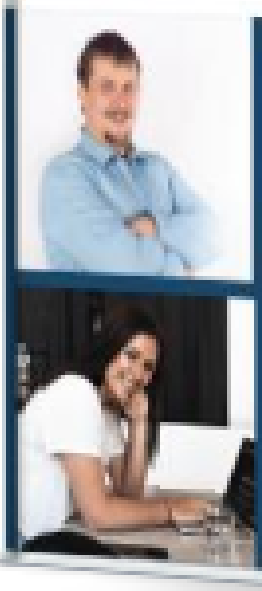
Story Driven Marketing

1 Day

20 Clients



How to 10 x Your Business

WITH STORY DRIVEN MARKETING

Are you an expert, therapist or coach and want 20 clients per week, but haven't gotten that consistency yet?

What's the Number 1 way to get clients fast?

It really comes down to 3 rules and 2 skills.

No matter how you get there, these 3 rules and 2 skills are your best friend in saving you time.

Yes you can do it in 1 day, but most people would never put that 1 day away and take the risk of putting themselves out there.

But what if there was a paint by numbers check list?

What if it didn't make you go, "Grrr, arg", "not this again" or "I'm not a computer person"?

What if you finished all of these steps in 1 day, and then let the marketing do the work for you?

I'm Scott from Story Driven Marketing and I work with my highly talented business partner Jacqui Hutton.

Full disclosure, I'm not a millionaire yet. My best year has been just over $250,000 in turnover. But my list is growing way faster than expected and I'm loving the journey more and more. Mostly, it's because of my amazing tribe, clients, students and friends in this industry that I do this work. I really like people. I wouldn't do this work if I didn't get to socialise here and there.

What are the 3 Rules and 2 Skills

This is the really great part. Computer skills isn't one of the 2 skills. It doesn't matter if you only have 2 Facebook friends and the internet hasn't heard of you.

The 3 Rules of Marketing



Rule 1. Do the Maths

When I started my clinic in 2009, opening the doors January 2010 I had session book in that week. I saw 40 clients per week in my first 6 months and was on the Hamish and Andy show (Australia's top grossing radio show) in my first year of business.

I did this by putting myself out there. Once I had my clinic, a physical place for people to show up, and a web page, I then started to do anything that I could to get traffic.

It was my belief at the time that I should borrow $20,000 from the bank to get started and get 30,000 web site viewers per week to be successful. It's funny looking back at what I used to think was true.

You don't need that many leads.

It's funny that Jacqui and I recently attended Jack Delosas Melbourne event and noticed that there were only about 30 people in the room. Jack who owns The Entourage was Australia's most successful person under 30 and his company was known for turning over $60,000,000 per year.

So why is he doing a tiny little intimate event for 30 people for less than $200 per ticket?

Over half the people in the room were turning over more than $1,000,000 per year.

Jack goes for high end clients.

All people who struggle with money have a few beliefs in common. One of the major beliefs of the poor is that they can't charge much because nobody will pay.

Think about this.

Rich people charge a lot.

Poor people don't charge enough to live on.

When I started selling programs for $5,000 my bank account just started to improving massively.

Let’s do some maths right now.

How much money do you want to earn per year?

(Omg, I know. You wanted a book about how to get 20 clients from 1 days work and now I’m asking you to do maths. AAaarg. Just go with it.)

Add $15,000 to that for expenses.

Divide it by 48 (because you need at least 4 weeks off per year. Come on, you can’t work at a red hot pace all of the time)

Then work out how many hours you want to work per week and subtract 5 hours for administration duties.

Divide your weekly pay by hours left and write down your answer. That answer is your hourly

rate. If you're charging less than that, then you have a pay gap.

If your ending number is less than $120 per hour, then something is wrong.

Now put your hourly rate up to at least $200 per hour because we haven't taken tax or unexpected circumstances into account.

If you want to see 20 clients per week at $200 per hour, then you should be doing $4,000 per week.

How many sessions should be in a program?

I know that I start a lot of stories with 'When I first started' but that's just how it is. I draw stories and examples from my own experience. You probably

do it with your clients. It's an effective communication tool.

When I first started, I wanted to get 1 client for 1 session of hypnotherapy. And then I wanted to up those numbers to 20 new clients per week for 1 session of hypnotherapy.

It is easier to go Deeper with Few than to go Wide with Many

What's easier?

1. Date 100 people and take each one to dinner 5 times each? Or
2. Marry 1 person, have kids, buy a house and grow old together?

Option 2 is much easier. It's easier to go further with less people than to try to take the whole world with you.

Your coaching / hypnotherapy / expert programs can easily have 8 session each.

8 Sessions give you more time to help people.

It's easier to sell 2 and a bit programs per week than to sell 20 X 1 session programs per week.

2 objections usually come up at around this point.

- Objection 1 – How do I sell 8 sessions when I can fix people in 1 session?
- Objection 2 – Who would pay $200 X 8 sessions for a program?

Ok, good points. But let's look at them 1 at a time.

Objection 1 – How do I sell 8 sessions when I can fix people in 1 session?

Have you ever thought that maybe clients aren't ready to see you because they need to fix something else first?

But they aren't ready to fix that thing because they need to fix another thing even earlier than that?

Well, what if your program covered all of those things?

Your client wants to sleep better, but they need to handle stress first.

They want to handle stress, but their partner is really obnoxious right now and they don't know what to do about it?

What if your program fixed all 3?

Your insomnia program covers

- Relationships
- Stress

- Sleep
- Health
- Etc...

Do you see what I mean?

And if you don't help them holistically, they may end up never getting better. But don't sell it as a relationship, stress, sleep, health program.

Just sell it as an holistic insomnia program with a high success rate. Trust me, it'll all come together.

Objection 2 – Who would pay $200 X 8 sessions for a program?

Well, last week in just hypnotherapy alone, meaning that I'm not counting income from coaching, seminar tickets, online courses, etc..., I banked over $4,500. And it wasn't a big wrestle.

People just call up to book in because of our marketing, and then we tell them the program structure, the price and find a time for them to come. Most people paid for the whole program up front.

When you focus on being an expert in your topic, and people just really want their problem fixed, then people book in and pay upfront.

This brings us to our next rule.

Rule 2. Know (and communicate) Your Topic as an Expert

The communication part is key.

Impostor syndrome usually affects people before they've experienced a steady flow of clients.

You need to get over this part. You know enough, and anything that you don't know, you can find out.

Have you studied your topic?

Good, you know enough to start.

The only way to get better from here is to see clients.

I learned most of what I know about Health, Money and Relationships from seeing clients. My clients taught me what questions people want answered. The only other thing that I needed to do was to study, get coached and increase my professional development.

Here are some examples of what really causes people to see a light at the end of the tunnel.

