

CHRIS CARDELL'S

MILLIONAIRE
MASTERMIND

COACHING PROGRAMME

THE MILLIONAIRE MASTERMIND

THE HUB

- **Dates and Times**
- **Seminar Recordings**
- **Link to Course Facebook Group**
- **Links to Bonus Seminars**

www.CardellMedia.com/MMHub

Part 1 – Three Video Seminars

1. Marketing Mastery
2. Pricing, Positioning an Authority
Mastery
3. Money Mastery

Part 2 – Personal Support and Coaching

**Join the Private Members Group on
Facebook:**

www.CardellMedia.com/MMHub

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BONUSES

1. One Month's FREE VIP Inner Circle Membership Pricing, Positioning an Authority Mastery

- 24 Page Business Breakthroughs Newsletter
- Exclusive Online Videos and Seminars
- Exclusive Private Members Group
- Monthly Q and A Calls

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MILLIONAIRE MASTERMIND
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BONUSES

- 2. Video Seminar – The Google Revolution of 2021**
- 3. Video Seminar – The Website and Social Media Millionaires**

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Seminar 1 – Marketing Mastery

**5 Fast Cash Boosters and the
7 Essential Strategies for Marketing
Success in the New Economy**

1

Maximise the Profits from Your Existing Customers with at least 100 'Touch Points' Per Year

2

Implement an Immediate Referral Strategy

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3

Add a Guarantee

4

**Go to your Customers with
an Irresistible Offer**

5

Implement Upsells

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7 Essential Strategies for Marketing Success in The New Economy

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1

Multiple Marketing Methods

1. Multiple Marketing Methods



1. Multiple Marketing Methods



1. Multiple Marketing Methods

You must use multiple Marketing approaches

- **Google Ads**
- **Facebook Advertising**
- **Email Marketing**
- **Social Media**
- **YouTube Ads**
- **Remarketing**

1. Multiple Marketing Methods

You must use multiple Marketing approaches

- **Print advertising in newspapers and magazines**
- **Telephone Marketing**
- **Direct Mail**
- **Shows and exhibitions**
- **Online Videos**
- **Referrals**

1. Multiple Marketing Methods



2

Decide on and Test Conversion Goals

2. Decide on and Test Conversion Goals

The image shows a screenshot of the British Security Technologies website. At the top, the company logo is displayed, featuring a red and black geometric icon to the left of the text "BritishSecurity" in a bold, sans-serif font, with "TECHNOLOGIES" in a smaller font below it. To the right of the logo is a small circular icon with a blue checkmark and the word "GOLD" underneath. Below the logo is a black navigation bar with white text for "Home", "About Us", "Services", "Support", "News", "Tips", and "Contact Us". A red button with white text "GET A QUOTE" is positioned on the right side of the navigation bar. Below the navigation bar is a grey banner with the text "WE ARE OPERATING AS NORMALLY AS POSSIBLE." and a sub-line "We are able to undertake safely and within government guidelines. Our 24/7 emergency helpline is operating as normal Call Now On 0800 393 364". The main content area features a large, bold headline "KEEP YOUR BUSINESS & HOME SAFE" in black, followed by a sub-headline "CCTV, Wired, Cloud Based and Wireless Intruder Alarms, Door Entry Systems and more" in red. Below the headline is a white box containing the company logo and the text "BritishSecurity TECHNOLOGIES". To the right of the white box are two red buttons with white text: "Tap to Call 0800 393 364" and "Tap to Email info@britsectec.com". Below these buttons is the text "For A No-Obligation Quote". At the bottom of the white box, there is a video player interface with a play button, a progress bar, a volume icon, and a full-screen icon.

BritishSecurity
TECHNOLOGIES

NSI
GOLD

Home About Us Services Support News Tips Contact Us **GET A QUOTE**

WE ARE OPERATING AS NORMALLY AS POSSIBLE.
We are able to undertake safely and within government guidelines. Our 24/7 emergency helpline is operating as normal Call Now On 0800 393 364

KEEP YOUR BUSINESS & HOME SAFE
CCTV, Wired, Cloud Based and Wireless Intruder Alarms, Door Entry Systems and more

