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- 'OPTIONAL' EMAIL LAUNCH: What emails to send & when

'BONUS' Teachable: 3 months free!

- Claim your 3 months free of Teachable (when you're ready)!

'BONUS' TASTY WEBINARS

- WEBINAR SLIDES TEMPLATE: \$130,000 in 2 months
- WEBINAR EMAILS: What to send & when
- WEBINAR OUTLINE: Overview of the Content (7:21)

PHONE FUNNEL I: TASTY Content

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TASTY CONTENT

Solve a pain point



By now, you're familiar with TASTY Content. It's a piece of content that follows one or more of these principles:

- T**eaches
- A**ction Steps
- S**olves an urgent pain point
- T**ransforms from Point A to Point B
- Y**addresses their WHY

NEXT STEPS:

1. Create a piece of TASTY Content
2. Put your TASTY Content in front of as many Perfect Customer Profiles (PCPs) as possible*

*Remember: Your ultimate goal is to have a phone conversation with as many PCPs as possible and ask them to join your program.

HOW TO:



Write your "Work With Me" email

SAMPLE "WORK WITH ME" EMAIL:

Subject: You're on my radar - Let's work together

Hey {FirstName},

Want me to personally coach/consult you?

I'm taking on 5 new private clients this month.

These are things I can help you with:

- Creating your first consulting/coaching offer (I earned over \$10,086 and booked over \$35,000 in consulting my first 30 days of being self-employed)
- Developing/Improving your webinar/masterclass (My webinars have done \$80,000 in online course sales in 1 year)- Growing your email list (I grew my email list from 0 to 1,500 subscribers and did a \$20,000 online course launch in 60 days when I was a "nobody" online)
- Growing your Instagram followers and sales (I've grown by 18,000 followers in 1 year and did \$25k in sales in 4 weeks from my Instagram)- Developing your Facebook Ads strategy (I spent \$1600 on Facebook Ads and made \$8,400 using my 3 Customer Lanes approach for a 60-day campaign)
- Positioning you as an authority (I earned \$10,000 from speaking engagements the past few months without an agent, speaker reel, or speaking website)- Pricing your course as a premium product (My first solo course was \$2,000 even though I was a "nobody" online)
- Creating your digital product launch (I've helped my clients do \$1k to \$70k launches when they were just starting out)

Interested in working with me privately? Want my personal help with any of the above?

Submit this questionnaire: bit.ly/Work1on1App

Once you submit, you'll be able to schedule a call with me to see if now is a good time for us to work together.

Have a friend who needs help with any of the above? Forward them this email.

Danielle

Danielle Leslie
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P.S. Don't hesitate. If you're interested in working with me on growing your brand/business or creating or launching your course, take care of this now before it closes.



Put your "Let's Talk" post on social channels

SAMPLE "LET'S TALK" SOCIAL MEDIA POST.

Put on Facebook, Instagram, LinkedIn, & wherever else you're active.





In 1 month, my online courses made over \$25,000 from Instagram alone. It's the first system I set up to grow my brand & business... and it's WORKING.

I know what's it like to start from scratch and try to figure things out on your own. I've been there, and it ain't pretty. 😊

Several people asked me to help them do what I did. For the longest time, I was head down grinding, but I'm ready. It's time to coach others on what works and what doesn't.

So, here's my invitation: If you've been wanting to build your #WFA (Work From Anywhere) business or create your online course, comment or message me saying "Let's talk."

And if you're still reading this, give it a like and comment of encouragement to show some love. 😊

Love y'all!



Send your "Holler back!" messages

SAMPLE "HOLLER BACK" MESSAGE.

Send these privately on Instagram (to people who recently followed you or commented on your posts), Facebook, LinkedIn, to PCPs who comment in private FB groups, etc. Ask yourself: Where can I find my MVPs (Most Valuable PAYERS) who are already paying me attention or will pay me money?

"Hi [FirstName]! Great to be connected. :) I traveled to 52 cities in 2017—almost all were free trips from points & rewards. (Yup, my feed is 100% all my own photos!) Is one of your goals to travel more? Want my help creating your custom points & rewards plan that's easy to manage? If you're serious about upgrading your travel (& life!), I want to help, so just holler back. :)"

REMEMBER:

Your TASTY Content can be any of the following:

- Email
- Direct message (DM) on Instagram to your most recent followers
- Private Message (PM) on Facebook to PCPs
- Private Facebook Group post in groups where your PCPs hang out
- Private Message (PM) on LinkedIn to PCPs
- Facebook LIVE video
- Facebook Post on your Personal Page
- Guest Blog Post on a site that gets a lot of visitors
- **ANY PIECE OF CONTENT THAT DIRECTLY REACHES YOUR PCPS AND SOLVES AN URGENT PAIN POINT FOR THEM... because after they read your email/message/post or watch your live video, you'll INVITE them to get on the phone with you and see if they're a good match for your coaching.**

Quiz

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Did you create TASTY CONTENT to invite prospects to speak with you about your MVC?

Check