



GUIDE TO BUSINESS CREATION AND GROWTH

**THE STEP BY STEP MANUAL TO
CREATE YOUR BUSINESS AND
MAKE IT GROW EXPONENTIALLY**

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Guide to Business Creation and Growth

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and
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Lesson 1: Choose Your Email Service Provider

An email service provider (ESP) is a service that will allow you to collect names and email addresses from visitors to your website and social media. It will also make it possible for you to store and manage those email addresses and then send targeted marketing emails to those people. That's email marketing, which is very powerful and one of the best marketing tools at your disposal.

Also having an email service provider is mandatory, as they'll ensure that you're compliant with current email marketing laws.

Importantly, you don't want to use your personal email, as that will be seen by recipients as not only confusing, but it could negatively impact the deliverability of your emails. This implies you may have more of your emails winding up in the spam folder of your recipients (or worse yet get banned)—something you want to avoid at all costs. Therefore, it's always better to get a different email solely used for your business.

There are loads of ESPs out there. Ultimately, they all do the same thing: allow you to build email lists and send emails to the people on your lists. The difference is HOW they go about doing this and their additional FEATURES they offer.

I've provided a comparison of some of the best email service providers that may work for you. The main ones are:

- 1) ConvertKit
- 2) Mailerlite
- 3) Kajabi

ConvertKit is a full service email service provider that offers you email, landing pages, subscriber lists, design and more. It's designed to help you build your email list for email marketing. As its name implies, it is focused on CONVERTING prospects into customers. ConvertKit is free for up to 300 subscribers (though no needed services), or \$9/month for up to 300 subscribers with the needed automations and integrations.

Mailerlite is also a full email service provider in a similar fashion as ConvertKit. The primary difference here is the number of free subscribers you can have before you start a paid plan, the company's due diligence about you (they take deliverability very seriously) and the ease of design creation (all drag and drop templates). Mailerlite is the same price as ConvertKit, but its upper limit is 1,000 subs before prices rise.

Kajabi is a complete website and marketing platform wrapped into one. It includes email, a website builder and a course creation system all in one platform. Of course, you pay a hefty premium for that convenience, and the learning curve is much steeper. Additionally, it limits the number of courses you can offer, unless you want to pay for a higher cost plan. However, with Kajabi you do get web hosting, page building, video hosting, digital product sales and delivery plus a lot more.

Below are links to a number of 3rd party comparisons, as well as links to the providers themselves, so you can make an informed decision.

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Reviews:

- <https://www.dreamgrow.com/mailerlite-vs-convertkit/>
- <https://www.saasworthy.com/compare/kajabi-vs-convertkit?plds=4334.7221>
- <https://www.saashub.com/compare-mailerlite-vs-kajabi>

Company Links:

- www.convertkit.com
- www.mailerlite.com
- www.kajabi.com

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Lesson 2: Choose Your Website Platform

The next step you want to take is to establish a platform you can call your content “home.” Typically, this is a website that will be the hub and epicenter of your business, and a place that visitors can come to learn more about you, interact with you, learn about your service offerings and more. This is ultimately where you want all of your traffic to eventually get to.

When people think about setting up a website, often they become petrified about the technology involved and the cost, labor and time required to undertake such a massive endeavor. Thankfully, the requirements are not nearly as Herculean as most people think. In fact, it’s relatively painless. Let’s look at the options.

First you could, if you want to avoid a website altogether, just have a social media presence as your entire platform. Whether you choose Facebook, Instagram, TikTok, Twitter, YouTube or anything else, those are all viable options. Many times you’ll see people just stick with that. Yes, it is easier and free.

However, there is a big problem with using only social media as your only platform. You don’t own the data you collect, the platform is always changing its rules (often not in your favor), it can choose to shut you down indiscriminately (I speak from experience here), and you can have your account impersonated or hacked (again I unfortunately speak from experience). So I BEG you, don’t rely on social media for your hosting platform. You can certainly use it for marketing, but that’s it.

The benefits of a website are voluminous. First off, you own all the content, you own the data, you control the content, you manage the front end (what the user sees), while the host runs the back end (hi-tech servers, etc.), and you’re less prone to hacking (again, security through the host). You can make the website YOURS and have it represent you in any way you choose, without the rules of the social media police standing in your way. Owning a website is your best route to success.

So how do you go about setting up a website without breaking the bank and without the headaches associated with technology “mumbo-jumbo?” The best way to do this is sign up with a website builder that is designed for beginners. This provides simple, drag and drop templates that look very professional and are very simple to use, yet come with lots of powerful tools to make your site look like it was built by a pro.

Today, there are several drag and drop website builders that have become very well known and are all designed for people who don’t want to spend a lot of time or money on creating a good looking website. They realize the most important thing about a website is getting it set up FAST, inexpensively with everything that you need in a powerful website.

In my view, the top website builders you can consider (in order of my preference) are below:

1. GoDaddy
2. Wix
3. Squarespace
4. Weebly

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I most strongly recommend GoDaddy, and I've been using it for nearly 10 years. It's so simple to use, you could have a website up and running in 5-10 minutes all by yourself. On top of that, GoDaddy offers a dedicated helpline that will answer your questions via phone or chat line 24/7 that is very helpful. GoDaddy starts at \$9.99/month for a basic website or \$14.99/month if you want to include appointments and marketing. If you're thinking of adding an eCommerce store, then the price goes up to \$16.99/mo.

Of course Wix is also known for its ease of use. It's very similar to GoDaddy, but its templates are a little more difficult to play with, since once you set them, they don't easily change. So make sure you like what you first decide on. Wix's prices are also very reasonable. Wix starts at \$16/mo (no ads) and moves up to \$22/mo for more content (more storage). Their marketing platform (same as GoDaddy) is \$27/mo.

Squarespace is beneficial if you have lots of great photo content or a photo portfolio you want to display. I find Weebly as an also-ran. If I were searching for a new platform, I'd focus only on GoDaddy, Wix or Squarespace. All are easy, inexpensive, offer tremendous options for templates and have great user experience. Squarespace starts at \$16/mo for a small website and then moves to \$23/mo for a business and marketing website with some limited eCommerce. If you want full eCommerce, that costs \$49/mo.

But I favor GoDaddy because it does seem to be the easiest to set up, it has a 24/7 support line (others don't), and it allows you to keep changing templates or designs on the fly at any time, while other platforms aren't that forgiving. Furthermore, not only is the cost reasonable, but it has tremendous options you can use.

Below is a good comparison of the top three website builders. This may help you decide which builder is best for you.

<https://ecommerce-platforms.com/articles/squarespace-vs-wix-vs-godaddy>

Company links:

1. www.godaddy.com
2. www.wix.com
3. www.squarespace.com
4. www.weebly.com

If you're more tech savvy and are looking for more control over your website, you can always go the route of one of the most popular platforms today, Wordpress. Wordpress runs approximately 20% of all internet traffic today, so it's arguably the most popular.

However, there's a very steep learning curve to becoming proficient in the software. Furthermore, you also have to choose what hosting platform you will use to host your Wordpress site. For the purposes of our discussion on creating your site, I'll stick to the basics and only focus on the website builders for now. You can always expand to Wordpress at a later date.

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Lesson 3: Your Target Market–Who Is Your ICA? Where is Demand?

There are four primary sections to all marketing. Over the next several lessons, I'll refer to each section:



Lesson 3 involves the “WHO” of marketing. An ideal customer is a person that has a struggle, a frustration, a challenge in their life, a pain point with the all important DESIRE to find the solution that will move them away from that problem. The customer is looking for a TRANSFORMATION or SOLUTION to their issue. They’re seeking a specific OUTCOME or RESULT.

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The ideal customer might be likened to a person stuck on a deserted island with no food or shelter. Their PROBLEMS are they can't get off the island, they don't have any food, they don't have any shelter and they're looking for help. Their main DESIRE is to move to a different island where they have food and shelter. They don't care what method or vehicle they use, so long as it's a SOLUTION to their problems.

The person cares only about the PATH OF LEAST RESISTANCE to get from island 1 to island 2. That's their transformation. They're looking for the CHEAPEST way, the FASTEST way and the EASIEST way. The customer is buying the transformation from state 1 to state 2. The DEMAND is their desire to find the solution (that your offer provides) to travel across the GAP between state 1 and state 2.

If the prospect doesn't have enough desire to go from state 1 to state 2, then that's not a good target market. If there's not enough demand, you won't get prospects even interested in what you're offering. Therefore, it's critical that you identify a TARGET MARKET that wants and has the desire to go from state 1 to state 2.

