
Blogger
Clients from
Targeted Blogs
10 Minute Tasks
Scott Lawrence



Scott Lawrence

Clinical Hypnotherapist

Lawrence Hypnotherapy

Business Coach

Lecturer, and over 5,000 Clients.

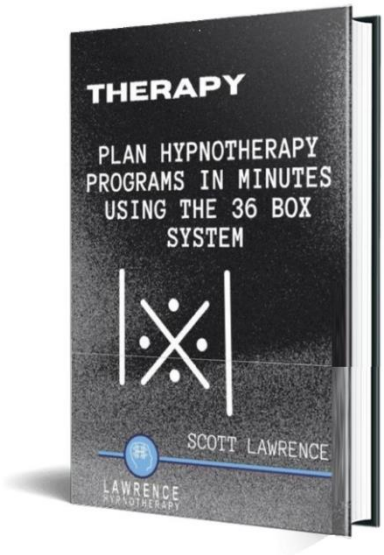
“When people are financially invested, they want a return. When they are emotionally invested, they want to contribute” – Simon Sinek.

Have you noticed that the internet has changed a bit lately?

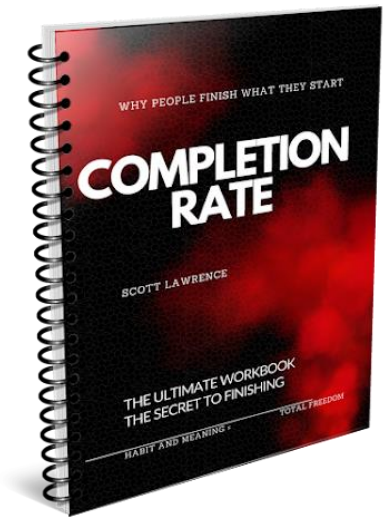
Those free jackpots of leads that you could get on social media of 100, 1,000 or more leads from one post is a trick that you can play once, maybe twice before you’ve scooped up all of the free leads that were going to pay attention to you.

First let me get my book recommendations out of the way and then we can spend the rest of this eBook on 10-minute client attraction methods.

Book 1 – **36 Box Plan Therapy**



Book 2 – **Completion Rate**



Just before we get into it, why book recommendations when all you want are

10 minute exercises to attract clients?

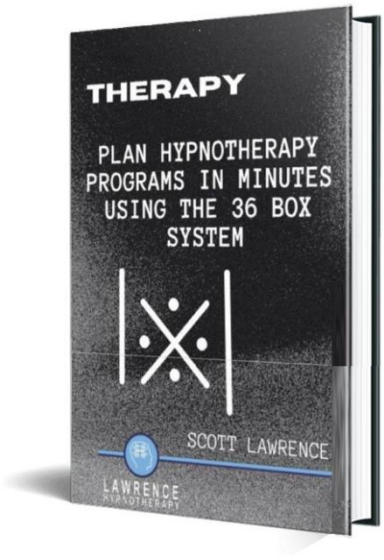
Well, people do have more questions and different unique circumstances. These 2 books cover most of it.

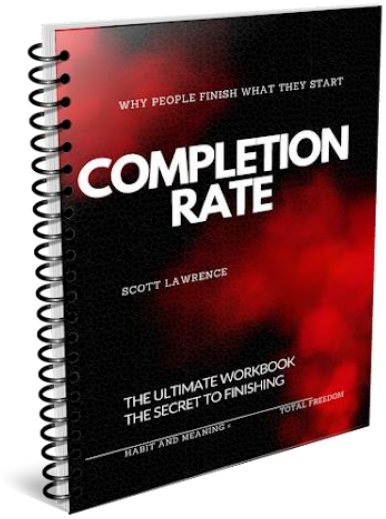
36 Box Plan Therapy – Gives you a deep understanding of therapy by breaking sessions down into 6 parts and breaking programs down into 6 sessions. The maths adds up to 36 parts.

Completion Rate – Gives you everything, every tool and every method that you need to get everything done. From Method to Motivation. From Brain to Body. From Programming to Personality, this eBook will help you Finish what you start.

So again, please put these 2 eBooks in your arsenal.

Book 1 – **36 Box Plan Therapy** *Book 2* – **Completion Rate**





Exercise 1. Breath.

(Get your mind ready for marketing)

Step 1: Set a 10-minute timer.

Step 2: Breath in, to the count of 3

Step 3: Hold for the count of 3

Step 4: Breath out, to the count of 3

Step 5: Hold for the count of 3

Step 6: Repeat steps 2-5 until the timer goes off.

Done ☑

Watch this video

for more specific guidance.



Exercise 2. Clear Your Desk

(Clear Desk, Clear Mind)

Step 1: Get a Bin.

Step 2: Divide everything into Keep or Chuck Out.

Step 3: Chuck Out the Rubbish.

Step 4: Divide everything else into Stay or Move.

Step 5: Move the stuff that doesn’t Stay.

Step 6: Wipe Down your Desk.

Done ☑

Exercise 3. Design Your Offer

(The 6 Step Sales System)

Step 1: Name Your Program or Offer.

Step 2: List the Main Inclusions / Features.

Step 3: List Bonus Inclusions / Freebies.

Step 4: Describe Standard or Intended Result.

Step 5: Name the Price.

Step 6: Add 1 More Bonus / Freebie.

Done ☑

Watch 'The Entrepreneurs Rivalry'

for more specific guidance.

The Entrepreneurs Rivalry

Exercise 4. Design Your Web Page

(6 Figure Web Page Basics)

Step 1: Make a Fake / Joke page to learn the Tech.

(I recommend using a Lead pages template)

Step 2: Start Your Serious Page.

Step 3: Include a Banner and Contact Details.

Step 4: Add your Headline, Offer and Call to Action.

Step 5: Create a Thank You Page.

Step 6: Test Page and ask a Friend to Test also.

Done ☑

Read '3 Webpage Templates'

for more specific guidance.



Exercise 5. Your First Traffic

(Get some leads)

Step 1: Pick a Platform. Facebook, Instagram, Google, YouTube, Etc…

Step 2: Chose Your Targeting

Step 3: Chose Your Budget

Step 4: Create Your Headline and Body Text

Step 5: Include Image, if needed.

Step 6: Test for 2 weeks minimum.

Done ☑

A few Traffic Fundamentals.

(Leads from Platforms.)

Pick a Platform. Facebook, Instagram, Google, YouTube, Etc…



But before you expect Free Traffic….

Today, if you want results from Traffic, then you must pay.

Yes, we all loved the bubble of free leads, but even the millionaires and large organizations are slowly coming to this conclusion.

In the past, everyone in business had to pay to advertise. Is it so bad that we're going back to those days?

Aim to spend 10% of your entire turnover on ads.

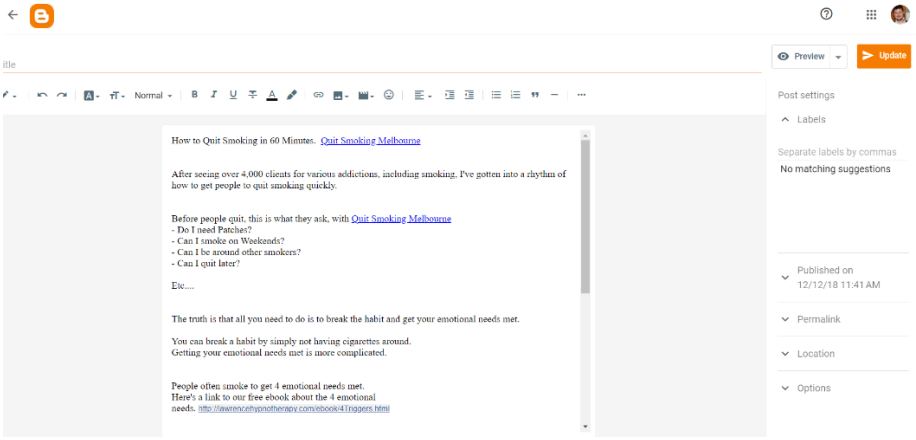
10% isn't that much. If you're growing fast and have a positive ROI, then why wouldn't you want to up it to 20% of your T/O?

Are you New to Paying for Ads?

(Let me break it down.)

I created a very quick Google Blog.

The links go to my Offer Page so they can make an appointment.

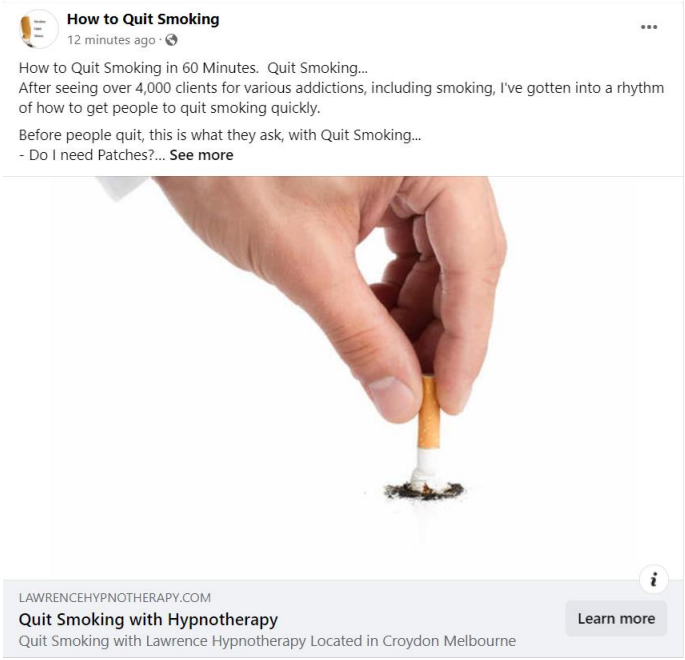


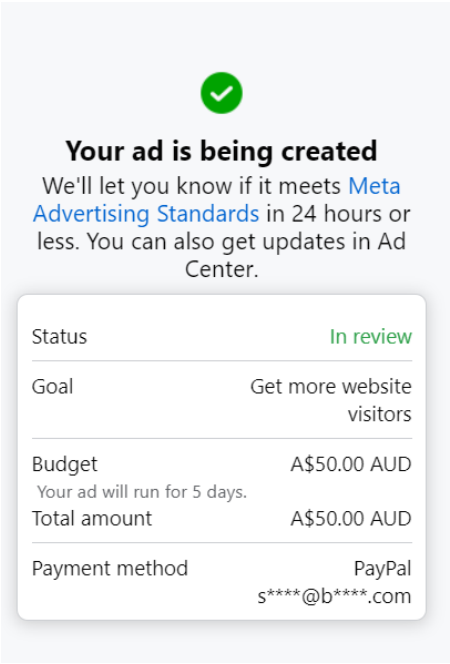
Then I found a Stock Image to go with it



Nearly Done…

I posted a link to my Blog onto my Facebook Page





I hit the Boost Button and then…

I was…..

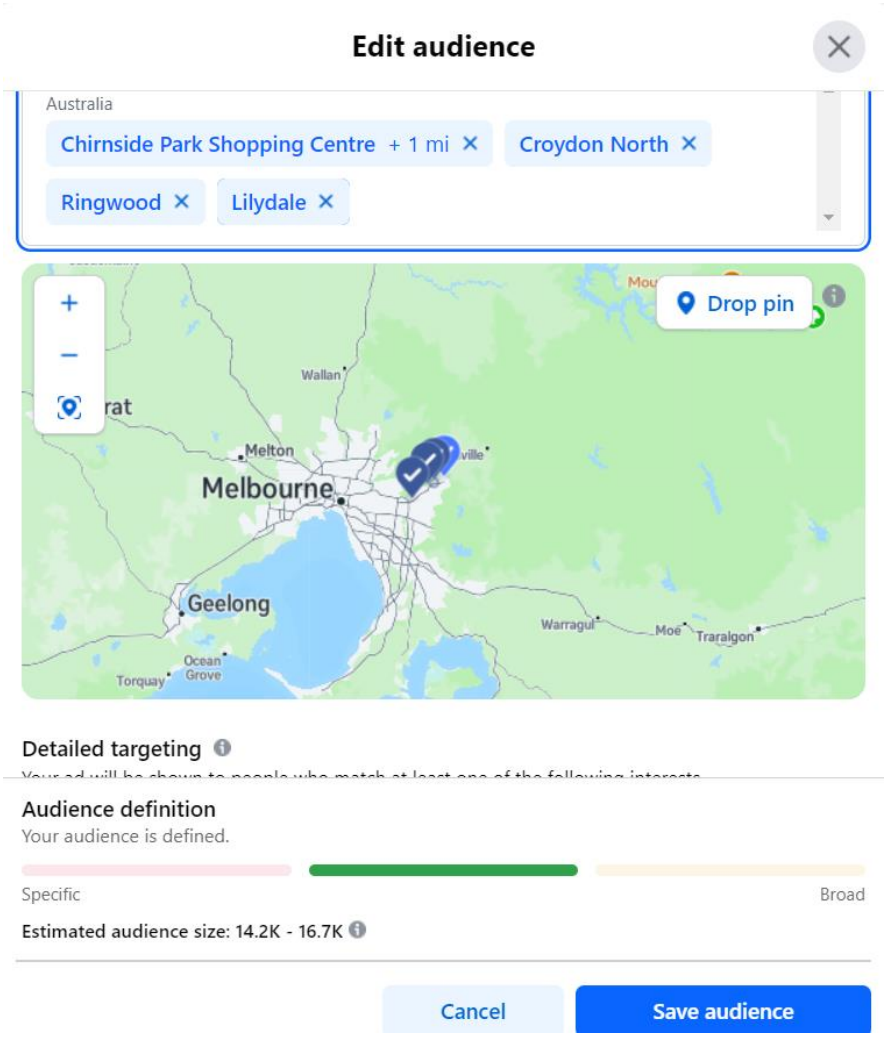
Done ☑

And I got 3 clients for $50

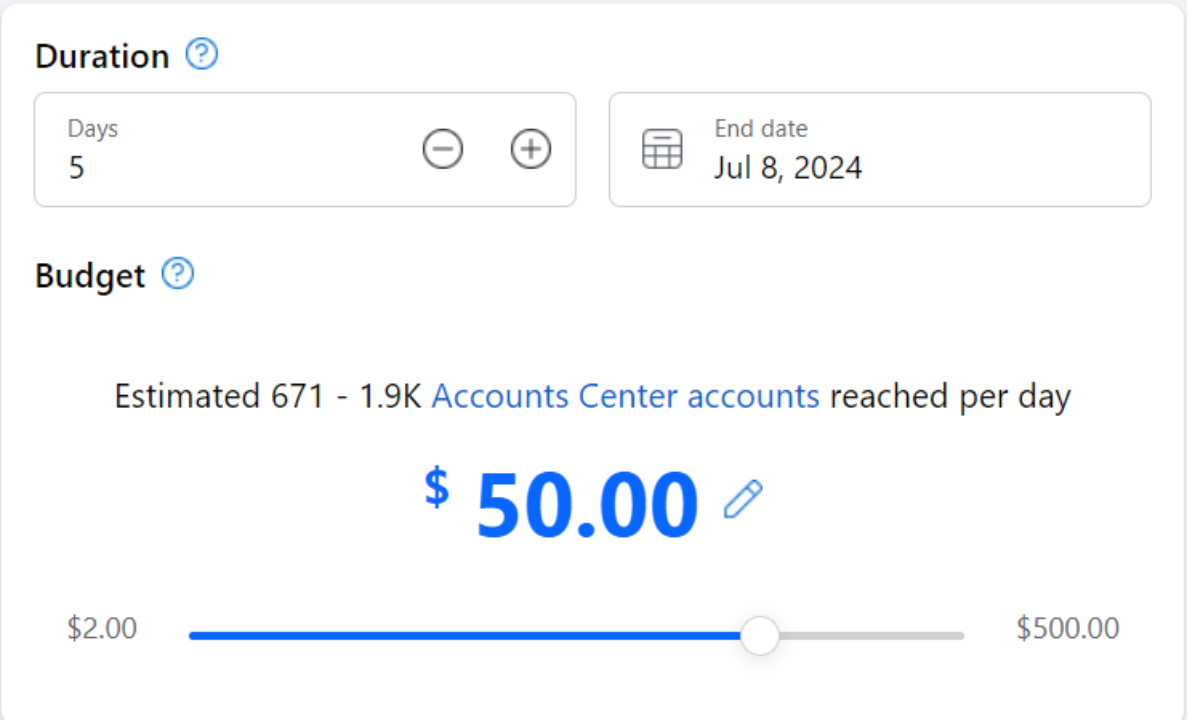
OK, there’s a little more to it

(Let’s both break it down together.)