1. Health
    a. When you feed a healthy diet to rats, they don't put on any weight. None of them have genetically big bones. When you feed rats a pure sugar diet, again none of them put on any weight, they just eat less. When you feed rats a pure fat diet, again, none of them put on any weight, they just eat less. But when you mix fat and sugar in nearly 50:50 quantities, they blow out fast. The brain can't give you 'Stop Signals' for Sugar and Fat at the same time.
    b. The feeling that people get for hunger is just underneath the ribs. The feeling that people get for Emotional Distress is down in the gut area. Most people translate gut pain as hunger. When they handle their stress levels, the gut stops hurting.

Breathing in a way where the in and out breath take the same amount of time as each other is the fastest way to lower heart rate. Writing a list and setting alarms for when something is due is a great way to give the client permission to meditate. Seeing stress or anxiety as visually further away in a larger space is a great way to help the client to not feel so rushed or claustrophobic.

c. Junk food requires a larger quantity before a client will feel full. You need like 15 bags of Doritos or 15 McDonalds burgers to get enough nutrients. But a healthy diet will let you eat less more happily. Your client won't eat 22 oranges, but they may drink 22 oranges worth of fructose in just 1 bottle of orange juice. Your client won't eat 6 bananas, but they may eat Sugary Stir Fries and feel hungry 10 minutes later.

2. Money
    a. The poor buy liabilities. The rich buy assets. If you can see your own money, then you're in trouble.
    b. Charge more or ask for more. Nobody is going to offer it.
    c. The CIA estimates that there is $80 Trillion in the world. You only need a very small amount of that.
    d. Most people are operating from a place of scattered panic, not focused strategy
    e. Leads are easy, we have 1 day work shops that teach you from start to finish how to get hundreds of leads for free.
    https://storydrivenmarketing.lpages.co/story-driven-marketing-video-2/
    f. If you have enough leads, you can make an offer and easily get 3 clients per week for $200 X 8 sessions. It's so simple that it's ridiculous. We teach that at the same 1 day work shop. It's the best value that you'll ever get from 1 day working on your business.

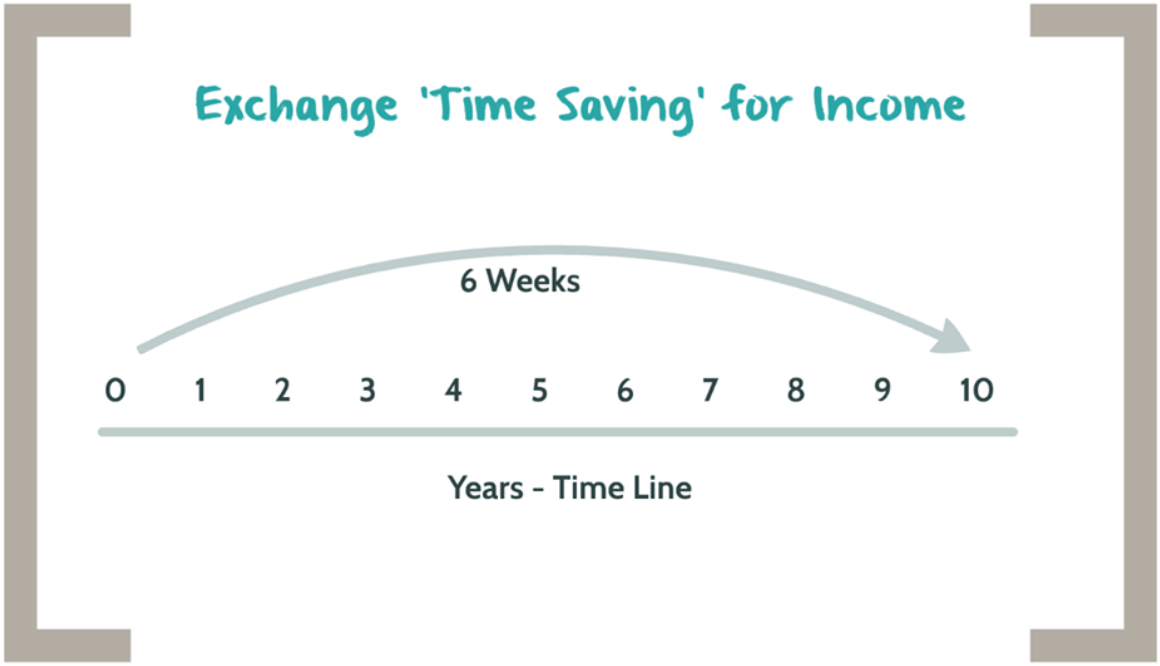
g. Money is best earned through a business and best stored as real estate.

3. Relationships
    a. The biggest relationship killer is contempt.
    b. The 3 most important relationship topics are Money, Sex and Children in that order.
    c. Over 60% of couples haven't even agreed on the severity of the issue.
    d. The ultimate relationship tool is taking turns.
    e. Couples need at least 3 topics in common to make the marriage last. The couple needs to spend enough time together every month to express these topics in common.

When you know and communicate your topic to your client, they feel like paying you.

It's all about relating, teaching and saving time.

Clients will take the ‘Time Saving’ option every time. What took you 10 years to learn can be taught very quickly to your client.



You just need to get over the impostor syndrome.



Your client wants to know that you know what their problem is. If you can clearly express it, they will join when you make an offer.

Rule 3. Consistently have an Offer out in the market place.

As we get into the next section, we're going to take you through more of a step by step approach to actually getting this done. So far we have covered an overview to get you ready.

People these days need to see you 27 times for you to reliably bring in clients. We cover a plan for this in our 1 day work shop, but I'm going to cover as much of it as I can in this eBook. It's just that the day event is much easier, because we actually walk you through every click and every step. If it was legal for the ACCC to make an exception

where we could promise you an earning outcome, I believe that this workshop would come the closest because of how thorough we are.

Getting people to see your 27 times before they buy from you sounds like a lot of work, but not if you automate those 27 touch points with emails.

When you put an offer out into the market place, you need to communicate at least 6 parts of your offer.

What should you say in your offer?

1. The name of your Program
2. What they get in your program
3. Any bonuses
4. A standard client result
5. The price
6. The no brainer inclusion to push them over the edge.

The 2 Skills that you need

Technology really isn't a skill that you need. Creating landing pages or web pages are techniques where you can just follow the steps and paint by numbers. In our 1 day workshop, we actually do all of those clicks together in the morning, so that the rest of the day is spent on the stuff that really matters.

Skill 1 - Speaking

We call these skills and not talents. Nobody is born speaking, I promise you that. It's a skill that requires hours and hours of your time and continual improvement.

If you are a great speaker, then you can be a great income earner. People under-estimate how valuable speaking is because speaking scares

people and a skilled speaker appears like the most confident person on the planet.

If you are going to up skill in any area, speaking will help you with your marketing, your sales, your therapy / coaching / consulting, etc...