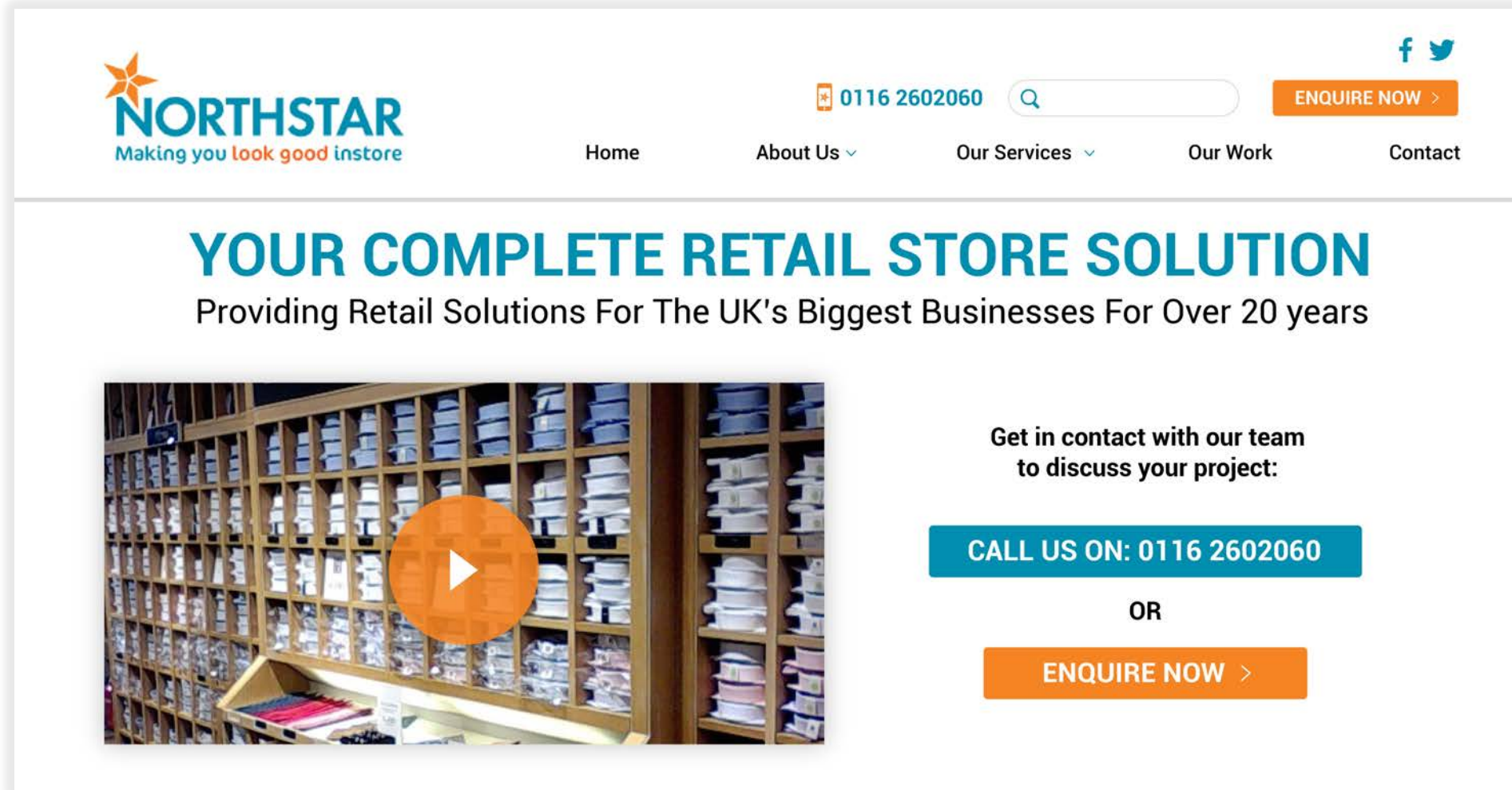
BritishSecurity
TECHNOLOGIES

Tap to Call 0800 393 364

Tap to Email info@britsectec.com

For A No-Obligation Quote

2. Decide on and Test Conversion Goals



The screenshot shows the Northstar website homepage. At the top left is the Northstar logo with the tagline "Making you look good instore". To the right of the logo is a phone number "0116 2602060" and a search bar. Further right are social media icons for Facebook and Twitter, and an "ENQUIRE NOW >" button. Below the logo and phone number is a navigation menu with links for "Home", "About Us", "Our Services", "Our Work", and "Contact". The main heading is "YOUR COMPLETE RETAIL STORE SOLUTION" in large blue letters, followed by the sub-heading "Providing Retail Solutions For The UK's Biggest Businesses For Over 20 years". Below this is a video player showing a retail store interior with shelves of products, overlaid with a large orange play button. To the right of the video player is a call-to-action section with the text "Get in contact with our team to discuss your project:", a blue button with "CALL US ON: 0116 2602060", the word "OR", and an orange button with "ENQUIRE NOW >".

NORTHSTAR
Making you look good instore

0116 2602060

ENQUIRE NOW >

Home About Us Our Services Our Work Contact

YOUR COMPLETE RETAIL STORE SOLUTION

Providing Retail Solutions For The UK's Biggest Businesses For Over 20 years


Get in contact with our team to discuss your project:

CALL US ON: 0116 2602060

OR

ENQUIRE NOW >

2. Decide on and Test Conversion Goals




Talk to our team on **0800 155 166**

GET A FREE QUOTE >>>

[HOME](#) [ABOUT US](#) [HOME SERVICES](#) [COMMERCIAL SERVICES](#) [GALLERY](#) [CONTACT US](#)

Premium level building maintenance services

We are a highly experienced residential and commercial building maintenance services company



Tap to Call **0800 155 166**

Get a **FREE QUOTE** Today

Enter your name here

Enter your company name here

Enter your email here

What services do you need?