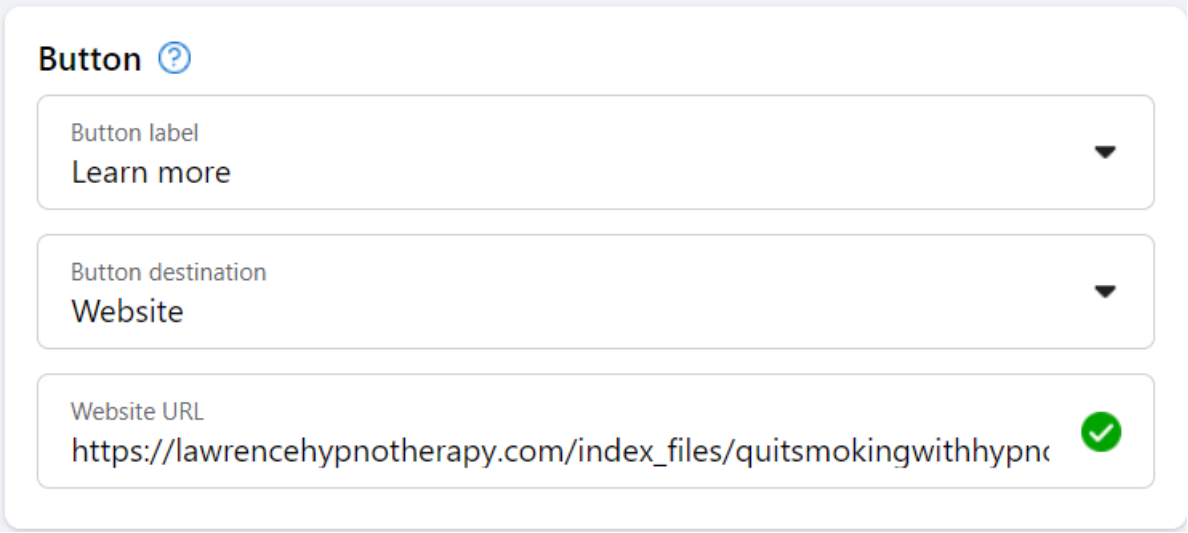
I picked my Custom Facebook Audience.



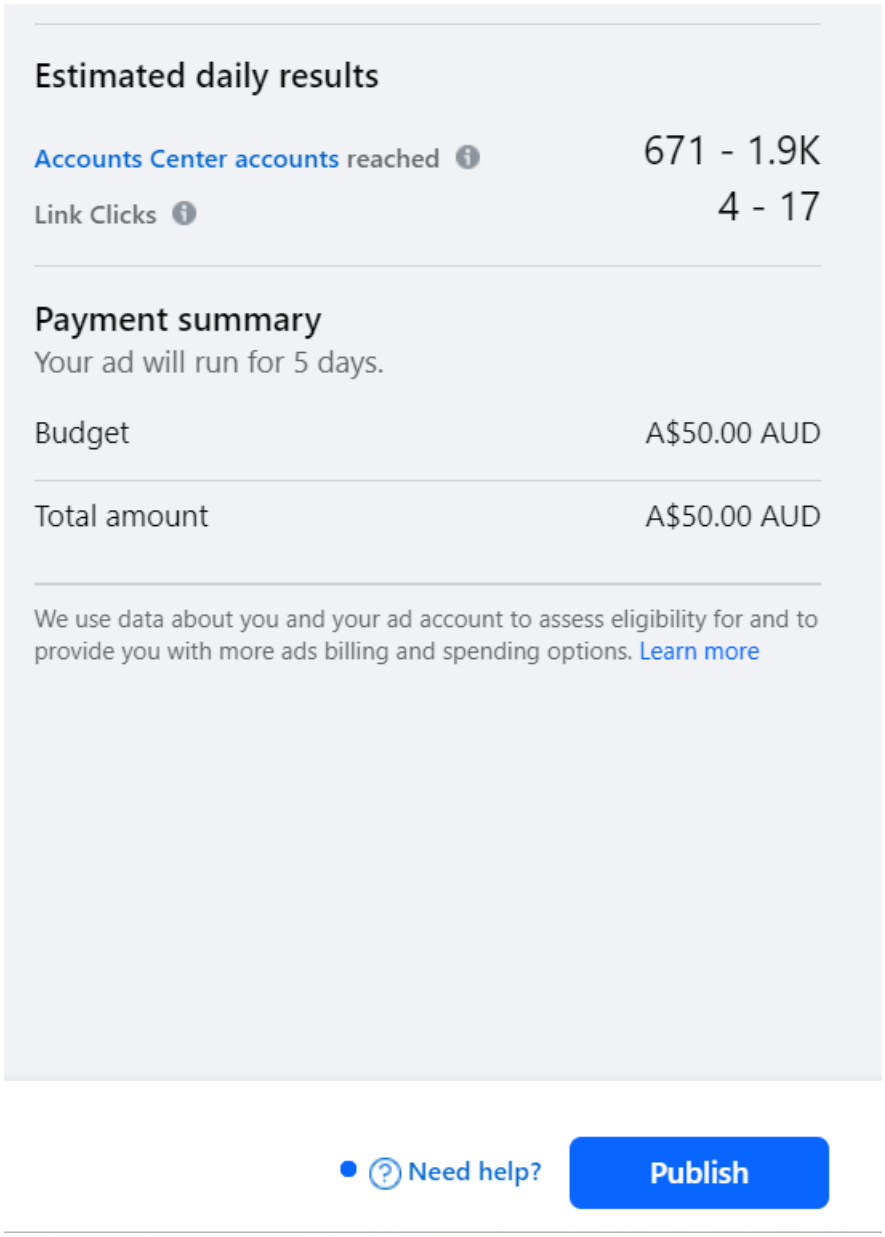
I picked my Duration and Budget…



I entered my URL from my offer page and…



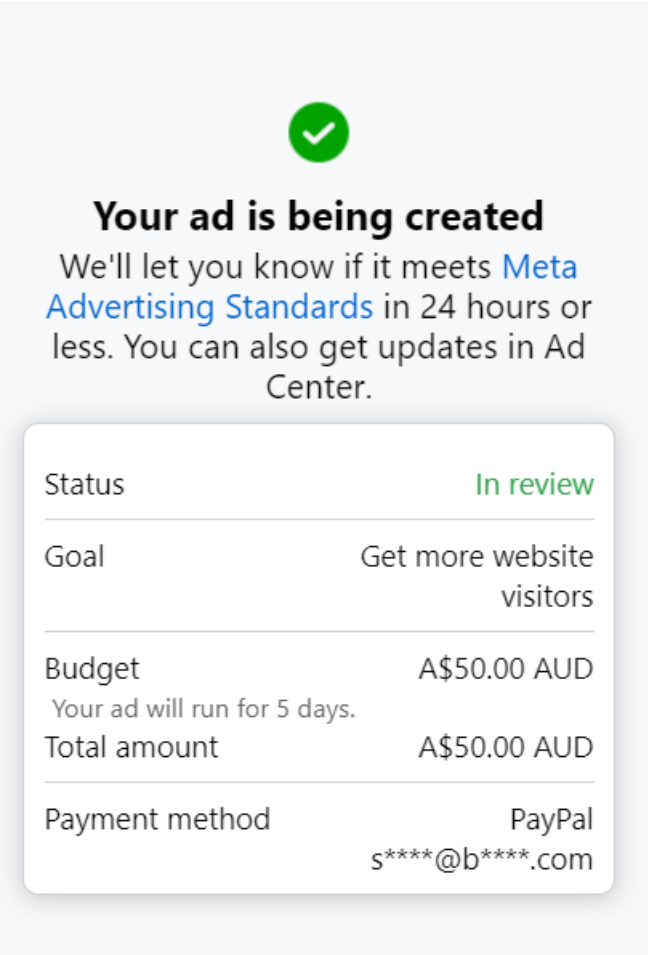
I hit the Publish Button…



And then I was…

Done ☑

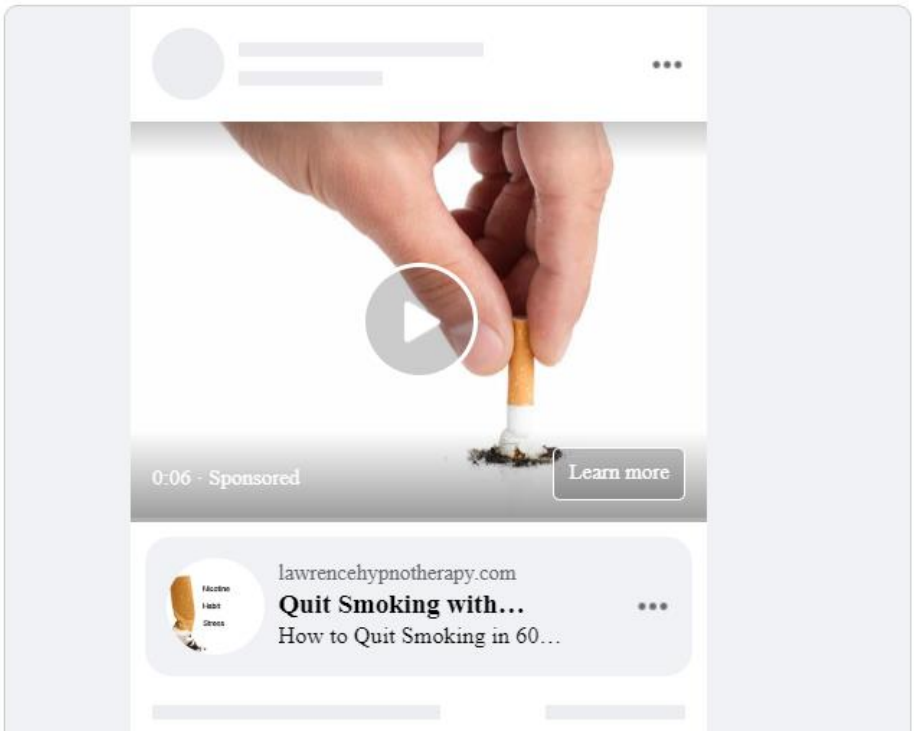
Then I had to wait for clients to call or message me.



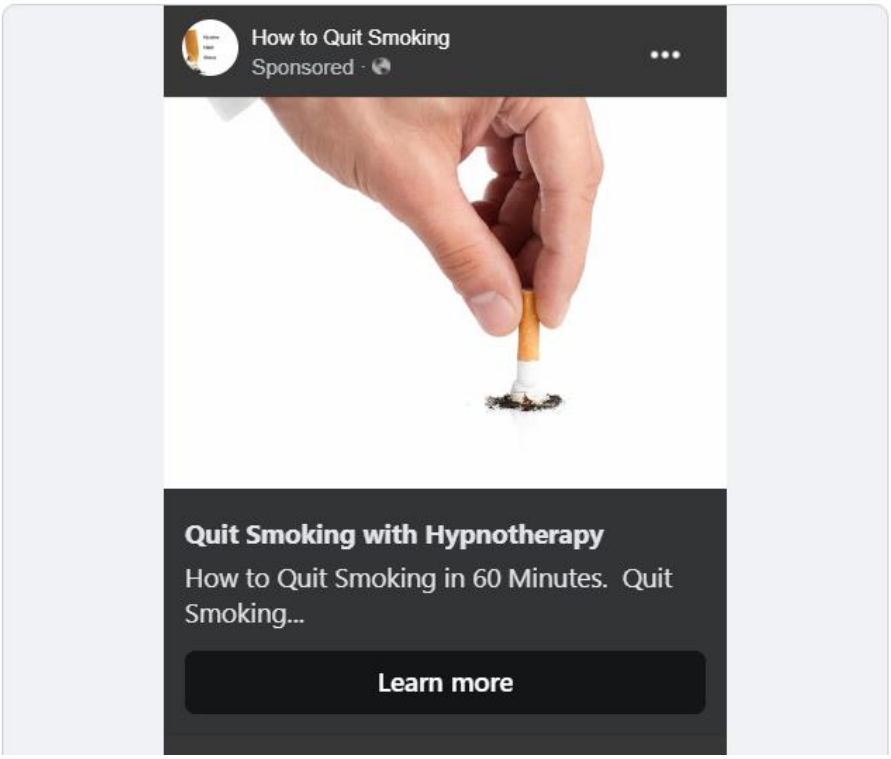
But in the meantime, I got to check out my ad.



