

# 7 SECRETS TO UPLEVEL YOUR BRAND & LAND YOUR DREAM CLIENTS



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# ***I know why you're here...***

***I know why you're here....and I want to invite you to take a deep breath in and LET IT ALL OUT.***

Building a business from the ground up is not for the faint of heart.

This journey requires us to delve in to the depths of ourselves, our sense of self and the parts of our mindset we've, perhaps, never had to bolster in this way before.

***But here's what I know about you...***

You have a big vision. You have a deep calling. You have a mission that can no longer be ignored and you are ready to share it with the world.

Much like you, I have walked this path and have followed the beat of my heart to \*here\* - serving thousands of passionate souls on a mission, transforming myself and my life from the inside out in order to reach my highest potential.

On a daily basis, I am faced with my own resistance as a creator and someone who is always pushing in to new depths and realms in order to serve bigger.

I thrive on this, yet that doesn't mean it's an easy path to walk.

# ***I know why you're here...***

**I want to celebrate YOU.**

For being here. For having the courage to be the dreamer that you are. For delving in to the depths of yourself to move past the fear and resistance on the daily.

I want to celebrate you for being exactly where you are and standing at the precipice of a truly LIFE-ALTERING experience...taking your Brand and Big Vision to the next level!



**The tips I share in this guide have the capacity to transform your life and business from the inside out, while reaching the dream clients you know you can help most.**

Implementing these 7 tips in your brand and business will not only help you better position yourself for maximum impact, but they will make the process a whole lot more fulfilling.

Grab your journal and give yourself permission to go all in!

xo

Amber

# **7** SECRETS TO UPLEVEL YOUR BRAND & LAND YOUR DREAM CLIENTS

- 1** *Find a **WHY** that makes you **CRY***
- 2** ***MARKET** to your before*
- 3** ***BELIEVE** in your irresistible offer*
- 4** ***AMPLIFY** your brand presence*
- 5** *Strengthen your **MONEY MINDSET***
- 6** *Create a **SACRED SPACE** for **STORY***
- 7** *Follow your **JOY** (it matters!)*

# 1 – *Find a WHY that makes you CRY*

People make purchases based on logic AND emotion. One doesn't happen without the other. Just think about the last important thing you purchased and what led you to making the investment?

Now think about the work that you do in the world and WHY you chose this path in the first place. Think past the logistics, the strategies and the mechanics.

***Go to the place where you can feel your heart stirring.***

What happens when your clients' lives TRANSFORM as a result of your work together?

How many other lives are affected?

What does the REST of her life look like, as a result, of the transformation you helped her to achieve?

Think about your own, personal, transformation. What was life like and how is it different now?

Your purpose has the capacity to tap in to the deep well of emotion that is tethered to the DEEP NEED your products/services are satisfying for your clients. Allow yourself to be moved to tears and, in that space, is where you will discover the golden thread that will touch the hearts of the clients you are here to serve.



# 2 – *Market to your BEFORE*

**Your ideal client is a former version of you.**

*I'll just wait for that one to sink in for a second....*

You've already achieved the results that your dream client is looking for and now you are here to teach and show her how to get those results for herself.

This is probably one of the most overcomplicated and over-explained phenomena in the online/digital marketing space, hence, why I see so many amazing coaches and visionaries like you miss the mark when it comes to talking to your dream clients.

***Here's a little shortcut for you...***

Remember what it felt like BEFORE when you were struggling and trying to figure out how to solve the problem you now help people solve.

Make a LIST of all of the things you were clicking on, searching and saying to yourself about what you NEEDED to achieve your goals.

Make sure to use language that she resonates with, not language the NOW (or the "after") version of you resonates with. The former version of you hasn't gone through the transformation with YOU yet. Focus on the former version of you and what she was seeking. Use this as your guide for content creation and sales/marketing language/methods.

# 3 – ***BELIEVE*** in your irresistible offer

What are you selling and do you have ROCK SOLID belief that it has the ability to change the lives of your dream clients?

If not, what do we need to change in your offering? What is feeling off?

Have you fallen victim to the trap of creating something solely based on what everyone else is doing, rather than focusing on how YOU can best serve your clients?

Let's just exhale that one out, shall we?

***Consider this your permission granted to blow up whatever is not working and create what sets your heart on fire and ONLY what sets your heart on fire.***

Here's why this matters so much: You will be eating, breathing, sleeping and shouting from the rooftops what your irresistible, joy-filled offer is and if there is any energy being emitted that doesn't ALIGN with confidence, abundance and the clarity of transformation - your dreamies are going to know it.

**DESIRE + BELIEF = ACTION**

Your dream + your belief in that dream will directly impact the action you're going to take on behalf of your dream. Your BELIEF matters and so does your client's. If she doesn't believe in the possibility of her dream, she won't take action. You get to be the leader.

# 4 – **AMPLIFY** your brand presence

**Branding isn't something you can touch or hold, it's a FEELING, an essence.**

And we all know what it feels like to walk in to a house that feels like the friend doesn't care about what it looks like, thus how it makes them and others feel...versus the friend who takes care to create an INSPIRED and welcoming experience for their guests.

