

**JONNY  
HATES  
MARKETING**



# THE JHM-£5K-AS- EARLY-AS- NEXT-MONTH- PLAN™

WARNING: This isn't an autopilot scheme. You need to work it. But they say it's more rewarding landing a plane when you're at the controls, right? Also, don't believe anyone who tells you business is easy. They're lying.

# ELIGIBILITY CHECK

First off, let's get one thing straight.

Not everyone will ever earn £5k in a single month, let alone NEXT month.



**Here's a shortlist of what might disqualify you:**

- You have no skills or knowledge that anyone would pay you to share with them
- You are incapable of starting a conversation with someone who looks like an ideal client
- You believe you don't deserve to be successful [that's the biggie]

**If none of these three apply to you, you have my permission to read on.**



## SILLY JONNY

Back in 2003, I had it all.

A Ferrari road car. A Maserati road car. 2 racing cars. A 7-figure house on a private estate. A wife.

Then I blew it all, by selling my company to a firm who screwed it, screwed me, and went bust.

And I kept on blowing it for over a decade, self-sabotaging and picking up scraps of business coaching and consultancy from whoever'd engage me, regardless of how little they paid me or respected me.

Overwhelmed, overworked, underrated, underpaid.

God, that was my Dumb Phase.

## SMARTER JONNY

In 2016, I married again, and realised I'd better get my act back together.

I won't bore you with the Renaissance Man docudrama here – let me know if you have a couple of hours to get the director's cut – but I'll tell you how, by studying successful, thriving coaches and investing in mentoring and support, I flicked a switch.

And now, I'm going to reveal the process that earned me £5k the SAME MONTH I deployed it and got me to £100k in the first 12 months.

Ready? **Here it is.**

# STATING THE BLEEDIN' OBVIOUS



There are two ways to make a living as an information expert:

- 1. Selling low-priced products to lots of people**
- 2. Selling higher-priced products to a few people**

The JHM-£5k-As-Early-As-Next-Month-Plan™ involves the latter.

**So what's the plan?**

# WHAT'S THE PLAN?



I could have called this "The JHM-7-Steps-To-£5k-As-Early-As-Next-Month-Plan™" but that just seemed a bit clunky.

But it does have 7 steps. These 7 steps:

- 1.** Make a list of all the things you can help people with, then circle the ONE thing you do best, and enjoy the most. Be specific, and think of this as your Superpower.

**2.** Write down a list of all the types of people who could benefit from your Superpower. Then, circle the ONE wealthiest type of person from that list. That's your Client Avatar [for now].

**3.** Now, write down the effect your Superpower has on your Avatar. That's your Outcome Niche, and explains exactly how you change their life.

**4.** Use the answers from 1-3 to complete this sentence:

**“I help [2] to do [1] so they can [3]”**

That's your Strapline, your Elevator Pitch, and informs all your messaging and communications from now.

Tweak your Social Media profiles and your website to present that single, clear, congruent brand to the world.

**5.** Looking at the world through your Avatar's eyes, make a list of:

**6 things you know they're trying to get away from,**

**and 6 things they're trying to reach towards.**

These are your Avatar's Push-and-Pull Motivations.

**6.** Now imagine that you're addressing each of those 12 Motivations in a coherent signature programme that you can deliver over Zoom in weekly modules, and which your Avatar would be powerless to resist.

Draft the outline of your Programme right now, including how long it's going to last, what it's called, and how much it costs.

£1k to £3k is a viable range for most Outcome Niches with a strong, clear Avatar.

Set a start date for the first intake, and decide how many Avatars you want on it.



**7.** Go to your tribe wherever you can reach them **[On your FB personal profile, FB Page, FB Group, LinkedIn, Instagram, email etc]** and post a message asking for feedback on your brand-new programme. Invite people to book a Zoom call with you if they're willing to help.

**NOW, LET'S HAVE A LOOK AT WHAT  
COULD HAPPEN NEXT...**

# THE PATH TO £5K



If you follow 7 the steps above, here are some of the delightful “Green Route” outcomes:

- 1. You get** a bunch of people agreeing to jump on a feedback call with you
- 2.** Some of them agree to join your programme
- 3.** You make £5k next month
- 4.** You decide to replicate that, and more, every month
- 5.** You're on your way.

