



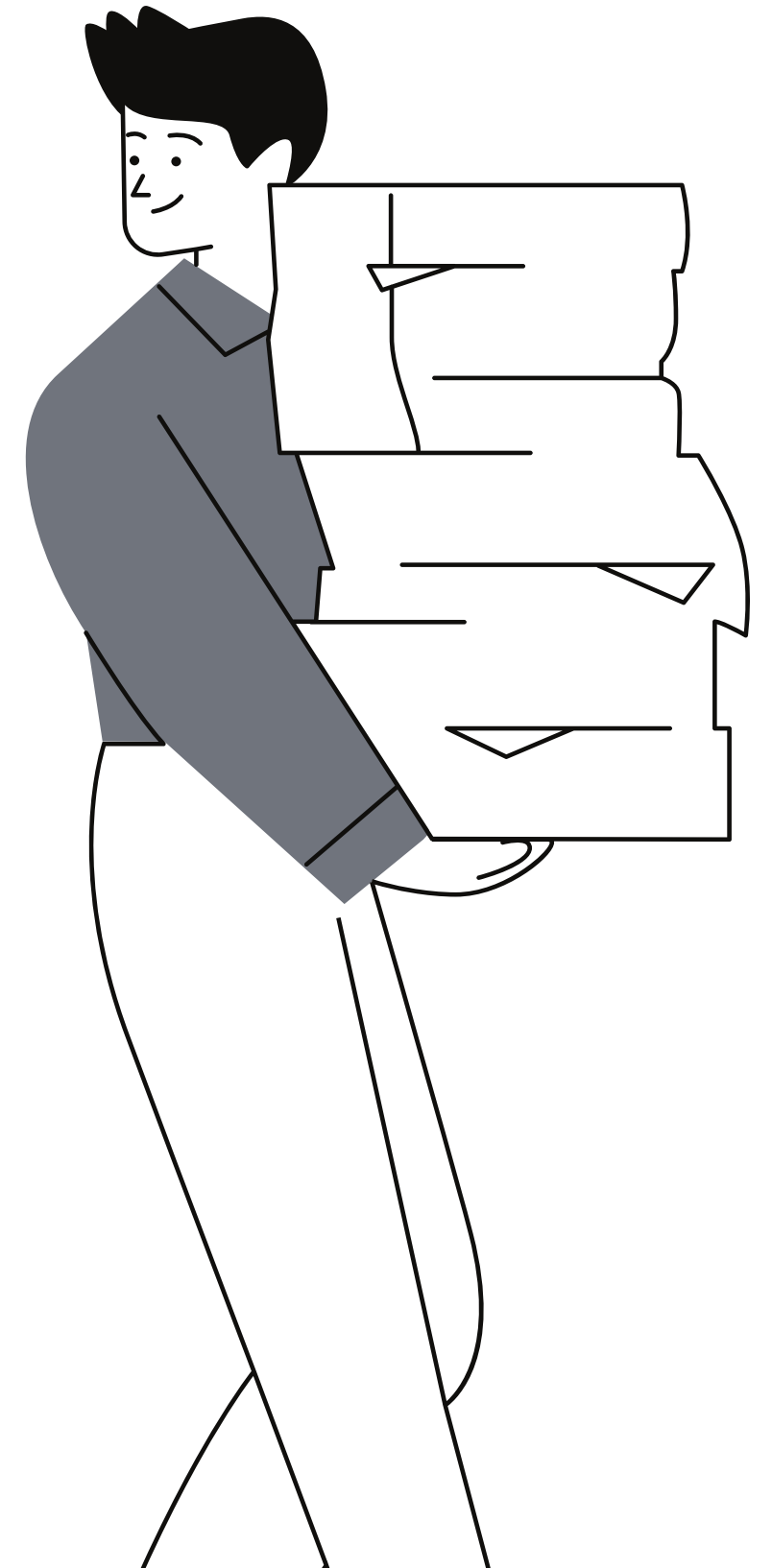
SUCCESSBYDESIGN

Double Decker Training

OFFICE HOURS + TRAINING

Office Hours

Q&A





Today's Agenda

- 1 What are you excited about?
- 2 Mindset Shift
- 3 Recap of Last Training
- 4 Q&A

Check-in

What are you excited about?