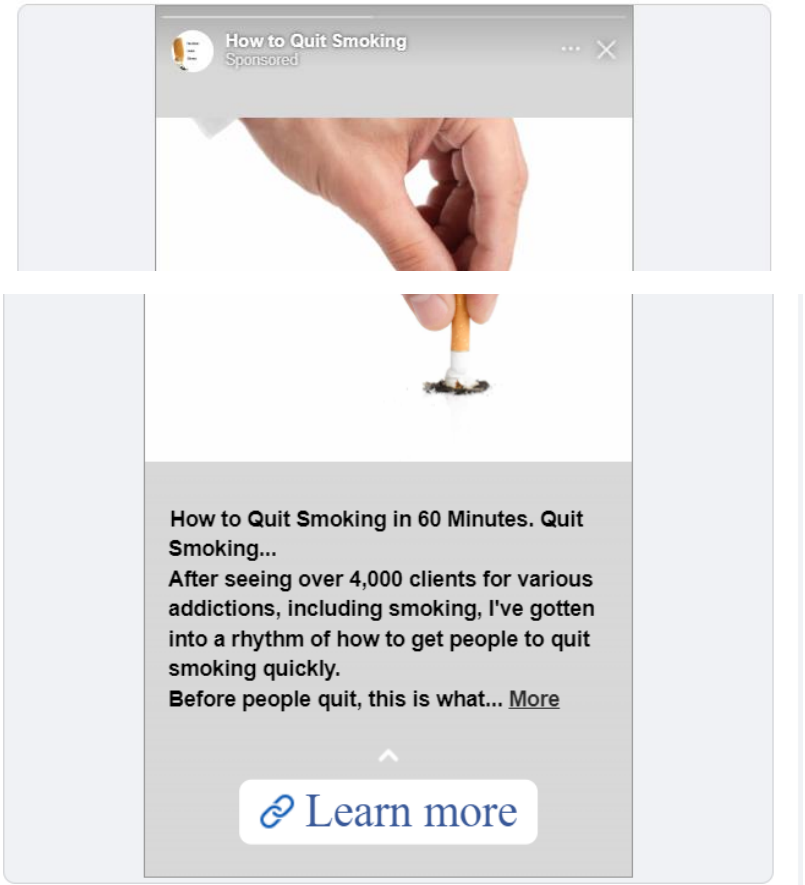
Facebook in-stream video (mobile)



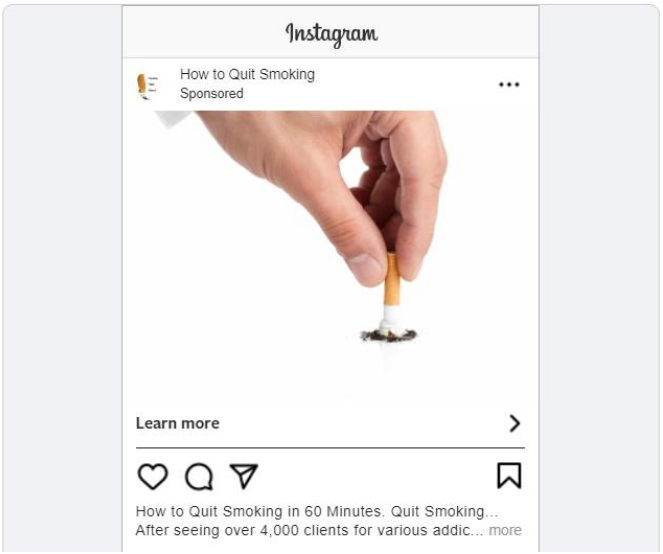
Suggested videos (mobile)



Facebook Stories



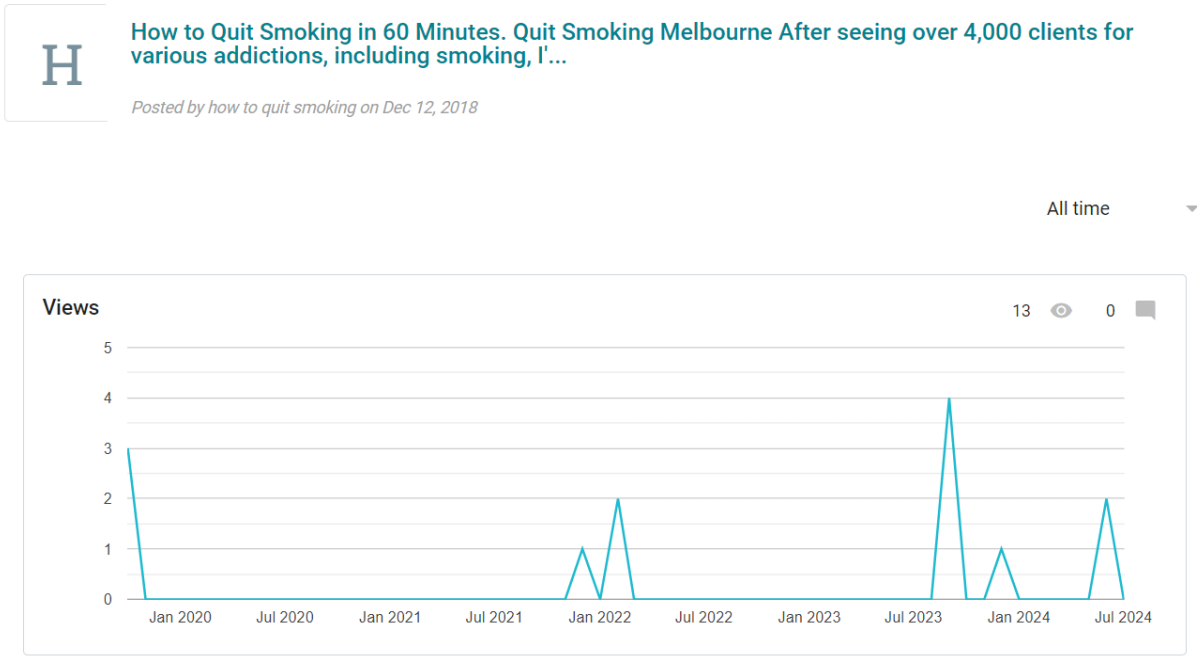
Instagram



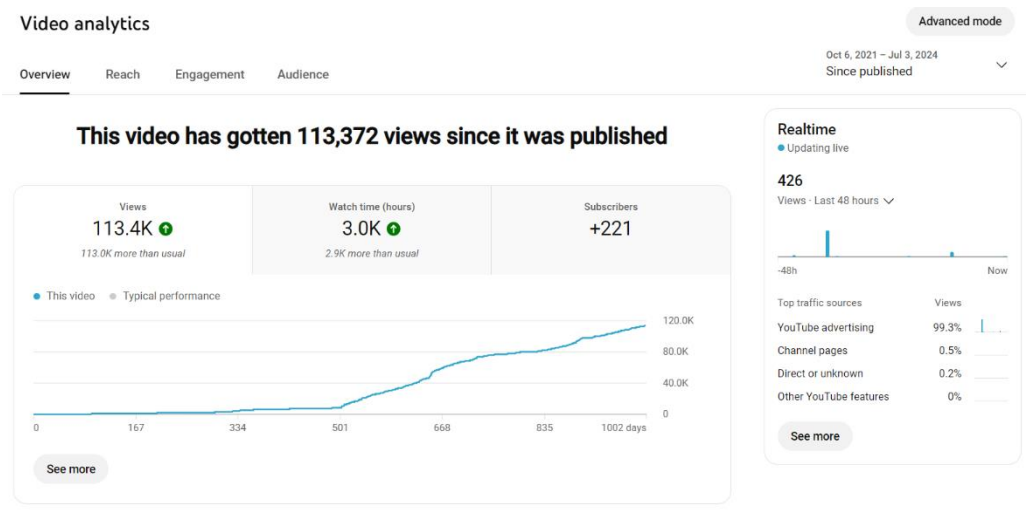
See How Easy it is?

(You can be Done in 10 Minutes)

I slowly watched my views grow.



Meanwhile, my YouTube views were going off the charts.



Exercise 6. Social Media Posts

(The good old Freebie Style)

Step 1: Create Your Offer Headline in your post.

Step 2: Offer a Free eBook or Guide in your post.

Step 3: Reply to Comments with your eBook.

Step 4: Email Follow up with Offer

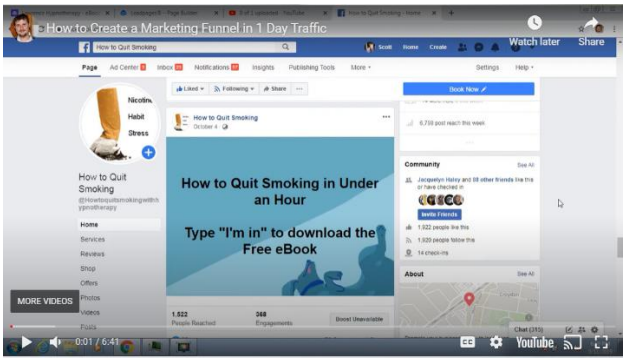
Step 5: Comment Follow up with Offer

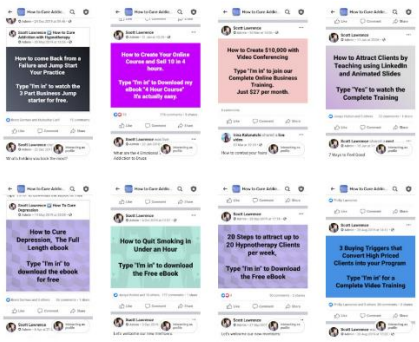
Step 6: Book them in.

Done ☑

Watch ‘5 Minute Traffic Builder’ and 77 Examples

for more specific guidance.





Exercise 7. Book them in

(Stick to the Script)

Step 1: Say, “Hello (Name Speaking)”

Step 2: Ask, “Are you calling to make an appointment” or, “We saw your message that you wanted to make an appointment?”

Step 3: If Yes, then book them in.

Step 4: If Yes-Butt, explain program, and then book them in.

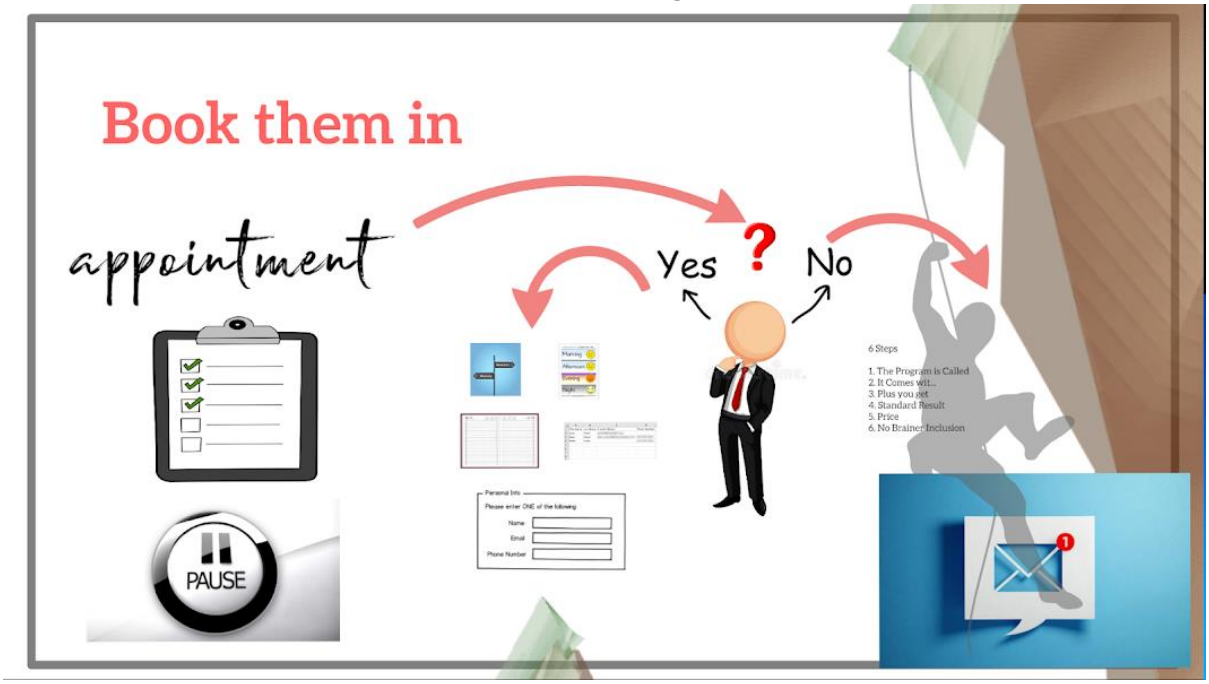
Step 5: Repeat time and Date and offer to email instructions.

Step 6: Email with Confirmation and Questionnaire.

Done ☑

Watch ‘What to Say on the Phone to Book them in’

for more specific guidance.



Exercise 8. Facebook Video

(Speak to your Phone)

Step 1: Grab their Attention with Energy

Step 2: Topic – Tell them what the video is about first.

Step 3: Story – Back yourself up with an engaging story.

Step 4: Teach – Use a Framework to Teach your point.

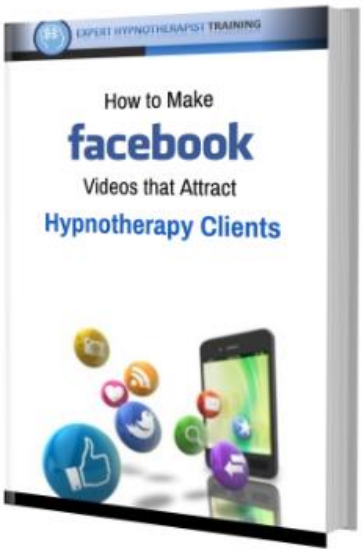
Step 5: Offer – Use your 6 Step Sales System (Exercise 3.)

Step 6: Give Offer Page link to people who comment.

Done ☑

Read 'Facebook Videos' and see FB Live Examples

for more specific guidance.





Exercise 9. Patience

(Plant Your Seed. Stop Digging it up.)

Step 1: Do a 10-minute exercise.

Step 2: Go for a walk.

Step 3: Schedule Time to do more later.

Done ☑

Exercise 10. Write an eBook

(Become an Author)

Step 1: Create Your Cover

Step 2: Plan Your Chapters

Step 3: Take a Break

Step 4: Write 1 Chapter at a time.

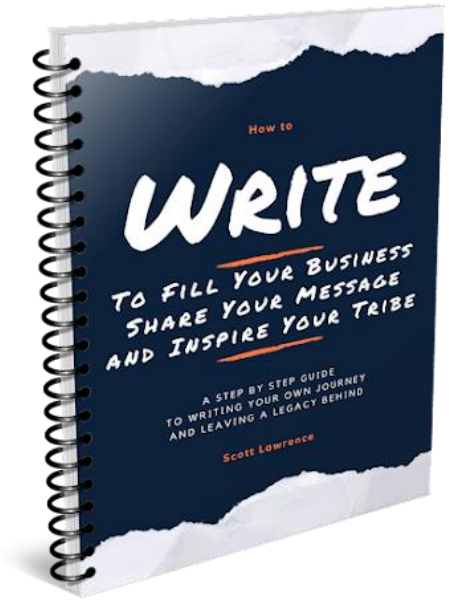
Step 5: Create your Opt-in page.

Step 6: Promote Your ebook

Done ☑

Read ‘Write’

for more specific guidance.



Exercise 11. 21 Days of Posting

(Consistency is Branding)

Step 1: Do a quick FB Video.

Step 2: Repeat for 21 Days.

Done ☑

Exercise 12. Artificial Intelligence

(Chat GPT posts.)

Step 1: Go to https://chat.openai.com/auth/login

Step 2: Download my Prompts on the bottom of this page.

Step 3: Copy and Paste my prompts into Chat GPT

Step 4: Ask Chat GPT to write you an ad.

Step 5: Play with the ad until you're happy with it.

Step 6: Copy it onto Facebook.

Done ☑

Click on 'Fully Booked Hypnotherapy'

for more specific guidance and Prompts.



Exercise 13. Interview Experts

(Set it up. And Share Your Energy)

Step 1: Reach out.

Step 2: Set a Date.

Step 3: Write Questions.

Step 4: Record on Zoom.

Step 5: Interview.

Step 6: Promote Interview online.

Done ☑

Click on my Examples

for more specific guidance.