GET MY FREE QUOTE >>>

Over 10 years of experience in Building Maintenance Services

A job done right the first time

No risk option, \$1,000 Money Back Guarantee

2. Decide on and Test Conversion Goals

The screenshot shows the British Vet website homepage. At the top left is the 'british VET' logo. To its right is the IPATA logo (International Pet and Animal Transportation Association). On the top right, there are contact options: a phone icon with the text 'For general enquiries call +971 4 321 8556' and a WhatsApp icon. Below these are two buttons: a red one with a plus sign and the text 'For Emergencies call 600 525258', and a dark blue one with a calendar icon and the text 'Book a veterinary appointment'. A dark blue navigation bar contains the following links: 'Home', 'Who We Are', 'Services' (with a dropdown arrow), 'Pet Relocation', 'myVET plan', and 'Contact Us'. Below the navigation bar is a grey bar with an information icon and the text 'COVID-19 - British Vet Statement' (with a dropdown arrow). The main heading is 'Your Local Veterinary Hospital for all your animals health care needs'. Below this is a sub-heading: 'Experienced team of British qualified vets & nurses run to the standards and clinical excellence and ethics set by the Royal college'. On the left side, there is a video player showing a woman in a blue uniform standing in front of a building with a sign that reads 'BRITISH veterinary hospital' and 'مستشفى البيطري البريطاني'. A play button is overlaid on the video. On the right side, there are two buttons: a dark blue one with a phone icon and the text 'Tap to Call +971 4 321 8556', and another dark blue one with a calendar icon and the text 'Book a veterinary appointment'. At the bottom right, there is an image of a large orange dog and a small grey kitten, both with a stethoscope around their necks.

2. Decide on and Test Conversion Goals

Visit us at No.1-2 George Street, St. Albans, Hertfordshire, AL3 4ER


CALL US ON 01727 859 489

WHARTON
SINCE 1947

BOOK AN APPOINTMENT >


HOME OUR STORY COLLECTIONS CRISSCUT BUYING AND SELLING GOLD CONTACT

PREMIER MASTER JEWELLERS OF ST ALBANS
EXQUISITE BESPOKE DESIGN




BY PERSONAL APPOINTMENT

BOOK AN APPOINTMENT >



2. Decide on and Test Conversion Goals




Speak to Susan on 772-261-4507

You Are Unstoppable
by Susan Mestjian

Home About Susan How I Work Packages FAQs Circle of Life Contact

Be The Best You & Live Your Best Life

Transformational Coaching with Susan Mestjian






You Are Unstoppable
by Susan Mestjian

Book a Free 30 minute initial consultation with Susan now

Enter your name here ↘

Enter your email address here ↘

Request my Consultation

 Re-imagine your life |  Overcome fear & obstacles |  Follow your dreams & desires

2. Decide on and Test Conversion Goals

Talk to our team 0116 4105440

A. Farley
COUNTRY ATTIRE

My Account

HOME | ABOUT US | NEW IN | SHOP BY BRAND | MENS | LADIES | FOOTWEAR | SALE | CONTACT US

FREE UK DELIVERY OVER £50

Fashionable Country Attire since 1968

Sub header to go here

A. Farley
COUNTRY ATTIRE

Receive Our Latest News & Offers

Enter your name here

Enter your email address here

SIGN ME UP

SHOP NOW >

Klarna.
Pay later with Klarna

FREE Delivery
on all orders of £50

10% off
your first order

Returns Policy
90 days returns

Barbour | dubarry | ARIAT | HÄRKILA | LE CHAMEAU | MUSTO | P. Williams

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3

A Mobile First Business

3. A Mobile First Business

Website Design on Mobile

- **Mobile responsive websites are a requirement now, not an option.**
- **Originally, you would have two different sites – one for mobile one for desktop.**
- **But with the proliferation of different device sizes this not as possible or easy to achieve.**

3. A Mobile First Business

Website Design on Mobile

- **The advancement of CSS / HTML means code can now respond to different viewports (the actual screen of the device).**

3. A Mobile First Business

The key factors to have on mobile design:

