The Workbook

The Organic Marketing Strategies

What Strategies Need Sales Pages?

1. The Facebook Group Strategy
   No sales page needed

2. The Relationship Building Strategy
   Your approach will determine whether or not you'll need a sales page (see the strategy below)

3. The Speaker Strategy
   Your approach will determine whether or not you'll need a sales page (see the strategy below)

4. The Social Media Strategy
   Your approach will determine whether or not you'll need a sales page (see the strategy below)

5. The Lead Magnet into a Funnel Strategy
   You will need a sales page

The Facebook Group Strategy

NOTE: It's very important that you have your Facebook profile cleaned up of anything that would deter a potential client/patient. Also, you'll need to update your cover photo that speaks about you and drives people to your group.

Send everyone to your FB Group

They answer 3 strategic questions to enter the group

Follow the Messenger script to start a private chat with them based on their group answers

Share your calendar link in your Messenger conversation, so they book a call with you

Follow the sales call blueprint to convert a sale

STEP 1:
Drive everyone to the group from all places

1. Update cover photos & bio links
2. Send them to the group to get the freebies
3. Send them to the group for your live trainings
4. Use the funnel to drive people to the group
5. Drive in-person relationships to the group

STEP 2:
Set up 3 questions for them to answer when entering the group. Write these in a way that sounds inviting, and makes sense for what you offer. ***Don't just copy and paste these as-is.***

1. Where are you currently at?
2. Where do you want to be?
3. Would you be open to [your name] reaching out to see if she/he MAY be able to help you reach that goal?

STEP 3:
Send them a friend request

STEP 4:
Messenger Script to book a call

NOTES:
1. Let the conversation flow naturally, but follow the blueprint.
2. Remember to respond to what they're messaging. This is about authentic relationship building...not copying & pasting a script.

Message 1: Hi [name]! I just added you to the group!
Message 2: I love your goal! How's that going?
Let them answer

Message 3: Respond to what they say and then ask...
What do you think you need most right now to make that happen?
Let them answer

Message 4: Respond to what they say and then say...
I can definitely support you with that. Are you free for a call this week?
Let them answer

Message 5: Send your calendar link & let them know that you'll be checking on your end that the session. *(It's a great practice to check in with them to ensure the call gets booked after you send your calendar link).*

STEP 5:
Sales Call
This is a conversation, not a presentation. We fact find FIRST. We ask enough questions and *then* decide which one of our offers makes the most sense for them rather than trying to fit them into your offer.

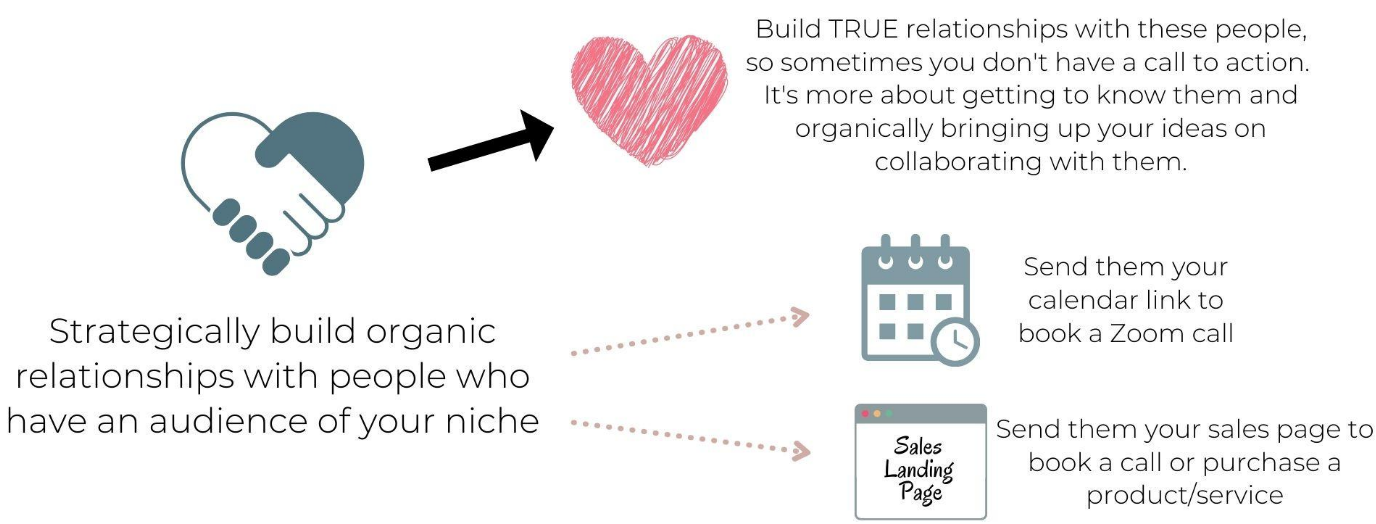
SEE SOCIAL MEDIA STRATEGY BELOW to decide what to post in the group.

