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MAKE CONNECTIONS



PUTTING YOURSELF OUT THERE  
ONLINE & OFF

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So you've got your target market. You've got an offer or two. You know how to say what you do, who you help and how you help them.

It's time to start testing the waters with your new offer and see what the interest and feedback is. You'll start with something free or priced to sell. Watch this weeks video for more info and see the info below.

This week we'll focus on reaching out to the people you know! 25 to be exact :)

Getting clients is as straightforward as...

1. Getting out there (consistently)
2. Providing value & being of service (give, give, give)
3. Making an offer (and following up)

Carla xo [www.herbusinessboutique.com](http://www.herbusinessboutique.com)

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Check out the diagram on the following page.

This is the basis of your funnel.

Once you have an offer and are committed to a single and clear marketing message and offer, it's time to get out in front of your ideal clients, offer to help them for free and then give them the opportunity to work with you. This personal touch is way better than a free pdf or ebook. A free mini session or small offer is the more effective version of a "freebie" or opt-in.

\*\*If you want to sell high end packages (over 1,000) having people start with an "easy yes" is a great way to gently lead them into a more comprehensive program.

## STEP THREE: MAKING AN OFFER

BIG OFFER  
OR  
(AN UPSELL)

LITTLE OFFER  
OR  
(EASY YES)

## STEP TWO: GIVING VALUE

FREE MINI SESSION  
OR  
YOUR “EASY YES” OFFER

## STEP ONE: GETTING OUT THERE

SOCIAL MEDIA. PUBLIC SPEAKING.  
NETWORKING. ADVERTISING. REFERRALS/  
PARTNERSHIPS. WRITING A BOOK.  
TRADITIONAL MEDIA. ONLINE MARKETING.  
NEWSLETTER LIST. GUEST BLOGGING. PAST  
CLIENTS. PERSONAL REACH OUTS.

# Your Easy Yes Offering!

1. SMALL & SPECIFIC...GIVING PEOPLE A TASTE OF WHAT YOU DO
2. PRICED TO SELL: AT 100 OR LESS
3. INCLUDES ONE ON ONE TIME WITH YOU (EVEN 20 MINS)
4. ADD A FOLLOW UP SESSION
5. INCLUDE A DONE FOR YOU COMPONENT WHEN POSSIBLE
6. THROW IN A COOL BONUS: CAN BE FREE CONTENT YOU'VE CREATED IN THE PAST. SOMETHING THAT WILL HELP YOUR CLIENT GET THE RESULTS THEY MOST WANT

\*The “Easy Yes” offer is all about packaging and positioning. It doesn't have to require hours of your time. Simply take what you already do and see how you can easily add value and leverage your resources & materials to create a specific win for your client's needs.



# WHERE TO MARKET

Lead generation is just a fancy way of saying that new people are aware of who you are and what you do.

People have to know you exist in order to hire you so it all starts with getting in front of your future clients.

Here are 10 ways to get in front of the right peeps!

1. **Personal Reach Outs** Email people personally and ask how you can help them.
2. **Public Speaking** Host an event at your house or speak somewhere that has a built in audience
3. **Networking** This includes being out and being social. Get good at telling people what you do. Having your own business automatically makes you interesting!
4. **Online Marketing** You have a website, right? If so, blog regularly to build traffic and make sure people have a way of getting on your list. This is super mega KEY!
5. **Referrals/Partnerships** The people who know and love you...Ask them to pass on what you do to their people.
6. **Your Newsletter List** Share your story, deliver value and show how you can help make their lives better or their dreams come true... then offer to help them (with your services!)
7. **Media** Podcasts, local radio, national TV, magazines. Check out HARO for access to media opportunities
8. **Social Media-** Get active in a couple FB, LinkedIn, or GooglePlus groups. Show up, answer questions, post resources and be of service...30 minutes a day works really well.

9. Advertising Facebook ads, Google adwords, Other blogs with a following. Advertising online can fast track your business growth.
10. Guest Blogging Submit a pitch to your favorite online journal to get in front of new people...make sure you have a sign up/squeeze page ready to go to capture new traffic to your website.
- 11.

Pick ONE to TWO of these to focus on for the next week and implement like crazy.

Then move down the list and focus on another one for two weeks...see which one's work best for you.

I grew my business using speaking, local networking and personal reach outs. I love meeting people face to face so those were a great fit...Now I've been trying my hand at FB ads and they are rocking my world. Will share more in an upcoming training. The key is to pick something you like and do it consistently.

# PERSONAL REACH OUTS

*Here's a sample of how I described my breakthrough sessions back in January.  
Feel free to model your own personal email after the following draft.*

...Last month alone, I signed on 5 new clients (even with 2 weeks off for the holidays) and had my highest earning month to date.

I'm sure you've read a LOT about starting a business... but imagine the breakthroughs possible if you knew exactly what to do *and when*, to grow your unique business fast.

Wouldn't it be helpful if someone could just **give you a step-by-step plan and show you exactly what to do so you had a specific strategy and system in place for getting clients, making money, putting yourself out there and getting sh\*t done!**

So I've created a special 30-minute session to help you get off the hamster wheel of indecision and overwhelm.

Introducing...

## **The ALL-NEW "Get Clarity & Clients Now" Strategy Session!**

This session is specifically designed for women entrepreneurs who are **ready to attract clients or sell out their program**. You'll get clear on your business vision and goals, along with what might be standing in your way of attracting clients now. I'll also share some powerful secrets for attracting new clients who can't wait to work with you.

Is one of these sessions YOURS, Sheryl?

**Until January 15th, I'm gifting 10 of these sessions to YOU, my awesome community!**

**To reserve one of these 10 sessions before they're all snapped up, [simply click here to get scheduled ASAP](#)** (include link to your calendar/scheduler). You'll answer a few questions about your business so we're both clear on where you are and where you want to be. Then we'll hop on the phone for 30 minutes completely focused on you and your (soon to be BIG) business.



I can't wait to welcome you to your session.

Here's to your best year ever!!

Carla xo

**P.S. I reeeeeeally don't want you to miss out on this opportunity.** Just imagine where your business could be in a few months with a clear strategy in place.

Let's talk!

[Reserve your complimentary session now by clicking here \(link to your scheduler\)](#)

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## *MAKE SURE TO INCLUDE...*

- A LINK TO YOUR SCHEDULER
- A DEADLINE TO CLAIM THEIR FREE SESSION
- A LEGIT LIMIT TO THE NUMBER OF SESSIONS YOU ARE “GIFTING” THIS WEEK OR MONTH
- A DESCRIPTION OF WHAT THEY GET BY SIGNING ON FOR A FREE SESSION. (See the example above).

*Here Are Your Assignments For Week Two*

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- Name Your FREE Mini-Session
- Create Your “Easy YES” List of 25 People Who Already Know, Like, Love, & Trust You!
- Create Your “Easy YES” Offer & Make It Under 100 Dollars
- Reach Out To 25 People On Your “Easy YES” List & Make An Offer For One of The Following:
  - A. A FREE Mini Session
  - B. Your Easy Yes Offer
  - C. Request A Referral