Tanya:



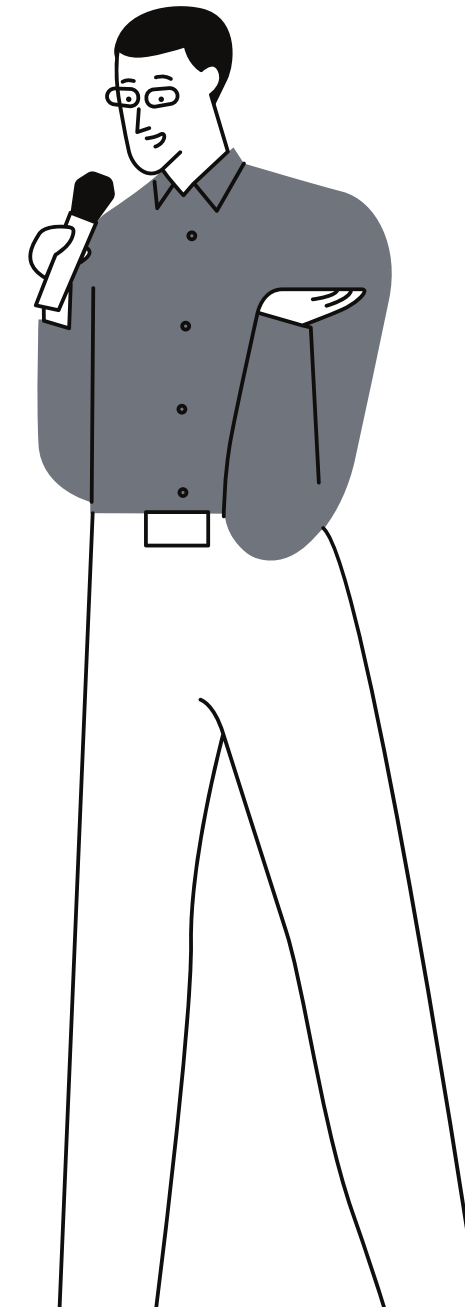
**Founder of the Year
Start up of the Year**

GUEST: Girl You Can Level up (30K)



MINDSET SHIFT

Are you ready?



Understand Your Worth

Nothing will dim your light faster than a “I’m not good enough” mentality.

People see you through the lens of how you project yourself.

The energy, confidence and attitude you create within you are key to being your most self-assured and upbeat self.

To hold onto this...Never underestimate your value and worth.

This isn’t just about your credentials, education and experience (though those things are great). It's about the very essence and unique human that you are. Seeing things your own way, creating in your own way and experiences that only you have had.

Remembering this fuels your ability to show the world how awesome you are in your everyday dealings with others.

