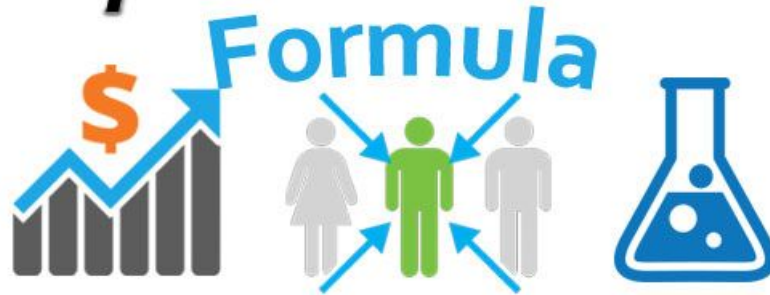


Top Dollar Clients



Action Guide

Marketing your brand and putting yourself out there!

Welcome. In this Action Guide we will go into the essentials for stepping out into the public world and attracting top dollar clients with your message. As we will go into detail on our calls, your story is the key to it all. Well used story helps people relate to you and learn from you better. One of the greatest things about being a Coach, Consultant, service provider, Entrepreneur or business owner in 2019 and on, is that there are endless ways to express and share your story and message with eager audiences. In addition to that, the barrier of entry is far lower now than it's ever been.

By this point, you should know your target market, your marketing message, your branding position, and your sales process. You are clear on your coaching skills, your enrollment process and your ability to help someone get from point A to point B.

From here on, we will focus on getting you "Out There" and known to the right people, and then we will continue to split test your message linguistics, your sales funnels and your advertisements.

So, on the next few pages we will start constructing a basic marketing campaign so you can incorporate a few choice social media tools into your marketing mix.

Focus on matching the right message (content) and marketing outlet for the right audience

**Make sure to apply the LinkedIn Lead Hacker Pro tool to all your social media profile descriptions. That tool shows you how to subtly and effectively incorporate a mini sales letter and call to action in your SM profiles.*

Four key components for your first marketing campaign:

- 1.) Direct Messages on your Social Media outlets to people, potential clients and even Joint Venture (JV) partners

List your top 10 contacts to JV or promote with: _____

- 2.) Posts to your best Social Media outlets with your best content, stories, updates and invites

List your top 10 pieces of content or topics: _____

- 3.) A scalable advertising campaign on Facebook, Instagram or Google to reach your target market and drive traffic to your opt-in page. (You can use banner ads or other methods on your next campaigns after you get some initial testing and base conversions documented)

List your main campaign name, topic and hook to start promoting: _____

4.) Autoresponders with written emails to your existing list or prewritten emails in que for your list to come

List your 5 email subject lines for this next campaign: _____

Things to know:

**Each SM outlet is different and will speak to a specific type of content consumer (person). For Example: Fans of Professional Baseball teams getting info as Blog readers vs. YouTube video watchers vs. Twitter feed viewers are diferent subsets within the same niche of prospects...*

**Start with your existing base of contacts, no matter how small (email list, natural audience)*

**Always include a link in your posts and descriptions to your main opt in funnel (Unless the content created is designed to build one of your other SM outlets or audiences. In that case, you would include those other links.*

**Have your Company (Brand) story, Your personal hero's journey story and your best past client testimonial story well rehearsed and prepared to share "off the cuff." People will naturally connect with those stories before anything else you have to offer because humans look to relate to people and with people first.*

Choose your best Social Media outlets to start with:

Visit this site and reserve your brand names for free: <https://www.namecheckr.com>

Facebook Personal Profile - good for updating people (natural audience) in your circles about what you have going on in your general life. Use discretion when posting business matters and promotions. Ok for some people depending on past posting history and relationships. Focus on building relationships and sharing insight into your true character, values, interests and hobbies. Give an inside look into who you are and what you value.

Facebook Business Page - good for anything business related, running and testing ads. Post business, branding and community related content here. Originate big posts here and share to personal FB and other SM links from here. (FB Business pages keep better stats and gives you more ability to manage your content). You can run "DARK" or non public posts as advertisements from here also)

Instagram - good for visual and fun posts including videos and pics for branding and high social involvement. Display personality and creativity relating to topics and interests of your brand.