- Make sure your buttons are large enough for users to tap without zooming in.**

3. A Mobile First Business

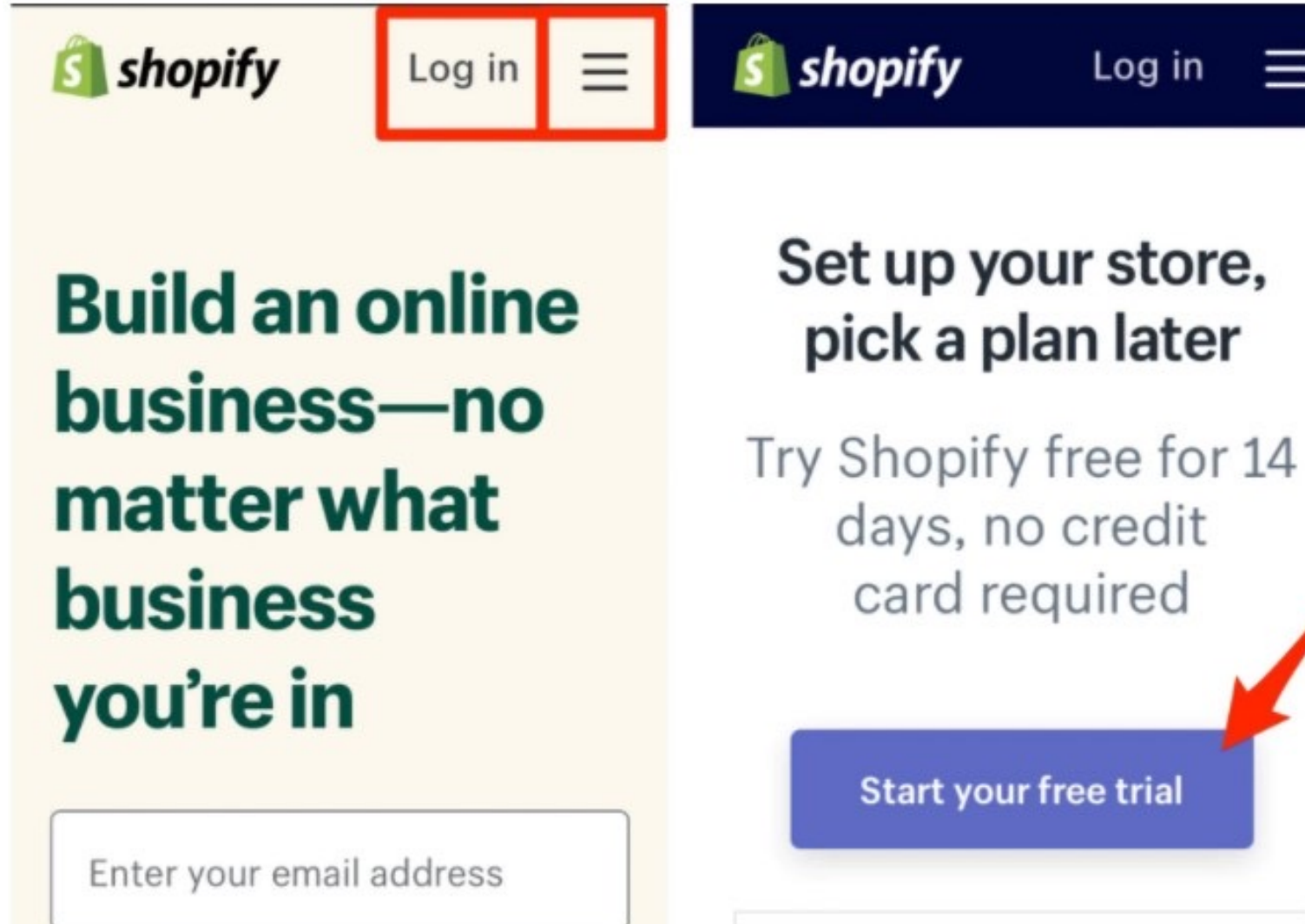


3. A Mobile First Business

The key factors to have on mobile design:

