Module 8: Business Building: Class #3

TRADITIONAL MARKETING VS. ATTRACTION BASED MARKETING

1. **Myth: To get clients, you have to find and target them first.**

   - **Attraction based reality:** Your _____ _____

     are _____ for _____ and _____

     _____.

2. **Myth: You're always going to have some not-so-perfect clients.**

   - **Attraction based reality:** It is _____ to have all

     _____ _____.

3. **Myth: You have to spend a lot of time and energy maintaining relationships with your clients.**

   - **Attraction based reality:** _____ _____

     clients that _____ with you and you feel that coaching them

     is natural and easy!

4. **Myth: It's hard to find perfect clients.**

▪ **Attraction based reality:** Attracting _____ _____ is easy once _____ stand still in your _____, _____, _____, _____ and _____.

5. **Myth: The more clients you have, the better off you are.**

▪ **Attraction based reality:** The greater _____ of perfect clients you _____, the more _____ your business will be.

6. **Myth: In order to be successful, you need to have more clients than your competition.**

▪ **Attraction based reality:** It's not _____, it's _____. It's _____ only those clients who are a perfect _____ for your business.

7. **Myth:** **Competition is at the heart of all successful marketing practices.**

- **Attraction based reality:** _____, not _____, is required for the new age of _____.

8. **Myth:** **The marketing strategy defines the qualities of your perfect clients.**

- **Attraction based reality:** _____ define what a perfect client is for _____.

9. **Myth:** **Discounts, special offers, and other incentives are the best way to secure clients' loyalty.**

- **Attraction based reality:** The best way to secure loyalty is to ensure all clients are being _____ by the perfect coach to _____ their needs.

10. **Myth:** **The most important indicator of a company's strength is its bottom line which measures financial assets and liabilities.**

- **Attraction based reality:** The bottom line measures the company's financial strength _____ with the measurement of the value and strength of the _____ and external relationships.

Part of the way to become more attractive to your perfect clients is to start _____ looking for and _____ the perfect qualities in people you interact with each day. Begin cataloging them in the back of your mind, and constantly update your Strategic Attraction Plan for your perfect clients.

In the meantime, hold to the _____ of your outrageously successful business with outrageously happy and successful clients who love and adore everything about you, can't get enough of you, and are always eager for more!