You need to be able to offer your target market the solution that provides the transformation they're desiring. The target market must have the desire to achieve the specific outcome or result in order for them to BUY the transformation you're offering. It's like you're offering the person on the island a boat ride to the other island.

You also need to find out where this market spends most of their time. Do they consume most of their content on Facebook, Instagram, Twitter, YouTube, etc? Find out what is stopping your target market from achieving their desired result on their own. Find out what are your market's LIMITING BELIEFS

Your mission, should you choose to accept it, is to identify your Ideal Customer Avatar ("ICA"). The ICA is the representative persona that matches your target market. The ICA is a single representation of your ideal customer with as many specific details as you can identify. Give this person a name, a full identity and write it out in detail. Visually see a real human.

Think of your ideal customers. The people you love to serve. What do they have in common? List every relevant common trait both demographic (age, income, gender, marital status, race, sexual orientation, ability, industry, etc.) and psychographic (worldview, values, beliefs, character traits, lifestyle, hobbies, interests, etc).

There are no limits or restrictions. Think in terms of relevance to your business. This is a creative exercise to help you connect with your ideal customers. This wonderful human is your **Ideal Customer Avatar ("ICA")**.

The goal is to describe this person so well that you can easily step in their shoes. You want to know this person intimately so that you can think like them, speak like them, experience their emotions and, for the purpose of this exercise, be them!

With this ICA in mind, you can begin to reach out to them specifically, speak their language, their pains, their challenges and their frustrations. Now you know how you can serve their needs and offer them solutions.

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Focus on a Niche Within Your Target Market

There is one caveat to the target market decision that must be factored into consideration. While a target market is a beginning, you ideally want to focus on the NICHE within that target market. There's a saying that (while somewhat cliché) remains quite true and goes, "There's Riches In Niches."

First off let's define what a niche is. A niche is a tightly defined portion of a sub-category. For example, think of the health and beauty category. This is a very wide category. A beauty salon can offer a wide variety of services including tanning, waxing, facials, massage, cellulite treatment and much more.

If, for example, we take one of these subcategories – let's say cellulite treatment, this could be our niche. However, we could tighten it up even further by focusing on cellulite treatment for women who've just had a baby. This is a tightly defined niche.

Many beginner entrepreneurs struggle with the idea of limiting their target market to only a niche. They feel they're missing out on a broader opportunity set. The concept behind focusing on niches is that there is actually less competition in niches. Moreover, by targeting a tight niche, your message can be highly targeted.

This results in far superior conversion rates and it grabs the attention of your market. You can't have a highly defined conversation with a prospect in a broad market. Doing so is practically impossible if you are targeting a wide audience with a vague or general message.

Targeting a tight niche allows you to become a big fish in a small pond. It allows you to dominate a category or geography in a way that is impossible by being general.

The type of niches that you want to go after are "an inch wide and a mile deep." An inch wide means it is a very highly targeted or narrow subsection of a category. A mile deep means there are a lot of people looking for a solution to that specific problem.

Once you dominate one niche, you can expand your business by finding another profitable and highly targeted niche, then dominate that one also. Now you can have all the advantages of being highly targeted without limiting the potential size of your business.

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Lesson 4: Decide on Your Business Strategy–Product-Market Fit

Lesson 4 is the ‘WHAT’ stage of your marketing. Now you know the market that you’re targeting. It’s a market that is seeking a specific result or transformation with an offer you can provide. The question is how are you going to get that offer to your ICA? What strategy are you going to use to get that offer to market? What are you going to offer that your target market wants? This is the product-market fit conundrum. You have to know that your product or service offering fits with what your target market wants.

In your business, you have the choice of bringing your solutions to your ICA using a model of serving one-to-one or one-to-many. You can focus on Business-to-Business (‘B2B’) or Business-to-Consumer (‘B2C’). The model you use is your choice, but each determines efficiency, margins and ability to scale.

In a one-to-one model, you work with a client individually. This might be like a personal coach or a healer who works with one person at a time. The problem is this limits your capacity and creates a glass ceiling. Since you only have so many hours in a day, you’re limited by the number of clients you can work with. In a one-to-many model, you might teach to large groups, or even better, you make products that do the teaching for you for many people, but you’re no longer involved. This might be like creating a digital course that you create once, but it keeps teaching forever to whoever buys the product. There’s no limit.

The Old Way:

- Giving away sessions for free.
- Bartering for sessions.
- Running around town teaching for a low wage.
- Getting paid by the hour.
- Repeating material over and over.
- Teaching the same material, maybe even several times a day.
- Working for someone else.
- Teaching over Zoom to only a few people who randomly show up.
- Wondering who is going to show up to your next yoga class/session/etc..
- Unable to barely pay your rent.
- Very little time freedom.
- Wondering where your next customer is going to come from.

The New Way:

- Experts who get paid a high wage; you’re selling things over \$1k.
- Group Sessions where you have multiple people in a class that you teach one time.
- Workshops where you talk to a specialized audience who pay you well to be there.
- Digital Courses where you can teach what you love, but do it once and get paid repeatedly.
- Make money while you’re sleeping.
- Getting Customers into a proven build system and funnel.
- Time freedom.
- Financial Freedom.
- Creative ideas flow, because you have time and financial freedom.
- Healing more people because you now have more time and financial freedom.

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What's important to realize is that while you have complete control over how you will serve your market, you must be cognizant of what your market WANTS. Your product or service must fit hand in glove with what your ICA is looking for. If the fit isn't right, no one will have any interest in your offer and your business will wither.

So how do you determine if you have a good product-market fit? One of the most tangible ways to do this is send your audience a survey to better understand buyer behavior and their needs, wants and desires. This goes back to your ICA location, demographic, aspirations and what they're looking for in a business.

You can ask open-ended questions dealing with your ICA's individual experiences like the ones below:

- "What is the main benefit that you get from using [your product/service]?"
- "What type of person would benefit most from [your product/service]?"
- "How can we improve [your product/service] to best meet your needs?"
- "What motivated you to use our product/service?"
- "Why are you using our product/service as opposed to other solutions?"
- "What makes our product/service a must-have?"

Gather intelligence about your ICA from surveys and other research. Remember, you want to find out your ICA's pain points and how much value they would attach to any solution to that challenge. Learn about your competition, where they fit in the market (so you're not competing directly with them) and how much they charge. Critically, you need to **SELL WHAT YOU KNOW**. What you already know now is extremely valuable to someone who doesn't yet have the knowledge you currently do.

A brief word on pricing (which we'll go into depth later). Most entrepreneurs try to look at average industry pricing and then apply some level of discount to the industry average. While this may seem reasonable at first, the problem is it creates a negative, one-way trend: DOWN. Once a competing firm lowers their prices, then the next firm has to lower their price to stay competitive, and you get into a bloody price battle that no one wins (example: airlines).

One way to position yourself is to provide such tremendous service or outstanding product that you can charge a premium to the market. This actually creates intrigue and establishes a PERCEPTION OF VALUE. Your audience begins to think, "Wow, their product is such a premium, it must be great!" This may happen even though the product or service may not necessarily be that much better than anyone else's. It's all in the branding and the marketing. You've seen this premium positioning in the fashion industry for example. Are the products for the companies below truly *THAT* much better than everyone else's or is it just perception?

- Louis Vuitton
- Dolce & Gabbana
- Ferragamo
- Armani
- Ralph Lauren
- Hermes
- Dior
- Gucci
- Prada
- Chanel
- Versace

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Lesson 5: Sell It Before You Build It - Validate Your Offer First

There is one important thing to keep in mind: always **SELL BEFORE YOU BUILD**! This is another way of saying you need to validate the demand for your offer before you actually go out and build it. You don't want to go out and build your offer, only to find that there's no demand and you've wasted your time. This validation process will also help you craft a better and more irresistible offer. Not only will you be able to hone in on where the demand is, but you'll learn where the objections are too. Look at the Appendix, item #5, Business Scaling.

You may be thinking that if you have a small audience, you won't be able to get any people to give you responses about your offer (whether that's a course, or whatever). In fact there are numerous ways to gather this vital information, as you can see below.