- Make sure there are spaces between hyperlinks so if a user clicks, they don't accidentally click another.**

3. A Mobile First Business

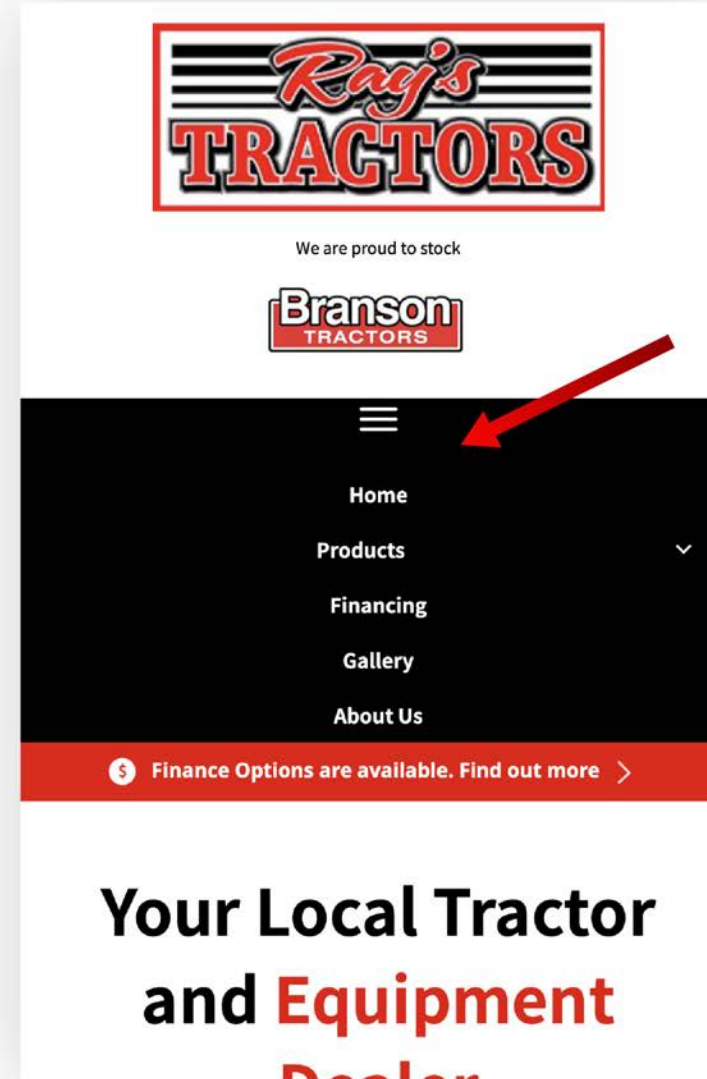
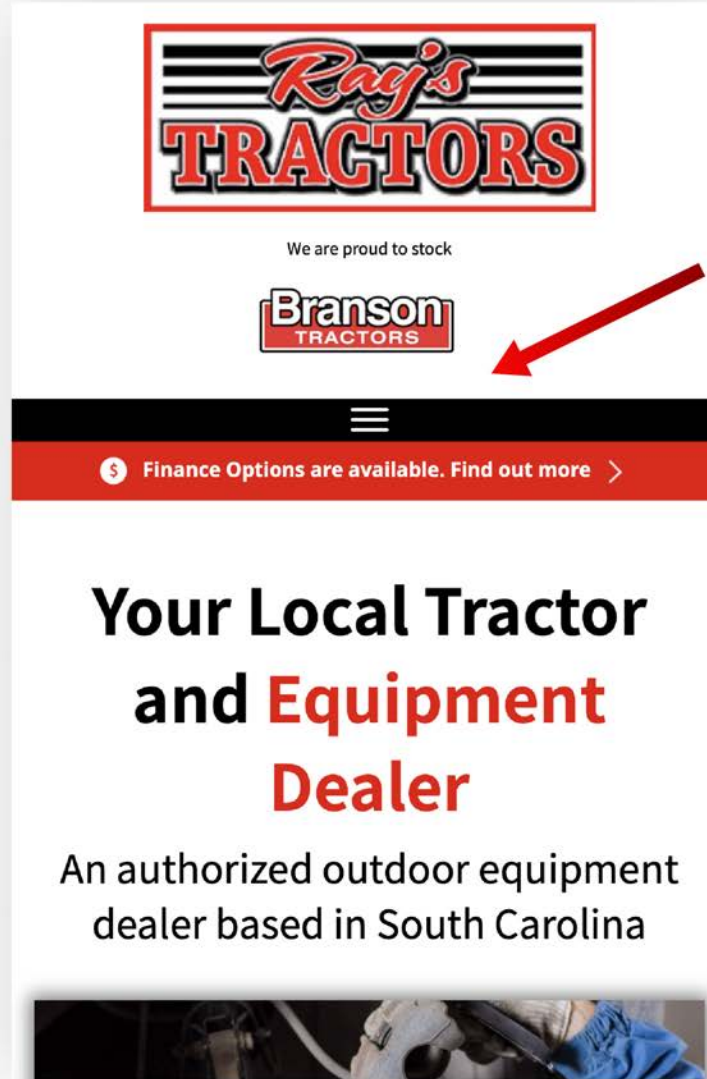