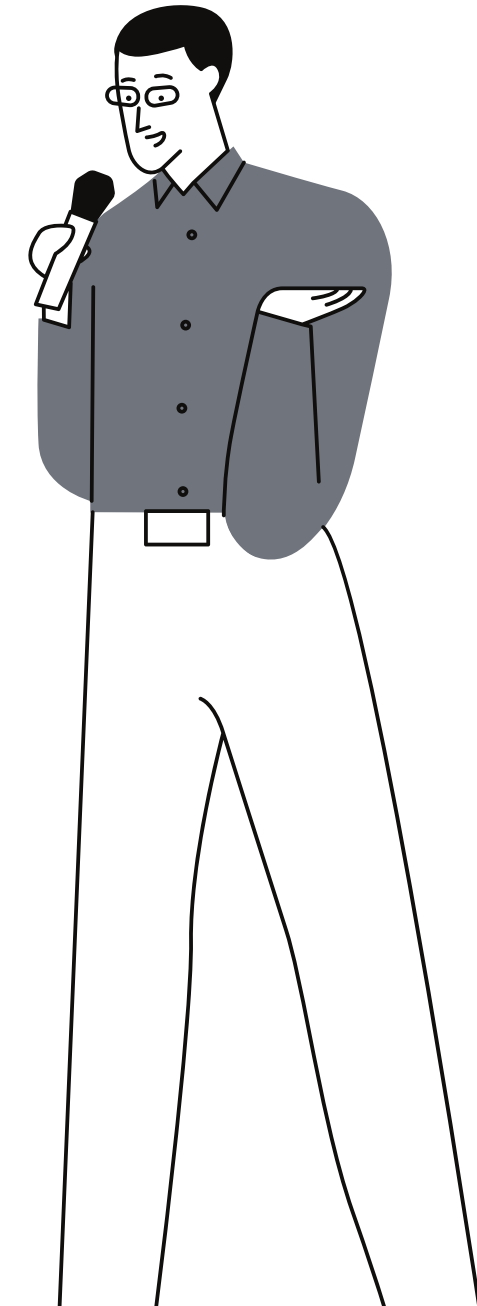
Every interaction is a chance to show exactly what you have to bring to the table, and exactly why you stand out from the rest. You have to appreciate and fully utilize every bit of your talent and mojo. Find your inner grit, hone your savvy and embrace your worth.

A green speech bubble with a white question mark inside, pointing downwards. The text inside the bubble is in a bold, black, sans-serif font.

**Who are you
to...?**

Are you ready?

Last Lesson Recap





THE FOUR COMMITMENTS

For Effective Emails

Press



FREQUENCY

How often are you going to connect with your audience in email?

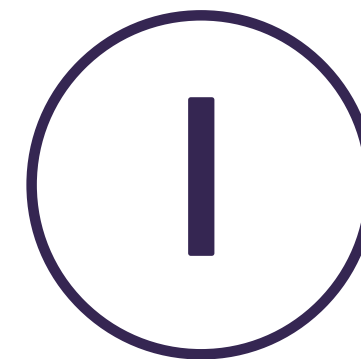
Press



VALUE

Share your best stuff and give real value

Press



INVITATION

Make sure you give them a "next step"

Press



PERSONALITY

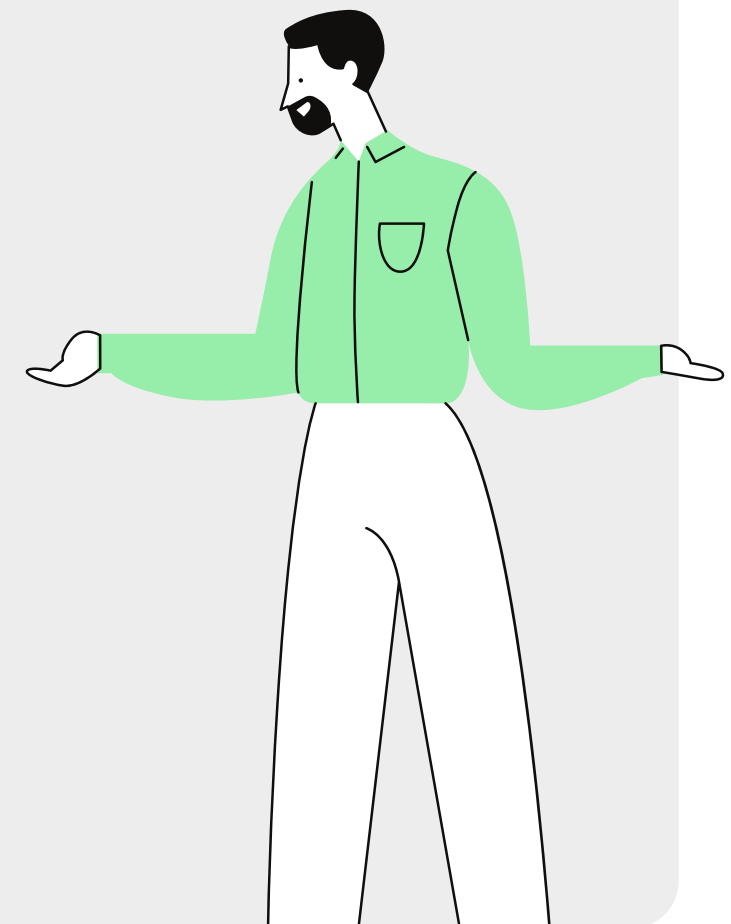
Are "YOU" in the email?