1. Who was the last person who asked for your help with something your offer is designed to provide? Another way to think about this, who was very interested in your topic when you talked about it? Ask them to chat with you for 20 minutes.
2. Send a short email to your friends and family and tell them you're looking for a referral to your offer. Give them a brief explanation as to who your ICA is and how much you want to serve them. Then ask them to send you the email and/or phone number of anyone they think would fit the bill. When you reach out to these potential ICAs, make sure to mention who shared their information. This way, they're more likely to respond when they know the connection to you.
3. Post a short validation call request on your social media channels. Use language like this. "Friends, I need your help! I'd love to hear your thoughts on something I'm working on. Is this you? You are a _____ between the ages of _____ and _____ who is looking to _____, but is having trouble with _____. If this is you, I'd love to jump on a quick call with you! I'm currently creating a new program and I want to make sure it's the perfect fit for those that I want to support the most. Thanks in advance! P.S. If you know someone who fits this description, please tag them as well.
4. Post a request for a short, 20 minute call in a Facebook Group you're part of (so long as it's OK with the group owner), where your ICA is likely to hang out.
5. Perhaps offer a special incentive or trade for a "validation call." Maybe offer a \$10 Starbucks gift card in exchange for those that participate in the short call. You could also trade your expertise, maybe a short coaching or something, in exchange for the call as well. Be innovative.

Always be very respectful of people's time when you do validation calls and let them do the majority of the talking!

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Lesson 6: Craft Your Irresistible Offer

Lesson 5 covers the ‘WHY’ as well as part of the ‘HOW.’ So you’ve figured out your ICA, learned what your target market and niche is, what their pain points, struggles and desires are and how you’re going to serve your market so that you have a great product-market fit to meet all that demand. You know your product.

You may have the world’s best product or service that your market needs and would pay dearly for, but if you can’t convince people they **SHOULD** buy it, let alone let them know it exists, no one will buy your great product. You may have the best mouse trap, but if no one knows about it, they won’t be able to buy it. You now need to market your product or service and clearly demonstrate to your target audience that your offering will give them the results they’re looking for, in a small amount of time, with minimal effort, with greater certainty, but without the pain they previously associated with that effort. You need an **IRRESISTIBLE OFFER**.

A differentiated and irresistible offer has seven elements to consider:

1. Achieve [specific] **RESULT / SOLUTION / OUTCOME**
2. In [specific] **TIME/DELAY**
3. With limited [specific] **EFFORT**
4. Teacher’s good [specific] **EXPERIENCE**
5. Amount of **CERTAINTY**
6. Without [specific] **PAIN**
7. At attractive [specific] **PRICE < perceived value**

The result/solution is the **TRANSFORMATION** we spoke about earlier. It’s getting the person who lives on the deserted island (state 1) safely across to another island (state 2). This is the desired solution (which bridges the GAP) that the ICA is seeking. It’s the target **OUTCOME** your ideal customer wants, which could include skills or goals. If you can clearly demonstrate that you can provide a better or more desirable result or solution, you can increase the perceived value of your offer.

The specific time frame is the length of time that’s required to achieve the result, or how much of a delay there will be between initiation of the effort and the delivery of the result. This velocity is incredibly valuable for offers. If, for example, you could guarantee immediate results, this would be far more valuable than something that required a longer time frame. The human brain always wants to know how long it will take to achieve a result. If you can offer the same result in ½ the time, then your offer would be 2X more valuable. Also, if you make it easier to achieve, clients can get the result that much faster.

The specific amount of effort required is another factor that determines the value of an offer. Customers want to expend the least amount of effort to achieve their results. You can make your offer more differentiated and more highly valuable just by lessening the customer effort. If you make it more convenient, easier or more enjoyable, then customers will attach higher value to your offer.

You can increase the perceived value of your offer by highlighting the specific experience of the instructor or creator of the program (presumably that would be you). Highlight your experience, your knowledge levels, the number of years doing something, your reputation or leadership in a space, your authority or credibility and

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your influence in your industry. The greater the amount of experience, the higher the perception in the customer's mind that the instructor knows what they're talking about, which can lead to a greater certainty in achieving the desired result. The greater expertise you can demonstrate, the higher the perceived value of the offer will be to prospective customers.

Similar to the level of experience offered, if you can provide a greater level of certainty in any form (such as a guarantee, etc.) that the desired result can be achieved, that increases the perceived value in the prospect's mind. Say, for example, you offer a money back guarantee that your class will give your student the specific outcome they're looking for. First, that removes any financial risk. Second, that gives a greater sense of confidence and greater certainty that the results can be achieved. This increases the perceived value.

If you can show that your offer or program can provide the desired outcome without any pain associated with the process, you'll find more customers will buy the offer. If you can demonstrate to the customer that the result can be achieved **WITHOUT** the pain they typically experience when they try to achieve this on their own, for example, then you'll improve the value of that offer. This aspect also makes the offer seem easier, something we discussed under the effort component.

Often customers try to achieve a result, but they encounter some painful part of the process they don't like, so they might not try. You might use the format, "Go from X to Y **WITHOUT** doing/feeling Z...." Very similar to the effort concept, but this method specifically highlights there is no pain involved in getting the desired results.

Different examples you might have seen in commercials or ads elsewhere:

- Lose 20 pounds (specific RESULT) in 30 days (TIME), without starving yourself (PAIN)
- Get ripped abs (specific RESULT) in 1 month (TIME), without going to the gym (PAIN)
- Learn Spanish (RESULT) from our teacher with 20 years experience (EXPERTISE) guaranteed (CERTAINTY)
- Learn to read (specific RESULT) in 7 days (TIME) without embarrassment (PAIN) or your money back (CERTAINTY)

Keep this equation for PERCEIVED VALUE in mind when creating your offer:

$$\uparrow \text{VALUE} = \frac{\uparrow \text{Solution/Result} + \uparrow \text{Certainty of Result}}{\downarrow \text{Time/Delay} + \downarrow \text{Effort/Pain}}$$

Importantly, you must give your market a differentiated MESSAGE that indicates the results are larger, more unique, in extremely high demand and something no one else is providing. If your messaging is unclear or off the mark, you won't get the marketing results you're looking for. So if your marketing isn't working, re-examine your messaging.

Of course any offer will include a price somewhere (often at the end if it's). All else equal, price can be a differentiator. The problem becomes whether you decide to focus on a market that always wants a discount or prospects that seek value. There's a difference between price (what you pay for) and value (what you get).

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Lesson 7: How To Price Your Offer

One of Warren Buffett's most famous quotes (via the father of fundamental analysis, Benjamin Graham) is:

"Price is what you pay; value is what you get."

The most important distinction between price and value is the fact that price is arbitrary and value is fundamental. For example, consider a person selling gold bars for \$5 a piece. The price of those gold bars is, in this instance, \$5. It's an arbitrary amount chosen by the seller (or the market). Yet, in spite of the fact that those gold bars are priced at \$5, their *value* is so much more. How can they be used and how do they look?

Price is just what the customer spends for the product or service. Value is how much that product or service is worth to the customer, what it can do, how valuable it is. Value is considered the UTILITY for the consumer. The biggest mistake any entrepreneur can make is comparing their product or service to competitors' products or services and then trying to price accordingly. Ideally, each product or service is different in their own way, and hopefully, yours is far superior than anyone else's. Otherwise, you're in a commodity market where all the products are the same and pricing is out of your control, because then prices are dictated solely by supply and demand.

For example, let's examine the difference between selling oil and selling handcrafted designer clothes. Oil is a commodity product you extract from the ground. What you sell is nothing special, it's just what every other company can extract as well. Since there's nothing special you're adding that makes it UNIQUE, price will be controlled by market forces (supply and demand).

Conversely, handcrafted designer clothes can be one of a kind, very different and unique and make the consumer feel as if they are beautiful or special. All this combined creates tremendous utility and desire for the product in the mind of the consumer. As a result, the value increases, and you can easily charge an outrageous premium. Look at the designer clothes industry. It's all at premium prices.

You can create value in your product by demonstrating great utility. The value equation from the last lesson (value = greater result + greater certainty with less time and less effort) outlines how to position your offer for premium pricing. The trick to winning new customers is to price your offer below their perceived value of your product. This way, it's a win-win for the customer and for you.

To avoid the perception in the consumer's mind that your offer is a commodity, phrase your offer using the term "investment," rather than price. Investment implies there will be a positive return or gain on the money spent. In the consumer's mind, they want this positive return. You can position the offer with your prospect as an investment in themselves. It's all about getting a return, i.e. a result.