3. A Mobile First Business

The key factors to have on mobile design:

- **Make sure text is large enough to read without zooming in unless you choose too.**
- **Use simple menus due to reduce space on mobile. Present a simple key category and then filter by category etc. Use hamburger symbol to indicate the menu that opens when clicked.**

3. A Mobile First Business

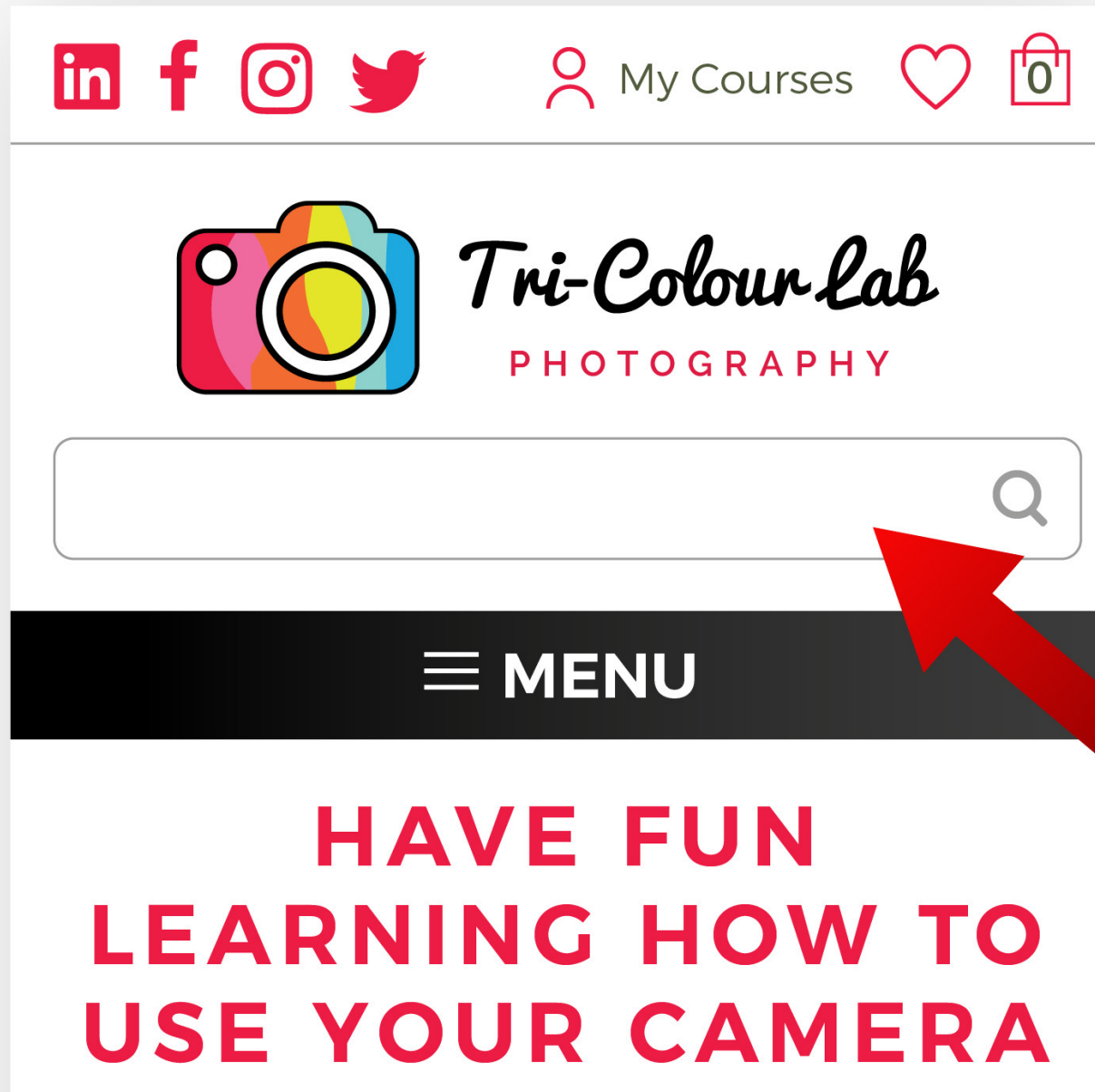


3. A Mobile First Business

The key factors to have on mobile design:

- Add search feature in the header to make it effortless for people to find what they are looking for.**

3. A Mobile First Business



3. A Mobile First Business

The key factors to have on mobile design:

- Have your video directly on mobile screen without scrolling.**

3. A Mobile First Business



Call Us Now  CALL US NOW

 **BritishSecurity**  
TECHNOLOGIES

KEEP YOUR BUSINESS & HOME SAFE



Smart Wired and Wireless Intruder Alarms, CCTV, Fire Alarms and More

[Click to Call 0808 302 6982](tel:08083026982)

3. A Mobile First Business

The key factors to have on mobile design:

- **Clear call to actions without having to scroll, click to call, click to email, get a quote, contact etc.**

3. A Mobile First Business

▶ 2:52 • 🔊 ⚙️ 📺

Tap to Call for Advice 01342 457 337

SHOP NOW

WE ARE PROUD TO SUPPLY

Harrods

Call ☎️ 01342 457 337

of Hilton

A large red arrow points from the 'SHOP NOW' button down to the Hilton logo.

3. A Mobile First Business

The key factors to have on mobile design:

- Don't use pop ups on mobile they can be difficult to close and frustrate the user.**
- Make the background white so it's easy to read.**

3. A Mobile First Business

The key factors to have on mobile design:

→ The Telephone Should Be Part of Your Mobile First Strategy

3. A Mobile First Business

**THE MOST IMPORTANT MOBILE
STRATEGY OF ALL:**

→ **You MUST Test Content**

4

**Use The Power of GOOGLE
to Attract Customers
24/7**

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4 Use The Power of GOOGLE to Attract Customers 24/7

**BONUS SEMINAR – THE GOOGLE
REVOLUTION OF 2021**

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5

**The Truth about
Facebook and Social
Media**

5. The Truth about Facebook and Social Media

The key factors to have on mobile design:

- **90% of everything you've been told about Social Media is BS. Likes won't make you money.**
- **You need Facebook, LinkedIn and Instagram pages for your business and you should post**

5. The Truth about Facebook and Social Media

The key factors to have on mobile design:


- **We and our clients invest primarily in paid Advertising on Facebook and Instagram**
- **Start with Remarketing**
- **Then test Lookalikes and Interest targeting**
- **iOS changes mean you need to BE CAREFUL**

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COACHING PROGRAMME

6

Remarketing

6. Remarketing

Google  YouTube

facebook®

6. Remarketing

FREE VIDEO

7 WEBSITE GAME CHANGERS
7 ESSENTIAL STRATEGIES FOR
A SUCCESSFUL WEBSITE



CLICK TO
PLAY NOW

FREE VIDEO

7 WEBSITE GAME CHANGERS
7 ESSENTIAL STRATEGIES FOR
A SUCCESSFUL WEBSITE



CLICK TO PLAY NOW

FREE VIDEO

7 WEBSITE GAME CHANGERS
7 ESSENTIAL STRATEGIES FOR
A SUCCESSFUL WEBSITE



CLICK TO
PLAY NOW

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7 WEBSITE GAME CHANGERS
7 ESSENTIAL STRATEGIES FOR
A SUCCESSFUL WEBSITE