Exercise 14. Plan a Live Event

(Take 10 Minutes to Plan Your Half Day)

Step 1: Plan out 3 Teach Segments.

Step 2: Create Your Slides.

Step 3: Promote Your Event.

Step 4: Give enough time to Sell Tickets.

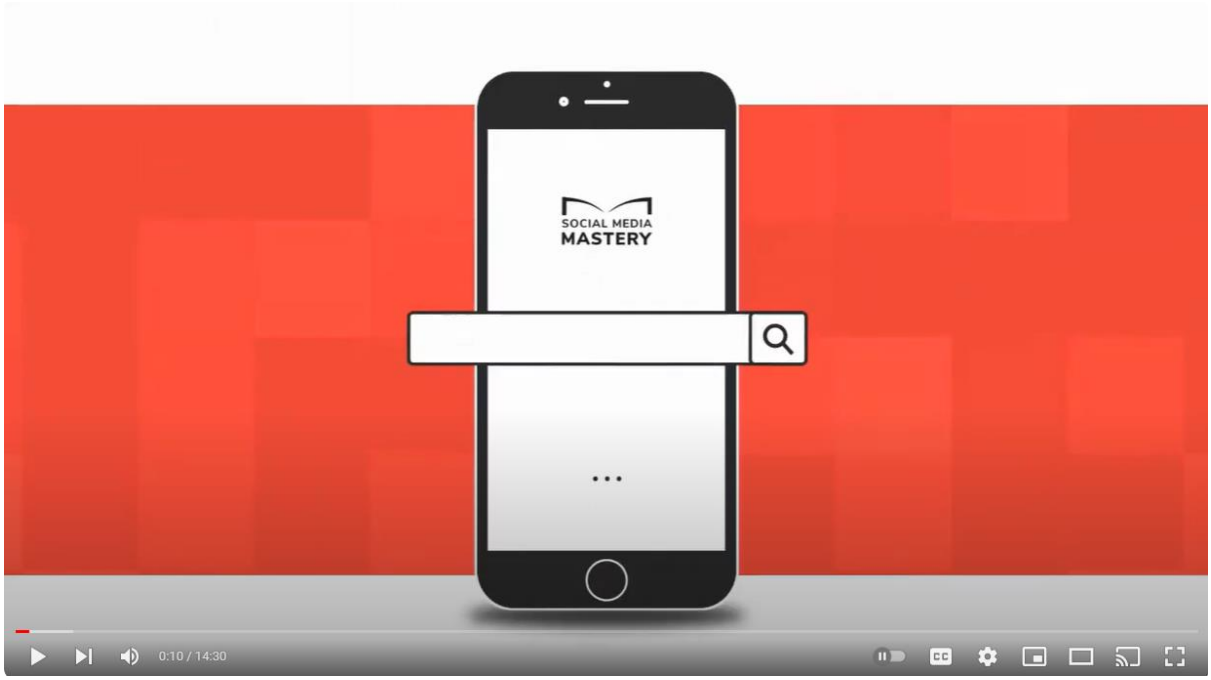
Step 5: Upsell at Event

Step 6: Follow UP on the Phone.

Done ☑

Watch our Advertisement

as an example.



Exercise 15. Plan a High-Ticket Course

(Take 10 Minutes to Outline Your Course)

Step 1: Discuss Course with a Friend.

Step 2: Plan Your Content

Step 3: Find a Place to Film

Step 4: Ask Friends to Help You Out.

Step 5: Film and Edit Your Course

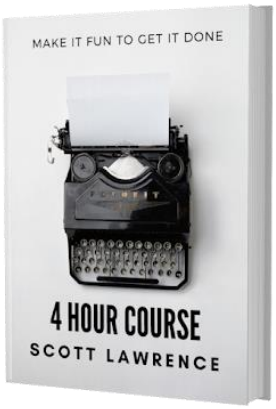
Step 6: Promote Your Course.

Done ☑

Watch our Ad and Read '4 Hour Course'

as a more specific examples and instructions.





Exercise 16. Testimonials

(If you don’t Ask, you Don’t Get.)

Step 1: Find a platform for your testimonials.

Step 2: Decide if you want Text or Videos.

Step 3: Ask every client for testimonials.

Step 4: Promote them on your Web Page.

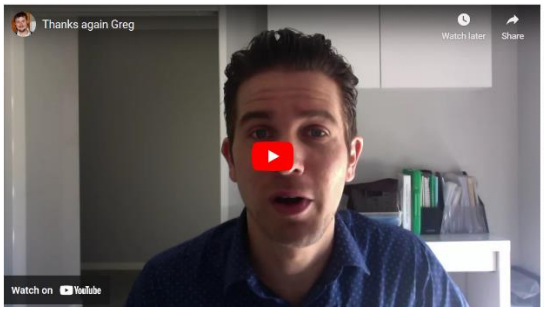
Step 5: Promote them at the end of your Videos.

Step 6: Thank your testimonials.

Done ☑

Watch the Video Testimonials and see WOMO

as a more specific examples.





Exercise 17. Group Challenge

(These are Fun, but take your Energy)

Step 1: Create a Facebook Group for your Challenge.

Step 2: Promote Your Challenge.

Step 3: Engage Your Group.

Step 4: Teach Content and Stories.

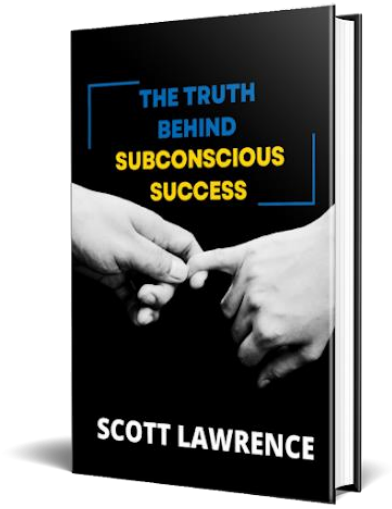
Step 5: Sell to your Group.

Step 6: Follow UP.

Done ☑

Read 'The Truth Behind Subconscious Success'

For more specific examples.



Exercise 18. Understand Your Client

(What's going on in their mind?)

Step 1: Find Your Niche from Money, Health or Relationships.

Step 2: List Problems that your clients have.

Step 3: Find the Number 1 Buying Drive of your Customer.

Step 4: Create an ad that includes primary buying drivers.

Step 5: Promote Your Program.

Step 6: Follow UP.

Done ☑

Read '100 Customers'

For more specific examples.



Budget and KPI’s

If you want $100,000 or more per year, then you need a Top-Down approach to your Budget and KPI’s



Imagine that you’ll only ever sell 2 programs per week ever.

How much would your program need to cost to support $100,000 per year? Yes, you would need at lead a $1,000 program to be sold twice per week for 52 weeks of the year.

Maybe you’ll do a 5-session program at $200 per session.

This would mean you are performing 10 sessions per week.

Or just 2 per day.

Can you do 2 sessions per day and sell 2 programs per week?

Is that a little easier than trying to sell 20 X $100 sessions every week of the year?

Showing Up is Where the Money is.

Have you noticed that the people who post every single day or every single week seem to be doing great in business?

This is because they are constantly visible.

When you are constantly visible, you are on people's minds.

I know there's a lot of heat and negativity out there now, but there's also a lot of love, calm and success if you look for it.

But where are you looking?

If you want to do well, you need to hang out with the people who are doing well and ignore the people who have an excuse for not doing every step.

This doesn't mean that you need to become impatient with your clients. Just today, I've spoken to a client who had to reschedule because of Covid and another who needs to see their doctor first about their Epilepsy before they see me.

And NO, I haven't missed out on their money because of their cancelations. It just means that those two people will come back soon when they can.

Maybe you need to trust people just a little bit more than you have in the past. Yes, it's possible that you've had a rough time, but our clients deserve our calm and focused energy.

Google Ads.

I've spent over $65,000 on Google Ads on my business.

Clicks	Impressions	Avg. CPC	Cost
108K	3.99M	$0.61	$65.2K

And it's mostly worked out well.

This is my sponsored Ad with Google Ads.

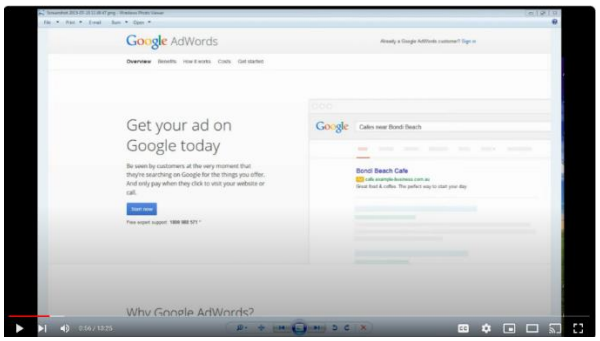
Lawrence Hypnotherapy
https://www.lawrencehypnotherapy.com

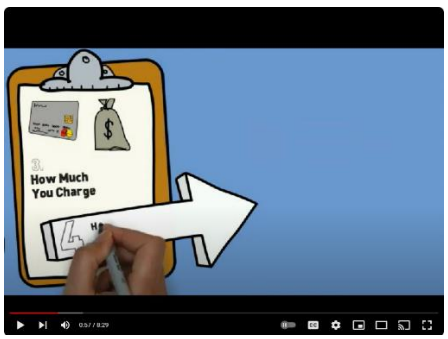
Lawrence Hypnotherapy - Quit Smoking and Weight Loss ...

Lawrence **Hypnotherapy Quit Smoking** and **Weight Loss** Located in **Croydon**, Melbourne.

Yes, this still works, but it seems that not everyone can seem to get Google Ads to become profitable in their own business.

Here's a Quick Walkthrough, plus another vid on keywords





YouTube Ads.

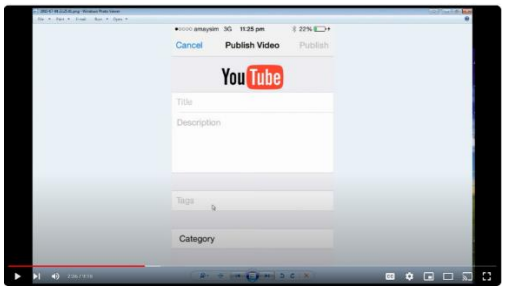
YouTube ads aren't that difficult.

Many people don't even know how they work though.

Remember that Google owns YouTube. Right?

So first, you upload a video to YouTube, and then go to your Google Ads to promote the video.

If you've never even uploaded a YouTube video, well, it's your lucky day. Here's a walk through.



Actually, if you're new, I recommend you go through this entire module on Traffic. You're Welcome. 😊



What if you had a Million Dollar per year Business, but now everything is Dead and you don't know what to do?

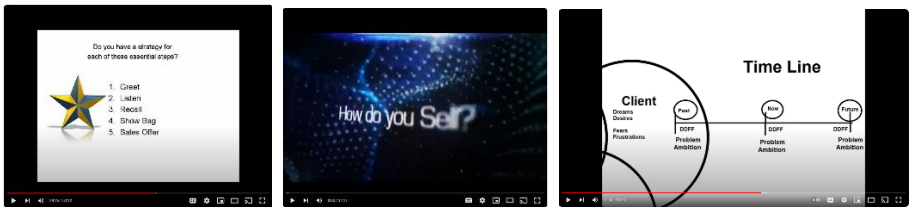
Oddly, I would give the same advice to beginners.

Are you ready for it?

1. **Focus on Visibility.**

Instead of just having this world class, amazing program, course or system that has become the worlds greatest secret, just get out there and start giving away your knowledge in posts, vids and networking.

Stop being People-Phobic. Here are 3 Must See videos.



The first 2 videos are about how to Network.

The 3rd video is about how to use Promotional Partners to grow you list fast by using someone else's list.

Networking

The steps to **networking** are oddly simple.

1. Get out there. (duh)
2. Listen more. Don't just pitch.
3. Offer solutions after listening.
4. Tell them what you do, and then finally
5. Offer them a low tier offer, (such as a webinar, another networking event, meet up, strategy call, etc…)
6. Follow up.

And **promotional partners** are even more simple. (Well sort of)

1. Find someone who has the list of clients that you want.
2. Find a problem that this person with your list is suffering from.
3. Teach them how to solve the problem.
4. Offer to do it for them.
5. Do it in a way that collects their list, (opt-in page, etc…)

Either way, you need to work on your Visibility if you want to grow big for the first time, second time after a fall or the millionth time after you've fallen after being an industry juggernaut.

Get out there and work on your visibility through Posts, Videos and Networking.

Exercise 18. Thousand Dollar Challenge

Step 1: Position – What is your Niche?

Step 2: Price – Pick at least $200

Step 3: Problem – What are you solving?

Step 4: Pillars – What is your framework?

Step 5: Promote – Get it out there.

Step 6: Partners – Let others promote you.

Done ☑

Read 'Thousand Dollar Jump Starter'

For more specific examples.



Exercise 19. Fix Your Design

(Or let someone else have a go.)

Step 1: Strip it back to its core concept.

Step 2: Remove everything from the page.

Step 3: Replace each element one at a time.

Step 4: Own the space that you're playing with.

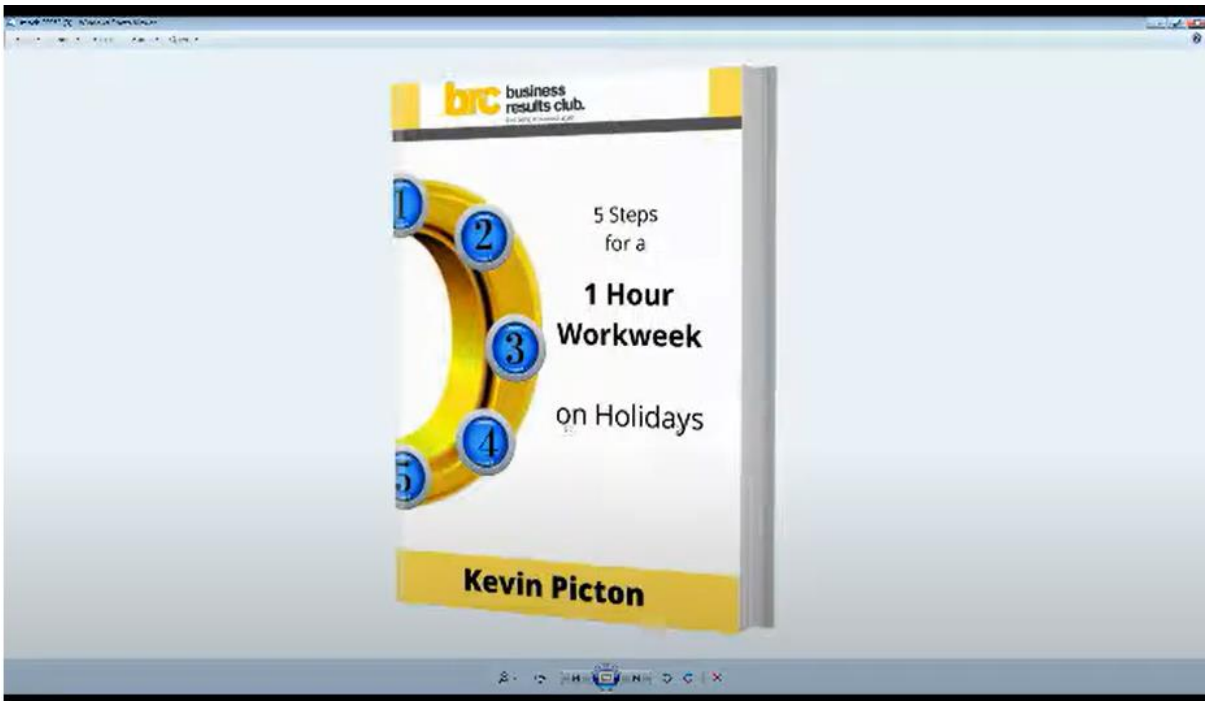
Step 5: Show your work to others.