In order to justify the price, you need context. You need to display the cost of NOT investing in your product or service. Show how difficult or expensive it would be for the prospect to try to achieve the result on their own. Once the prospect knows the cost of not investing in your product, then they have a measurement they can weigh against the cost of the product (price). If the cost of the product < cost of NOT investing (do it on their own), then the prospect will buy. Your prospect will buy when they perceive the value you're offering is greater than your competitor's offer.

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For your ICA to purchase your offer, you need to make the purchase decision a no-brainer for them. Not only does the value and utility need to be tremendous, but the customer's access to capital has to be sufficient for them to purchase your offer. ICA access to capital is important (how much & how willing ICA is to spend for the result—cash available). Perhaps you may not be in a category where the prospect would be willing to spend what you're asking for. They may not have savings categorized for that type of investment. To win over any allocation to your offer, you may need a lower price to make it a no brainer for the customer.

So how exactly should you price your offer? Pricing, as you recall, is a function of four main factors:

1. Value of the **Result**—how much would the ICA be willing to pay for the transformation you're offering
2. Value of **Time** Savings—compared to the length of time trying figure things out on their own
3. Value of **Effort**—how much is it worth to the ICA to expend less effort in achieving the result
4. Value of **Experience**—how much would an ICA pay to learn from a highly experienced tutor

You must look from the perspective of your customer or student as they examine your offer, not your own view. The target value of your offer is the Best Case Scenario you can achieve for your prospect. Certainty Probability factors in how certain the ICA is of your claim. Does the ICA believe it will receive the full target value or only a portion of it?

First off, use your critical thinking to arrive at your best educated guess (one that makes sense to you). There is no such thing as perfection on the first try. Continue to iterate, and you'll continue to improve. Put yourself in the shoes of your ICA. Empathize, know what they want and appreciate their beliefs. Put your personal bias out of the equation. Constantly review your differentiation statement. Asking yourself how you are different and better adds value to your offer.

Also, consider the market size for your ideal audience. If market size is very small, then you may want to maximize the price point since you'll have a small pool of potential ideal targets. You might be a big fish in a small pond or you may need to price your offer higher if there is low potential volume. Conversely, if the market size is huge, and you're able to jump between categories and people, it might make sense to charge less. It will be easier for you to capture more volume this way, especially if there is more competition. Additionally, this enables you to get more case studies you can use to increase certainty.

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Lesson 8: Time Blocking-Make Your Planner Your Best Friend

You can build your email list in 30 minutes per day with consistent organic traffic strategies that will help you grow your list to include more raving fans. Block just 30 minutes every day to commit to growing your email list. Within each 30 minute chunk that you've blocked off, select one or two things from the list below that fit into your allotted time slot. It's important that you map out what strategy you're going to work on at least the night before.

If you don't commit daily to growing your email list, especially in the first few years of your business, any offers you try to launch or sell will fall flat. One of the best ways to begin your list building is by TIME BLOCKING 30 untouchable minutes every day to commit to growing your list. Here's a 5-step approach for time blocking in order to make sure you schedule time in your busy day for 30 minutes of time blocking:

1. Plan the night before! Planning out your day the night in advance allows you to jump right in the next morning with a clear plan. I suggest you sit down with a piece of paper and your planner and write down your top priorities for the next day.

When you're identifying your priorities, think in terms of the things with the BIGGEST IMPACT, those things that are most important to your business and will actually move your business forward. Too often it's easiest or tempting to do the small things. But that's just like pushing on a string. Decide to focus on three main items to focus on. Select the three biggest needle movers. List building NEEDS to be one of those three main items as you build your business.

2. In your planner, schedule all your personal stuff first. This includes your meditation, workout, meals, errands, kids, family time, etc.
3. Now that you have your personal engagement locked in, you'll be able to see where you have white space—down time. Plug in your top three activities, including your 30 minutes of list building. Try to schedule your list building activities for the same time every day. This way, you begin to create a habit. It's kind of like muscle memory.
4. In that 30-minute list building time block, write in the ACTUAL action items you're going to do within that amount of time. Use the list of 15 List Building Strategies from below to fill your time slot appropriately.
5. Check each list building activity off in your planner as you complete each one daily. Be sure you celebrate your effort! This will help you keep your momentum going as you begin to feel an accomplishment. It will help you keep a positive mindset and stay on track with your list building goals.

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Lesson 9: 15 Organic List Building Breakthrough Strategies

Before you begin to spend your precious capital, you need to find a way to boost your email list growth using organic methods. It's very important to have your email list growing, because there is a direct correlation between the size of your email list and the amount of revenue you can generate. Think of it in terms of a certain percentage of the eyeballs that see anything you send out, whether via email or via social media. That percentage will be the set proportion that may act on your offers, whether that's opening a lead magnet, buying a course or purchasing a service. Below are 15 organic methods to help you accelerate your email list growth so you can better grow your business.

1. **Your List Building Mindset** (5 minutes)

When it comes to list building, you **MUST** focus on and routinely be checking in on your mindset. It's easy to start to lose faith when you're working so hard to grow your email list because you don't always get quick results or a significant return on your efforts, time and energy.

However, you have to believe and know that list building is a priority in your business and that it will make a huge difference in all you do. There is a direct correlation between list growth and revenue growth. Since there will always be a relatively steady conversion rate in your email list, the only variable you can control is the size of your list.

Know that growing your email list is more than just collecting names and emails. It's about cultivating relationships with people who could eventually purchase your products and services and become a raving fan. Also by starting with organic list building strategies, you can find out which lead magnets and offers work first and later use the ones that work for your paid marketing. This will save you lots of money down the road.

You might think or feel that you have a million things that are all more important than building your email list. While there are still important things you should keep in mind, like creating new content and taking care of your customers, the great thing is that in just 30 minutes a day, you can build WHILE you're doing these other important things.

2. **Set Tangible Growth Goals** (15 minutes)

This strategy should be one of the first things you do when you start building your list. It's essential to have mile markers, tangible goals, specific deadlines, everywhere. Start by setting 3, 60, and 90 day goals for your list growth. Celebrate every step of the way.

One way to do this is use FUTURE THINKING, where you set your 1 or 2 year goal and break it up into much smaller goals that are required to make that long term goal a reality. Think of it like constructing a building: see the building in your mind but consider every step in order that's needed to make it a reality.

3. **Make SEO Work For You** (15 minutes)

Search Engine Optimization (SEO) is a great way to gain some real-time, tangible insight into what words within your niche are currently being searched for (i.e. popular words you should use). You can use this information to guide the topics of your weekly content and align with what your ICA wants.

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To begin, use Neil Patel's Ubersuggest (www.ubersuggest.com) or Google's Keyword Planner (<https://ads.google.com/home/tools/keyword-planner/>) to find popular keywords or phrases. You can even just go into your browser and begin typing ideas for keywords and see what auto populates. As you type, you'll see a dropdown list of possible choices that represent popular searches. In either tool, click on "Keyword Ideas" in the left tool menu bar. You'll then see a section with keyword data. Here's what this all means:

- **Keyword:** Words that people are searching for on Google
- **VOL (Search Volume):** This is the number of times that a specific keyword or phrase is searched for each month. You want this number to be high.
- **CPC (Cost per Click):** This is the amount that a paid ad would cost per click. The higher the value, the more valuable the keyword or phrase.
- **PD (PAID DIFFICULTY):** This is the amount of competition for paid search for that particular or phrase. You want this number to be low.
- **SD (SEO Difficulty):** This is the organic search difficulty. You want this number to be low.

Looking at the results for specific keywords and phrases related to your area of expertise and niche will help you to better understand what your potential customers are looking for to help solve their problem or fill their need.

Make a list of your findings and use them in any content you're creating (especially on your website) to drive traffic to you organically, to your lead magnet and ultimately to your email list. Repeat this strategy often to create a backlog of SEO-rich keywords and key phrases. Gather the top topics you found and turn them into SEO-friendly content that ALL links back to your lead magnet. Here are a few ways to do that:

- Create a podcast episode with show notes (similar to a blog post that summarizes what you talked about in your podcast episode), and transcribe it. Post the show notes and transcription to your website.
- Shoot a video and write a mini blog post summarizing what your training is about. Focus on using keywords in your text.
- Write a long-form blog post (if it makes sense in your industry). Have it offer insight and use keywords found in your market research.