CLICK TO
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FREE VIDEO

7 WEBSITE GAME CHANGERS
7 ESSENTIAL STRATEGIES FOR A SUCCESSFUL WEBSITE



CLICK TO
PLAY NOW

FREE VIDEO

**7 WEBSITE
GAME CHANGERS**
7 ESSENTIAL STRATEGIES FOR A SUCCESSFUL WEBSITE



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7 ESSENTIAL STRATEGIES FOR A SUCCESSFUL WEBSITE



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A SUCCESSFUL WEBSITE



CLICK TO PLAY NOW

FREE
VIDEO



**7 WEBSITE
GAME
CHANGERS**
7 ESSENTIAL
STRATEGIES FOR
A SUCCESSFUL
WEBSITE




CLICK TO
PLAY NOW

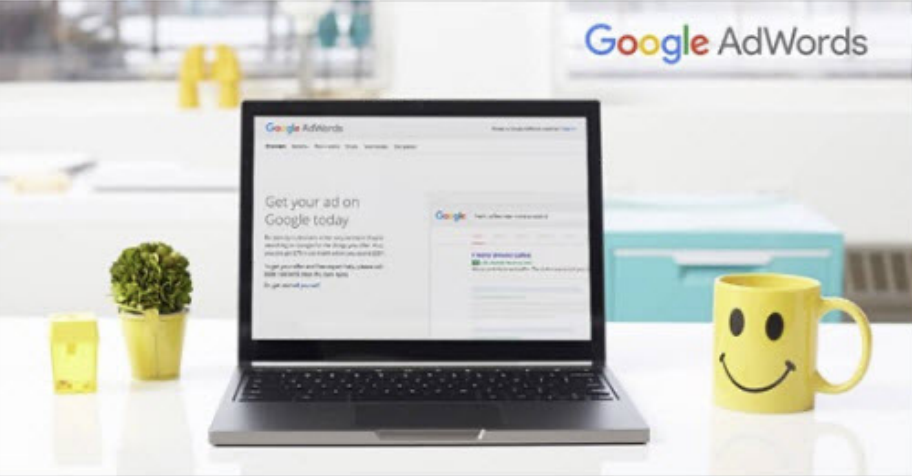
6. Remarketing


Dan Nichols, Shaun Thornburgh and 4 others like Google AdWords. ⋮

 **Google AdWords**
Sponsored · 



 Like Page





Start now with £75 ad credit. We'll help you create your first ad and set you up for success.



ADWORDS.GOOGLE.COM
Claim your £75 ad credit. 

Google AdWords is the perfect tool to help your online...

  3

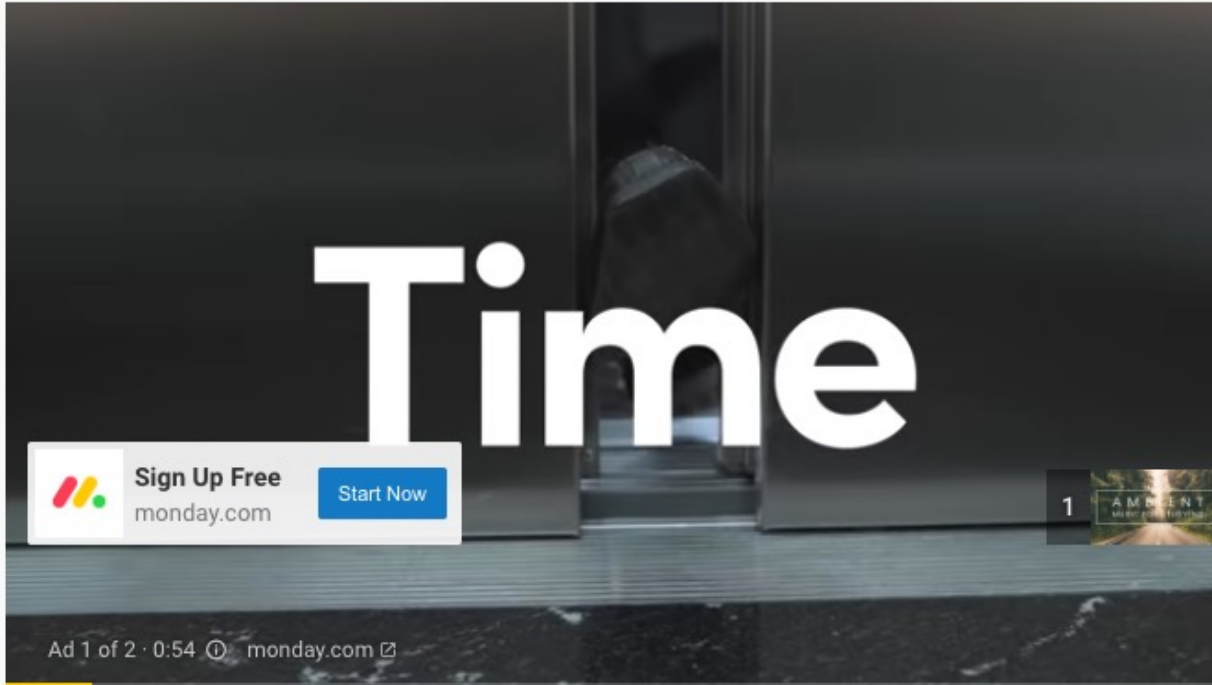
 Like  Comment  Share 

6. Remarketing



YouTube^{GB}

news



11,212,188 views · 18 Feb 2020

72K

1.5K

SHARE

SAVE



Sign Up Free

Ad monday.com

START NOW

All

Ambient Music

Meditation music

R >



Ambient Study Music To Concentrate - Improve your Focus and Concentration



Meditation music



Another video thumbnail

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7

Email Marketing

Email Marketing is Still the 'Killer App' of Internet Marketing

7. Email Marketing

What Can You Do With Email?

