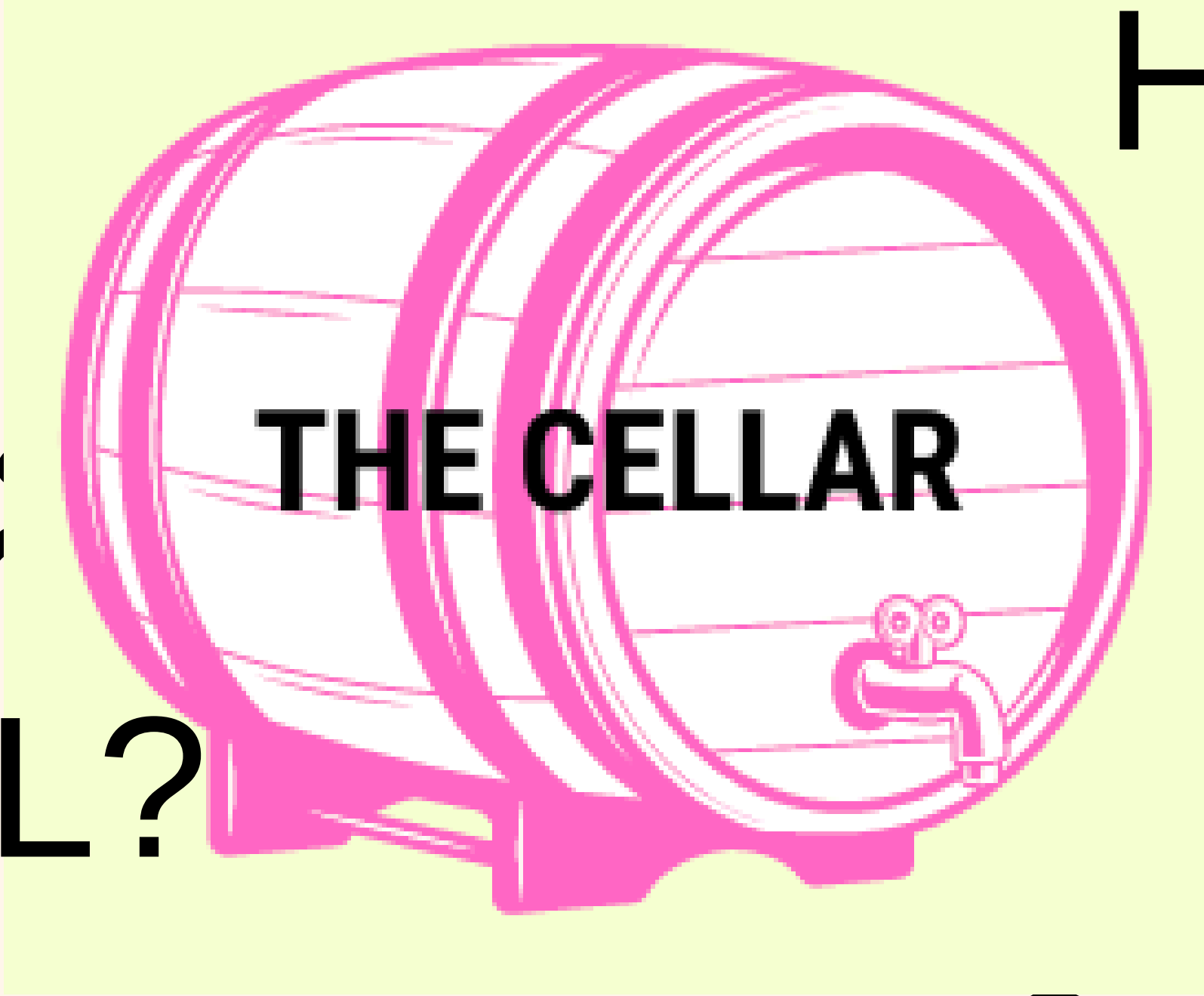
BY TRISHA AMABLE



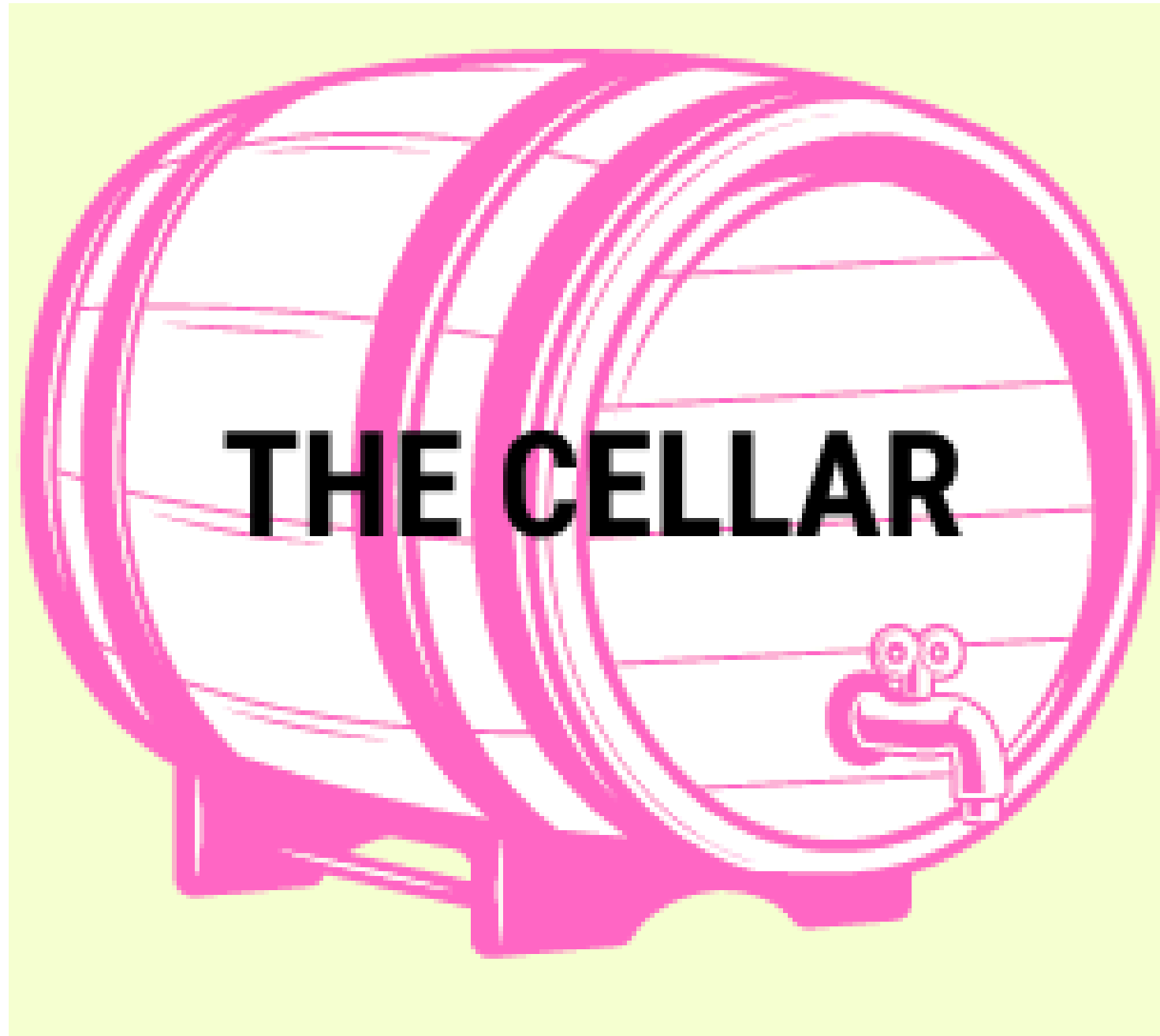
A winners combination



THE  
HOW?  
THE  
MANUAL?  
THE CELLAR



# Search Engine Optimization (SEO)



## QUALITY OF CONTENT

Your website is a communication channel, ensure its content has marketing value. Make sure your on-page SEO is done and off-page SEO is done to maximise your visitors and turn them into recurring paying clients.