Q&A

What is your
current
Challenge?

Where are you
stuck?

What would help
you move forward
or get more
momentum?





minimalist marketing



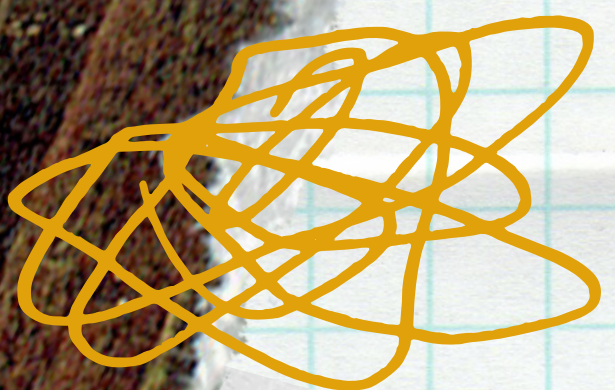
BETWEEN AWARENESS & THE SALE



the client journey

1. THEY BECOME AWARE OF YOU (TRAFFIC)
- 2.
3. YOU CONNECT THROUGH EMAIL (NUTURE)
4. YOU OFFER TO SERVE THEM (PITCH)
5. THE BECOME A CLIENT (SALE)

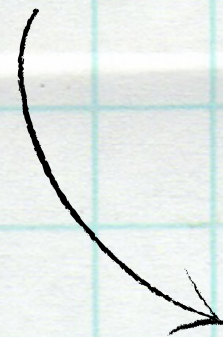
What's missing?



Longville.
park (GR
nap, "GP"
of these and
ascend the
meet a sign
half right,
(in quick
n and over
o not cross;