The Relationship Building Strategy

NOTE: This is going back to the simplicity of building authentic relationships, but with strategy behind them. Let me state the obvious...this does ***not*** mean "using" someone to get you where you want to go. This means adding value to others and having it returned back to you.

Remember that building relationships is ***not about you "presenting"*** your offer to them. It's about having a ***genuine conversation*** that can then lead to your offer coming up in a very natural way. Think about when you sit and talk with friends. It's an organic, naturally-flowing conversation. This is the best approach when you're getting to know business connections as well.

Lastly, don't waste time meeting for coffee with someone who is not going to support your business growth. We only have so many hours in the day, and spending valuable time driving across town is not the best use of your time. That is time you could be using to focus on income-producing activities.



When thinking about being strategic in your relationship building, ask yourself questions like these.

1. Where does your niche hang out digitally & in person?
2. Who can you build a relationship with that could make a huge difference in your business?
3. Who already has an audience that is made up of your niche? Can you two collaborate in some way that feels like a win/win/win for you/them/their audience?
4. Can you spend time on their social media platforms engaging with their content in a genuine way that has you standing out? Don't write quick comments. Give a genuine, longer comment responding to what they posted.
    a. Comment on their posts
    b. Reply to their stories

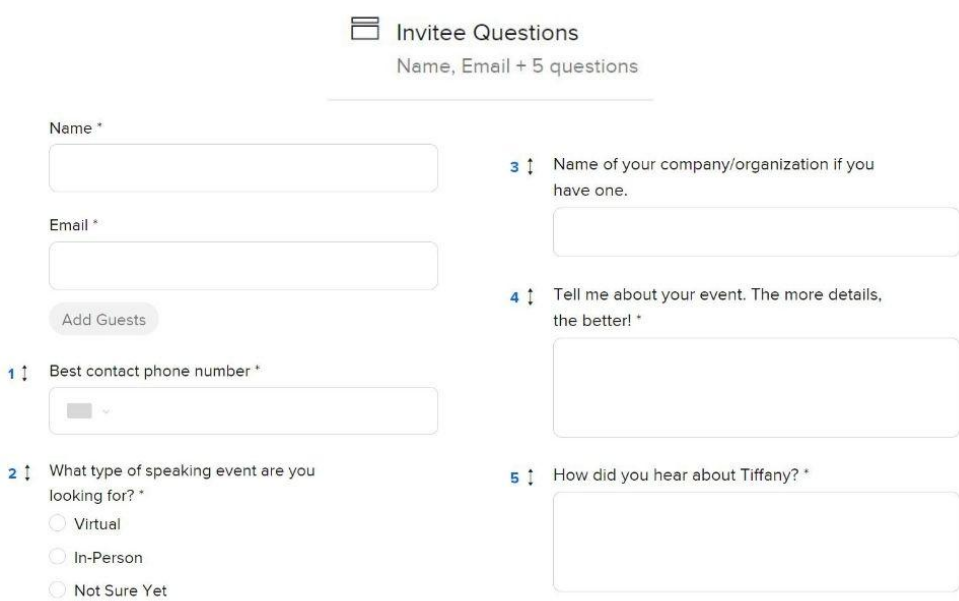
c. Send them private messages letting them know how much you love something specific that they do
d. There will be a point in your relationship (sometimes immediately/sometimes it may take months) where it feels natural to bring up an idea you have about collaborating with them in some way or asking if they'd be willing to have you speak to their audience, etc. At that point, you can send them your calendar link to have a detailed chat about it or if it makes sense and feels right, you can send them to your website or landing page.

