

CREATING ATTRACTING SERVING YOUR AUDIENCE

Engage Via Answering Their Psychographic Profile

FACEBOOK AND SOCIAL MEDIA MARKETING

Create a moment people can cherish, an experience, not more information! Get them to feel you!

Headlines

Images

Livestreams (FB lives) (first 15 sec ask for engagement (get them to comment, like) FB \$10 per day or \$200 budget video views and engagement, re-targeting)

Business Page

Groups

Personal Brand

Strategy

Time management

Consistency

AUDIENCE

What is the most urgent pain and most desirable outcome of your prospect?

What do your audience want?

What do your clients want?

Dreams, secret desires, wish list?

How do your customers talk about what they want?

What inspires them?

What do your prospects complain about?

What are they afraid of?

What is their secret retreat and pain?

What do they never admit to? (shame)

Assignment: 2 min video I help to do/have/feel this... without, so they can be/have/do

STORY

What/who do you stand for and how specifically it happened (When did you decide commit to your Why?)

What is your story that inspires them?

What is your story that positions you to be their teacher, coach?

What is your story that shows them you understand them (you've been there)?

What is your story that stretches their imagination and appeals to their secret grandiose dream?

What is your story that answers their most burning quick fix question? (shows that you know the little things, qualified in nuts and bolts of fixing their immediate problem)

What's in your story that shows them how you work and treat your clients?

Assignment: a 2 min video I do this... because my stand is this... and this is why....

COMPETITION

Lead your industry with generosity! (Do not try to fit in!) Generosity VS scarcity

What is so special about you?

How are you different from other coaches?

How are you so much better than your competitors?

What do your competitors get and do wrong?

How do you look at it and do (solve their problem) differently and better?

What will they not get from your competitors that you provide?

Why are you better qualified than your competitors to solve their problem?

Where do you go an extra mile?

What are the final advantages of working with you vs with your competitors?

What are other, not business/niche related benefits of working with you vs with your competitors?

Assignment: list 10 ways you will serve your clients better than anybody else you know in the industry. Then post 2 min video about it.

BRAND

What do you stand for?

Why do you stand for it?

Who are you a hero to?

How do you show your values?

Marketing From The Heart Course Lira Kay

How do show that you share your values with your audience?
How are you the same as your customers?
How are you ahead of them and can lead them where you are?
What are your aspirations that you can share with your audience?
What are the life-style quirks you share with your audience?
What are your personal/life values and preferences that relate you to your customers?
How are you similar in all different ways (not niche related) with your customers?
How do you support their values?

AUTOMATION

Website (Memorable experiences)
Opt-in (34% of your program)
Lead pages (Consistency)
Forms (Pre-qualification)
Email list (Expand)
Post Scheduling (ASAP)
Launches (Serve)
Rolling Enrollments (TV online show (interview influencers - build your list) let people ask questions, webinar monthly with 5 emails into a \$147 program, then upgrade for 90 days sell 20 members a month)
Funnels (Opt-in, Online Course, Entry, Main, Up-sell Programs) (Feel Good Funnel FB live video > 3 pieces of 5 min content (get audience) - no pitch, agitate problem -> send to another FB video (pitch only to people who had been watching free trainings) -> paid offer