***Your brand is no different: The more clear, concise and inspired it feels, the more it will connect with your dream clients.***

We are a society that thrives on visual inspiration to feel motivated and moved to take action. You have a responsibility to take this seriously and commit to making your brand feel visually and energetically inspiring in the ways you are showing up, online and in-person.

***Does your website need a little updating? Do you need to schedule new headshots? Does your office space need a little refresh?***

Remember, these improvements are about more than sales...they are about ENERGY. When we infuse abundant energy in to the things we love and value most, the results are always exponentially better.

**What do you need to amplify in your brand presence right now?**



# 5 – ***Strengthen your MONEY MINDSET***

**Your mindset as it relates to money DIRECTLY affects the type of clients you attract, as well as the results you will have in your business.**

Upleveling my money mindset has been a life-altering opportunity...it also dramatically decreased the number of "difficult" clients I was working with and requests for refunds or failed payments.

***When we feel and live abundantly, we become a vibrational match for the clients we are best prepared to serve.***

When we feel and live abundantly, we attract the clients who are ready to transform. They are mirrors for our energy and, therefore, have greater results.

***Abundance begets abundance.***

Where is your money mindset getting in the way of your clients' results?

***Where is your money mindset keeping you from having successful launches and new client applications landing in your inbox each week?***

This one is a non-negotiable as it directly correlates to the way you welcome in new opportunities (that may not be about money at all) and achieve the big goals you've been writing down in your journal.

*(Need help with this? I wrote a book on it - Master Your Money Mind - grab it at [masteryourmoneymind.com](http://masteryourmoneymind.com))*

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# 6 – *Create a sacred space for STORY*

Branding, in and of itself, is our sacred opportunity to BE WHO WE REALLY ARE in our work in the world. My favorite part about brands is that they serve as a platform and portal for our own expansion and deep connection.

Story, in and of itself, is the bedrock of human connection. We learn through story, we connect through story, we open ourselves up through story.

**Your greatest opportunity for converting your dream clients in to paying participants in your programs/live event experiences will always be through STORY.**

Consider this your invitation to peel back the layers of worry and trying to do all of the things "right" and share the story of your WHY via your social media feeds and the other ways in which you share your brand with the world.

**Study the brands you love and the ways in which they are using story to connect to their audience. Use this as inspiration for you to let your hair down and share the behind the scenes of your world.**

Take screenshots of some of your favorite posts as examples when you're prepping your content to use as guides. Most of all...relax and remember that having the courage to share yourself and show people the full picture of your vision and bigger purpose has the greatest capacity for transformation.

# **7 – Follow your joy (it matters)!**

**Are we having fun yet?**

**In the words of Marie Kondo, "Does this spark joy?"**

My most lucrative and rewarding offerings inside the walls of my business have always been the things that light me up the most, the things that don't feel like work at all and are an opportunity for me to simply be me.

Your clients are looking for the same things.

**The way you share your content and products/services should FEEL fun. If it doesn't, go back to the beginning of this guide and start over.**

Dial in deeper on your WHY and touch the thing that moves you most. Ask yourself the question, "Why is this so important to me? Why did I create a business around this dream?"

**If this process feels especially difficult, I've got you, babe.**

**Head on over to [amberlilyestrom.com/breakthrough](https://amberlilyestrom.com/breakthrough) to schedule a free breakthrough call.**

My mission is to help you design your dream and to reflect back to you what's already available to you even if you can't quite see it.

# **BONUS** *Invest in what you value most*

**You've heard this one before.**

You have to invest in what you value most...and when you are the CEO of your life + business, well you know what I'm getting at.

**Here's what I know to be true:**

In the last 2 years, I've invested between \$100-200K in myself and my business and have tripled our income and then doubled it on top of what we tripled the year prior.

Here's the bottomline, we cannot see beyond what we are being exposed to. We must GET IN THE ROOM with people who are thinking differently and dreaming bigger than we give ourselves to dream so we can create the new realities we're ready to experience.

This one can be mega-scary, but what I've learned since I launched this business back in 2014 (and have spent well over \$500K since in personal development/coaching/attending live events) is that RELATIONSHIPS are the currency of our lives.

**Our businesses require connection and our big visions do too. When was the last time you brought in professional support for your dream?**

# ***What's next?***

**I am a firm believer in the importance of walking my own talk and being in integrity with what it is I am asking my students to do.**

When I think back to the clients who have had the greatest success, it's not those who are unafraid, but those who embrace their fear and go for their big dreams despite the inner voice telling them they're not ready.

**Each of these 7 Secrets will push you to face your fears head on.**

They are engineered to push you past your comfort zone, while also positioning you for maximum IMPACT and deeper connection with the dream clients you are so ready to support.

***What is the first step you're going to take as a result of what you learned here?***

***What MORE support do you need in order to bring that big vision to life starting now?***

***Not sure where to start?***

**Head on over to [amberlilyestrom.com/breakthrough](https://amberlilyestrom.com/breakthrough) for a free Brand + Biz Breakthrough Session - We look forward to supporting you!**

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