## STAGE 1

Result for your clients using our online mentoring system tools and the 9 tactics with one or two strategies. Remember and pay attention there are 32 strategies but they all have their own purpose. Therefore use the right strategies for your own aim to attract the right clients to your business for your industry.

## STAGE 2

Create the perfect MAP. Content marketing mapping is important it helps you acquire clients fast because you have researched the market and your customer's demography before creating your AVATAR. Map your client progress through your SALES funnel. Then systemise the strategies and tactics used to get paying clients.

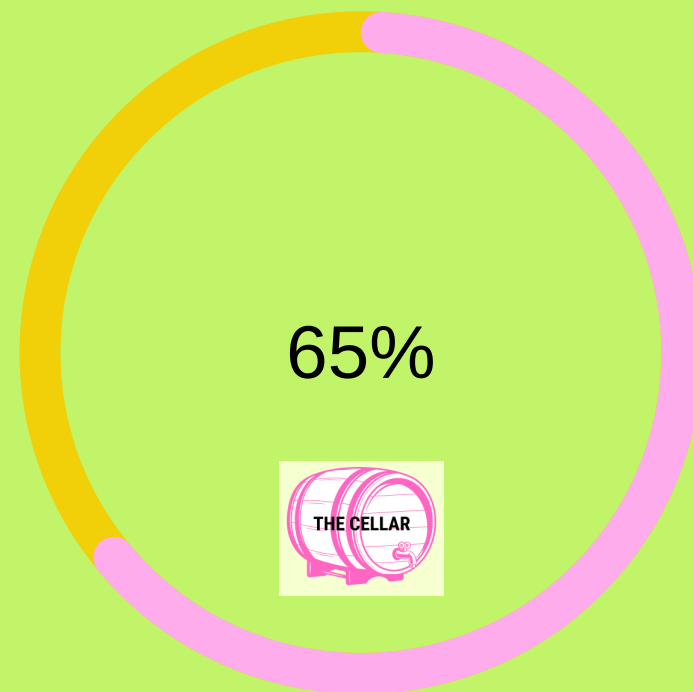
## STAGE 3

Acquire your clients at the right fee for your products and services. Make sure you increase the number and quality of inbound links in your social media marketing campaign and email marketing as well as mobile apps used. Inbound strategy personalises your message. Providing a personalised experience to your prospects and clients can be achieved through a strategic inbound marketing plan resulting in sales.