4. Tap Into Other Audiences (20-30 minutes)

Connecting and collaborating with other entrepreneurs within your industry and online space can be a wonderful way to tap into new audiences. Spend a little time each week connecting with other entrepreneurs through social media and email, and brainstorm ways you can collaborate with them. One way I do this is with Alignable (www.alignable.com). There are tremendous opportunities here.

Make sure that anyone you collaborate with has an audience that aligns with what you do, who you serve and what your business is all about. Don't just collaborate to collaborate—make it intentional. Make sure this is a win-win for both parties.

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5. Slide Into Facebook and Instagram Direct Messaging (10-15 minutes)

This is a great way to convert Facebook and Instagram followers into email list subscribers by simply using the Direct Message (DM) feature (I have a full lesson devoted to this). This helps you boost the KNOW, LIKE and TRUST factor. You're going to slide into your followers' DMs and give them your lead magnet link as a solution to the wants, needs or desires. Here's how:

- Pull two or three solutions from your lead magnet, like:
 - A step-by-step guide to X in Y time
 - A guide to X without Y in Z
- Then post two or three images related to your solutions and ask, "Which one do you struggle with? Tell me in the comments below."
 - Getting X in Y Time
 - Achieving X without Y in Z
- Ask your followers to comment below the number they struggle with most and then direct message EACH person who comments, asking if you can send over a free resource to help them with their struggle. When they say "Yes" send over a link to your lead magnet.

6. Hang Out With Your ICA (15 minutes)

Another great way to find and attract your dream customers is to hang out where they hang out online—especially in Facebook Groups. This strategy may require you to spend a little time researching and interacting on Facebook in order to connect with your ideal customers.

Step 1: Using the keywords and phrases you've come up with through your SEO searches, type those into the Facebook search bar. Once the results come up, make sure you click on "Groups" in the navigation bar.

Step 2: Look over these groups and spend some time exploring them to see if they would be a good place to connect with your ICA.

- Check out the description for a little more insight around what this group is all about, who it's for, and if it aligns with your business.
- Notice the level of engagement and timeliness. Make sure the groups have recent posts and look how much engagement (likes and comments) these posts are receiving. You'll want to make sure there is a healthy level of participation in these groups.
- Look for your ideal customer by reading some of the posts and comments. Do you see anyone with the struggles, needs or desires your ICA has?

Step 3: After doing some research, make a list of 5-10 groups that you'll join and spend time in. The number of groups that you plan to join entirely depends on what you prefer.

7. Mingle & Add Value To Your Facebook Groups (15-30 minutes)

This is super simple and effective. It's great for newbie business entrepreneurs. Now that you have your Facebook groups, spend a little time in each group answering questions and offering VALUE. As you offer value, you'll start to identify people who could use your lead magnet.

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Ask these people if you could DM them the link OR (if it's allowed in the group) link in the comments so they can sign up to receive your lead magnet.

Never rush into this! Always make sure you're following the rules of the group (otherwise you might be kicked out or flagged by Facebook). Make sure you're providing value and showing up consistently in these groups before you start throwing around your lead magnet. You want to serve and be intentional first and foremost.

8. **Ask For A Helping Hand** (15-20 minutes)

Who better to help you grow your email list than your friends and family? Make a list of 20 or more individuals who can pass on your lead magnet to others in order to help grow your email list. This doesn't mean that they will sign up or that your lead magnet is right for them. However, chances are they may likely know someone who is your ideal customer.

Send out an email asking if they'd kindly share your lead magnet with anyone they might know who could use it. The subject line might be "Will You Do Me a Favor?" or "Know Anyone Who's A [X] Lover? Check This Out." Describe your business and your mission. Describe what you see your ICA struggling with. Detail what your lead magnet is and why it will help your ICA. Ask that if they know anyone the resource might help, that they could pass it on. You can even give them an email template to use in advance of their sending the lead magnet.

9. **Grow On LinkedIn** (10 minutes)

LinkedIn can be a treasure trove of potential customers and email list subscribers. This is especially true for B2B customers, as many on LinkedIn are business contacts. While there are many ways to utilize LinkedIn to attract your audience and grow your email list, here's a quick and simple strategy.

Make sure your LinkedIn profile is up-to-date and looking great with recent photos, links and information. Then write an informative and intriguing "About" section that tells your profile visitors:

- Who you are
- Your expertise
- Social proof
- Who you serve (your ICA)
- Use this section to link to your free lead magnet

If you have a clear "About" section that makes your audience say, "He's talking about me!" that encourages your viewers to click on your lead magnet and sign up for your email list. Make sure you're spending time on LinkedIn each week staying active and up-to-date.

You can do this by posting updates and articles, connecting with other people's posts and profiles and commenting or sharing other peoples' posts. There is a section that shows your activity and people like to see that you're actually interacting on the platform.

10. **Get Personal** (20 minutes)

One very powerful way to personalize your interaction with your potential customers and build enough trust with them in order that they give you their email address is by responding to their questions on social media with video or audio.

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You can use a screen capture tool called SnagIt by TechSmith (www.techsmith.com/screen-capture) that allows you to capture your screen so it would display the question asked and enable you to record your voice. You would highlight the question and say something like, “Hey Mike, I saw that you had a question around [repeat question back]. I thought it might be easiest to answer your question with an audio recording.”

Then you would go into answering their question and mention how your lead magnet is a wonderful free resource to help them further. You could also use Loom (www.loom.com) as another free resource that allows you to record a screen grab or video. You could record a simple audio with Loom, a video of you along with a screen grab, or a URL link that you can paste on social and send.

11. Create Your Own Facebook Groupies (30 minutes)

Facebook groups are a great place to connect with and nurture your ideal customer. If you don’t already have a Facebook Group, now would be the best time to start one. This is an excellent way to build your email list if you’re just starting out. It’s really easy and free to start a Facebook group that attracts people who want to hear from you and can benefit from what you have to offer in your weekly content.

To create your own Facebook Group, go to your Facebook home page and click “Groups” in the upper left menu under “Discover.” After that, click “Create Group” in the upper left hand corner. Facebook will guide you through all the things you need to do to finalize your group and invite members. Remember, that just like your email list, this too will grow if you nurture it.

After you set up your group, there are a few ways to convert your group members to your email list. First, Facebook gathers your newest members and allows you to tag them all in a welcome post. You’ll see this on the right side of your Facebook Group under the “members” section. It will say something like “You have [X] new members this week. Write a post to welcome them.” Select “write post” and then customize the post by welcoming them to the group with a free resource.

For example, you could write, “Welcome to our newest members! Be sure to introduce yourself below **AND** as a thank you, make sure to grab your free [name of lead magnet] here.” Then insert the link to your landing page at the bottom of the post.

Another really simple way to get your Facebook group members on your email list is to use your cover image as a Call to Action to sign up for your lead magnet. Use a free and easy design resource like Canva (www.canva.com) to create a simple cover image at the top of the page (image should be 1640x920 pixels—Canva has templates for Facebook cover pages). Once you’ve uploaded your image, update the description with a link to your landing page.

12. Lean On Your Subscribers (10 minutes)

As you start to nurture your email list, with weekly emails to your free content, and build that trust with your subscribers, ask for their help. As long as you’re offering them valuable content, they’ll love hearing from you and would be happy to share your business with friends and family who might gain some benefit from what you have to offer. All you need to do is ASK!

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It's really that simple. Send an email to your audience. Ask them if they know anyone who would find your free resource to be helpful. Remember to be specific about WHO your lead magnet would benefit the most. You don't want to send it to people who aren't your ICA. If you're always providing value to your subscribers, they'll happily share what they love to be close to them.

13. Give Your Audience More Of You-LIVE! (30 minutes)

Getting comfortable doing live videos on social media can be a game-changer for you, your business and your email list growth. A great way to do this is through a Q&A style LIVE event on either Facebook or YouTube.

On Facebook, whether you have a business page, private group or personal page, you can do this. If you have an account on YouTube, you can do this. You can do the same on Instagram as well. As always, just show up wherever your ICA is hanging out.

The key here is to build excitement and give your audience a heads up in advance about WHEN you're going live. Be sure to post or email about your LIVE event a few times before you go live. Another tip is to go live at the same time and same place every week. This consistency builds a feeling of reliability for your customers. You can even use your same weekly consistent content.

What's great about the Q&A format is that it allows you to show up with even MORE value and speak directly to the needs and desires that your audience has. Not to mention that it's a great way to learn more about your customers.