Step 6: Get feedback.

Done ☑

Watch this eBook cover transformation

For more specific examples.



Exercise 20. Set Up Your Weekly Calendar

Monday: Zoom Calls – Students, Sales Team & Marketing Team

Tuesday: Owners Meeting

Wednesday: Content Planning Day

Thursday: Filming Day

Friday: Promote day & Student Feedback

Weekends: Off

Done ☑

Refer back to $1000 jump starter

For more specific examples.



Exercise 21. Funnels (or at least focus on the front end for visibility for a while)

Step 1: Pick a Problem that you solve.

Step 2: Post online about Possible Solutions

Step 3: Forget about Selling for a minute.

Step 4: Ask for and encourage engagement.

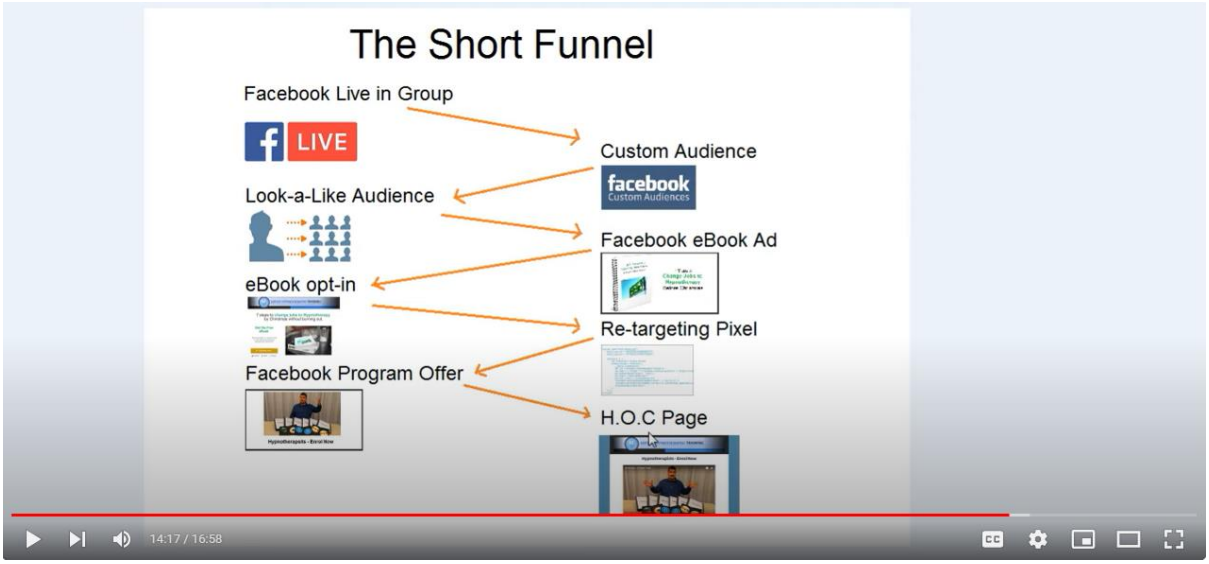
Step 5: Use your Posts to Grow your Email List.

Step 6: Sell your Low Tier Challenge from your Email.

Done ☑

Read 'The Short Funnel'

For more specific examples.



Exercise 22. Write 25 headlines

(If you're stuck, start with a funny one.)

Step 1: Write down 25 problems.

Step 2: Write down 25 solutions to those problems.

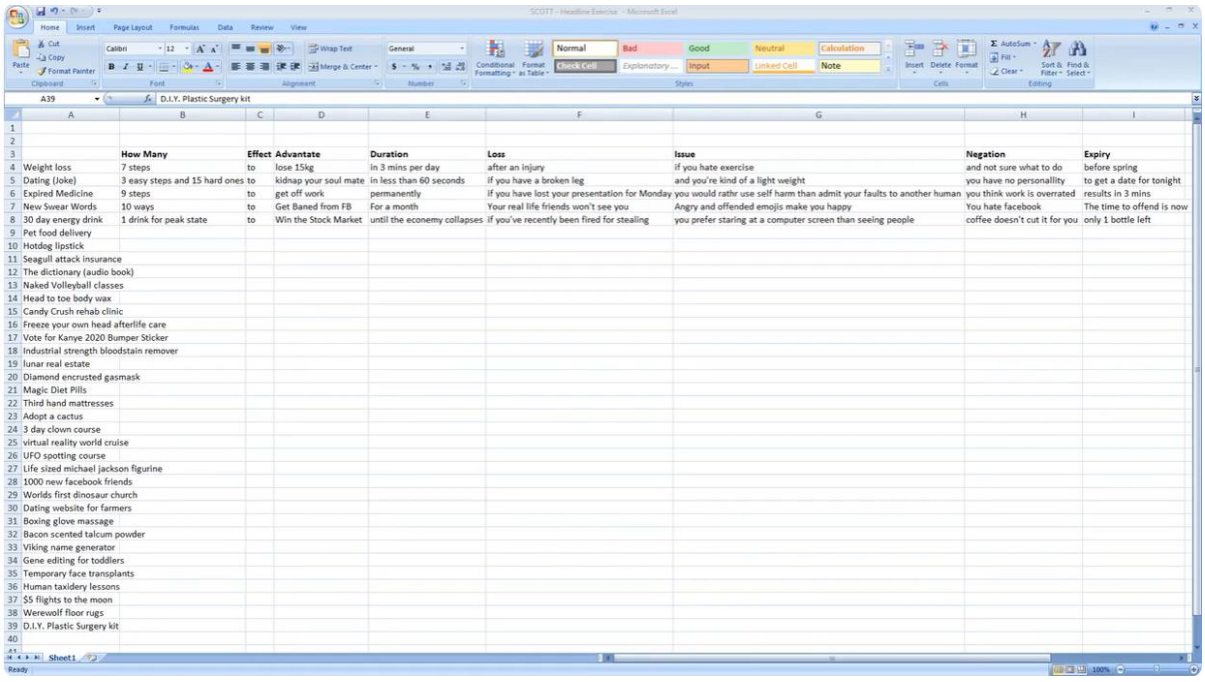
Step 3: Turn those 25 into 25 "How to" headlines.

Step 4: If you're stuck, come up with funny headlines.

Done ☑

Watch '25 headlines'

For more specific examples.



	How Many	Effect	Advantate	Duration	Loss	Issue	Negation	Expiry
Weight loss	7 steps	to	lose 15kg	in 3 mins per day	after an injury	if you hate exercise	and not sure what to do	before spring
Dating (Joke)	3 easy steps and 15 hard ones	to	kidnap your soul mate	in less than 60 seconds	if you have a broken leg	and you're kind of a light weight	you have no personallity	to get a date for tonight
Expired Medicine	9 steps	to	get off work	permanently	if you have lost your presentation for Monday	you would rathr use self harm than admit your faults to another human	you think work is overrated	results in 3 mins
New Swear Words	10 ways	to	Get Baned from FB	For a month	Your real life friends won't see you	Angry and offended emojis make you happy	You hate facebook	The time to offend is now
30 day energy drink	1 drink for peak state	to	Win the Stock Market	until the economy collapses	if you've recently been fired for stealing	you prefer staring at a computer screen than seeing people	coffee doesn't cut it for you	only 1 bottle left
Pet food delivery								
Hotdog lipstick								
Seagull attack insurance								
The dictionary (audio book)								
Naked Volleyball classes								
Head to toe body wax								
Candy Crush rehab clinic								
Freeze your own head afterlife care								
Vote for Kanye 2020 Bumper Sticker								
Industrial strength bloodstain remover								
lunar real estate								
Diamond encrusted gasmask								
Magic Diet Pills								
Third hand mattresses								
Adopt a cactus								
3 day clown course								
virtual reality world cruise								
UFO spotting course								
Life sized michael jackson figurine								
1000 new facebook friends								
Worlds first dinosaur church								
Dating website for farmers								
Boxing glove massage								
Bacon scented talcum powder								
Viking name generator								
Gene editing for toddlers								
Temporary face transplants								
Human taxidery lessons								
$5 flights to the moon								
Werewolf floor rugs								
D.I.Y. Plastic Surgery kit								

Exercise 23. Email Your List and Make Some Money

Step 1: Create a low-cost FB Challenge

Step 2: Email Your List to Join

Step 3: Follow up with an Email Campaign.

Step 4: Welcome in the People who just Joined.

Step 5: Ask them to Post a Welcome Video.

Step 6: Keep the Group Engaged even before the Challenge.

Done ☑

Watch 'Email Your List'

For more specific examples.



Exercise 24. Create an Opt-in Page

(Grow Your Email List)

Step 1: Make a Short eBook.

Step 2: Get a Lead pages account.

Step 3: Use a Template to make your page.

Step 4: Add your headlines and eBook cover picture.

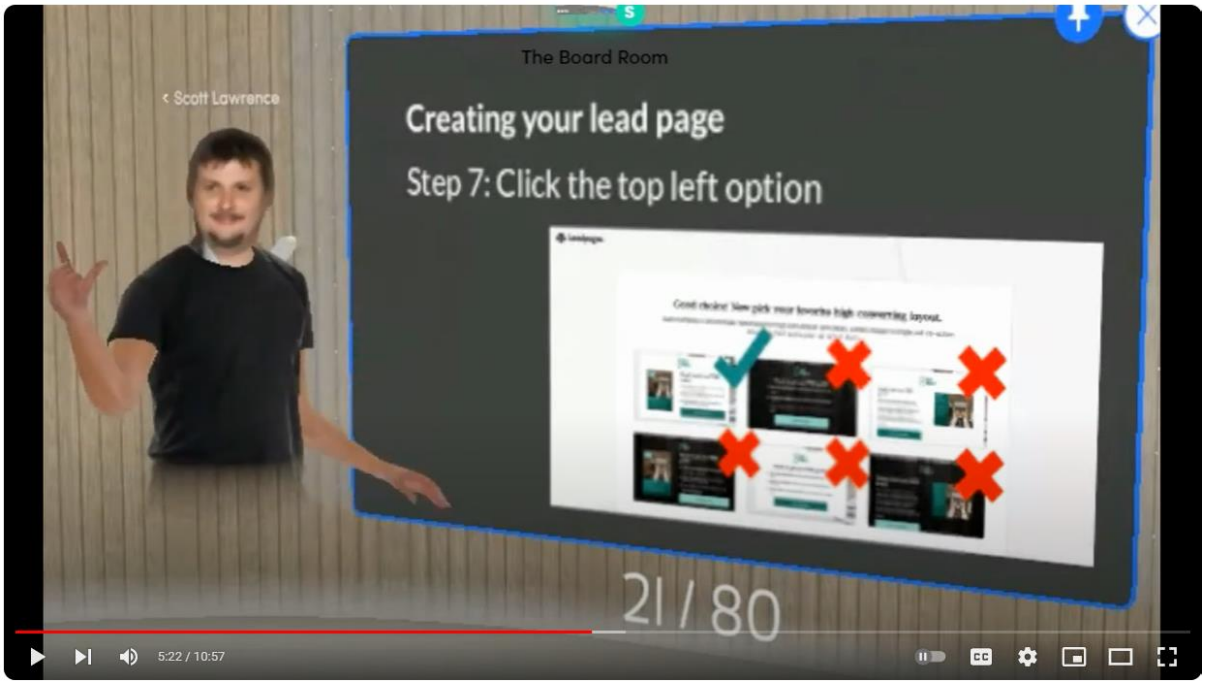
Step 5: Create a Thank You Page.

Step 6: Use this to Grow Your Email List.

Done ☑

Watch ‘Build an Opt-in Page’

For more specific examples.



Exercise 25. Automate Your FB Ads

Step 1: Create 8 FB ads based on the Story Circle.

Step 2: Create a Custom Audience for your ads.

Step 3: Schedule these 8 Ads for 2 weeks each over 16 weeks.

Step 4: Use ads to fill your biggest FB group or Email List.

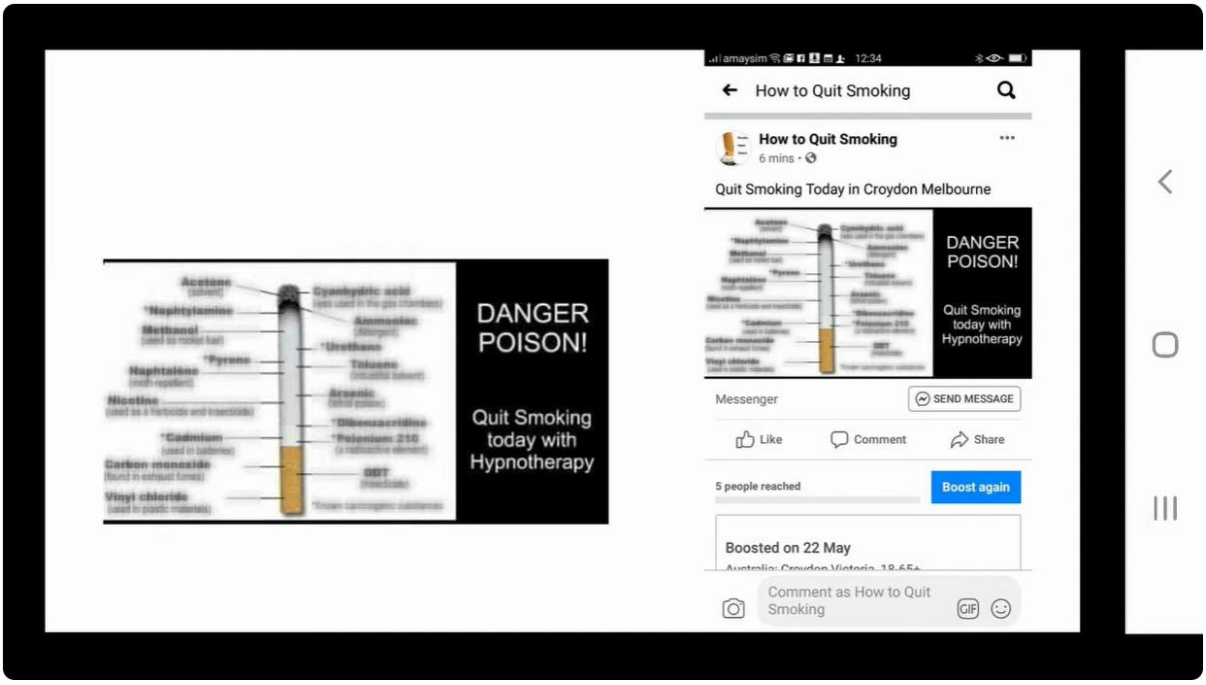
Step 5: Use Retargeting to people who didn't opt-in.