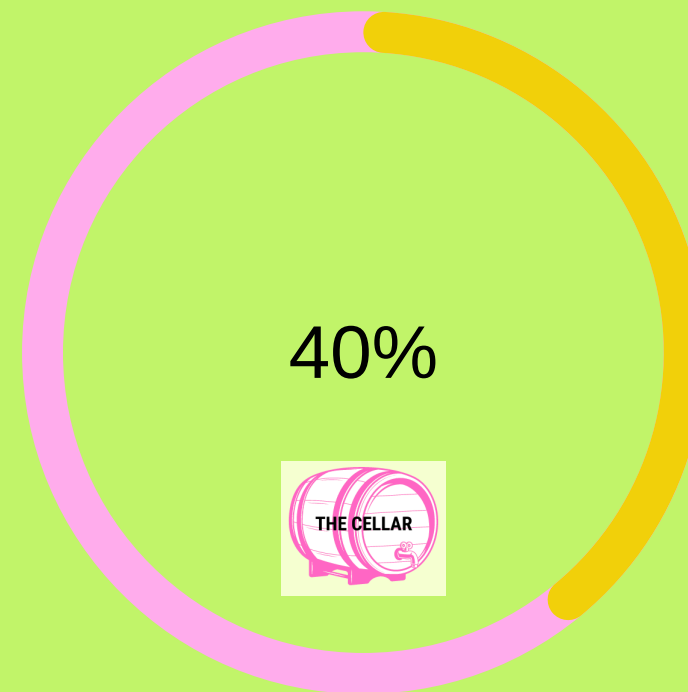


# MAXIMISING CLIENTS VALUE

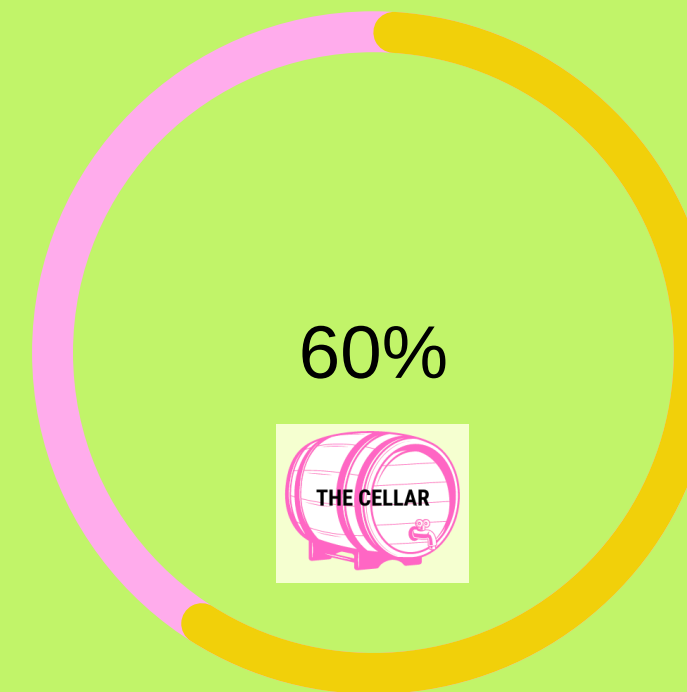
With the Cellar online mentoring business support system



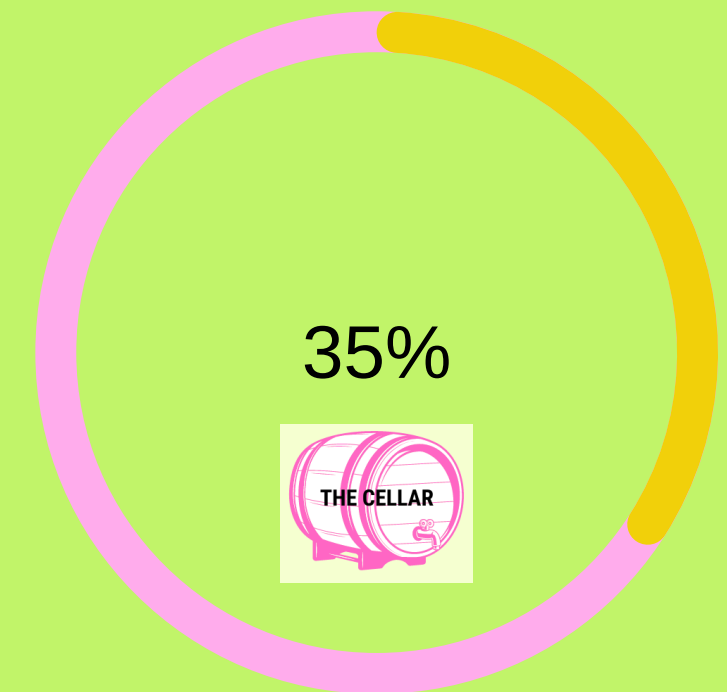
**Increase Frequency  
Of Purchase**



**Increase Referrals**



**Increase Average  
Order Value**



**Reduce Attrition**

**Any marketing that uses electronic devices can be used by marketing specialists to convey promotional messages. You can measure the impact of your message through your customer journey.**



You can find these in The Cellar.