The Speaker Strategy

NOTE: Whether you're a paid or unpaid speaker, this approach can work brilliantly to take on new clients/patients and/or to be asked to speak to additional audiences based on a talk of yours. We'll want to be speaking to an audience made up of our niche when possible; keeping in mind that sometimes we get hired/paid to speak to an audience that is not our niche. That's still a form of income and is perfectly appropriate.

STEP 1: Scheduling your speaking discovery call:

1. I use Calendly as my scheduling tool (see Calendly tutorial in the Automations part of this program). Here is a screenshot of the questions I set up in my Calendly:



STEP 2: Setting up the event:

1. Questions to ask on the Speaking Inquiry Call:
    a. Event questions. Remember to always ask questions (fact-find) first before sharing all of your speaking details.
        i. How many attendees?
        ii. Virtual or in-person?
        iii. What are their goals?
            1. What is their goal for their audience
            2. What is their business goal
        iv. What is their goal as a company for the speaking event?
        v. What is their goal for the audience to take away?
        vi. Have they hired a speaker for this before? What went well? What didn't?
        vii. Do they need a teaser video?
        viii. How do they plan to market it?
        ix. Would they like you to share a slideshow as you speak or not?
        x. Bullet-point some speaking topics to see what they'd like to hear. Sometimes, as a keynote speaker, you have a talk already polished that you use regularly, so you can simply let them know the main points you will be covering, and the transformation the audience will receive.
    b. Will they allow you to mention your offer from the stage
        i. For some events, this will be appropriate and for others, it will not.
            1. It can depend on the purpose of the event, whether or not they're paying you, etc. If they are paying you, it may be a situation where you mentioning your offer from the stage will be inappropriate. Other times it's perfectly appropriate.
            2. A point of leverage: If they can't afford your speaker fee, consider lowering your speaker fee if they'll allow you to mention your offer from the stage

STEP 3: After the speaker inquiry call:

1. Email bio, headshot (png), link to your website/offer
2. Email invoice (I send mine through Quickbooks Online)
3. Speaker contract if they are paying you to speak
    a. CLICK the links below to see my 2 Plug & Play Speaker Contracts
    NOTE: Click the link to open, click copy, then the document is all yours!
    I won't be able to access anything you type from that point on.
        i. 100% Speaker Fee Paid Up Front
        ii. 50% Speaker Fee Paid Up Front/50% 7 Days Before the Event

STEP 4: Preparing your business strategy for the event:

1. If you are helping to market the event, plan out your own social media posting strategy
2. Decide what your business goal is for the event and choose what Call to Action you will mention from the stage
    a. IF VIRTUAL
        i. Will you be giving them the URL to your website/sales page?
        ii. Will you be giving them the URL to the opt-in page for your lead magnet?
        iii. Will you be giving them the link to book a discovery call with you?
    b. IF IN-PERSON
        i. Will you be giving them the URL to your website/sales page?
        ii. Will you be giving them the URL to the opt-in page for your lead magnet?
        iii. Will you be setting up a "text in keyword" for them to text and auto receive a link to your special offer page/sales page/website/lead magnet/discovery call?

STEP 5: Preparing your talk for the event:

1. There's an art to crafting your talk, and it's more than I can put in a document, but here are some main points to note:
    a. Decide what the purpose of your talk is so that you can plant seeds throughout the talk
    b. Always start with a hook
        i. An intriguing story
        ii. A shocking statistic
        iii. A bold statement
        iv. Asking a rhetorical, thought-provoking question
    c. Be sure to hit all 4 personality types so that everyone can relate to your talk
        i. Feelers - Want heartfelt stories
        ii. Thinkers - Want stats, research points, proven scientific studies
        iii. Dreamers - Want to be inspired by a bigger vision/purpose
        iv. Doers - Want bullet-pointed action steps
    d. Don't overcomplicate the content. This can tend to confuse the audience, or you may run out of time trying to fit too much in.
    e. If you are speaking about your offer at the end of your talk, create a transition statement that smoothly leads you to discuss your offer. Practice this many times, so you don't start fumbling over your words or change your tonality when you're speaking about money/prices/your offer. Speak it with confidence and clarity at the same pace you spoke during the rest of your talk
2. Create and polish your slideshow if one is necessary for the event

The Social Media Strategy

STEP 1:
Define your main 1-3 goals with your social media strategy

STEP 2:
Think through your niche and research what 1 or 2 social media platforms they use most

STEP 3:
Research what kind of content your niche is most drawn to

STEP 4:
Create a content bank

- [ ] Brainstorm a list of tips, stories, quote, ways to share your products/services, and videos you can create)

STEP 5:
Decide what graphic/photo goes along with each piece of content you brainstormed in Step 4.