YOUR MARKETING FUNNEL
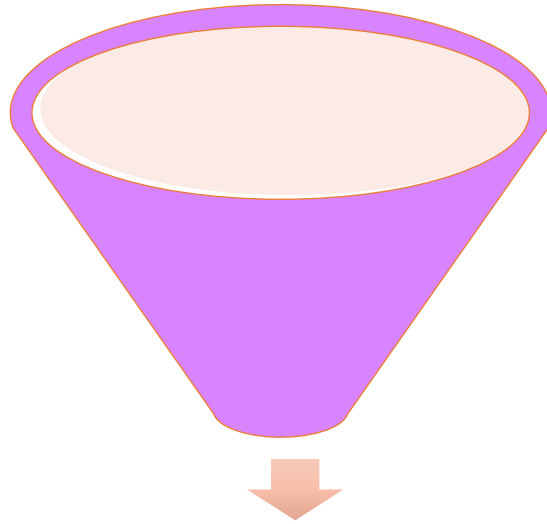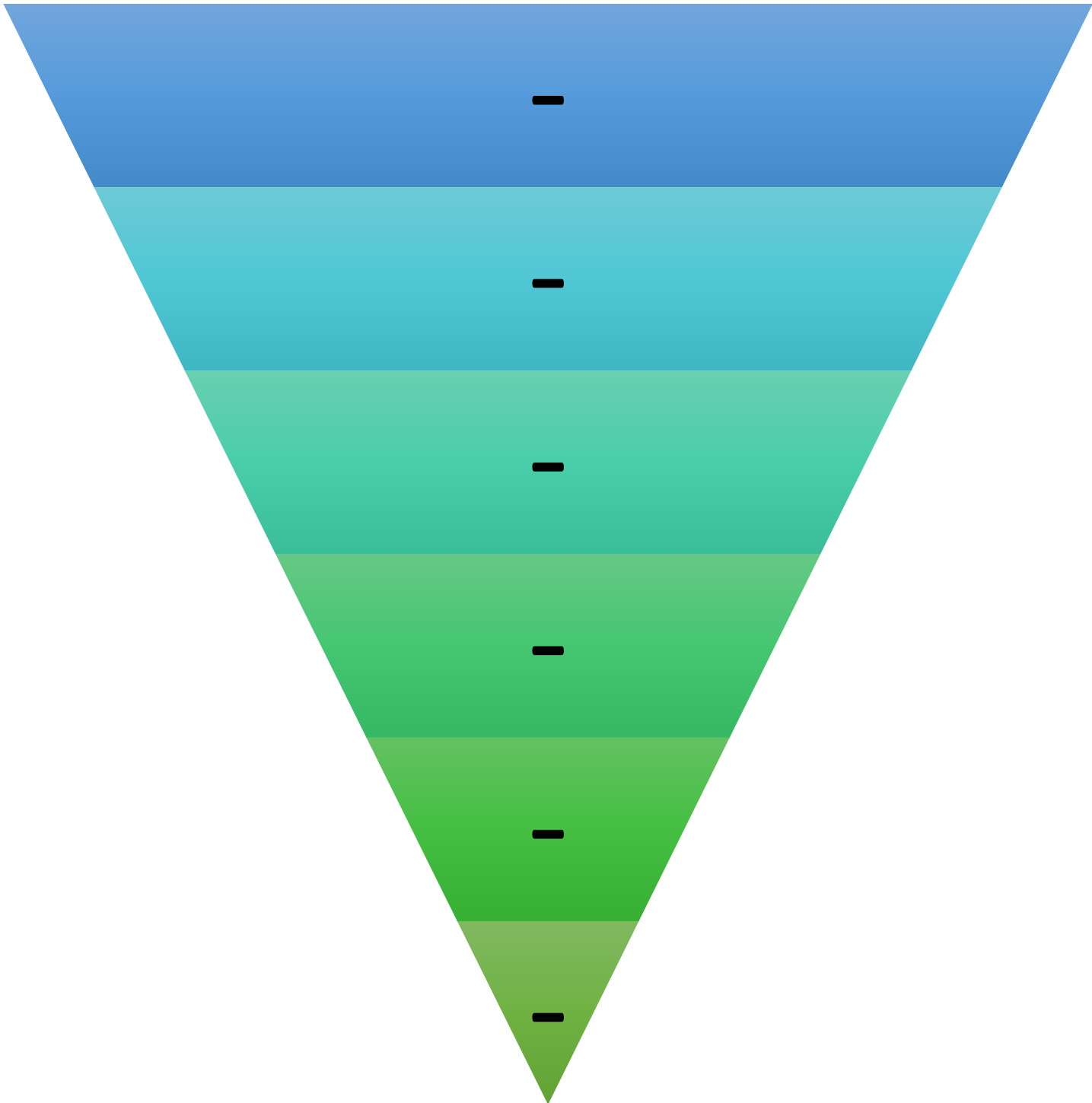

Your marketing Funnel

■ The _____ of the funnel.

_____

_____

_____

_____

_____

_____

- The _____ of the funnel:

_____

_____

_____

_____

- Need to _____!

- To _____?

- _____?

- The _____ of the funnel.

_____

_____

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_____

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_____

_____

Your personal Profit Path – Your Marketing Funnel

WHAT ARE YOUR COACHING _____?

_____

_____

_____

_____

Coaching _____:

- _____ Coaching

- _____ Coaching

- Live or web-based _____

- _____

- _____

- Printed _____, or _____

- Speaking _____

- _____ programs

- _____ ventures

- Coaching programs for _____ employees

- _____ services

- Coaching _____

- Coaching _____/_____

- Coaching in _____ and _____

- Writing assignments about _____ for all media

- Create audio/video _____or home study systems

- Web-based _____

GET PEOPLE INTO THE FUNNEL

IDEAS TO WHERE TO START:

- **Offer _____ coaching calls**.

- **Do a teleseminar for _____**

- **Make and distribute _____ content**

TELESEMINARS/WEB-TRAINING:

Teleseminars are considered to be a _____, _____, and most _____ way to grow any type of entrepreneurial business—including coaching. In a teleseminar you are treating one—on—many, versus one-on-one.

What's involved to create a really great teleseminar campaign on any topic?

     1. You need a _____.

     2. You need a _____.

     3. You need a _____.

PR:

The difference between PR and advertising is that when you are quoted in the media—whether it's print, TV, or radio—it elevates your level of _____ exponentially.

People need to _____, _____, and _____ you. People will come to you for you! However, usually it takes people more that _____time to decide if you are the _____for them. So, give them the _____ to think and decide.

Think thoroughly how you can _____ all your marketing strategies into one consistent _____ that _____ who you are now.

_____

_____

_____

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_____