Step 6: Finally, sell to your low tier challenge.

Done ☑

Watch 'Automate Your Ads'

For more specific examples.



Exercise 26. Set Up Your Google Ad Fields

Step 1: Name Your Ad-group.

Step 2: Set Up keywords (what people type in to find you).

Step 3: Create Your Ad – and enter Final URL.

Step 4: Set up Headlines 1 + 2 Plus Description.

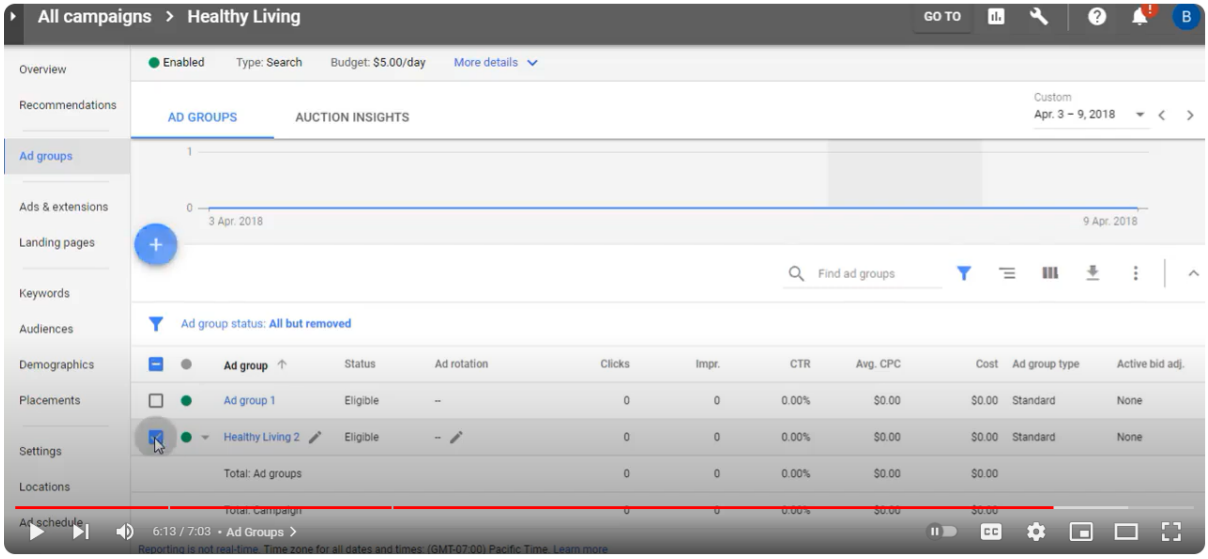
Step 5: Set a Budget. (Start with $5 per day)

Step 6: Keep an Eye on it.

Done ☑

Watch ‘Set up Ad Fields’

For more specific examples.



Exercise 27. Get 50 Free Leads

Step 1: Stop Posting Unless You're Solving a Problem.

Step 2: Only Capitalise some words.

Step 3: Use a Blank Line Before Call to Action.

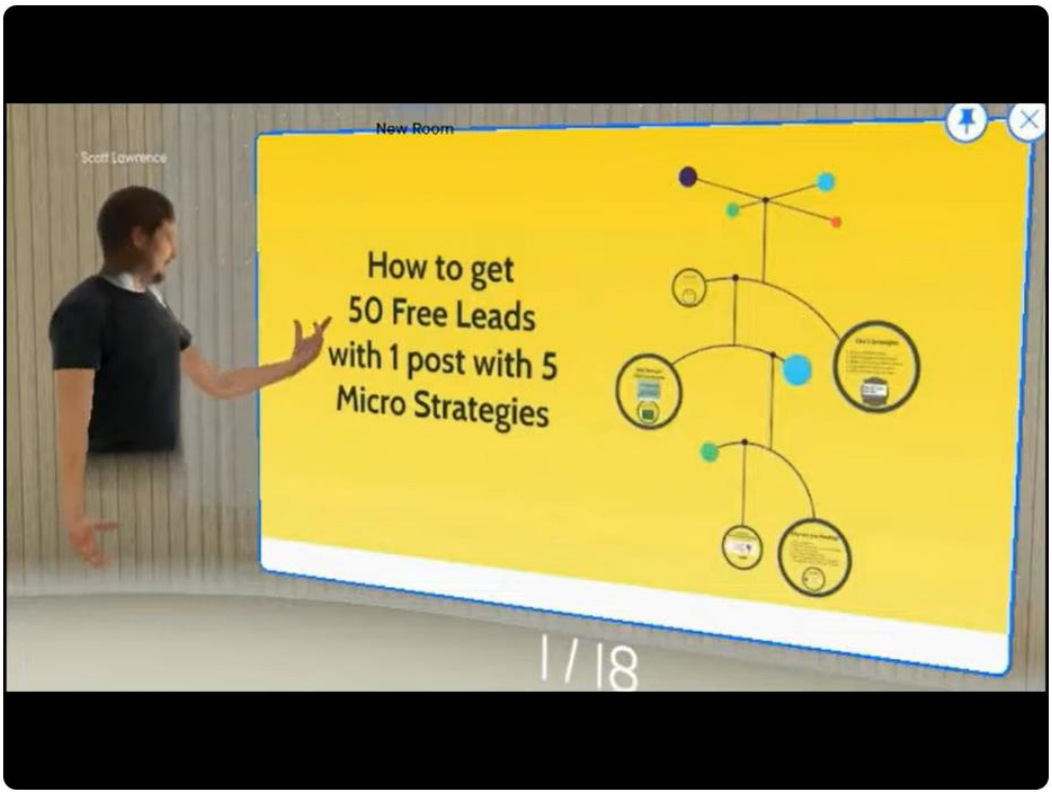
Step 4: Early Verb in the Call to Action. "Type I'm in"

Step 5: Offer a Training or eBook for Free

Done ☑

Watch '50 Free Leads'

For more specific examples.



Exercise 28. Convert Your Best Free Posts into Paid Ads.

Step 1: Create 100 Headlines.

Step 2: Turn your favourite Headlines into FB Posts.

Step 3: Turn the Tested Winners into Facebook Ads.

Step 4: Use the ad to grow your Email List and FB Group.

Step 5: Slowly Increase Your Budget.

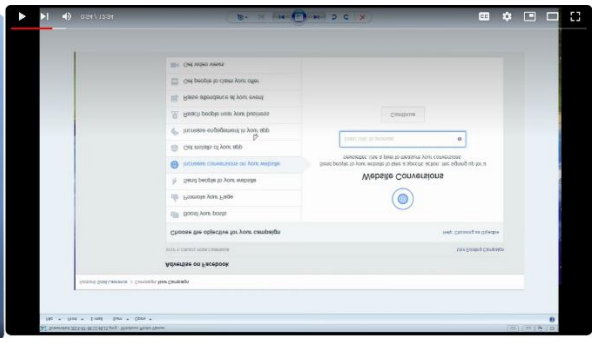
Step 6: When you're ready, hire a team to help you out.

Done ☑

Watch '100 Leads' and 'Create a FB Ad'

For more specific examples.





Exercise 29. Make a FB Banner

Step 1: Buy Cheap Stock Images.

Step 2: Go to Canva.

Step 3: Play with the Space.

Step 4: Include a Headline.

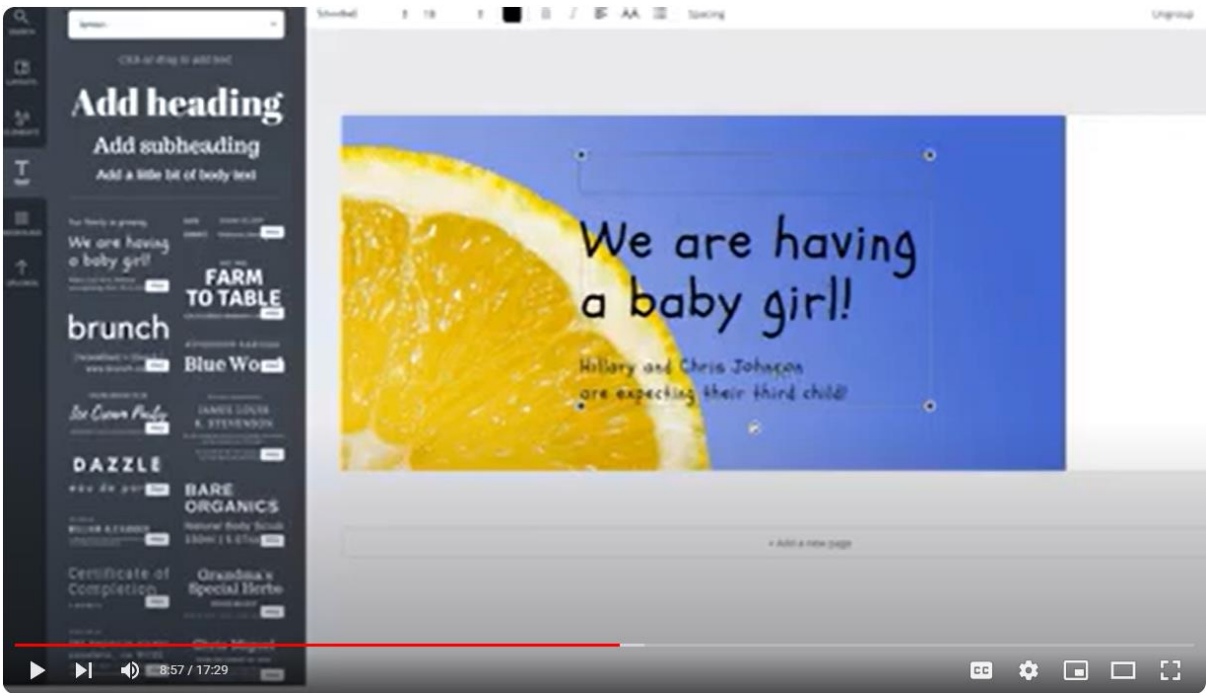
Step 5: Make it both PC and Mobil Friendly.

Step 6: Upload it to Facebook and Grow Your Group.

Done ☑

Watch ‘Facebook Banner’

For more specific examples.



Exercise 30. Fix Your Mood

Step 1: Go to a Cafe

Step 2: Bring a Friend

Step 3: Joke about or Get Pumped about your Framework.

Step 4: Design a Framework (this is your Marketing Wingman)

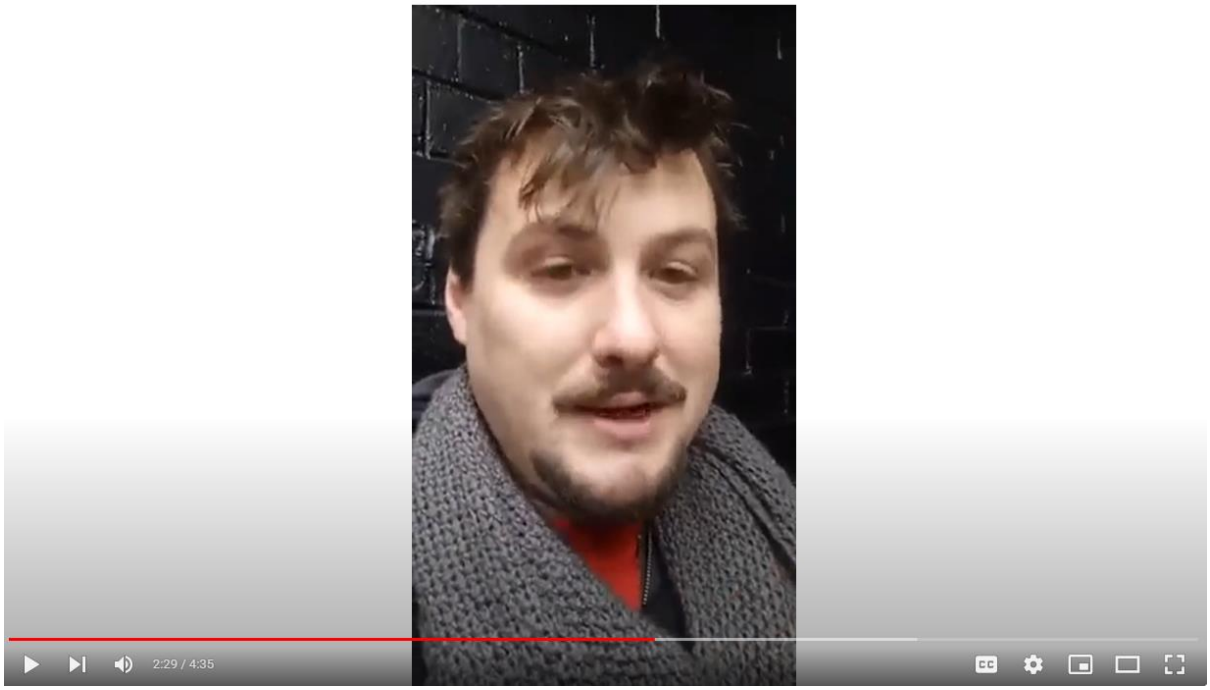
Step 5: Write down anything that makes the other person laugh.

Step 6: Only Write eBooks, Posts or Film Vids when you feel good.

Done ☑

Watch 'Café Session'

For more specific examples.



Exercise 31. Learn to Sell

Step 1: Find out what they really want.

Step 2: Move on after 1 emotional response.

Step 3: Find out what they're doing wrong.

Step 4: Move on after 1 emotional response.

Step 5: Offer your program calmly.

Step 6: Help them buy from you.

Done ☑

Watch '$10k Sales Intensive'

For more specific examples.

Sales Intensive

Exercise 32. Hire Sales Interns

Step 1: Create a Private Facebook Group for your Sales Interns.

Our Group is called ‘The Crew Room’

Step 2: Create a Funnel and Paid Ad to Hire the Best Talent that you can find.

Step 3: Create an Online Course to Teach the Interns to Sell.

Step 4: Run it like a 4-week competition. The best 2 get a Job.

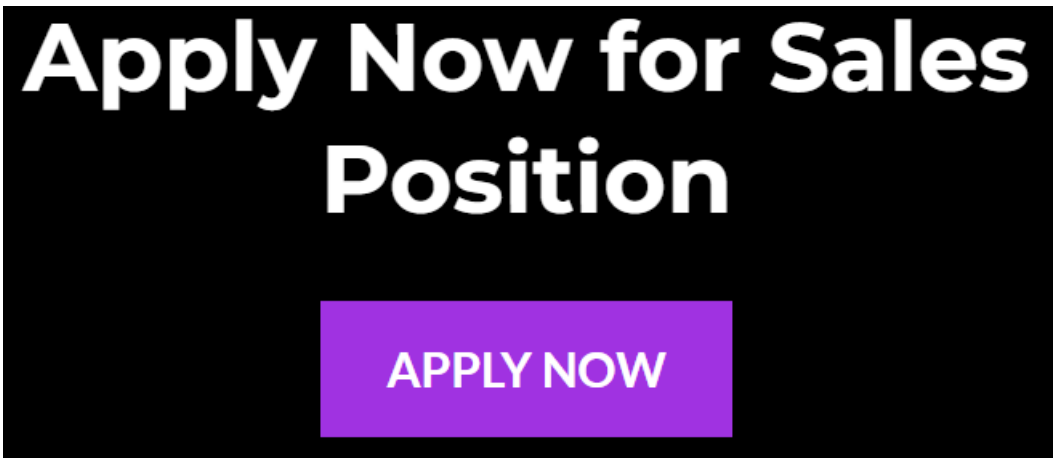
Step 5: Give Feedback on all Calls.