Skill 2 - Writing

Writers and speakers can get paid more than most. As a rule, writing helps you to reach a larger audience and speaking can help you to gain a greater income. As you follow along the steps in this eBook, you'll see what I mean.

Speaking = Revenue

Writing = Reach

How to Finish Your Marketing in 1 day

Let's start with a big picture overview of what needs to happen before we go step by step.

Traffic

1. First you need a place to find lots of the write people. (This can be online)
2. Then you need a Headline that attracts a lot of attention.
3. Then you need message that positions you as an expert in how to solve their problem fast
4. Next you need a call to action to get them to arrive on your page.

These 4 steps are just about how to find traffic. We haven't covered yet what happens when you get the traffic.

Retention

1. Have a landing page that promises a free eBook or video training them in how to fix their problem.
2. Have a button that asks for their name, phone number and email address.
3. Have another page that actually delivers the eBook or video that you promised
4. Make an offer on your thank you page.

I know that this seems like a lot of steps so far, but once they're done, they're done for life.

Plus we haven't even gotten into the step by step section of this eBook where you can just follow 1 step at a time.

Authority

1. Email your list with a video that teaches your followers more about how to fix a problem.

2. Create 2 more videos that teach your followers how to fix a problem
3. Either write a new eBook or email out your old eBook to your list.
4. Set up a series of 27 emails that get triggered if somebody opts in to download your eBook and have those emails take them through your 3 videos and 1 eBook

Conversion

1. Create a program offer so that people can buy your program.
2. Create a written sales offer for your program
3. Film a sales offer for your ad
4. Include your sales offer in your 27 email follow up sequence (17 for free resources and 10 for your sales offer)

Keep

1. If you have a payment plan for your clients, automate that payment plan so that you don't have to follow up on payments. Paypal is our preferred system
2. Know your topic and add as much value as you can so that your client stays with you through the whole 8 sessions.
3. Ask your client to give you a written or filmed testimonial. We use both videos and text on womo.com
4. Give your client follow up calls after your program to ensure that they keep their result.

I know that this sounds complicated, and the title of this eBook is about getting your marketing finished in 1 day, but it's actually just 20 steps.

That’s like 1 step every 24 minutes. 20 steps aren’t that many steps.

And again, because I’m walking you through this step by step, you can just follow along and cross them off as you go.

You can do this, but you have to switch off the voice of doubt that can come up in your head.

You’re about to do something amazing for yourself.

Tell that voice in your head that you’re a Boss and you’re getting these 20 steps done.

The 20 steps

You may have noticed that the 20 steps are broken up into 5 sections and those 5 sections all have a label.

Those 5 sections are.

Traffic

Retention

Authority

Conversion and

Keep

Do you notice that they spell out a word?

We’re going to keep you on T.R.A.C.K. every step of the way.

Traffic

1. First you need a place to find lots of the write people. (This can be online)
2. Then you need a Headline that attracts a lot of attention.
3. Then you need message that positions you as an expert in how to solve their problem fast
4. Next you need a call to action to get them to arrive on your page.

Step 1 – Where are the clients?

Where can you find lots of people who need your services?

Facebook has millions of Facebook groups and allows you to join up to 6,000. So even if you only have 2 Facebook friends, you can still find plenty of people to advertise to.

Which Facebook Group should you Join?

The trick here is to think like a **Producer** and to stop thinking like a **Consumer**.

Consumers join advertising groups.

Consumers join groups called, ‘Advertise Here’

Producers think about it like this.

Q: What problem am I amazing at solving?

Q: If I had that problem, which Facebook group should I join?

Let’s say that you’ve studied NLP and you’re great at putting people to sleep. You’re amazing at curing insomnia and people need your help.

Of these 2 groups, what group should you advertise in?

Group 1 – NLP, Coaches and Experts

Group 2 – Insomnia Support Group

A **Consumer** mind set thinks about their own pain.

A **Producer** mind set thinks about the pain of others.

A **Consumer** who is an expert in NLP and wants more clients goes where other NLP practitioners are.

A **Producer** who is an expert in NLP and wants more clients goes where people can’t sleep.

Exercise 1

Q: What problem are you amazing at fixing?

For example: Anxiety, Depression, Insomnia, etc...

Note: Unconscious patterns, NLP, life, everything, mind set, etc... None of those are problems, they're things that you work with, but nobody is looking for a solution to these things.

Next: Type the problem that you fix into the Facebook search bar and start joining groups.

Step 2 – What do you say in this group first?

People read headlines before they read anything else. I've written a lot of headlines in my career and I've achieved a lot of results. I've also written bad headlines and gotten no results. I know which headlines work and which ones don't

I can reliably get 200 new leads for free from 1 post in 1 group every week anytime that I want to.

I can reliably get 600 new leads by posting the my best headlines into multiple groups without spending a cent.

For some reason, people are great at learning this step but they become a gold fish and forget the headline rules within a day. My point is that if

you’re going to get a tattoo, then write the headline formula on your arm or backwards on your forehead. The headline formula is responsible for how many leads that you get.

The Headline Formula

How to (be / do / have ‘thing that people want’) without having to (be / do / have ‘thing that people don’t want’)

Pretty simple huh?

That’s actually it. Remember how I said that I reliably get 600 leads in a week from 1 post. Well, that little formula right there is how. But only if you’ve done step 1 first



Exercise 2

What is something that your market really wants?

Don’t say You, a Coach, Maturity, blah blah blah.

They don’t want that. They need that, they don’t want it.

a. What is something that your market really wants?
b. What is something that your market really hates?

Now post this into those FB groups.

How to (be / do / have a.)

without having to (be / do / have b.)

Done, but you still need exercise 3 and 4 before you will actually get leads.

Having said that, you can leave step 3 out sometimes and still get leads, but the leads are of higher quality when you use Feel, Felt, Found.

Step 3 – Feel, Felt, Found.

After you've written your headline, you then want to build trust and to prove that you;

a. Understand their issue
b. Can relate to their issue
c. Know how to fix their issue

Or in other words

a. You know how they **FEEL**
b. You've **FELT** the same in the past
c. You **FOUND** these 3 to 5 tips to help to fix the problem

Then you can write a few short paragraphs, no more than 1 to 3 sentences each, to prove that you really 'get it'

Exercise 3

Q: What does your client currently **FEEL** about the PROBLEM.

Note: Don't say, 'You feel that every coach is trying to sell you' or else you're still thinking like a consumer. You're still thinking about YOUR PAIN. Instead, say something like, 'You feel that you're never going to be a good sleeper'

Q: What past experience had you **FELT** the same as your client? What was it like?

Remember to think from team Producer. Think about what your clients pain is, and when you'd felt that same way.

Q: What tips had you **FOUND** really make the problem go away or at least become better?

Step 4 – Tell them what to do next

A ‘Call to Action’ is what makes your post come alive. If you tell people to ‘Type “I’m in”’ for an eBook, Video, Training or something of value, then people know exactly what to do next.