Next steps for you:

- Decide WHERE you're going live (Facebook, YouTube, IG, etc)
- Decide WHEN you're going live
- Mark it on your calendar
- Post at least twice about it on the platform before going live
- Finally, show up, go live and give your audience real time VALUE

Before you hop off, make sure you do a Call-To-Action (subscribe, or check the free resource, etc). You can even repurpose this video to other platforms you might be on as well. Make your lives count!

14. Serve, Serve, Serve (10 minutes)

One of the benefits of having a smaller audience in the beginning, when starting out and building your email list, is that you can personally respond to and connect with each individual person. You can give your responses the "personal" touch that customers desperately crave. You'll stand head and shoulders above everyone else, I promise you.

Aim to respond to every comment, DM or email that you receive. When you respond, make sure it's a response that offers value and insight. Don't just say "Yay" or Thanks" or "Nice!" Engage your audience by answering with a question or some guidance, something that adds VALUE and HELP. If it makes sense, give something that leads them back to your lead magnet.

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By taking the time to respond thoughtfully and with intention to your audience, you'll start to build that know, like and trust factor and cultivate a relationship. It's been said that it takes between 8 and 13 touch points to truly attract a potential customer into your world and even more to make a sale.

So, by responding to comments and messages with intentional responses, you're slowly but surely nurturing your audience. With time, they'll be on your email list, in your world, and ready to buy.

15. Boost Your Posts (20 minutes)

Social media ads are a fantastic way to attract the right audience to your email list, when you're ready to begin spending some capital in your business. Once you have your lead magnet and landing page set up, go to whatever social media platform your ICA uses and share your lead magnet in a post.

After you've published the post, ask your friends and family to comment on that specific post. Make it easy for them to do so, by sending them the direct link of the post. All these comments and shares will stay with the post once you "BOOST" it, and create more social proof and Fear Of Missing Out (FOMO) for those interested.

Before you spend money on any boost or ad, make sure your social media page, lead magnet and landing page are getting good conversions and other good Key Performance Indicators (KPIs). I'll go into detail about that a bit later.

Boosting On Facebook:

1. **Step 1:** Once you've created your post on your Facebook page and received some comments, click the "Boost Post" button at the bottom right of the post.
2. **Step 2:** Choose your audience. You'll have an option to share your post with a recommended audience based on past interactions or you can create a new audience by selecting from targeting options.
3. **Step 3:** Select your budget! Facebook will base your reach and duration that your ad will run using your selected budget. Once you're done, your ad will be able to reach more potential participants.

There you have it!. If you stick with these 15 high-converting strategies to boost your email list growth, put in the work, focus on your positive mindset, and have a little patience, you WILL see results. Remember, in the online world, your email list is one thing you can control. Do the hard work upfront, continue to show up and nurture your list, and ALWAYS be building your list so you can create a successful online business with raving, loyal fans.

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Lesson 10: Build Your Audience Organically With Weekly Content

This lesson, which covers part of the “HOW” stage, is designed to teach you how to attract a bigger audience, supercharge your email list and build relationships with your subscribers. The focus of this strategy is to help you build momentum in your business, so that when you start launching your services and products, your audience is READY TO BUY.

The only way that’s going to happen is if you show up consistently and ALWAYS ADD VALUE. The sooner you begin to intentionally grow your email list (regardless of what size it may be now), the faster you will grow your business (both online and in person). List building is the kind of thing that we all should be doing all the time, and today is the best time to start!

Think of list building and content creation as the WAY YOU DO BUSINESS. It’s not a “sometimes-kind-of-thing.” It’s not done just when you feel like you might be doing some product launch. It’s not for when you feel you want more customers (we always need more customers). Do it EVERY SINGLE WEEK. Commit to attracting new subscribers every single week, so that you can eliminate any negative mindset around list building. Instead, just make it happen.

Step 1-Create and Post Original Content Weekly

Nothing helps build raving fans like delivering content for them once a week (some say even daily, though in short bites). When you’re in front of your audience consistently, you’re making a major connection with them and building a relationship. Your audience is getting to know, like and trust you, the more information you give them (especially if they find it valuable to them).

Think about where your audience is right now. What are their pain points, their struggles and their desires? What questions do they ask you? What can you teach them that will give them the solutions they so urgently desire? Notice that there is a wide gap between where they WANT to be (their RESULT) and where they are now (their PAIN). When you can fill that gap because of your solution, your audience will begin to flock to you for answers. You’ll use this strategy later when you build your compelling offer for your services and products.

3 Things to Keep in Mind:

1. **Don’t platform-switch.** Don’t do a blog post one week, then post a YouTube video next, followed by a random podcast episode the following week. Stick with what you do best. Stay CONSISTENT. Do what serves your audience the most. Go to where your audience LIVES the most.
2. **Stack the value.** You should offer some of your best content. Don’t hold back. Show your audience how great you and your content and services can be. Always offer your best.
3. **Acknowledge their pain and desires.** Your weekly content should speak directly to the challenges and struggles or desires of your audience. It should also inspire and educate. You want to be their go-to solution. In order to do this, you need to let them know that you’re aware of what they’re going through. Show them you’re here to help.

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Create a two month content creation calendar to gather all your great ideas in one place. Brainstorm to get 10 ideas in 20 minutes. Just let your ideas flow. The less you allow your brain to think about it, the better the information will be. Just get into the “flow.” Think about the questions your audience is asking. Check your calendar to see if there is something coming up that’s timely (holidays, special events, etc.). Don’t overthink it, just create it.

Step 2-Email Your Subscribers Weekly With a Link to Your New Content

Now you’ve done the work of creating your content, so you want everyone on your list (no matter how small) to know it’s ready for consumption! Email your list each week with a direct link to your new, original content. Link directly to your blog, newsletter, podcast, show notes, YouTube, social media or whatever. Always make sure your email is something that gives VALUE! Try to have the email link back to prior content (blogs, podcasts, etc) and always include keywords to boost your Search Engine Optimization (SEO).

3 Things to Keep in Mind:

1. **Get creative with emails.** Experiment with your openings. Try a true story, or a series of questions or maybe an example from one of your experiences or from your students.
2. **Test your copy.** Look to see what people gravitate toward. Try A/B testing different subject lines and pain points. Make a note of you open rates (OR) and click through rates (CTR). Focus your subject lines using “Listicles” (“10 Ways to ____”) or “How to’s” (“How to ____”). Those are some of the best.
3. **Remind your audience to look for your lead magnet in your emails.** If your email happens to include or mention a lead magnet (something of value that you offer for free in exchange for their email address), then include that in the P.S. of your email. Make sure you tease your audience by mentioning it in the email.

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Lesson 11: Talk With Your Audience On Social Media-the DM Strategy

This is a super simple and free strategy that will help you not only learn about your audience, but it will help you grow your email list. If you're just starting out or don't have the funds to spend on paid ads, this is a great way to grow your list. You want to start connecting and mingling with your audience online. Facebook, Facebook Groups, Instagram, LinkedIn, and YouTube are all fantastic ways to find your ICA, because people genuinely use them for *everything* these days.

Using intentional keywords that align with your area of expertise, type those into the Facebook search bar and click on the "Groups" icon. Spend a little time looking over these groups and exploring them so that you and see if they're a good fit and a good place to connect with the type of customer you want to place on your email list and in your funnel.

How to determine if the group is a good fit:

- Start by checking out the description of an idea of what the group is all about, who it's for, and if it relates to your business.
- Take note of the level of engagement and if there are recent and up-to-date posts. Many groups can be here from years ago with little or no recent engagement.
- Pay attention to how much engagement, as in likes and comments, these posts are receiving. Only groups with a healthy level of participation are worth your time.
- Look for your ICA by reading some of the posts and comments. Do you see anyone with the struggles, desires or needs that your ICA has?

Make sure you provide tons of value by offering guidance, suggestions and expertise and showing up consistently in these groups before you ever start offering your lead magnet. You want to provide value to the group members, like helping someone solve a problem or achieve a desire. You don't want to just post your lead magnet. That's a sure fire way to get kicked out of the group or banned by Facebook fast!

Pull two or three solutions from your lead magnet and use them in direct messages on social media. For example, let's say you teach people how to improve their meditation, and your lead magnet is called "5 Ways to Improve Your Meditation." Your lead magnet may include the following three solutions:

1. A step-by-step guide to learning how to meditate (under \$100)
2. A great way to focus your mind remove mental chatter (under \$150)
3. Different mantras you can use benefit your meditation (under \$75)

You could post two or three images related to the above solutions and ask, which one do you struggle with? Then you could include two or three solutions and ask people to comment with the number they struggle with. Next, you could direct-message ("DM") each person who comments asking if you can send over a free resource to help them with their struggle. When they say "yes," send over a link to your free lead magnet.