# Content Marketing Leads Magnets

That Convert Between 20-50%

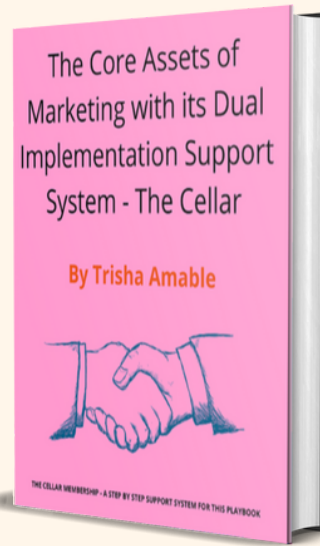
The core asset of Marketing with its dual implementation support system  
- The Cellar

**FREE DOWNLOAD**

Everything you need to grow your  
business Quickly & Cost-effectively  
is in the manual

Only for the people committed to buying three months of  
Cellar use now

**Yes! I want my free  
eBook**



1. PAGE BUSINESS  
GROWTH FORMULA  
(T X L X C X M S)

GL

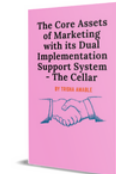
### THE FORMULA

The T represents TRANSFORM  
(and includes the 9 core assets-  
the tactics. Each tactic can be  
applied for zero cost.)

### THE CORE ASSETS

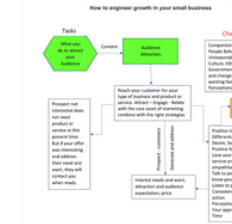
1. TM (Target Market)
2. H (Headline)
3. RW (Reason Why)
4. FB (Feature & Benefit)
5. D (Differentiator)
6. G (Guarantee)
7. IO (Irresistible Offer)
8. SP (Social Proof)
9. CTA (Call To Action)

"it is impossible NOT to  
grow your business  
when the formula and  
the core assets are  
applied"



(L) LEAD GENERATION  
(C) CONVERSION  
(M) MAXIMISING  
CUSTOMERS VALUE  
(S) SYSTEMISE AND  
AUTOMATE

Playbook and System for winning



Combine the core assets in your  
content with one strategy for  
maximum effect to increase lead  
acquisition and conversion.  
Systemised and automate your  
delivery system.

**Get This FREE!**

Instantly & For ZERO Cost  
Maximise The results Of Your  
Most Important Marketing  
Strategy

Simply click on the button below to get started

**Yes! I Want This!**

Attention Businesses: Free Webclass Reveals

"How to Transform Your Small Business  
into A highly Profitable Online clients  
magnet WITHOUT Spending a small  
fortune or Taking Months to Do It!"

**Yes! Register my spot Now!**

\*Save Your Seat-Limited Availability



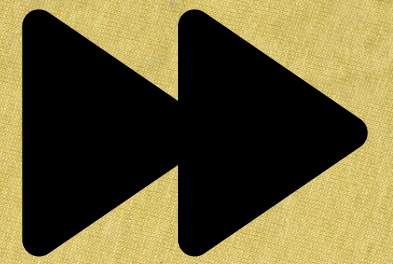
Free Service

Free Cellar Membership  
Registration you only  
pay for its content use.



ZERO Cost

The improvement  
suggested to maximise  
your results can be made  
for zero extra cost



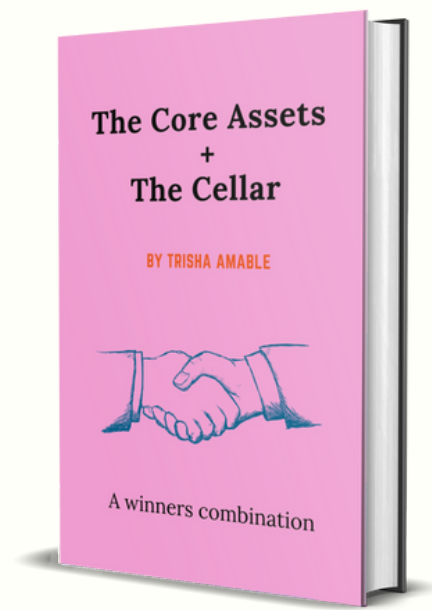
Fast & Easy

You'll be able to implement  
the improvement quickly &  
easily and bring your result  
faster using The Cellar.