Also, the Facebook algorism always has and always will favour the human viewer. If you find a cheap hack that beats the algorithm, then one change at FB headquarters could destroy your marketing. So don’t cheat the system.

Although, when you get just 3 people to say “I’m in”, then Facebook thinks that your post is popular, so it shows it to more people, get’s more “I’m in”s and then shows it to even more and more people. That’s how you get 600. It’s a expediential gradient.

Exercise 4

Write a Facebook post with these 3 steps.

1. Your headline
2. Your Feel, Felt, Found.
3. Your 'Type "I'm in"' Call to action.

Once you've done this and continue to get better at it, you've completed the first part of T.R.A.C.K.

Congratulations. You know how to get more Traffic from Facebook or any other social platform for the rest of your life without spending a cent.

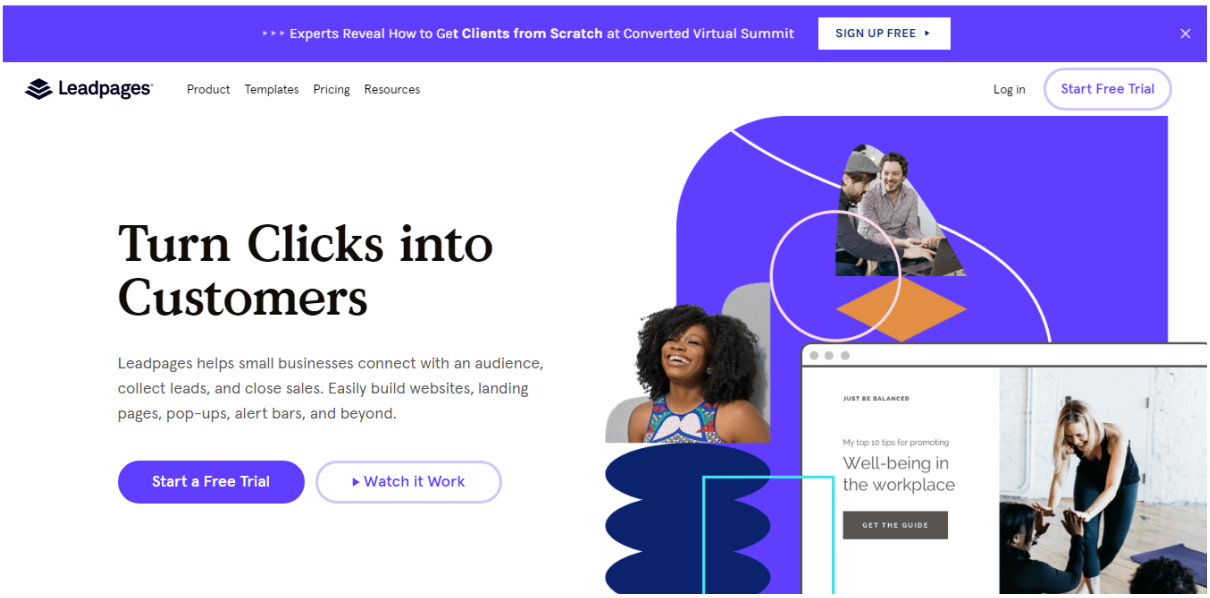
If you need help, then join our 1 day work shop.

Click Here to get your ticket

Retention

Step 1 - Your Landing Page

You should grab a membership to lead pages for $25 USD per month. They're all templates and it's amazing.



Click on the picture for the link. We don't get paid by lead pages. But we do use them.

Once you've done a post in a Facebook group and somebody says, "I'm in", you can just reply with the link to your opt-in page that you get from lead pages. The link that you used to get this eBook used lead pages.

Here's a picture of it.



If you sit down and start to play with the template for even 10 minutes, then you'll start to see how intuitive creating landing pages can be.

The key 5 areas of an opt in page are;

1. The banner
2. The headline
3. The dot points text
4. The Call to Action Button and
5. The eBook picture

Exercise 1

a. Get a membership with lead pages by going to leadpages.net
b. Create a logo and put it at the top of the page
c. Use the word ‘Download’ followed by the name of what you’re giving away as your headline
d. List what they’ll get in your dot point text
e. Set up the button to take their Name, Phone number and Email address and then land on a thank you page where they can download the eBook.

f. Upload a picture of your eBook cover. If you don't have an eBook cover, then you can use the templates at canva.com and turn that picture into a 3D eBook cover at adazing.com

If you're not used to playing with lead pages or this kind of technology, then I recommend that you do whatever you can to clear your desk and clear your schedule for 10 minutes and really give yourself a chance to get this done.

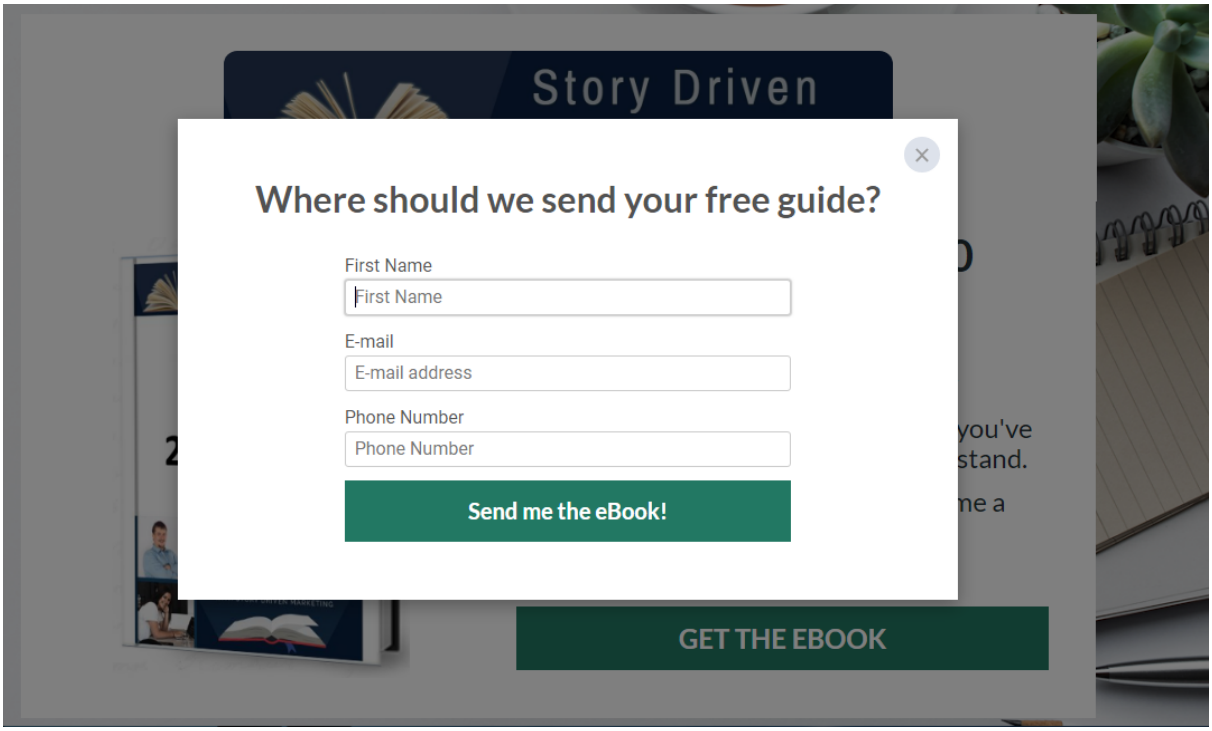
If you'll excuse me while I make another shameless plug, we are here to help.