The key to a DM strategy is consistency. It takes someone up to 13 times to see a message before they engage with you. The money is in the follow up, not the first 3 messages. Keep track of who you're talking with on a spreadsheet and what stage of the contact they're in-that's critical. Try to DM 10 people a day.

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If you get stuck on the question, “What should I post?” remember all the work you did to create amazing content earlier:

1. Post your original content
2. Post your lead magnet
3. Post insights, tips, tricks that your audience would find useful

3 Things to Keep in Mind:

1. **Use a Mix of indirect and Direct Posts:** Direct posts are focused on driving traffic to your opt-in page. It's straightforward and completely obvious that you're promoting your free content. Indirect posts are more subtle. They might start with a story or tip or insight. You can still promote your lead magnet after the value add, or link your weekly content where you promote your lead magnet. You don't have to promote at all. You can use the post as an opportunity to just nurture your audience.
2. **Use Video:** One important statistic to be aware of involves what TYPE of content drives the most clicks. According to Cisco, 82% of all internet traffic is driven by video content. In social media, 93% of consumers indicate they want more video content. Go where the demand is. It's never been easier to create video thanks to social media, using Facebook Live and instagram Reels and Stories. You can make a short video teaching something aligned with your lead magnet and at the end include a CTA to sign up for your lead magnet.
3. **Be Intentional:** When planning your social media posts and video content, be intentional and SCHEDULE it on your calendar. Everyone gets bogged down with other work, and it's easy to get distracted. Decide on three things you're going to do this week to promote your lead magnet. Mark it on your calendar, choose a time to do it and get it done.

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Lesson 12: Start Your Marketing Funnel with Lead Magnets

One of the most important things you must be doing at all times for your business to be a success is to always be in the email list building mode. When it comes to list building one of the best ways of rapidly increasing your subscriber list is using an irresistible lead magnet, also known as a freebie or giveaway. This will attract your Ideal Customer Avatar ('ICA') and encourage them to join your email list.

Lead magnets are any free, valuable giveaway that you offer your ICA in exchange for their name and email address. While you may feel you already have a good lead magnet, chances are you could make it much better. So what goes into an irresistible lead magnet?

To create a successful lead magnet, you have to follow the fundamental law of marketing: provide the solution to their pain. First, learn what the ICA pain point, frustration, struggle or desire is. Second, find out where they are currently. It's that GAP that you can fill with your SOLUTION. Think of them on a deserted island and they want to get off, but have no way to do that. You're the person who has the boat that can ferry them to safety: the ocean is the gap, while your boat is the solution.

You need to know what your audience wants and needs from you. You want your audience to say, "Wow! I can't believe they're giving this away for free!" Always be thinking like this:

What does my ICA need to understand, be aware of or believe in order to want or need my paid product, program or service down the road?

Do they need to change their mindset before they ever get ready to buy from you? Do they need to see a quick win to get some momentum, so they can better see an opportunity in front of them? Your lead magnet can help with all that.

You can create really successful lead magnets when you begin aligning them with what you ultimately want to offer your future clients, whether that's a digital course, a program designed for many people at once or some special product.

Below I've listed 7 types of lead magnets that you can use to get you started. Each one has its own advantage and disadvantage, so choose based upon your end goals and requirements.

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7 Types of Lead Magnets

1. **Cheat Sheet:** A cheat sheet offers steps, examples, and images to help illustrate a strategy or idea. Just make it incredibly easy to get to the finish line. A cheat sheet is easy to skim and does just that. What's great about a cheat sheet is that it does two things that customers crave: speed and immediate results. You'll see this later when you begin to create your irresistible offer.
2. **Checklist:** A checklist is a great way for customers to keep track of their progress and make sure they aren't skipping any necessary steps or action items in a process. Checklists are valuable because when your customers do the work, and can check off that they are making progress along the way, they are more likely to get the results they're looking for.
3. **Guide:** A guide is more robust than a checklist or cheat sheet. It provides off-the-charts value for your audience. Often, it includes a roadmap for your audience to follow as well as stories to bring the lessons to life. It's also incredibly actionable to ensure readers get results.
4. **Video or Audio Training:** A video or audio training gives your audience the opportunity to hear or watch your content. If your core content is a blog, for example, then doing a lead magnet in audio or video format keeps it interesting. This kind of lead magnet is much more personal. It keeps you in front of your audience using either your voice or your face. It allows you to get closer to your potential customer and create a deeper connection with them. It also helps your audience to see your personality and teaching style and what you're like.
5. **Challenge:** A great challenge experience will not only grow your email list quickly, but it has the potential to attract new customers and create customers for life. A challenge is often five to ten days of challenging your audience to take a certain action each day. You guide them, usually via email or in a Facebook group, through the different daily challenges and motivate them to do something new each day. The final results lead them to trust you even more.
6. **Quiz:** Quizzes can teach you (the marketer) about your audience (your ICA). Also, it can teach the audience about themselves, giving the resources they need to make shifts in their business or in their life. Done right, a quiz can help your audience get a glimpse of the solution to their problem. This would be your product or service.
7. **Mini-Course or Training:** A free mini course is a series of content over a short period of time, often seven to 10 days, that's focused on teaching people about one, specific topic. Once a subscriber logs in to the free course, you deliver a series of videos, one each day, via email. This creates lots of perceived value. It also leaves the subscriber wanting more. The "mini" is attractive because it boils down the topic into essential information.

If you're just starting out, a PDF option is by far the easiest to create. You can create a valuable cheat sheet, checklist or worksheet in a matter of hours. You can send this out over social using posts or paid ads and get good responses.

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If you want to go the artistic route and move beyond just a PDF page, you can easily create simple designs using the free design site Canva (www.canva.com). This site is so simple, it even has categories for different lead magnets and templates for different uses. You can search for templates for Facebook, Instagram, Twitter, YouTube and countless more options. ConvertKit also offers this.

You can import free images pulled from free websites into your design. Go to sites like Pexels (www.pexels.com), Pixabay (www.pixabay.com), Unsplash (www.unsplash.com), or many other similar sites. These are not only free, but they allow you to use them without license or attribution. Many people make the mistake of just pulling images off of Google and thinking they are free. Usually what you see on Google is not license free and does require some type of attribution. You can get into some serious hot water for violating these requirements, so don't do it. Go to the free sites that are designed for that.

In Canva, you can not only use their templates and import your free photos, but you can use their graphics, text, fonts and so much more. It's a designer's dream and a beginner's paradise, since it's just drag and drop and it's ridiculously easy with no learning curve. And, best of all, it's free. You just can't beat that. The only problem is that it's just so fun, you may wind up spending too much time playing here, rather than just getting things done. But I guess there are worse problems you could have.

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Lesson 13: Create a Standalone Opt-In/Landing and Thank You Page

Once you've created your lead magnet, you need a way to collect the person's name and email address. Therefore, the next step is to create a standalone opt-in page (aka "Landing Page") to collect those names and email addresses inside your email service provider. You also want to create a thank you page, to let your subscribers know their information was received and what steps they need to take next in order to access the lead magnet.

Once your opt-in and thank you pages are set up, you will integrate them with your email service provider. As each new lead is added to your list, you can then begin to email them each week with your weekly content. Now you can see how this is all connected.

You can tell how well your landing page is working based upon the number of people that "land" on that page vs the number of those people that actually subscribe for the lead magnet. This number is called the **CONVERSION RATIO**. It's simply calculated like this: # leads that land on the page / # of those leads that subscribe. This is really the top of what's called your **FUNNEL**. Imagine, you're casting a wide net and expecting only a small percentage of people to come through. A good conversion ratio is often 20-30%. Your email service provider will show you these metrics in some form of analytics tab for that page.