**Yes! Register me today**



# You can't use The Cellar benefits without reading the Manual.



1. **Demonstrate your expertise PRIOR to selling**
2. **Never worry about where the next client will come from**
3. **Expertise First Lead Magnet**
4. **Believe you can solve your client's problem**
5. **Ensure you always meet the needs of your clients**



**Expertise first Lead Magnet could be something as simple as a one-page blueprint of your service or product explaining why your clients will get the benefit of using you and not your competitors.**

**Our online mentoring system - The Cellar features and benefits help you achieve successful Digital Marketing and Traditional Marketing campaigns to increase your client base. Enabling frequent recurring purchases of your products or services using the strategies and tactics taught including the templates provided. The Cellar contributes to your business growth and profitability.**

# MONTHLY SUPPORT FOR CELLAR USERS

- As part of your membership of our Online Business Mentoring Support System, you get as a perk a 30-minute monthly support and guidance.
- You can access your My Personal Support for Cellar users calendar on our system.

## My Personal Support for Cellar users

Check out our availability and book the date and time that works for you

Select a Date and Time

< May 2022 >

| Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|-----|-----|-----|-----|-----|-----|-----|
| 25  | 26  | 27  | 28  | 29  | 30  | 1   |
| 2   | 3   | 4   | 5   | 6   | 7   | 8   |
| 9   | 10  | 11  | 12  | 13  | 14  | 15  |
| 16  | 17  | 18  | 19  | 20  | 21  | 22  |
| 23  | 24  | 25  | 26  | 27  | 28  | 29  |
| 30  | 31  | 1   | 2   | 3   | 4   | 5   |

Monday, 23 May  
British Summer Time (BST)

|       |       |
|-------|-------|
| 09:30 | 10:00 |
| 10:30 | 11:00 |
| 11:30 | 13:00 |
| 13:30 | 14:00 |
| 14:30 | 15:00 |

[Show all sessions](#)

## Booking Summary

Available Online

My Personal Support for Cellar users

Request to Book

# MONTHLY SUPPORT - REQUEST MEETING



## My Personal Support for Cellar users

For The Cellar users only

30 min

Request to Book

## Our Services

Support for the Cellar users



Call Booking Sheet

My Personal Support for the Playbook and Cellar user only - Download the PDF call booking sheet before booking an appointment.

## Monthly Sales Accelerator Programme

### My personal Support Call

From 4-6 pm

Complete the form and Book through our online booking facility or our website via my personal support package

Company Name: \_\_\_\_\_

Date of Meeting: \_\_\_\_\_

Attendees name: \_\_\_\_\_

Time: \_\_\_\_\_

### What support you require with the playbook & Cellar

- Review of last month
- Do you need extra help?
- Fill in the blank template
- Progress so far against the target set
- Designing your marketing content
- Question
- Arranging next month meeting

The Cellar monthly mentoring call booking sheet

<https://girlfridayz.com/book-online>

# ACQUIRING CLIENTS AT THE RIGHT FEE

**The system I have just taken you through will enable you to systemise the strategies and tactics taught. Because you would have mastered the Cellar system to perfection and acquired everlasting techniques and methods to ensure that you increase your client base.**

**You'll have learned to sell your products and services to the right audience at the right price and acquire interpersonal skills, marketing skills, and knowledge as well as increased productivity.**