If you need help, then join our 1 day work shop.

Click Here to get your ticket

Step 2 – Get their Details

It’s time to set up your Call to Action Button to collect your viewers details.

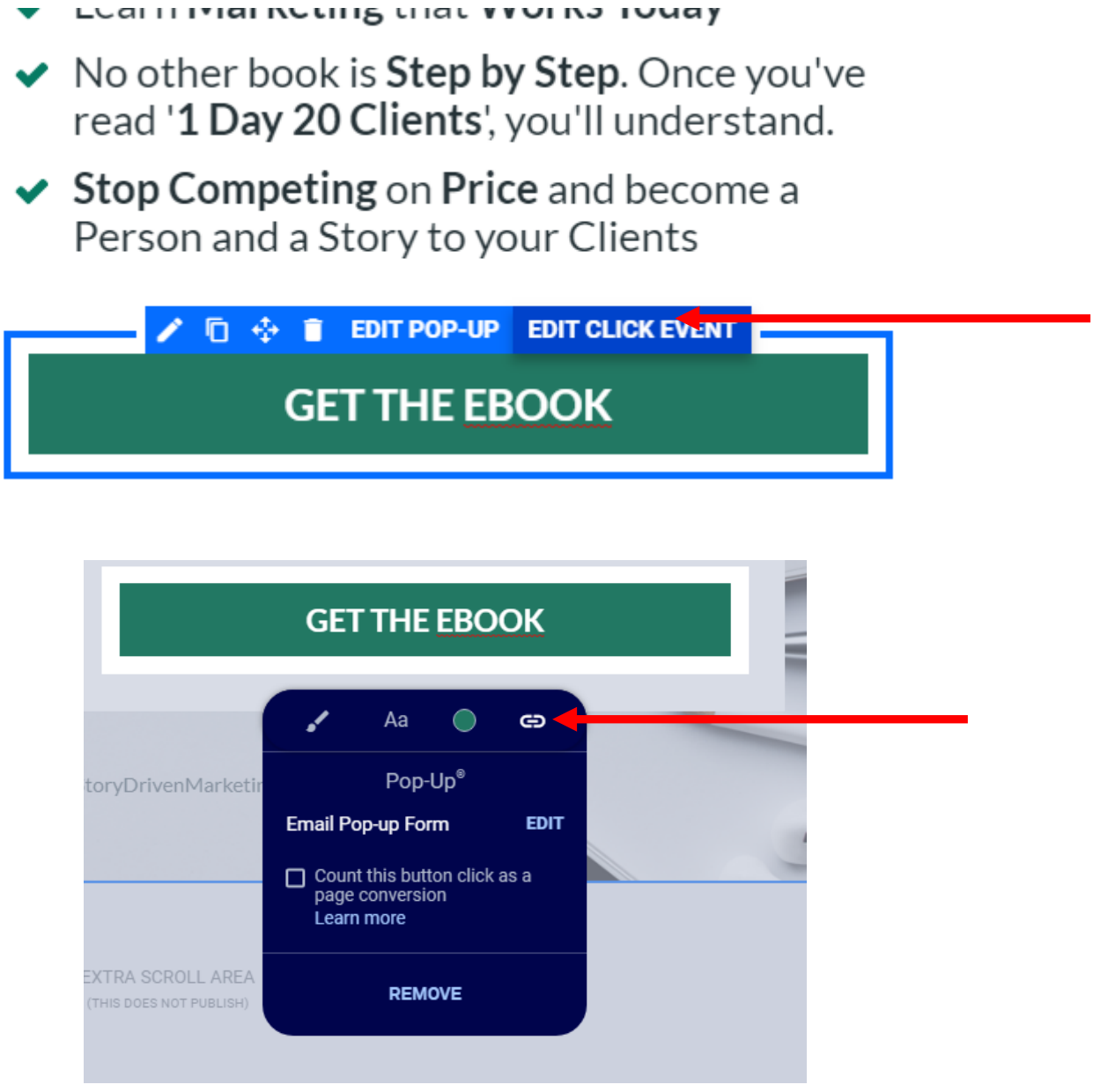


Lead pages is fairly intuitive. Setting up your button to take their details just means that you’re asking the ‘Button Action’ to create a ‘Pop up’ that asks for a Name, Phone Number and Email Address, stores those details for you in a data base that you can re-market to and then takes

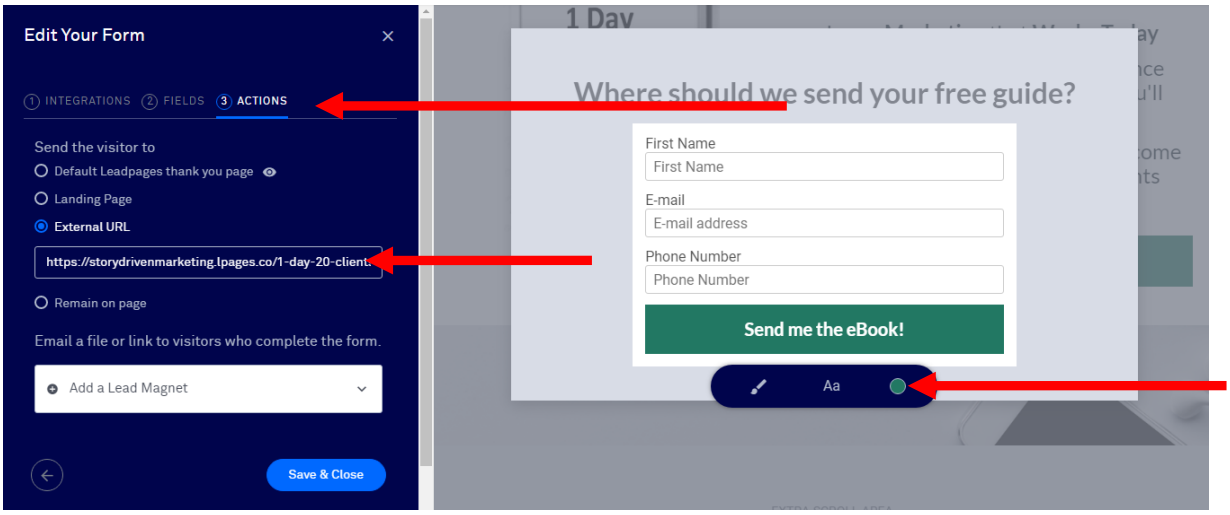
your viewer to the following page where they can download the resource, eBook or Video that you promised them.