Step 6: Never Stop Running Ads for Sales Interns. People come and go more often than you’d think.

Done ☑

See each of these links

For more specific examples.



Apply to Our 4-Week Sales Training Program

[FREE ONLINE PROGRAM]

Master Sales & Improve Communication Skills in 4 Weeks

Apply To Get 1 of 6 Spots To Be Mentored To **Sell 5k, 10k and 15k Programs**

APPLY NOW

Note: Sales teams are under constant fire of Rejection and Objections. They need therapy from you and your coaches at least 10 times more often than your marketing team.

Exercise 33. Hire Marketing Interns

Step 1: Create a competition, just like the sales interns.

Step 2: Remember, you only need 1 marketer.

Step 3: Their job is to Spend Money, Promote Challenges and to Push Out your Free eBooks and Videos to Grow Your Email List. They have control over your Email Broadcast and Social Medica Accounts. They also have KPIs'

Step 4: Create a course for them too. Document Everything.

Step 5: Plan Your Year with them in advance. You know when your challenges and promotions are coming up.

Step 6: Celebrate the Wins.

Done ☑

Watch 'Automate Your Ads'

For more specific examples.

Marketing Internship Application with Smile Media

Exercise 34. Know the Big Picture

Step 1: Study Other Peoples Business's

Step 2: Create Your Own Map.

Step 3: Document every part of your Business.

Step 4: Let Your Documents and Videos train your teams.

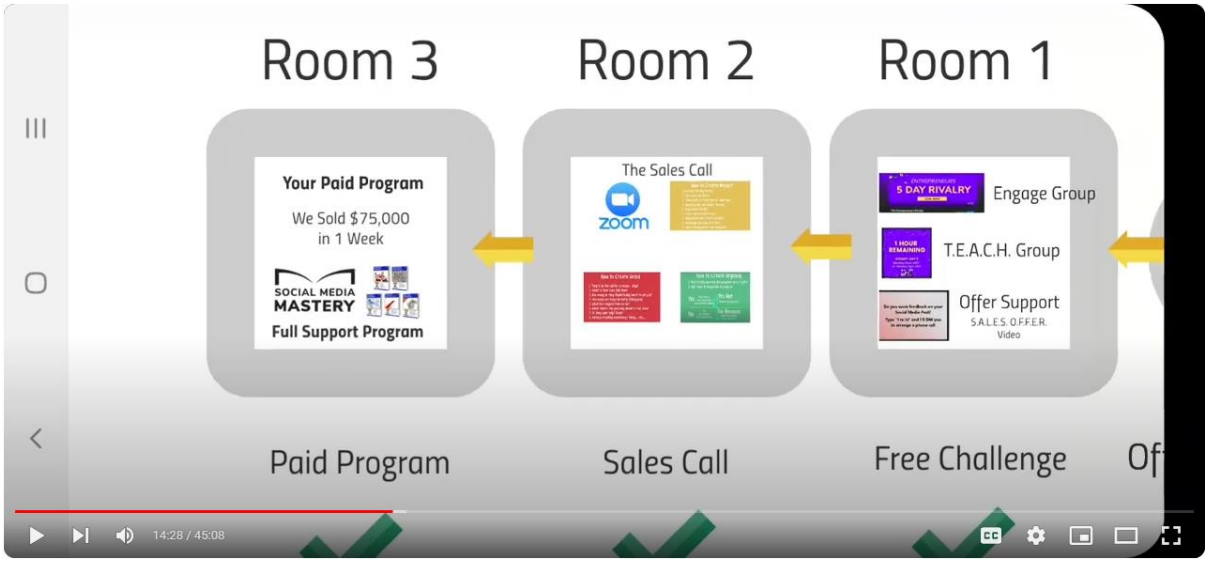
Step 5: Nurture Your Teams Energy.

Step 6: Enjoy the Journey – make a difference.

Done ☑

Watch 'Big Picture'

For more specific examples.



Exercise 35. Automate Your Onboarding System

Step 1: Create a Sales Video on a Sales Page.

Step 2: Automate Payments and Finance Options.

Step 3: Automate Contracts.

Step 4: Create Automatic Videos to Explain the Steps

Step 5: Get your Team to Welcome Newbies into the Program.

Step 6: Automate your Course Content ready for Clients.

Done ☑

Click on Both Examples to see everything automated.



SOCIAL MEDIA MASTERY

Exercise 36. Break Your Day into Parts

Step 1: Write your goal as, “I will achieve X by Y”. Be specific.

Step 2: Write down what skills you will need to learn to get there

Step 3: Write down what broad tasks need to be completed.

Step 4: Write down how long each one will take to complete.

Step 5: Separate all tasks into Extravert and Introvert Tasks.

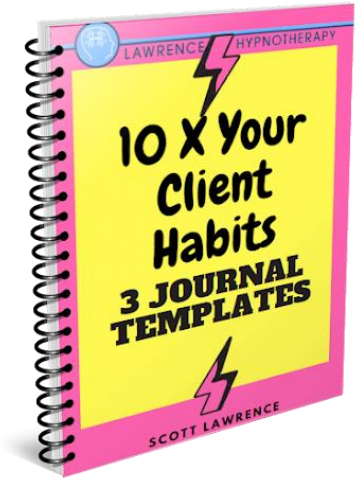
Step 6: Create 4 Hour Blocks of Extravert time and Introvert Time and schedule your tasks into those blocks.

Done ☑

Click on ‘Time Management’ for the Full Course

And Click 10 X Your Client Habits for the full plan.

Time Mangement



Exercise 37. Find Purpose

(This becomes the backbone of your Strength,
Your Stories, Your Framework and Your Life.)

Step 1: Are you an Introvert or Extravert?

Step 2: Do you prefer Calm or Excitement?

Step 3: Why do you do what you do?

Step 4: How do you look after your mental health?

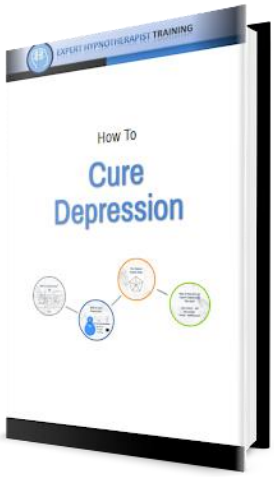
Step 5: Are you on a Mission or here to Nurture?

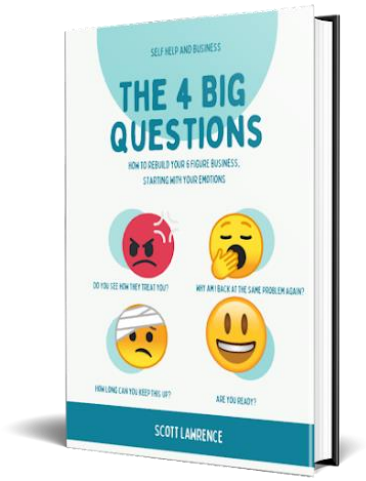
Step 6: Who is your Ideal Tribe?

Done ☑

Read ‘How to Cure Depression’ and the 4 Big Questions.

For more specific examples.





A Story About Purpose.

Watch ‘The Power of Story Telling’

For an example of the Heros Journey



As a kid, I felt that someone should have warned me about autism. It’s really something to miss the social cues around me that everyone else picks up so easily. Being intelligent doesn’t help is a vital part of your brain that plugs you into the rest of your species is basically missing. I felt like an alien.

After learning NLP, Hypnotherapy and Marketing, plus becoming a highly paid lecturer at the Academy of Hypnotic Science, it seemed as though many of my students also had autism. I attracted people who were missing something.

But my problem was, I couldn't figure out how to teach people what I had learned about connecting with people.

I had a high success rate with clients, sold out rooms for seminars and seemed to be able to do no wrong.

But my life took a downturn when my wife left me. I couldn't read the signs. I have autism. I couldn't see what I couldn't see. I'm pretty sure that she had autism too. Remember, I seem to attract people with autism.

Do you know what attracts everybody else?

1. Honesty,
2. Humility and
3. Heroism.

What do these 3 things have in common?

It's not what I thought. When I was lonely, worried that I would waste the rest of my life and die alone, I was missing 1 important fact about how to relate to other humans.

First of all, I need people around me. Not just students, but friends and family. I really need people.

So what attracts people?

Honesty, Humility and Heroism have nothing to do with Intelligence, Money, Physical Attractiveness, how many courses you've studied, NLP or Hypnotherapy.

Here's the biggest hint ever.

Internal Conflict.

The Heros Journey isn't about a young lad who passed his NLP course or made his first $10,000 sale, or cured autism.

It's not about hiring a team, learning social media or gaining followers. It's not about writing 50 eBooks or being respected in the community.

All 3 of those factors, Honesty, Humility and Heroism are about how you personally deal with **Internal conflict**.

Remember, I was out selling everybody.

Not because I was further along in my business.

I attracted people because I was looking at my life in the face, being honest with myself, humble and facing my fears.

When my wife left me, I stopped being honest with myself and tried to work out how to fix my life instead. But what I should have done was re-learn how to be honest with myself.

When my wife left, I stopped being humble. I had to compensate for my loss with hard work and results.

When my wife left, I stopped being heroic and became deathly afraid of life. This was my internal conflict.

Do you get me?

Imagine teaching this framework.

1. **Honesty** – Even when you think you can't.
2. **Humility** – Even when it hurts.
3. **Heroism** – Even when it's stressful or scary.

Now re-look at each one of those exercises through new eyes.

At the start of this eBook, I posted this one the 2nd page.

"When people are financially invested, they want a return. When they are emotionally invested, they want to contribute" – Simon Sinek.

Let's look at my childhood again.

I have autism and struggle to relate to people.

So I compensate. I brag about my accomplishments to be seen as more than what I felt that I am. I hid from my feelings and did anything to numb them out instead of facing the daylight.

I became the highest paid lecturer at my school because, temporarily, I had conquered my internal conflict. I was honest, humble and heroic. And when my wife left, I was none of those things.

My struggle wasn't with money, love or autism. My struggle was with myself. Now I'm doing my best with the **3 H's.**

Exercise 38. Zig when everyone else Zags.

Step 1: Is everyone talking about the latest tech? Well stop it.

Step 2: Is everyone talking about the latest news? Well don't.

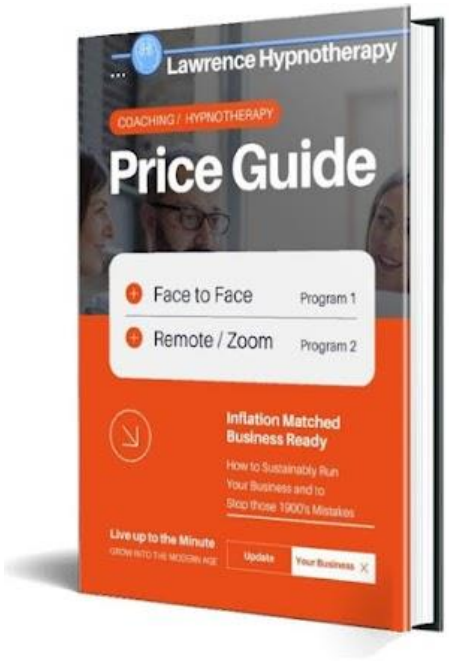
Step 3: Don't post unless you're solving a Blue Ocean Problem.

Step 4: Focus on your Truth, your Framework, Your Story as a Solution to their most immediate problem.

Done ☑

Read 'Price Guide'

To learn about Blue Ocean Marketing (page 12)



Exercise 39. Blog about What You Know

Step 1: What have you been though?

Step 2: How did it change you?

Step 3: What did you lose?

Step 4: What did you learn?

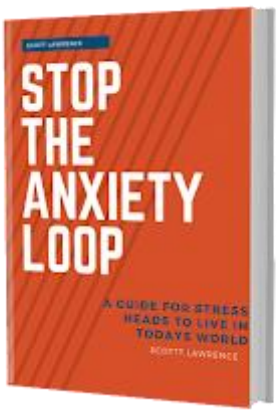
Step 5: How did you grow from what you learned?

Step 6: Where are you now?

Done ☑

Read ‘Stop the Anxiety Loop’

For more of my Story and Framework.



Exercise 40. Results for Resistant Clients.

(Clients show up when you show up in the right way.)

Step 1: Have High Standards.

Step 2: Be Clear with Details and Frameworks.

Step 3: Be Kind with people who are Learning.

Step 4: Take breaks when you need to.

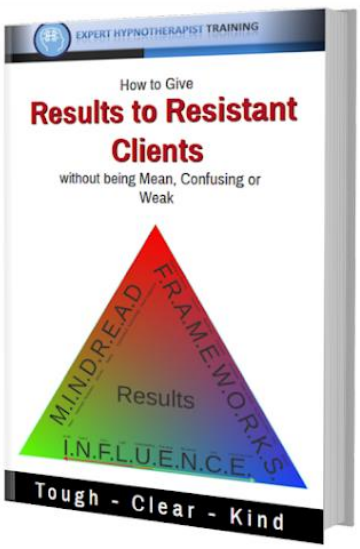
Step 5: Always have a coach or mentor.

Step 6: Always Show up.

Done ☑

Read 'Tough Clear, Kind'

For more specific examples.



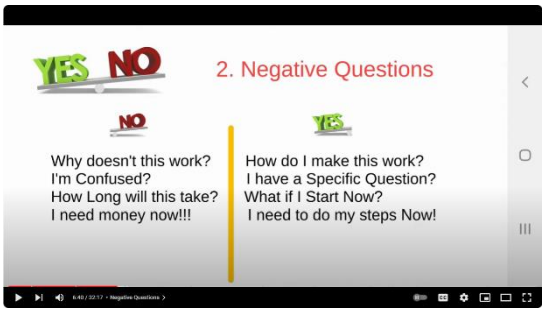
Final Story, and then an Offer on the next page

The Day I Figured Out Leads.

If you're not careful, you can make videos out of Ego, Anger or Fear. I've made all three.



This video was all ego. I interviewed celebrities and tried to tie it into helping others to grow their practice. But in fact, it was irrelevant. I just paid celebs to chat during covid.



This video was made from frustration when students wouldn't finish their work or complained about marketing being difficult.