**The Cellar Mentoring System attached to the manual The Core Assets + The Cellar is your entire re-engineer growth system contributing to the increase in revenue and profitability of your business.**



# OUR ONLINE BUSINESS MENTORING SUPPORT SYSTEM OVERVIEW

## STAGE 1

**Result For  
Your Clients**



## STAGE 2

**Creating the  
Perfect M.A.P**



## STAGE 3

**Acquiring Clients  
At the Right Fee**

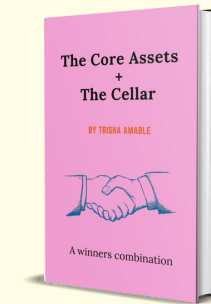


**The Cellar re-engineer system for the manual (The Core Assets + The Cellar) contribute to your business growth**

# WHO DO THE MANUAL + THE CELLAR HELP?

## Small Business Owners

If you have a brick-and-mortar shop, an e-commerce or business service website and need help with Marketing and its application to business then you can buy the manual + The Cellar.



## Entrepreneurs

If you are an entrepreneur with a "bit of get-up and go" & have the necessary funding, and need help with marketing your business then you can buy the manual + The Cellar.

## Startups

If you are a startup and have funding available and want to learn marketing then you can buy the manual + The Cellar.

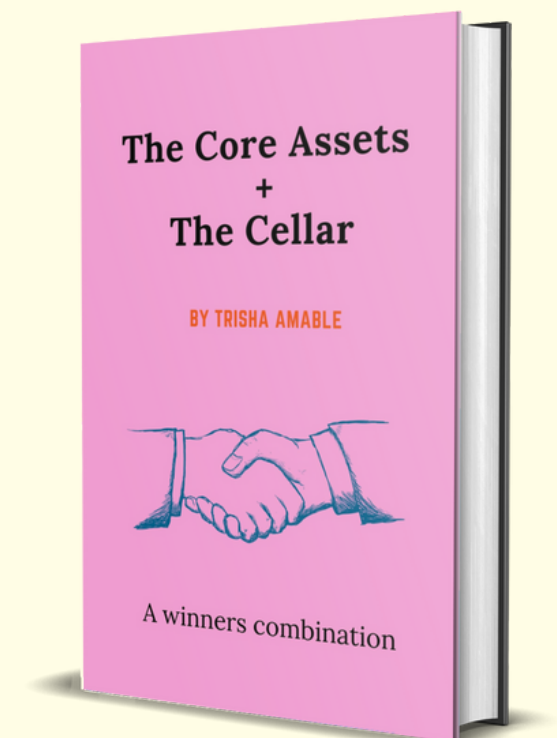




# WHAT YOU'RE GOING TO GET

USING THE CELLAR BUSINESS MENTORING SUPPORT

1. **24/7 Access to the Growth Re-engineer Cellar**
2. **Full Access to the Cellar Membership features - Open Your Ears and Open Your Eyes**
3. **Full Access To The Sale Enabler Accelerator fill-in the Blank Templates**
4. **Full Access To The Wine Vault Marketing Mapped-out Templates**
5. **My Personal Support Package**



**You're getting an absolute system to grow your business. Successful progressive methodology and the foundation of marketing to support and encourage you to grow your business effortlessly, easy to operate and rewarding Online Business Mentoring Support System.**

**You get all world-class training, videos, podcasts, all templates, checklists, Marketing Presentations, Business Tools, Strategies and Tactics, Stories...**

**Everything to accelerate your journey.**

**You get access to One of the world's leading business growth innovative Online Mentoring System. Unique in its design and you have the pleasure to use the newest marketing theories created by Girlfridayz Limited.**

**You cannot access The Cellar's features and benefits without buying The manual (The Core Assets + The Cellar) Small business owners.**



# Where To Get Your Manual - To use The Cellar

If you're finally ready to create a highly successful, easy to operate and rewarding online or brick & mortar business. Improve your existing business and increase revenue and profitability?

Click on the button.