rise and grind

Lead Magnets

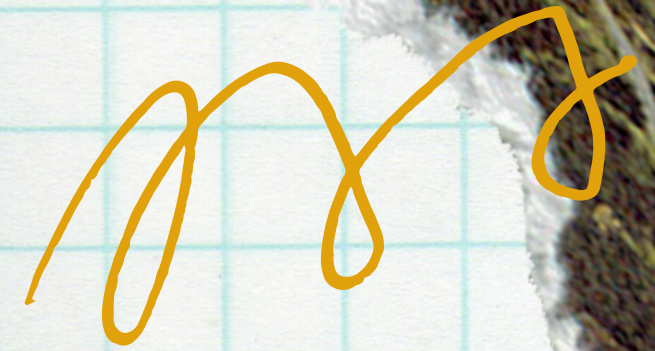


THE EASY ENTRY

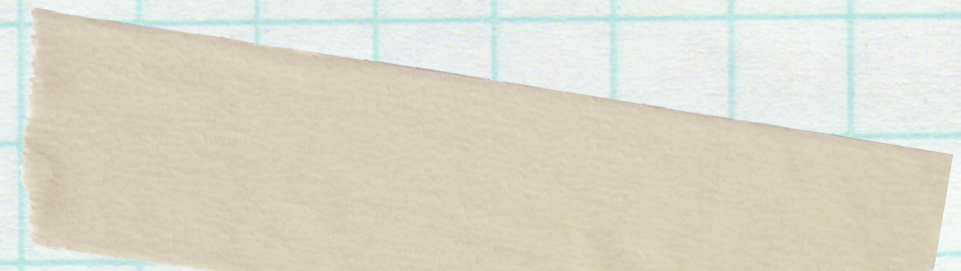
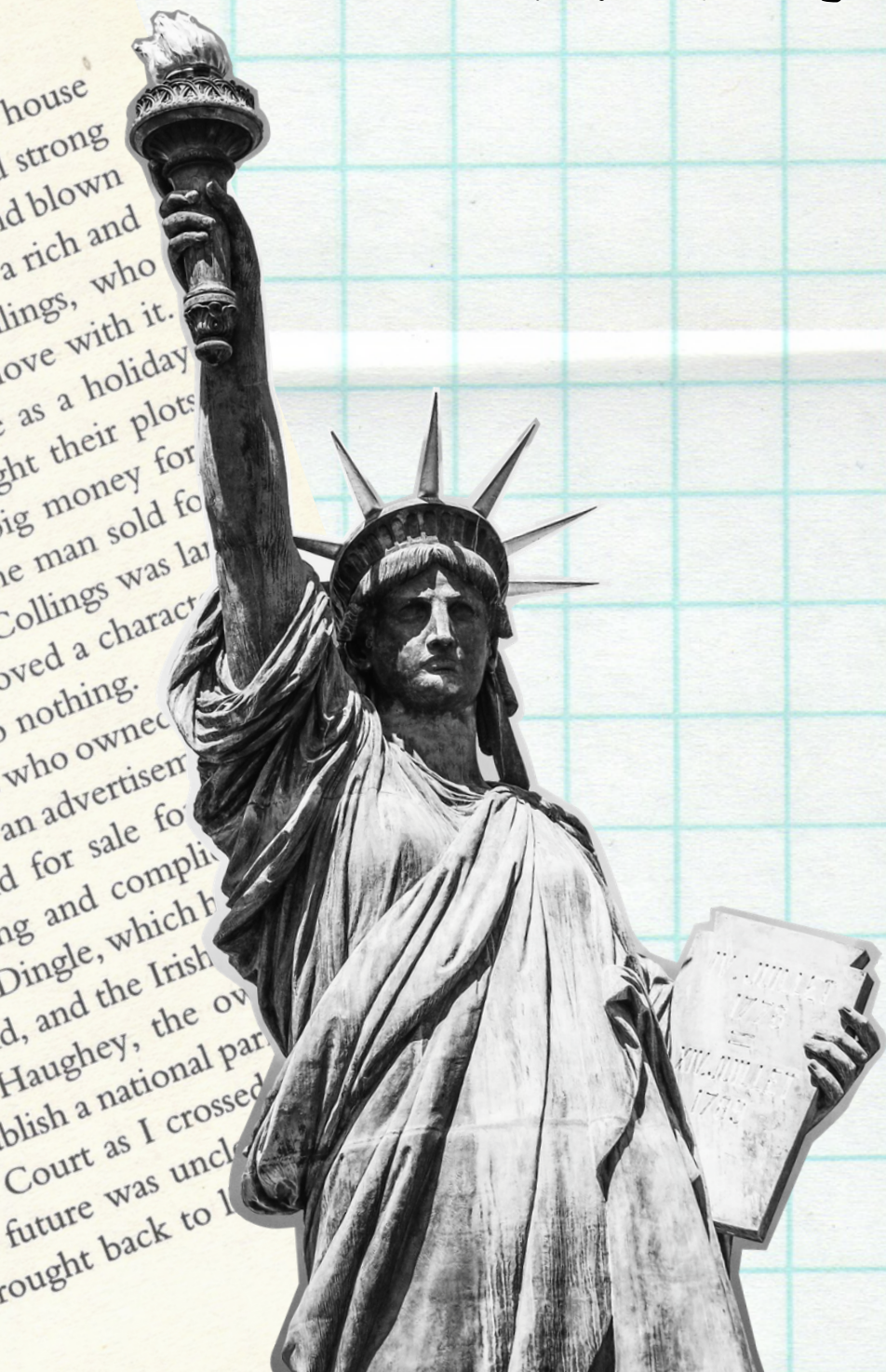
THE GOAL OF A LEAD MAGNET = GET ON EMAIL LIST (FOR LONGER CONVERSATION)
GOAL FOR POTENTIAL CLIENT? SOLVE A PROBLEM (FOR LITTLE TO ZERO COST)