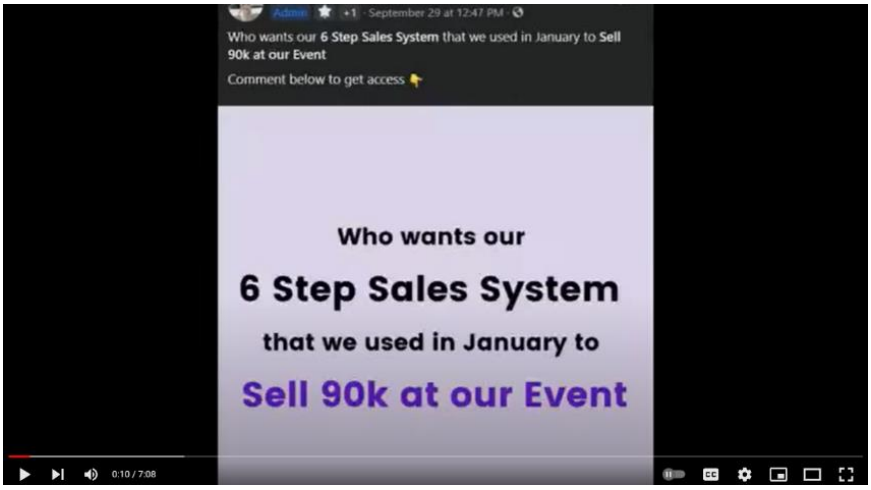


This video is one I made from fear. As my partnership with my business partner was coming to an end, we argued over the big picture vision. So, I kept participating to not be left alone.

None of these videos really did a thing for our business. Again, they were all symptoms of my misunderstanding about how my autism works. It was a struggle to figure myself out.

Then I stumbled upon something.

If you can figure out your own internal conflict, while keeping your business on topic, then you're doing a lot better than what I was doing back then.



This is the video that finally broke through and gave me YouTube leads for cheap.

It's my most successful video.

What I figured out was 3 things.

1. Your business is how you organise the service that you give other people. It's about fixing their problem. That's all.
2. If you face your greatest fear, you'll be free. My greatest fear is being alone. As I lean into being alone, I've become less needy, even in my marketing ads.
3. When it's time to pull the trigger, it's time to pull the trigger. When an opportunity to learn from the right coach or to sell the right program comes along, I never regret joining. I only ever regret passing it by.

I'm so much more relaxed now, I have a larger income and I'm not clinging onto people to alleviate my autism. People can sense my value. I'm doing ok right at this moment.

I hope you liked the book. Now for my ad. You'll love it.

Is Your Business Stuck?

I’m happy to help you out if you’re serious about moving forward. But this offer is only for people who really want to break through.

You can see how much I like to give by the size of this book and the extra resources that I’ve created for you. I just want to see you win.

But do you want to see you win?

I don’t know. Only you can answer that.

But if your heart says “Yes. I want to win”, then please join me in this special offer.

It’s extremely limited, because I can’t give away everything that I have to everybody at such a low price.

But we have made sure that this is available to everyone.

If you need extra help getting started with the payments, please contact me, and we may be able to offer a trial period, depending on availability.

Come one.

I’m excited.

You’ve decided to do this.

So let’s go.

Are you ready?

Grow, Lean + Scale

Limited Offer

Grab All 9 Courses Now



Are You Ready to Become Fully Booked?

The 9 Course Business Growth Bundle...

The Ultimate Value

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:

1. Fully Booked with Bark
Self Paced Online Course



$997 Value

Do you want to Buy High Quality Leads for Cheap, but you only want the Best Quality Leads on the Internet?

- How to you find 5 Star Leads?
- Who Qualifies as a 5 Star Lead?
- Discover the 10 Minute System.

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:

2. Governments Funded Clients
Complete Online Course



$2497 Value

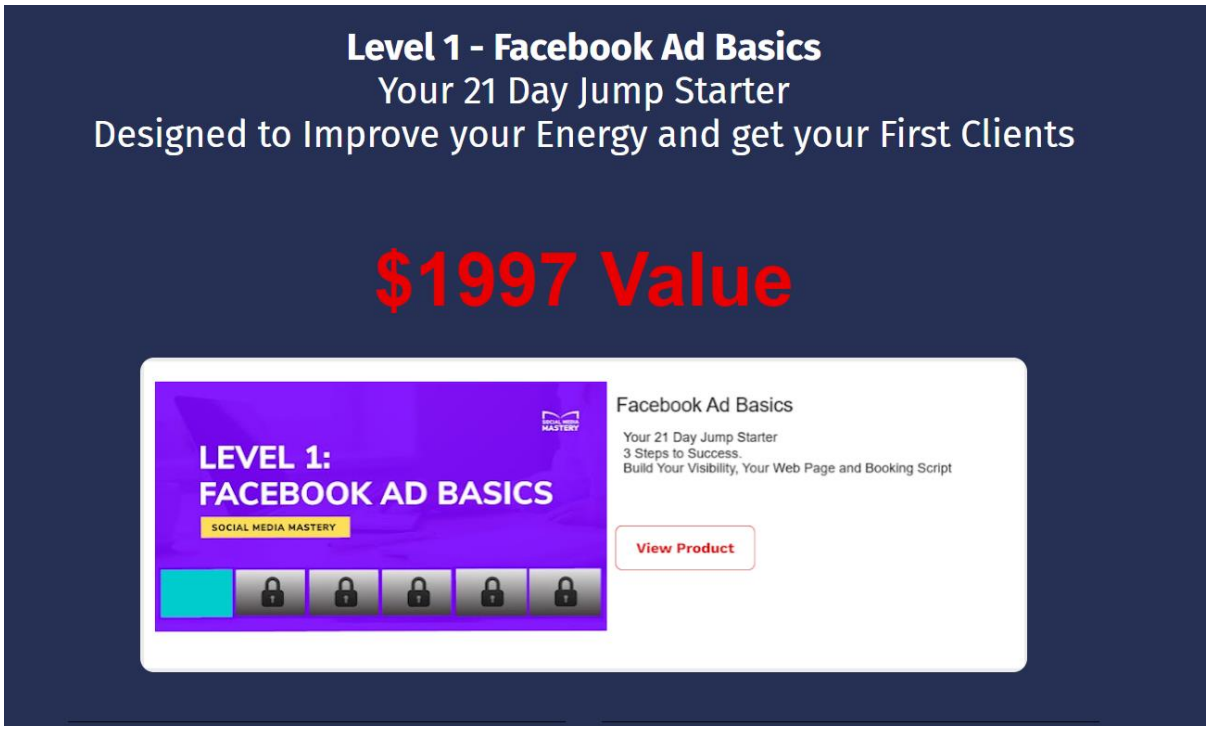
Do you want Government Funded Clients and you care about Securing Your Income?

- How to Find and Book in Qualified Clients…
- How to Invoice Correctly so you get Paid…
- The 'Don't Panic' System to Solve Any Error…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle'

What do you get:



Do you need a Jump Starter Plan and want to know how to Spend Your Days when Growing Your Income?

- Your 21 Day Jump Starter Plan…
- How to Get Visible, Get Booked and Get Paid…
- How to Spend Your Time, when you're Building Your Income Up…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you need a Jump Starter Plan and want to know how to Spend Your Days when Growing Your Income?

- My $22,000 in 22 Days Plan…
- How to Scale from 1 to 1, to 1 to Many…
- Save Years Scaling Up Your Business with an exact 28 Day, Step by Step Plan…

Grow, Lean + Scale

Get Fully Booked – 9 Course Bundle’

What do you get:



Do you Want to Finish and Fully Automate Your Video Funnel to Do the Selling For You Online?

- Get Your Entire Video Funnel Finished Fast…
- Now Complete with AI Script Writing Prompts…
- Create an Evergreen Funnel for Life…

Grow, Lean + Scale

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What do you get:



Do you Hate Selling, but Need the Business and you’d Love to Skip the Hard Part and Just Enjoy the Process?

- Discover Why Most Sales Systems are Dysfunctional…
- Learn the 3 Important Events that Must Occur for a Sale to happen…
- The Complete Sales System for High Ticket Coaching or Courses…

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What do you get:



Are you a Super Star who wants to set up an Automated Sales System through Emails, using the Latest Tools?

- Understand Everything there is to Know about Your Client in 1 Easy Exercise.
- Set up a Sales Funnel using Emails and Posts that Follow the Clients Own Buying Strategy.
- Entice your Client to Want to Buy Online through Scheduled and Automated Headlines, Stories and Offers

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Are You Ready to Become an Expert Hypnotherapist in Multiple Niches, with Therapy Demonstrations?

- Done For You Training Videos, with Scripts and Audio Recordings for Your Clients
- Real Questions answered from Live Recordings and Therapy Demonstrations
- Therapy Systems, Frameworks and Exercises that you can Copy and Perform.

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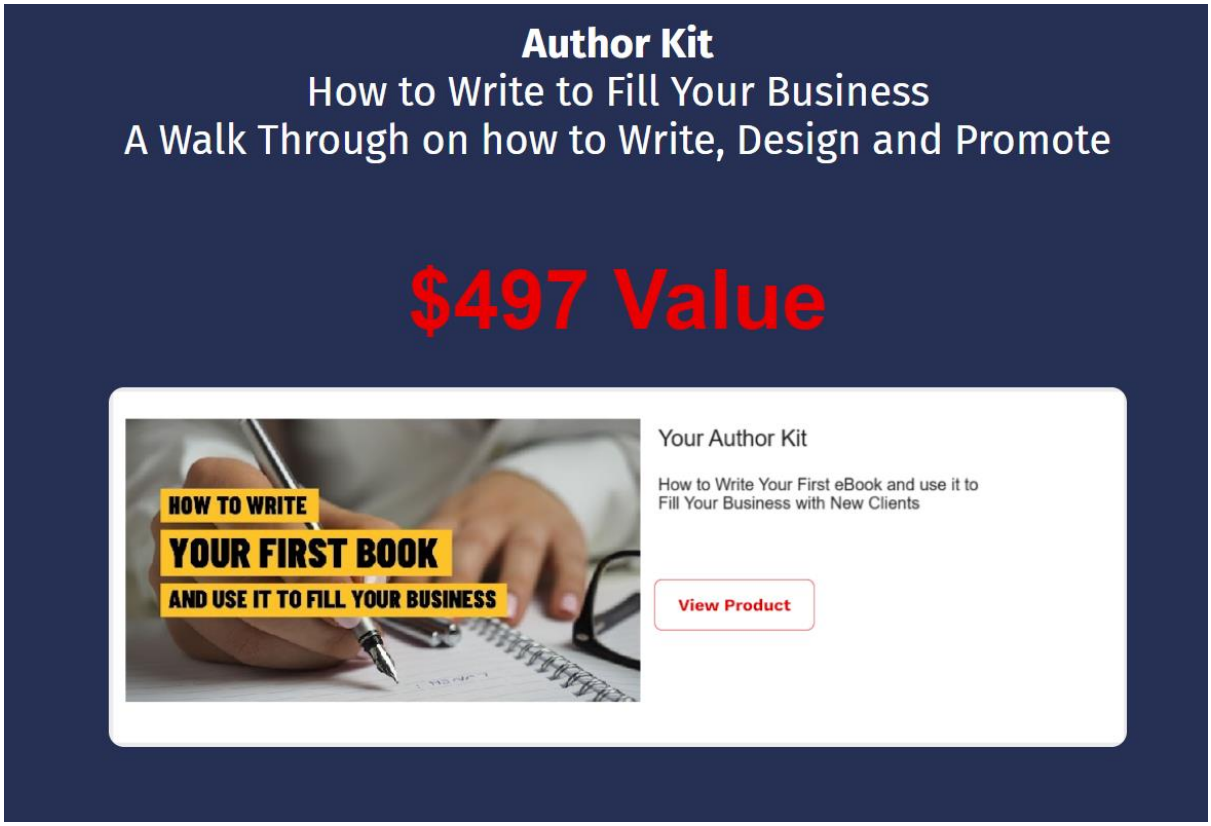

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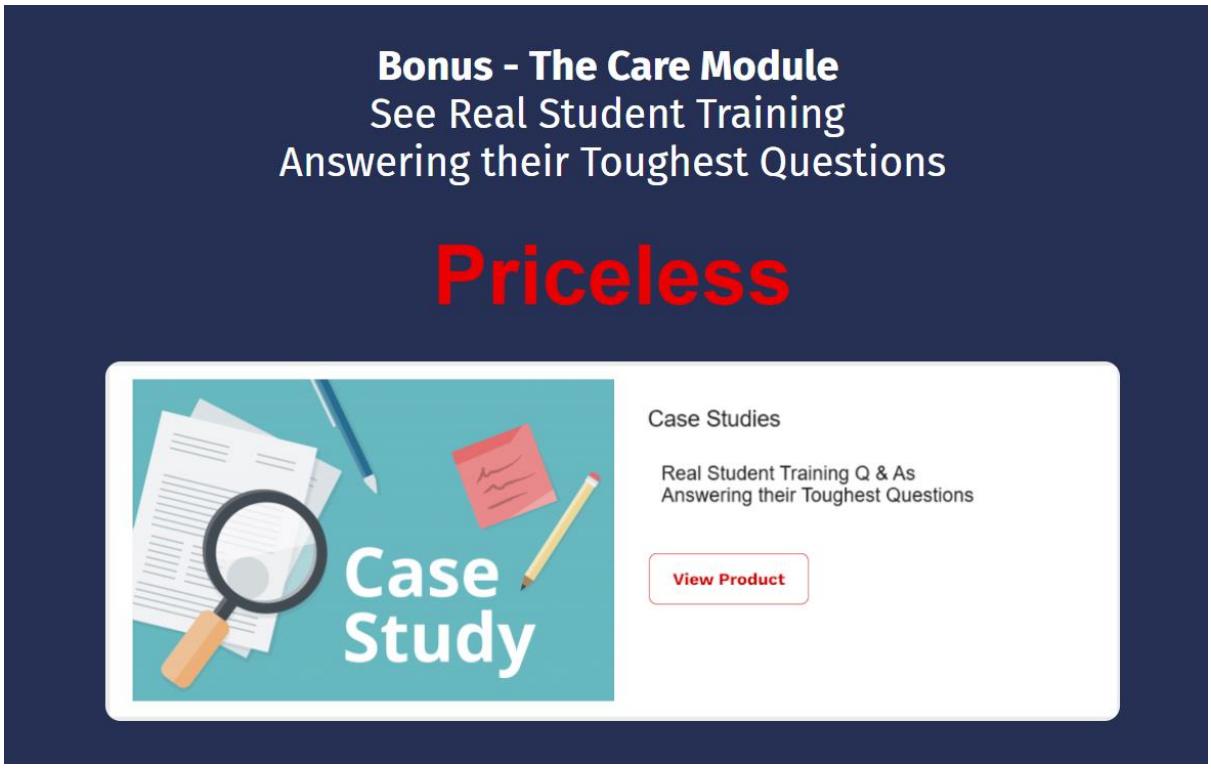

Do you Need More Help, and want Your Hardest Questions Answered by an Expert?

- Real People with Real Questions and Answers.
- Do you want that Extra Support that can only come from Real Case Studies, and Overcoming Real Stumbling Blocks?
- Let Us Help you Through the Tricky bits.

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What do you get:



Do You Want a Complete AI Walkthrough?

- How AI can Write your Social Media Posts, Emails and Sales Offers, but only with the right prompts.
- All of the Downloadable Prompts that you need.
- Let Us Help you Through the Tricky bits.

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Thank you, and I'll see you on the other side.

Scott Lawrence