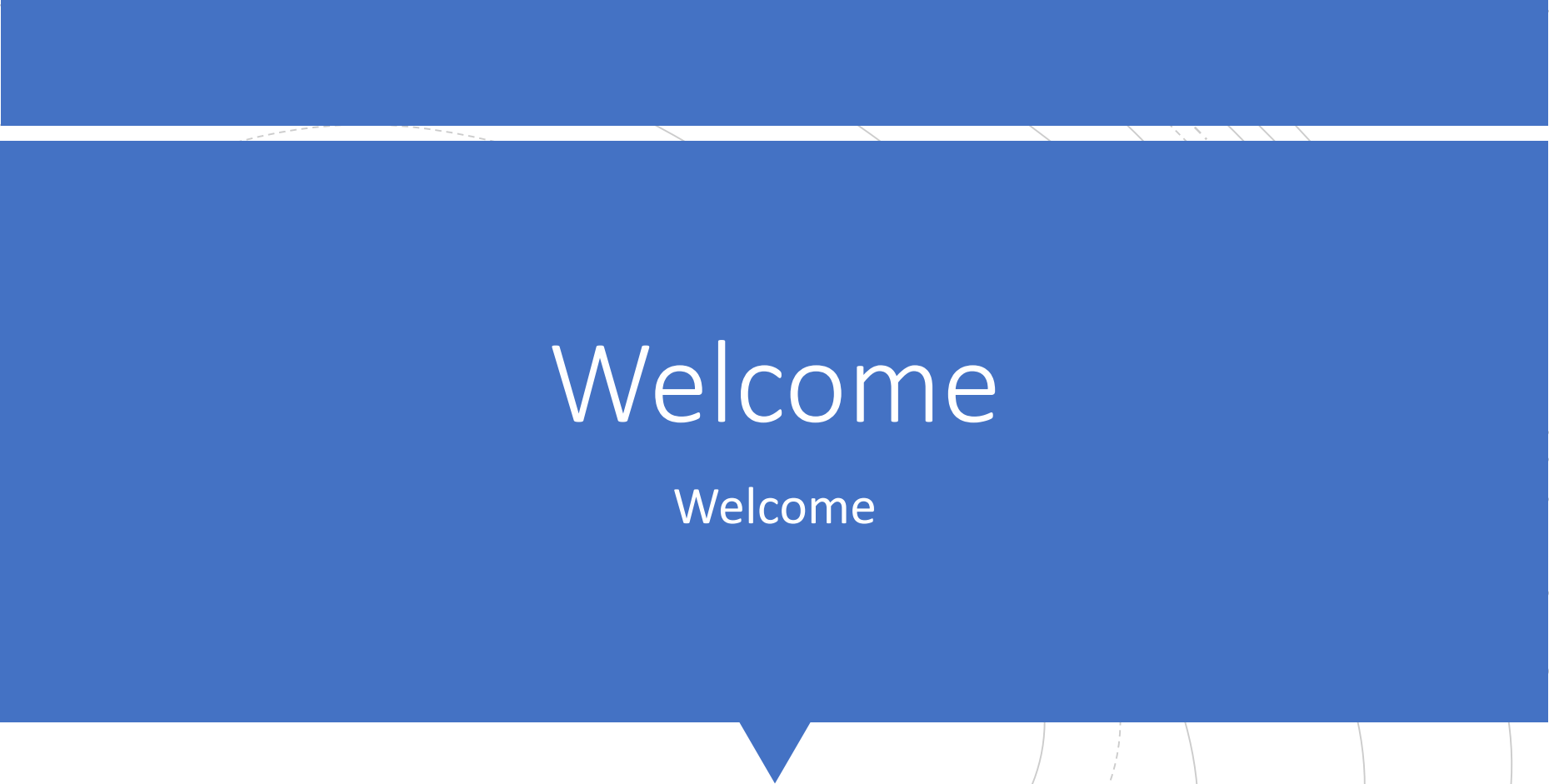




Booking Clients Module 2

Sherikayehoff.com



Welcome

Welcome



Questions

Questions



Review

Review

Overview

- Module 1: Define your optimal client. Discover what your client really wants and how to deliver a message that leads to bookings.
Module 2: Learn how to generate traffic with your lead magnet. Refine or create your lead magnet that speaks to your optimal client (it is easier than you think).
Module 3: Create a strategy/session that does not feel like selling and offers that convert your prospects into paid clients.
Module 4: Power up your client attracting mindset, line your mindset up with your pricing. Create confidence in your offers and your system.

Module 1 Review

- Module 1: Define your optimal client. Discover what your client really wants and how to deliver a message that leads to bookings.

Review



- Optimal/Pinnacle Result
- Optimal Client
- Messaging that focuses on wants.
- The awesome exercise.
- Intro videos/video testimonials
- Trust/Time
- Application process/Scheduling

Module 2

- Module 2: Learn how to generate traffic with your lead magnet.
Refine or create your lead magnet that speaks to your optimal client
(it is easier than you think).

Lead Magnet

- Leadpages (lead magnet page and thank you page)
- Email autoreponders (active campaign, mailchimp, constantcontact, aweber, Infusionsoft, ontraport, 1sc)
- Double opt in/consent/privacy policy
- Free gift (video series, pdf, audio) hosting and delivery
- Email nurturing series
- CTA

Lead Magnet

- What do people need before they work with you?
- What problem can you solve?
- What do your people want?
- What is bugging them?

Design

Simple

Clean

Blue (facebook
match)???

Readable font

Photos-
people/eyes



Lead Magnets

Juicy- focusing on wants

Title 3 Secrets for _____
without _____

How to...

Discover...

Keys...

So you can or so that

Power words

- New
- Exclusive
- Free
- Featured
- Download
- Now
- Because
- You
- Instant Access

The background of the slide features a series of thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Additional

- Social Proof- testimonial (especially for something that requires a bigger time commitment like a webinar)
- As seen in-

CTA

- Make it personal using I and my- something other than submit or sign up.
- Yes, I am in... send me my_____
- Send me my free report now
- Make it colorful- yellow, orange, bright blue, lime green (it stands out)

Opt in form

- Required Info
- Still selling here- they have not signed up yet
- Consent
- Privacy Policy
- Country?
- Visual appeal

Thank you page

- Prime real estate
- Everyone who signs up lands there
- Sales?
- Webinar?
- Video
- CTA- additional resources, application, etc

Nurturing Sequence

- Immediately
- Then maybe an hour or two later- if webinar
- Next day
- Daily or every two days
- Send at least for first week and likely 2nd week
- Give value
- Improve relationship- let them get to know you.
- Always have an objective

Offer the sale

- Don't be afraid to offer the sale up front. Some will buy or sign up for a free session right away.



Watch

- Keep an eye on open rates
- Reach out with a personal email
- Answer emails right away/ask another question.
- Notice effective headlines
- Notice what people are clicking on

Call or text

- If you gathered a phone number- text or call.
- Have a purpose.

Continue with buzz

- Facebook Live
- Interact on social media

Drive traffic to your lead

- Is it everywhere? On all your social media, email signature, website, cta at the bottom of blog posts.
- Facebook ads
- Youtube videos
- Google ads



Questions

Questions

Thank you

- Thank you

Sheri Kaye Hoff
enjoy every moment. 