$29.97

# Shannon's Marketing Implementer

January 2011 McCaffery Communications Volume 5, Issue 1

**Shannon M. McCaffery**
Chief Marketing Implementer

**Inside This Issue:**

**1– What's Your 2011 Prosperity Plan**

**2– Holiday Promotion Opportunities for 2011**

**2– Quotes of the Month**

**2– Memorable Holiday Photos**

**2– Shannon's Calendar**

## Happy Prosperous 2011!

Winter is screaming into January with reckless abandon and I only wish I didn't have to travel until April! That's ok though, it's made for some adventurous travel. Thank goodness for my iPad and my Nook. My two most favorite gifts from Christmas. (My third favorite is my new Motorola ear piece for my cell phone.)

I've been able to read so much more since I have my Nook and my Nook app on the iPad. The funny thing is now I don't want to buy books if they're not electronic, yikes, when did that happen?! Typically when I used to travel I'd bring many books. Now I have so much more room in my bag because of my Nook. I never thought I'd switch, but when it comes to travel I love it. No more big decisions of what book to bring, I can bring them ALL!

Books I'm reading—*The Girl with The Dragon Tattoo* by Steig Larson, *Love for No Reason* by Marci Shimoff, and *Rich Dad Poor Dad*, by Robert Kiyosaki.

I just got back from Jeff Walker's Platinum Product Launch Manager Mastermind in Scottsdale, AZ which was totally wonderful. I love masterminding with my product launch guys.

And I'm in the Newark President's Club right now rushing to finish this before I head off to Las Vegas. I'm going to Yanik Silver's Mastermind meeting. I'm so excited because my long time goal of creating my first information product was accomplished. In fact, I have the product in the flesh, packed in my bag. I can't wait to show them. They've all been awesome and totally behind me 120% in helping me create my first product. I couldn't have done it without them or my awesome Executive Coach, Rob Berkley. In fact, one CORE reason I joined Yanik's group was that I wanted to be an Internet marketer, creating and selling products online. So I finally did it– yeah!

There's nothing better than accomplishing a goal and celebrating it with your peers. And thanks again to everyone who attended my 1st ever webinar where I showed you how to easily use surveys in your business.

Here's to your Amazing prosperity in 2011!

Shannon

# What's Your 2011 Prosperity Plan?

**Here's yours truly and Alex Mandossian, CEO of Heritage House Publishing, Inc and creator of Teleseminar Secrets. We're holding his treasured unique Montblanc pen that I had just purchased at his silent auction.**

It all started with a pen... That's how my year started in 2010... I had been invited by my client and fellow masterminder Ben Morris, Kristalytics.com to attend Alex Mandossian's Teleseminar Secrets Reunion in San Francisco. It was a quick trip and was sandwiched between way too many trips last year, which I vowed not to do to myself and my family this year.

I've never met Alex or been to any of his events, so it was such a treat to say the least. I have followed him for several years and knew he was an incredibly successful marketer. I had no idea what a wonderful speaker he was and how those few days really helped transform my business. And how it started was with "the" pen. The short story is Alex had bought this pen right after an incredibly successful workshop in Asia where he sold his course Teleseminar Secrets. As a reward to remember this landmark occasion he bought this "fancy" (as my son Harrison says) Montblanc pen. It was a symbol for Alex for many years and he's now trained over 14,300 teleseminar students and helped generate over $233 million dollars in sales for his clients and partners. So, at this event it was time to let his pen go and he was auctioning it off for charity. After he told this inspiring and amazing story about his pen, I was hooked. I had to have this pen. My business was ready and on the verge of truly taking off and having this pen would be an inspiring symbol for me to take my business many steps toward being a million dollar business. Plus, if Alex had used it and created a successful multimillion-dollar company, I could do the same thing with his pen. As you might have guessed, I bid on the pen and won it! I won't spoil what I paid for it, suffice to say the charity was very pleased to have my donation.

This pen was the amazing start of my prosperity plan for 2010—2011. I've used it to this day to create my plans for success in the coming years. In fact, the first week of January I took a half a day on my business and used that pen to map out what I wanted for me and my business this year. I wanted my prosperity plan for 2011 to be crystal clear. I broke my plan down into 5 parts:

Business – Map out my marketing goals, content for the year, my travel schedule , etc.

Financial – Map out my monthly income goals and my annual goals and how I will achieve them.

Relationships – Map out vacation goals, weekly time together, etc.

Spiritual – Map out my mental and spiritual health goals and how I'll take care of myself.

Health – Map out my exercise goals and how I will stay healthy, etc.

I don't have enough space to go into more detail on my plan here. However, I just wrote a blog post on how you can create a plan for yourself. Check out my blog from January 7 — ***Find The Hidden Money Buried In Your Business*** — **www.ShannonMcc.com**

What I will say is that one of my big goals for this year was to focus on some core clients and not take on as many as I have in the past years. I really wanted to work with a handful or less of some incredibly successful entrepreneurs to grow their businesses.

So what happened? Because of this pen, it's created a connection between Alex and I. Last November Alex, Ben Morris and I had dinner when we all met up at the GKIC Info Summit where Alex was speaking. Since that dinner, Alex and I have been talking. And I'm thrilled to say that we're now going to be working together starting next month. More to come. The cool thing is this happened because I had a plan and I mapped it out. So I'm not saying you need to go out and buy a pen to be successful! (You can though, it was a terrific symbol for me.) What I am saying is that having goals, a clear vision and rewarding yourself for success are all terrific things to ensure that you will be successful and prosperous going forward. If you ever need any help with plans and roadmaps, I'm all ears, and happy to help. :-)

## Quotes of the Month

"We are all travelers in the wilderness of this world, and the best we can find in our travels is an honest friend."
**~ Robert Louis Stevenson**

"To be on a quest is nothing more or less than to become an asker of questions."