- **Drive readers to a sales page**
- **Drive Readers to a Phone call**
- **Drive readers to a blog or content**
- **Drive readers to a Video**
- **Start a conversation – Get Readers to Reply**
- **Drive readers to a Webinar**
- **Build relationships with interesting content**

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5 Essential Strategies for Email Success

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1

Keep it Personal

1. Keep it Personal

It Should Look and Feel Personal, Not Corporate

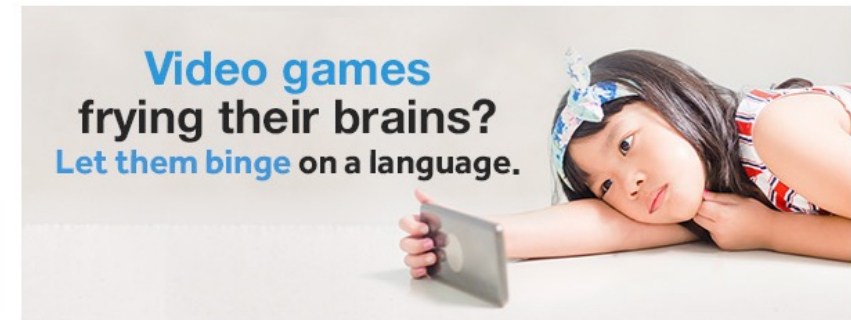
- **Open rates are a challenge because most emails we get from businesses are boring**
- **If you produce emails that look like everybody else's, you won't break through that barrier**
- **Emails to your Customers should look exactly like the emails you send to the people you know**

1. Keep it Personal

This DOES
NOT WORK



From: Rosetta Stone <hello@marketing.us.rosettastone.com>
Sent: [REDACTED]
To: [REDACTED]
Subject: Video game overload?



Give them Rosetta Stone for a break from those virtual forts and monsters (plus a little peace and quiet for you...)

BUY NOW

100% Satisfaction

-  Learn content you'll actually use
-  Say it right and be understood
-  Thrive in real world conversations



© 2020
Rosetta Stone

All Rights
Reserved.














Questions? Call
[1-800-811-2896](tel:1-800-811-2896)

1. Keep it Personal

The Most
Successful
Internet Marketer
in the world –
generated \$1
Billion in revenue



1. Keep it Personal

Wednesday		
 Barack Obama	Hey	Wed 10:09 PM
Tuesday		
 David Axelrod	I suppose you can't plan everything	Tue 10:28 AM
Monday		
 Obama for America	A video we can't stop watching	Mon 9:26 PM
 BAMPAC	Mia Love's in a Fight	Mon 5:57 AM
Sunday		
 Barack Obama	I want to win	Sun 11:49 AM
Last Week		
 Mitt Romney	Our most critical deadline yet	Sat 9/29
 Barack Obama	Your response right now is critical:	Sat 9/29
 Michelle Obama	Barack, President Clinton, and Chris - airfare and hotel covered	Fri 9/28
 Bill Clinton	Good morning	Fri 9/28
 Yohannes Abraham, BarackObama.com	153,140 people named Chris	Wed 9/26
 Barack Obama	I'm asking one last time	Tue 9/25
 Robert Ringer	A Voice of Sanity - September 24, 2012	Mon 9/24
 Barack Obama	A little bittersweet	Mon 9/24

1. Keep it Personal

chris, Last Chance - Google Replay

From: Chris Cardell <chris@cardellmedia.co.uk> [Add to Contacts](#)

[sent from](#) infusionmail.com

Sent: Fri, Feb 26, [REDACTED]

To: [REDACTED]



Images not displayed.

[SHOW IMAGES](#)

| [ALWAYS SHOW IMAGES FROM THIS SENDER](#)

Dear chris,

This is your last chance to catch a replay of our big 'Power of Google' event where I shared the dramatic breakthroughs this year on Google and gave you conclusive proof of how Google is being used to increase sales by hundreds of per cent, despite the Recession.

Please go to this page and select the time of the replay that works for you:

<https://www.Profits16.com>

If you are currently using Google to get customers - or you're not using Google and you want more customers - whatever you do, don't miss this event.

Best wishes,

Chris Cardell

Cardell Media

Leading Edge Information to Grow Your Business and Increase Your Profits

[Unsubscribe](#)

Cardell Media
1 Northumberland Avenue
London WC2N 5BW
United Kingdom
0330 097 2882

2

**Email Should Come From
Individuals, Not Companies**

2. Email Should Come From Individuals, Not Companies

- **They should come from the same person**
- **Name in 'From' Line**
- **Include personal and family material**

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3

**Write to Only
One Person**

3. Write to Only One Person

- **Use 'You'**
- **Don't use words or phrases you wouldn't write to someone you know**

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COACHING PROGRAMME

4

Send More Emails!

4. Send More Emails

- **You are not sending enough emails**
- **Why do I send so many emails?**
- **3 Emails per week does not feel like 3 Emails per week**
- **Train your customers**

4. Send More Emails

- **Mix and Match**
- **Transition if you're not sending any at the moment**
- **Minimum: 2 per week**
- **Maximum: We don't know**
- **Daily Emails**

5

**Don't Obsess About
Unsubscribers**

5. Don't Obsess About Unsubscribes

THE GOLDEN RULE:

**If you're not getting
unsubscribes,
you're not sending enough
Emails.**

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BONUS SEMINARS

- **Video Seminar – The Google Revolution of 2021**
- **Video Seminar – The Website and Social Media Millionaires**

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C H R I S C A R D E L L ' S

INNER CIRCLE

P R I V A T E M E M B E R S G R O U P

CARDELL MEDIA

CARDELL MEDIA

- **Cardell Media Website and Social Media Partnership**
- **Cardell Media Google Ads and Online Advertising Partnership**
- **Chris Cardell Private Client (By application)**

Email: Hollie@CardellMedia.com

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