**Or,** [EEK] this might happen instead:

1. Some uptake, but not enough to excite you
2. Silence, with no offers of feedback
3. Some offers of feedback but no sales
4. A right holy mess with overwhelm, despair and dark thoughts
5. You assume Jonny's talking out of his ass and forget the whole thing

Clearly, the Green Route is lovely, and I'd be jumping around like a new-born lamb in a field of nettles if you hit your stride like that.

But.

**The Red Route is just as likely.**

**WHY?**

Because within each of the 7 Steps is a **margin for inefficiency**, and with that the potential for doing the work half-good-enough, which isn't good enough.

**If you execute 7 steps at 50% efficiency, the maths tells us you're only 0.78% efficient.**

And they don't pay you £5k a month for that kind of miserable performance, right?

## SO WHAT'S THE ANSWER JONNY?

Do you want the dumb answer, or the smart answer?

I'll give you both:

**DUMB ANSWER:** Try to sort it out yourself, using the same thought processes that didn't quite work before.

**SMART ANSWER:** Get help from someone who's already doing it.

What you've read so far is the exact 7-step process I used to create JHM from the steaming turd-pile I'd allowed my life to become by 2016.

The same process that generated £100k+ for me in 2019.

**The same process that COULD generate £5k as early as next month for YOU, too.**

## OK, GOT IT. HELP ME JONNY.

The 7 Steps above are a microcosm of the first few modules in the **Client Attraction Blueprint**, fondly nicknamed the CAB, my small-group, high-impact programme with only one outcome in mind:

## Helping you turn your expertise into a business

Since March 2018, over 95 experts like you have been through the CAB, and said things like:



Sarah McNicol – Life Coach and CAB5 Alumna



Paul Bedford – Action Coach and CAB10 Alumnus



**Guru Ben** ▸ Jonny Hates Marketing - Turning Experts Into Businesses



September 16, 2018 · 🌐

Hey JHMers!

I'm Guru Ben, Jonny's Yoga Teacher and Graduate of the CAB!

I wanted to share with you a milestone I've reached within my Group after taking the CAB. My Facebook Group now has 200 members. I developed the ideas for the Group during the CAB and recieved a deep level of clarity around how I could turn an my events audience and FB page, into an online community and its going great so far!

Masive thanks to Jonny for his CAB Blueprint which has enabled this and given me way a way to expand and engage my audience.

Guru Ben Saxon – Yoga Master and CAB3 Alumnus



**Vicki Ostrowski**

November 17, 2018

To anyone who is convinced that the Christmas wind-down has commenced.....

To anyone that is still sitting on the peripherals of wondering if the CAB is right for them.....

Despite recovering from Pneumonia I have just had my best week sales and new client wise of THE WHOLE YEAR!

Ok, I can't retire on this week alone, but had I not followed the principals that Jonny has shown me and supported me in implementing, had I not got my programme out there this year, had I bought into the Christmas wind-down theory, none of this would have happened! 😊

To use Jonnys phrase.....

"This Shit Works"! 🙌

Vicki Ostrowski – Life Coach and CAB3 Alumna

**I won't bore you with endless testimonials, as I hate it when people do that to me. You can find tons more in the JHM FB Group if you really want!**

# IN SUMMARY THEN:



The simplest route to £5K-As-Early-As-Next-Month might just be this:

Hop on over to <http://bit.ly/CAB-2020> and click any button to book a call to discuss your CAB eligibility with me.

On that call you'll get:

- The chance to discuss your business with me, and get an honest appraisal
- A definitive answer from me as to whether you're suitable for the CAB
- The chance to join Sarah, Paul, Ben, Vicki and dozens of others, finally building the business of your dreams.

**OR**

If you want to cut the sales-page crap and book a call right bloody now, click this:

**<https://cab2020.youcanbook.me>**

Whatever you decide to do, I hope you've enjoyed this brief publication, which I've sweated over for an endless hour.

Lots of love,  
**Jonny**