**~ Sam Keen**

**"I LOVE winter! Running through the snow…" says Lily the rescue dog. What's your favorite thing to do in the snow?**

**Harrison, my son and I having a moment over the holidays for a quick snap shot. How many fun moments did you create over the holidays?**


McClaffery Communications

**71 South Orange Ave, Suite 426**
**South Orange, NJ 07079**

**Tel: 888-856-6222 Fax: 815-550-2431**
**Mobile: 201-294-5765**
**info@marketingimplementer.com**
**www.MarketingImplementer.com**
**www.ShannonMcc.com**
**www.CreateAmazingSurveys,com**
**www.ProductLaunchChick.com**


### Shannon's Calendar:

**JANUARY 2011**

**Jan. 1 — Happy New Year!!**

**Jan. 18 — 20** – Jeff Walker's Product Launch Manager Mastermind in Scottsdale, AZ

**Jan. 21— Create Amazing Surveys Product Completed & Ready to Ship!**

**Jan. 25 — 27** — Yanik's Mastermind Meeting in Las Vegas, NV

**February 2010**

**Feb. 13 — Shannon's Birthday!**

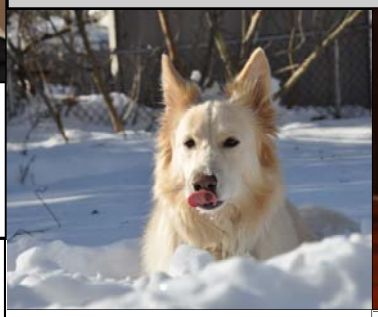
**Feb. 21 — 27—** Ultimate Internet Boot Camp with Alex Mandossian in Los Angeles, CA

# Holiday Promotional Opportunities for 2011

Some of you might remember this from last year. I always get tons of compliments on it, so I thought I would put it in this year again! This is a nifty calendar from Dan Kennedy, that shows all the tie-in opportunities for you and your business for 2011. Take advantage of these holidays and combine them with special promotions for your business. For example: a birthday sale, an anniversary sale, a "clean-up" the office sale, or your dog's birthday sale. The sky is the limit. The point is there are many marketing tie-in opportunities for your business throughout the year you don't want to miss. So, use the holidays as a way to get in front of your clients and prospects and communicate with them on a regular basis. Remember the more you communicate with your prospects and clients, the more potential revenue for you!

| Month / Week | Holiday | Month / Week | Holiday |
|---|---|---|---|
| **January / week 1** | New Years | **August / weeks 1-4** | Back-to-school readiness |
| **January / weeks 2-3** | Martin Luther King Day | **September / week 1** | Labor Day |
| **February / week 1** | Valentine's Day | **September / weeks 4-5** | Rosh Hashanah, Yom Kippur |
| **February / weeks 1-2** | President's Day | **October / week 2** | Columbus Day |
| **March / weeks 1-3** | St. Patrick's Day | **October / weeks 3-4** | Halloween |
| **April / week 1** | April Fool's Day | **November / week 1** | Election Day |
| **April / weeks 1 and 3** | Easter | **November / week 2** | Veteran's Day |
| **May / weeks 1-3** | Mother's Day | **November / weeks 1-3** | Thanksgiving |
| **May / week 4** | Memorial Day | **December / all weeks** | Christmas & Hanukkah |
| **June / weeks 1-2** | Father's Day | **December / weeks 3-4** | New Year's Eve |
| **July / week 1** | Fourth of July | | |

## Memorable Holiday Photos



**Lily, the rescue dog, LOVES the snow. You can see how I got her just as she was taking a big lick of it. When was the last time you did something fun like that?**

**Here's another of my MOST favorite Christmas present– gloves from William Sonoma. Since I do the dishes, my hands are always hurting, not with these babies, thanks to my thoughtful son Harrison! (and even Lily managed to sneak her ear into this photo.)**

**Here's the official OUTTAKE Christmas family photo. Lily wouldn't sit still. The final shot made it into my December newsletter. It only took 4 takes!**

## *Limited Time Special Introductory VIP Webinar Offer For You*

## Create Amazing Surveys: Your Done For You Survey System

**Decode your customers deepest thoughts for maximum profit and perfect products!**

Check out my replay video of the free Create Amazing Survey Webinar. There's a terrific amount of free information in the video that you can take all the way to the bank. Also for a limited time, I'm offering you (this is ONLY to the people on my list, so please don't pass this around) a chance to invest in my Create Amazing Surveys Product. Get everything you need to craft a simple easy survey that will reveal how to create and sell more money-making products that your customers and prospects will be climbing all over themselves to buy from you. **Your price will be only $397 for my whole printed done for you package. This offer will only be good until February 5. After that date the price jumps to $497 through selected partners. Then it will be offered as an online course with this printed product as a bonus ONLY and the price is going up to $997**. So this printed product will not be offered as a stand alone product at $397 after February 5. Check out this link for ALL the details and everything in the package. **www.CreateAmazingSurveys.com / Replay.html**