4 Things to Keep in Mind:

1. **Use an Opt-In Template:** Most website platforms provide templates for you to use. If you use ConvertKit, Mailerlite or Kajabi, they have multiple options for opt-in page templates that are drag and drop. Making it simple to get up and running quickly. Leadpages (www.leadpages.com) or Optin Monster (www.optimonster.com) is another option you can use to get started quickly.
2. **Keep It Simple:** You want to provide value, but you also want to avoid getting too complicated by going overboard with too much information. Keep the opt-in page simple and focus on what's most important: their **TRANSFORMATION** and that it's **FREE!**
3. **Promote the Transformation:** Give a clear promise about the transformation your audience will get/feel/experience by the information provided in your lead magnet. You can use the call to action ("CTA") to drive this home. One example might be, "30 Days to a New You."
4. **Make Sure the Lead Magnet and Opt-In Page Look Similar:** You want the prospective subscriber to feel that they're landing on the same page they saw in the lead magnet. You want to make the prospect feel that there is congruency between the lead magnet and the landing page. Use similar graphics, similar wording and a similar promise or solution. You wouldn't want to get the prospect excited about learning how to meditate in the lead magnet, only to find that the landing page offers them how they can teach others how to meditate. If they see the discrepancy, then they're gone.

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Lesson 14: How to Make High-Converting Opt-In/Landing Pages

All high-converting opt-in pages follow a specific formula:

- **Enticing Offer:** The offer on your landing page is how you talk about your lead magnet. It needs to be clear, focused and relevant. Make sure you define the pain point and solution of your lead magnet. Ask yourself, “Is this solution something my audience truly wants or needs?”
- **All Compelling Offers Have a Formula:** Whether you’re making the offer in a lead magnet or making the offer as part of a paid campaign for a product or service, all compelling, irresistible offers have the same formula: They offer a desired solution/result with greater certainty that fills a gap with minimum delay or effort. Recall the formula below for increased perceived value that looks like this:

$$\uparrow \text{VALUE} = \frac{\uparrow \text{Solution/Result} + \uparrow \text{Certainty of Result}}{\downarrow \text{Delay/Time} + \downarrow \text{Effort}}$$

- **Clear Page Flow and Call to Action:** The opt-in page needs to follow a simple flow that lead your audience to a call to action (“CTA”). You want to make sure your branding aligns so that your audience has a seamless experience from your blog, podcast or YouTube videos or whatever, to your opt-in page. Always offer your customers a consistent path.
- **Simple Registration Process:** The registration process should be both simple and absolutely painless, with zero friction. Think of when you buy something on Apple. You literally have a one click experience, with zero friction. That’s what you want with your landing page too. Make it simple and easy to register. The less you ask for, the more likely someone is willing to fill out the form. Just ask for the first name and email.
- **Thank You Page:** Once you’ve set up your opt-in page, you’ll need to set up a thank or confirmation page. This way, new subscribers will feel certain their information was received. This page will also give your subscribers any “next steps.” This might be letting them know where to go to pick up their lead magnet or what to do to access something like the lead magnet you promised them.
- **Integrate Both Pages With Your Email Service Provider:** Once your opt-in and thank you pages are set up, you need to integrate them with your email service provider. As each new lead is added to your ESP, you can then begin to email each week with your weekly content.

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Lesson 15: Marketing Metrics To Watch To Know If It's Working

Often, people spend too much money and time on marketing their products and services both online and on social media, but find they don't really know what to track, or even if their efforts are working. The first thing you need to understand in this online battlefield is that DATA IS KING! You can't know anything, know where you are, where you're going or how you should adjust things if you don't have data. Appendix Item #7 has a spreadsheet including all the metrics you need to follow and their benchmarks.

The primary metrics you can use when tracking the success of paid ads (Facebook, IG, Google, YouTube, Pinterest, etc.) or your email is based upon **Key Performance Indicators (KPIs)**. These KPIs will tell you how your ad campaign or email is performing, what areas need adjustment and give you specifics on what's actually happening in your campaigns. I've attached in the Appendix (Item #7) an example of a spreadsheet that tracks KPIs for a campaign titled, "Video Sales Letter Tracking Spreadsheet." Look at the KPIs there and follow along, as it gives you benchmarks to explore and how to fill the sheet.

Below are the primary KPIs you should pay attention to:

1. **Open Rate:** This is the percentage of people who open your email that you send in an email campaign. This is now affected by Apple's privacy settings and can be misleading, so focus more on click through rates.
2. **CTR:** Click Through Rate-This is the percentage of viewers that clicked on your on a link in your email or on your ad. Depending on your targeting, on Facebook you'll see CTRs in the 1-2% range, or up to 4%+ on Google. YouTube can be as low as 0.2% or 0.3%. You want this number to be higher.
3. **CPC:** Cost Per Click-This is the cost of each click in an ad campaign. Depending on your targeting, Facebook has CPC's often in the \$0.20-\$0.30+ range, Google is often in the \$0.30 to \$0.50, whereas YouTube can often be as high as \$3 or more. You want this number to be lower.
4. **CPM:** Cost Per Mille-This represents the cost per 1,000 impressions or views ("mille" is French for 1,000). Depending on your targeting, Facebook and Google are often very similar here, in the range of about \$4-\$5. You want this number to be lower.
5. **LPC:** Landing Page Conversion-This is the percentage of people who landed on your Opt-In / Landing Page and actually filled out the form and hit "Submit." Any button press is a conversion. This might be for your Lead Magnet or to watch your Video Sales Letter. Typical numbers here are often in the 20-30% (ideally you want more).
6. **VCR:** Video Conversion Rate-If you are sending your prospects to a video sales letter, this metric will tell you how many are watching the video and pressing the CTA button. This might be for signing up to a course or just a call with you to discuss the course or whatever you're trying to get them to do. This is usually in the 5-10% range.
7. **Call Show Up Rate:** This is self explanatory. This is the percentage of people who actually show up for a scheduled call with you after they signed up and scheduled it with you. This is often in the 80-85%% range.
8. **Close Rate or Conversion Rate:** This metric is also self explanatory. It's the percentage of people you speak with on a sales call that finally buy your product or service, such as your course. Standard metrics here are often in the 20% range. By the time the prospect has gotten to this point, they should have had enough contacts with you, through lead magnets, content, etc., that they know what the offer is and are interested in acquiring it to solve their problem.

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Lesson 16: Checklist To Grow Your Email Subscriber List

STEP 1: Create Your Original Content

Nothing helps build raving fans like delivering consistent content. When you're in front of potential customers every week, you're making a connection with them and building a relationship. This is where you develop the know, like and trust factor.

STEP 2: Email Your Subscribers With a Link to Your New Content

You've done a tremendous amount of work creating your content, so now you want everyone on your list and on social media to know it's ready for consumption! Email your list and post on social each week with a direct link to your new, original content

STEP 3: Create an Irresistible Lead Magnet

When you think about building your email list, the key to success is to create a compelling and irresistible lead magnet that will attract your ICA. Remember to ask yourself, "What does my audience struggle with, get frustrated about or want to achieve?" Try to encourage them to join your email list using your lead magnet that will provide SOLUTIONS to their pain points. You want your audience to say, *"I can't believe this is free!"*

STEP 4: Create a Stand-alone Opt-In Page and Thank You Page

Once you have your lead magnet, you'll need to create a stand alone opt-in page to collect names and email addresses. You also need to create a separate thank you page, so that new subscribers know their information has been received and what the next steps are they need to take to access the lead magnet. The integrate these with your email service provider.

STEP 5: Share Your New Content and Lead Magnet on Social Media

When you're just starting out, use social media to learn more about your ICA and attract them to your lead magnet. Choose one to three social media platforms that you'll constantly post on. Use the DM strategy to contact 10 people a day and see who responds.

STEP 6: Engage in Real Conversations with Your Audience

Get in there and engage! Ask questions on social media, jump into conversations with your audience and learn more about them. The more you know, the more you can support them. Social media comments, direct messages (DM strategy) and Facebook groups are all great opportunities to get those real conversations with prospects started!

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Appendix

1. Audience-Angles-Photos Ad Tracker
 - a. https://docs.google.com/spreadsheets/d/1LYppZLWBSjgtK3Lw0iSJEpq-nq99lZvC9A3dfriUf9c/edit?usp=share_link
2. Call Tracker Spreadsheet
 - a. https://docs.google.com/spreadsheets/d/1UDg3kqpYtkTHvJS0LX26bQdNxf7xErhPGWb6cSSy2EE/edit?usp=share_link
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 - a. https://docs.google.com/document/d/1i8rtqz3QX8UWKtXuEjji24_CUC4kb5GeaOCauLOrp9c/edit?usp=share_link
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5. Business Scaling Roadmap
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6. Short Video Scripts for List Building
 - a. https://docs.google.com/document/d/11ujXCV1e1HHjTEOqQz7z8qe6YKUaD_EVOc0M1CPIhgE/edit?usp=share_link
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