Podcast - good for long form discussions and very convenient for people on the go or in non-wifi locations. A series podcast is good for uploading extracted audio from past video content and value add trainings.

Youtube Channel - good for user engagement and creativity. Post videos relating to your personal story, your company and your free training resources intended for public consumption.

BLOG - good for long form readers, product reviews and combined SM post conglomerates. A good blog can merely overview the things you've posted on other SM outlets as a written summary.

LinkedIn - good for business types and intellectual conversations. More formal than others and normally relating to professional people, topics and needs.

Twitter - good for blurbs and thoughts relating to your other pieces of content. You can use your Twitter feed as an ongoing, off the cuff conversation too.

Reddit Account - good for posng questions, answering other peoples questions, adding to other peoples posts, and drilling down on specific topic and interest niches.

Do you have any more social accounts that have a following or enough activity for you to focus on building and marketing to? List those below:

Posting schedule for your first marketing campaign (the content slingshot plan):

1. Create your piece of content on a topic relating to your offer or current advertisement in the form of a Video, MEME picture, PODCAST or Blog post... then post it to your desired (main) social media outlet (FB, IG, Podcast, YT, LinkedIn)

List at least 2 pieces of content that you already have ready:

2. Repurpose that content in long form on a blog or as a write up on your FB page...

What could you rename those to cover? List the new names below:

3. Share the first or second piece to your remaining SM outlets.

When will you schedule to share these pieces of repurposed content?

4. Write email summary to your list about the topic of the first two posts as a foreshadow of whats to come.

In regards to rejection or any fears associated with this process, you can list those out below. Be specific and “air these out” so they lose power over you. (We all have fears so don’t be shy...)

Go ahead and list your fears below (Even if it’s uncomfortable):

Start each on like this, I am afraid of... or I fear that ___(X may happen if)_____ I do this _____(list action that may cause repercussion, rejection or fear)_____.

List launching fear #1: That_____

List launching fear #2: That_____

List launching fear #3: That _____

In summary, have fun and put something out there. It's always better to make progress instead of always striving for perfection. Break free from the doubts, hesitations and fears that naturally arise when we "Step Out There!"

Go back and double check your sales funnels, application pages or lead generation processes. Test everything a few times before launching to the public and remember, you can do this!

Great work so far...! Way to go.



Please feel free to print this Action Guide out, complete it and email it to me at corey@coreyteramana.com so I can give you some feedback! If you enjoyed this and are interested in developing next level leadership qualities to support your life, your business and your relationships, come try out our Inner Circle Leadership Mastermind team. Over the years, both men and women alike have been coming together to play a bigger game that directly impacts their success with everything in life, including their finances and their overall effectiveness in relationships. [Click here to check it out!](#)

INNER CIRCLE

Leadership Mastermind

And if you'd like to speak with me personally about your unique situation, you can set up a FREE strategy session where I can bring you my highest level of consultation support! [Click this link here to get on my calendar.](#)

Apply For A Free Strategy Session Here

Limited Time Slots - Check Our Calendar For Availability

[Click Here To Schedule Your Business Consultation Now](#)

Looking for a powerful sales funnel (website) solution designed to help you generate leads, convert sales and increase your overall business success?

Great, I've built you a few and I'm giving you all three of my proven drag and drop funnels that I've used to make money with and simplify my business life! They even come with a free 14 day trial so you can see if you like the software called ClickFunnels. Hands down, it's the best I've ever come across!

To download any or all of these prebuilt funnels, all you have to do is click the images or copy and paste their individual links into your browser. The best news is that the download will start automatically!

Here is the first funnel... [click this link](#) to start automatic download and free account setup: <https://app.clickfunnels.com/funnels/6099983/share/rtu6p47o2v8akqk9>



Here is the second funnel... [click this link](https://app.clickfunnels.com/funnels/6832062/share/b4ap1yygadqbg8m) to start automatic download and free account setup: <https://app.clickfunnels.com/funnels/6832062/share/b4ap1yygadqbg8m>



Here is the third funnel... [click this link](https://app.clickfunnels.com/funnels/6982386/share/v136tz3kvvx43vq) to start automatic download and free account setup: <https://app.clickfunnels.com/funnels/6982386/share/v136tz3kvvx43vq>