Exercise 2

Click the buttons as shown here.



Tell it what fields you would like and then set the next button to link to the next page.



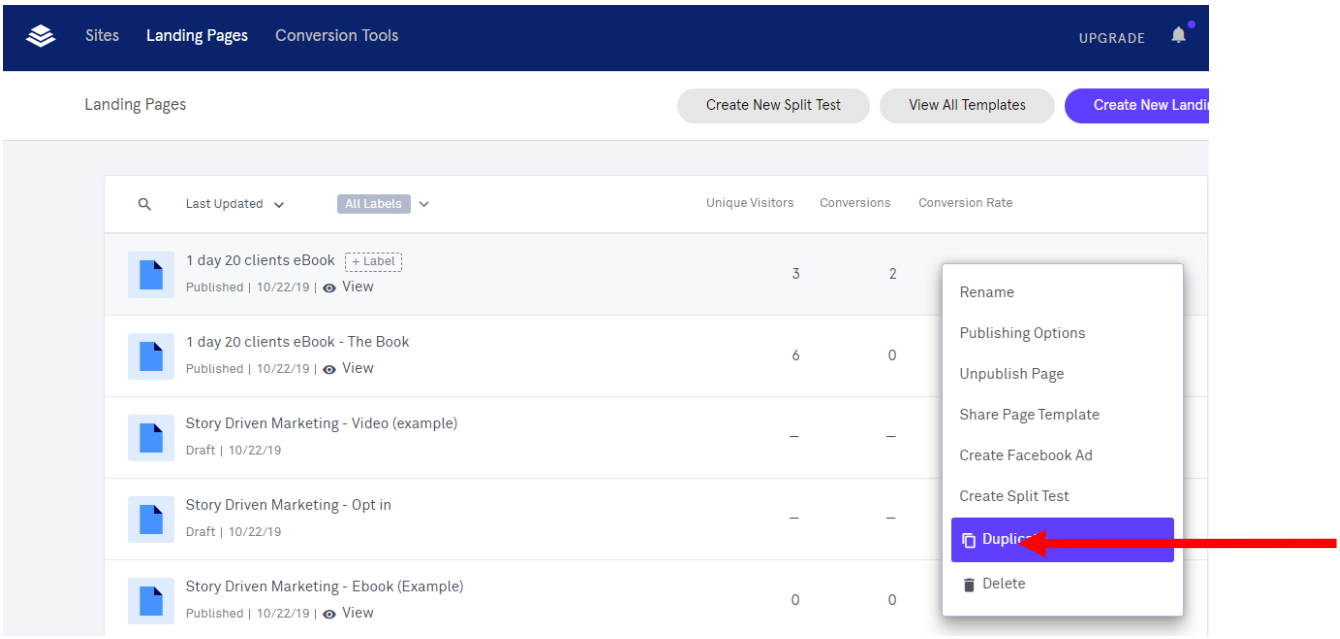
Step 3 - Your Delivery Page

The delivery page lets people download



Exercise 3

a. Create a second page by clicking the ‘duplicate’ button. This button appears on the main menu page next to your first listed opt-in.



b. Upload your eBook and copy the URL

c. Link the Call to Action button to your eBook.

Step 4 – Offer on the Thank You page



See what I did there?
I used an example of how you can create an offer while pitching you. Pretty dang awesome I say.

This may be the most Meta eBook on Earth.

I just invited you to join our 1 day workshop to finish these steps as an example of how you can include an offer on your thank you page.

Think like a **Producer**, not a **Consumer**.

Exercise 4

This exercise will mostly have to wait until later in this eBook.

There is an entire section on how to create an offer.

But for you, you can leave this step and come back to it when you have a URL to link to your offer button.

Note: People are much more likely to take a second action after they've already taken an action.

Strike while the irons hot and offer something on your Thank you page.

Authority

1. Email your list with a video that teaches your followers more about how to fix a problem.
2. Create 2 more videos that teach your followers how to fix a problem
3. Either write a new eBook or email out your old eBook to your list.
4. Set up a series of 27 emails that get triggered if somebody opts in to download your eBook and have those emails take them through your 3 videos and 1 eBook.

Step 1 – Email your list with value

Before you email your list with value, you need to create some value to share with your list.

A simple eBook or Video is all that people want from you. But they have to solve a problem.



People will choose the time saving option 100% of the time. One way or the other, human psychology always wins over.

Your **Problem**, **Path** and **Promise Map** are a great way to map out what you're going to say in your video or eBook.

We've already established your **Problem** and **Promise** earlier in the **Traffic** section.

But what is your **Path**?

Do you remember the **Feel**, **Felt**, **Found** exercise from earlier?

Well, that's how you describe your **Path**.

The formula looks a lot more like this;

Problem

Feel

Felt

Found

Promise

But that's not actually the right order.

It actually looks more like this

Problem

Promise

Feel

Felt

Found

Here's an example around insomnia;

Problem:

Do you find that you can't sleep?

You're tossing and turning all night?

You stare at the clock counting down the hours hoping that you'll pass out to get enough rest before you have to start work?

Promise:

In this Video / eBook, I'm going to show you how to get to sleep within minutes using a hypnotherapy technique called an 'Auto-Induction' so that you always have enough energy to get through the day in comfort.

Feel:

I know how you feel.

When you can't sleep, it makes life feel completely unmanageable.

Felt:

I felt the same years ago when I had an important job that was causing me stress

and no matter how many experts I saw, none of them could actually help me sleep.

Found:

I found that by using and 'Auto-Induction', I could get to sleep within minutes. I wasn't an expert on psychology at the time, so I used a specialised Hypnotherapy CD that you can have access to by clicking the link under this video.

Can you **feel** how this formula builds trust?

I **felt** it quite impelling and **found** myself wanting to click on the link.

Exercise 1

a. Film a video using the Problem, Promise, Feel, Felt, Found Formula.
b. Upload the video to YouTube
c. Create a Lead Pages page and embed your YouTube video on the page.
d. Write a headline above your video
e. Grab the email addresses who opted in for your eBook and email them offering them this next training for free.

Step 2 – 2 more videos

People need to get to know you over time.

Have you heard that song that says, 'I just met you, and this is crazy. So here's my number. Call me maybe."

Well, it is crazy.

If you expect people to buy from you from the first time that they have ever heard of you, then it's asking a lot.

Remember that we're asking you to sell 2 to 3 programs of $200 X 8 session per week. I think that they deserve a few contact points before they decide to buy from you. Just how you test me out before coming to our work shop.