1. Create all graphics (possibly in www.Canva.com or outsource it to someone else)
2. Gather all needed photos or take some fresh photos that go with your posts

STEP 6:
Write your captions.

- [ ] Here is a [Copywriting Blueprint]() for you. I give you a simple formula for each type of post along with examples of each.
- [ ] Decide which posts will have a Call to Action and which ones will simply be an affinity post with no Call to Action

STEP 7:
Create a content posting schedule.

- [ ] You can either use a scheduling tool to schedule your posts ahead of time.
  NOTE: Using these has been known lower the number of people who will see your post
- [ ] You can also post what's on your heart at the moment, but you can refer to your content bank for inspiration and ideas

BONUS TIPS:

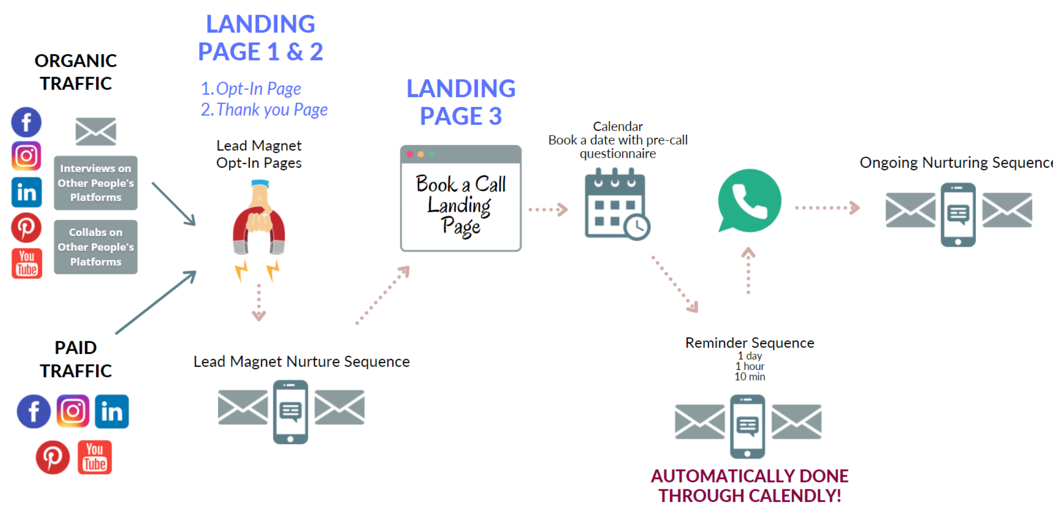
- [ ] Find a Hashtag Research tool to identify the hashtags that could get more eyes on your content.
- [ ] Scroll through your social media feed and notice the "thumb-stoppers." These are the photos and graphics that catch your eye enough to have you stop scrolling. Try to recreate those in your own brand.

- [ ] When searching for images to use in your posts, DON'T ever use an image that you searched on Google. Those images are most often protected by copyright. You could be sued for using one for business purposes.
- [ ] A good place to find stock images that make thumb-stopping posts are in www.Canva.com or a free image platform called www.Pixabay.com
- [ ] Also consider building relationships and collaborations with other professionals who do something different than you do, but that share your same niche. When you collaborate with others in this way, they will share your collaboration offer to all of their audience as well, which can bring you more business and a larger audience.