Exercise 2

Create 2 more videos using the same formula of PPFFF (Problem, Promise, Feel, Felt, Found) and email them out to you list.

Step 3 – Send an eBook via email

Some people prefer to read.

Do you remember when we talked about 2 skills?

One skill is speaking and the other skill is writing.

Writing an eBook is the fastest way to grow your list.

Of course you need to promote that list through a traffic source, a promise and an opt-in page. But it's the fastest way today to get a 3,000 person data base in under a year.

Exercise 3

Open a word processor on your computer and start writing.

If you're looking for a formula, we find that this helps.

1. **Relate**
2. **Story**
3. **Teach**
4. **Offer**

I have used this formula in all (20 it is now) of my eBooks.

Here's an example.

Relate:

Are you.....?

Story:

Let me tell you about me. (**Feel, felt**)

Teach:

Here's some steps (**Found**)

Offer:

I have a program that can help.

Step 4 – 27 emails

Emails are still the best form of marketing on the planet.

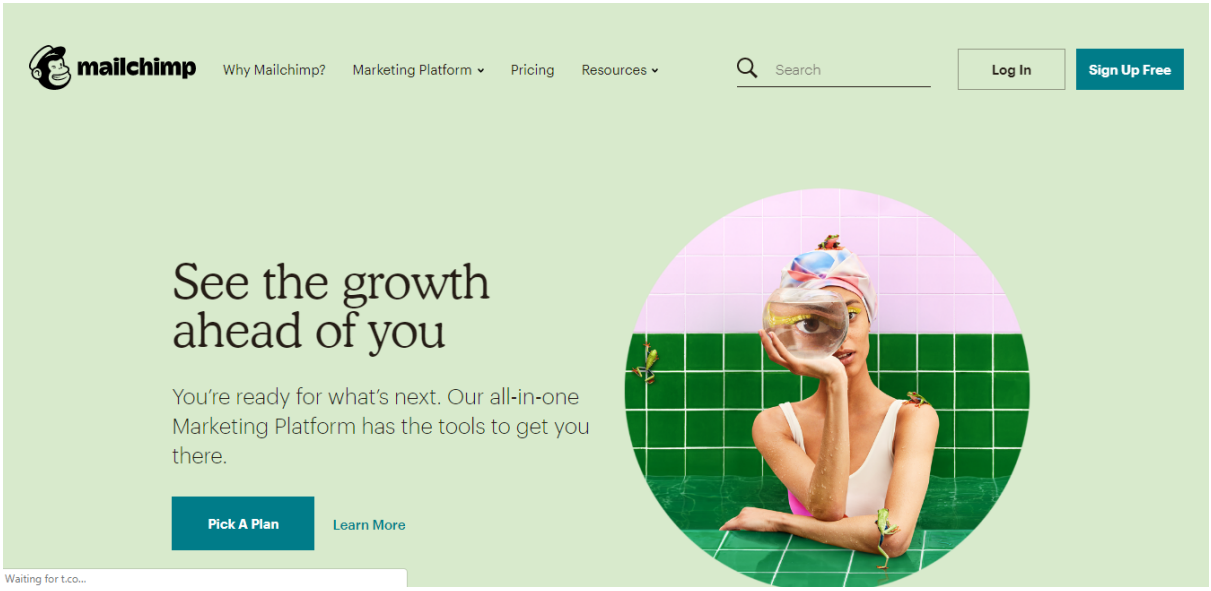
It’s a fact that if you contact your client through more than 1 channel, your sales increase.

Different channels can be;

- YouTube
- Facebook
- Instagram
- Emails
- Phone
- Network events
- Etc...

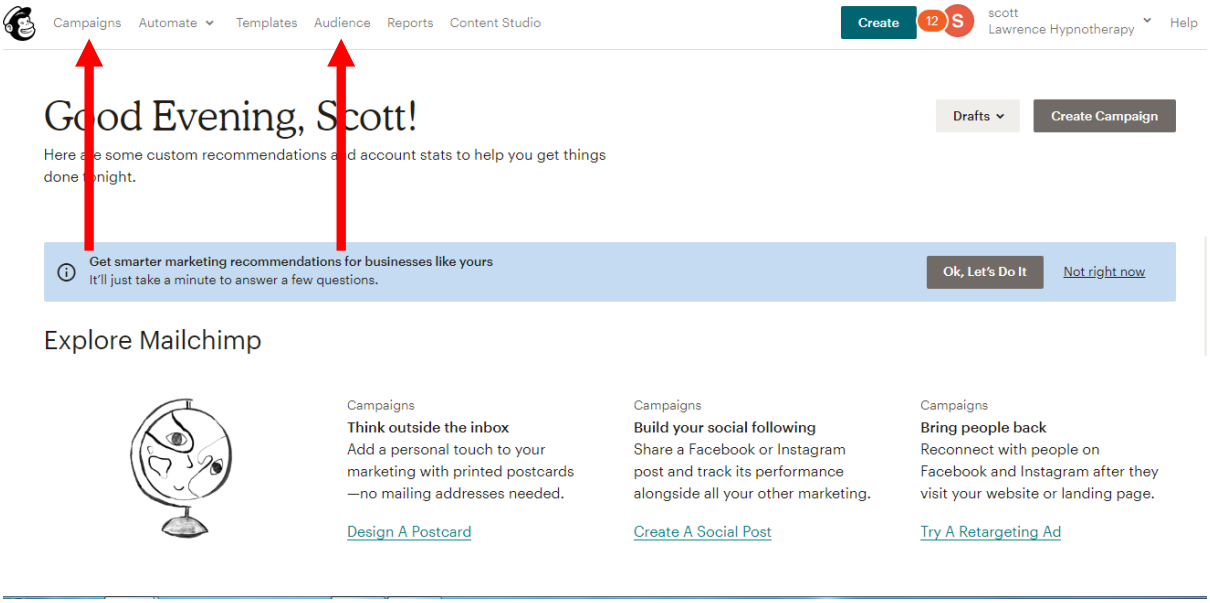
Your marketing needs at least 2 channels.

This is mail chimp at mailchimp.com



There are 2 parts of mail chimp that you need to work with.

1. Campaigns and
2. Audience



Your **Campaigns** are your emails and your **Audience** is who you send it to.

When writing your email body and subject lines, it pays to write them all in a word processor program using the formulas provided here and then copying and pasting them into mail chimp later.

Exercise 4

a. Get mail chimp or upgrade to a better system.
b. Get your contacts from Lead pages and import them into Mail Chimp
c. Plan 3 emails to promote your first video
d. Plan 3 emails to promote your second video
e. Plan 3 emails to promote your third video
f. Plan 8 emails to promote your eBook
g. Write 1 new headline for all 17 emails

h. Write 4 email ‘Body Text’s to promote all 4 free resources.
i. Keep your open rate above 15%
j. Keep your Click Through Rate over 2%

If this sounds overwhelming, it’s because you need to clear your desk and just do 1 step at a time.

Coming up with 4 email body texts and 17 headlines won’t take you all day if you don’t over complicate this.

Remember that you’re an expert at your topic.

This day is going to set you up for life. Maybe what you need is to do this together with others with our 1 day workshop.

If you need help, then join our 1 day work shop.

Click Here to get your ticket

Conversion

1. Create a program offer so that people can buy your program.
2. Create a written sales offer for your program
3. Film a sales offer for your ad
4. Include your sales offer in your 27 email follow up sequence (17 for free resources and 10 for your sales offer)

Step 1 – Your Program Offer

This part is incredibly easy.

We've actually already covered it.

There are 6 things that you need to say about your program to get people to buy it.

The 6 Program Steps

1. The name of your program
2. What people get, (how many sessions, etc...)
3. Bonuses
4. Standard Result
5. Price
6. No Brainer Inclusion.

Exercise 1

1. Write the name of your program
2. Write what people get, (how many sessions, etc...)
3. Write the Bonuses
4. Write your programs Standard Result
5. Write the Price of your program
6. Write a No Brainer Inclusion.

Step 2 – Written Sales Offer

Now that you've written down what your Offer is, it's time to write down *HOW* you are going to offer it.

Using what we have built upon earlier in this eBook, let's put it all together.

1. **Problem**
2. **Promise**
3. **Feel**
4. **Felt**
5. **Found**
6. **6 Program Steps**

For example, let's use Insomnia again.

1. **Problem –** Do you have trouble sleeping at night?

2. **Promise –** Our ‘Auto-Induction’ System can help you to get to sleep
3. **Feel –** I know how it feels to stare at the clock
4. **Felt –** I felt the same when I couldn’t sleep
5. **Found –** I found that by listening to a hypnotherapy CD each night helped me to sleep fast.
6. **6 Program Steps**
    a. If you need help, we invite you to purchase ‘Auto-Inductions for Insomnia’
    b. You also get a variety of sleep CDs and relaxation music to help you to sleep
    c. Most people are asleep within minutes.
    d. It’s only $65 to download the entire program
    e. You also get a 30 day money back guarantee to eliminate all risk.

Then finish it off with a Call to Action

Exercise 2

Write an ad using these elements.

1. **Problem**
2. **Promise**
3. **Feel**
4. **Felt**
5. **Found**
6. **6 Program Steps**
    a. **Name**
    b. **Inclusions**
    c. **Bonuses**
    d. **Standard Result**
    e. **Price**
    f. **No brainer inclusion**
7. **Call to Action**

Step 3 – Film your Sales Offer

There is no trust building exercise like looking at your audience through the camera, believing in what it is that you're offering and asking them to join your program.

There is an intimacy and authenticity that comes through the eyes. When you believe in your mission to help people with yours skills, to make the world a better, brighter place, then it makes these steps all seem so small in comparison.

You started this journey to help people. The only difference now is that you have the strategy ahead of you to use.

Trust yourself. You can do this.

Exercise 3

Film yourself using these exact same steps.

1. **Problem**
2. **Promise**
3. **Feel**
4. **Felt**
5. **Found**
6. **6 Program Steps**
    a. **Name**
    b. **Inclusions**
    c. **Bonuses**
    d. **Standard Result**
    e. **Price**
    f. **No brainer inclusion**
7. **Call to Action**

Upload your video to YouTube and create a landing page with a PayPal button.

Step 4 – Email your Sales Offer 10 times with different headlines.

F.O.M.O. is a real thing.

The **Fear Of Missing Out** will drive people into action. People are not only driven to improve their situation and to save time, but they are driven by the fear of losing out on a great opportunity.

Imagine this. We retract our offer for our 1 day workshop to help you to do all of these steps in class and you can never do them again.

Can you feel how missing out makes you appreciate something?

That's why you need an email follow up series to let people know that the offer is slipping away.

Exercise 4

Include these 10 emails in your sequence.

1. **Offer your program**
2. **Join Now**
3. **Bonus 1**
4. **Bonus 2**
5. **Bonus 3**
6. **Offer closing soon**
7. **2 days left**
8. **12 hours left**
9. **2 Hours left**
10. **Last Chance to Join**

Once you have created your 27 email sequence, you can have it repeat in 2 to 3 months. You can also continue to use FB headlines with “I’m in”s to feed your marketing funnel for life, and it’s done for life.

Keep

1. If you have a payment plan for your clients, automate that payment plan so that you don't have to follow up on payments. Paypal is our preferred system
2. Know your topic and add as much value as you can so that your client stays with you through the whole 8 sessions.
3. Ask your client to give you a written or filmed testimonial. We use both videos and text on womo.com
4. Give your client follow up calls after your program to ensure that they keep their result.

Step 1 – Automate Payments

It takes 2 minutes to start an account at paypal.com

It takes even less time to create a payment button on paypal. You literally follow these 3 steps

Exercise 1

a. Create a Paypal account.
b. Click on tools
c. Click on all tools
d. Click on ‘Payment buttons’
e. Click on ‘Create new button’
f. Click on subscription
g. Write the name of your program in the product description
h. Write your weekly price
i. Chose payments to be weekly
j. Chose 8 payments
k. Click save and grab the payment link that appears on the screen

Step 2 – Know your topic and add as much value as you can.

Ongoing professional development is a way of improving your rapport with your client. The better you understand your client, the better you can defeat impostor syndrome.

The program is good. It’s time to put it out there. It’s OK to buy already. Just believe in what you have to offer.

Exercise 2

Join a program, buy an online course or buy 1 extra book on your topic today.

Step 3 – Testimonials = Trust

Anything that you say about yourself isn't worth as much as what somebody else can say about you.

Clients will only write you a testimonial if you ask for it. It's a huge factor for a lot of people. They need to know that you really are the expert that you say that you are.

Exercise 3

Ask your client for a testimonial.

Again, womo.com is a great way to prove that your testimonials are real and not just made up.

They even let you put a widget on your web page so that your real testimonials scroll in a window on your offer page

Step 4 – Follow up

If your client is still doing great 1 month, 6 months and 12 months later, and you actually check up on them, then they'll refer you to other people.

Exercise 4

Schedule 4 follow up phone calls 1 week apart for every client who finishes your program.

I know that these 20 steps seem overwhelming at first, but you actually can do them if you clear the desk at make that decision. Use this book as your bible and if you want extra help, come along and finish off your marketing in a workshop with us.

Do you want to finish these steps in class with us?

Click Here to get your ticket

and get the whole lot finished in class with our help.



Thank you again so much for reading my work and trusting me with your time, energy and trusting me to be your marketing teacher.

I truly love this work and I couldn't do it without you.

Thank you for allowing me to off you our 1 day workshop and I hope to continue to add value and see you face to face in the future.

Scott – Story Driven Marketing.