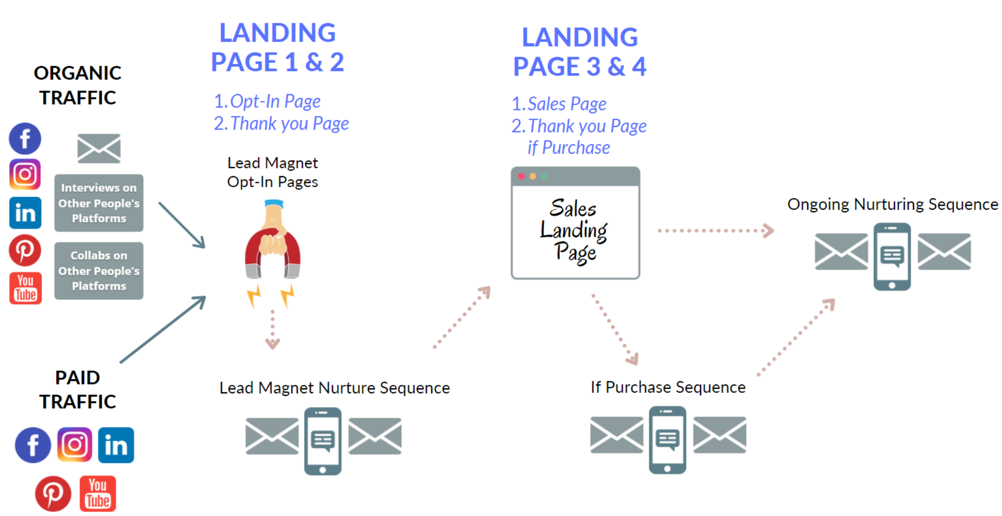
The Lead Magnet into a Funnel Strategy

NOTE:
This is a big-picture overview of the steps in creating a Sales Funnel. If you are new to marketing, much of this will feel like a foreign language to you. This strategy is not for beginners. If you need any support with your funnel, you can schedule a private session with me by clicking **HERE.**

The Book a Call Funnel



The Sell a Product/Service Funnel



STEP 1:
Choose which type of funnel is best for your business strategy.

STEP 2:
Map out the funnel

The Book a Call Funnel Map

ORGANIC TRAFFIC SOURCES

LEAD MAGNET

LEAD MAGNET DELIVERY SEQUENCE

SALES PAGE

SET UP CALENDLY QUESTIONS TO SUPPORT YOUR SALES CALL

ONGOING NURTURING SEQUENCE

The Sell a Product/Service Funnel Map

ORGANIC TRAFFIC SOURCES

LEAD MAGNET PAGE & THANK YOU PAGE

LEAD MAGNET DELIVERY SEQUENCE

SALES PAGE & THANK YOU PAGE

PURCHASE CONFIRMATION SEQUENCE

ONGOING NURTURING SEQUENCE

STEP 3:
The Lead Magnet

1. Create your lead magnet
2. Create your opt-in/squeeze landing page where they give their name, email, and possibly phone number
3. Create your thank you page
4. Create your email sequence that delivers the lead magnet
    a. Email 1: Deliver lead magnet
    b. Email 2: Value-based tip (no selling)
    c. Email 3: Value-based tip (no selling)
    d. Email 4: Value-based tip that pivots to sending them to your sales page or book a call link
5. Connect all the pieces to automate the process

STEP 4:
The Sales Page Call to Action & Confirmation Emails

1. Create your sales page
2. Create your purchase thank you page
3. Set up the call to action button and confirmation emails
    a. **If a book a call funnel**
        i. THE BUTTON: Linking the call to action button to your Calendly scheduling page
            1. Set up your Calendly properly
            2. Link the button on your sales page to your Calendly event
        a. THE EMAILS: The follow-up emails happen through Calendly, so no need to set up an email campaign in this process

    2. If a product/service sales funnel
        a. THE BUTTON: Set up your button as a purchase button
            i. Connect your payment processor to your sale page software (I use Stripe.com)
            ii. Set up the button on your sales page (there will be several steps to this)
        b. THE AUTOMATED EMAIL ONCE THEY PURCHASE:
            i. If they purchased a *physical product*, you'll want to give them the next steps. Example to have in the email:
                1. Confirm the purchase
                2. Your item will be shipped within 48 hours!

            ii. If they purchased a *service, coaching, or a patient package*, you'll want to give them the next steps. Example to have in the email:
                1. Confirm purchase

    2. A button linking to your Calendly to schedule their sessions with you if they purchased sessions
    3. A button linking to a Google Form if you'd like them to fill out a questionnaire or intake form before their first session with you
    4. Instructions on any extra steps that would support the process
4. Connect all the pieces to automate the process

STEP 5:
Create an email/text nurture sequence full of tips & mix in some sales offers

BONUS TIP:
My suggestion is not to run paid ads until you're making $10,000-$20,000 each month with your funnel through your organic (non-paid) strategy. A big mistake entrepreneurs make is that they waste a ton of money running ads ***before*** they have proven that their offer and funnel work ***organically***.