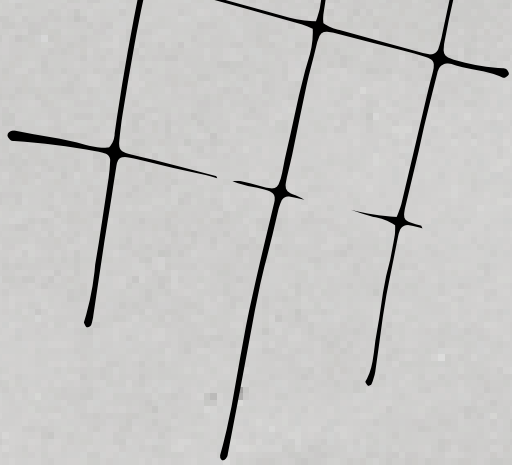
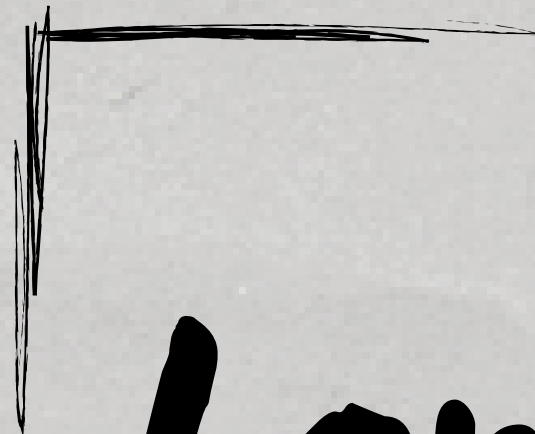
- **LET THEM EXPERIENCE WHAT IT'S LIKE TO WORK WITH YOU**
- **GIVE VALUE BEFORE ASKING FOR THE SALE**
- **SOLVE A PROBLEM WHILE UNVEILING THE NEXT**
- **EASIER FOR THEM TO "LEAP FIRST" (AND NURTURE LATER)**

There's no hardfast rule



LEAD MAGNETS CAN BE ANYTHING

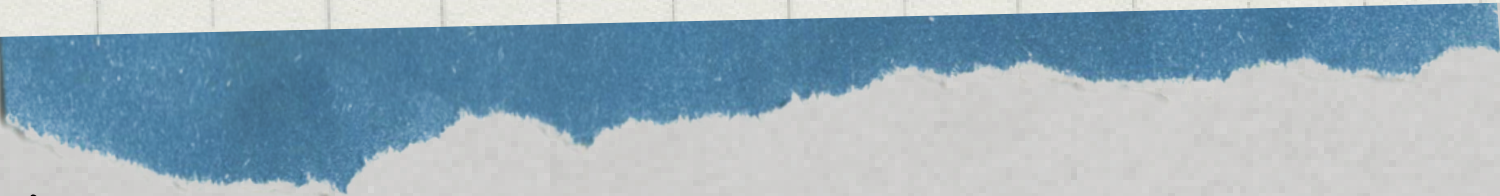
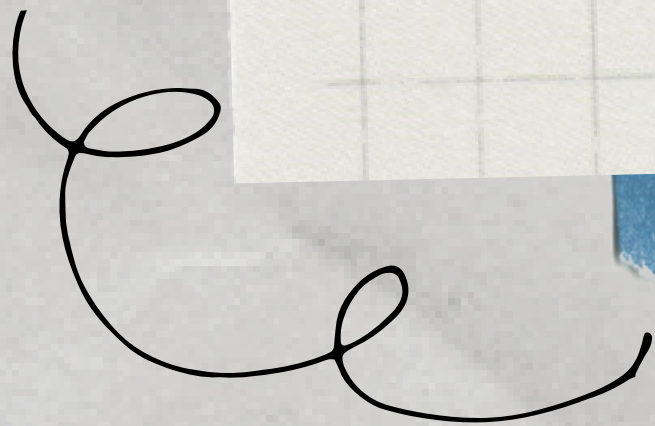
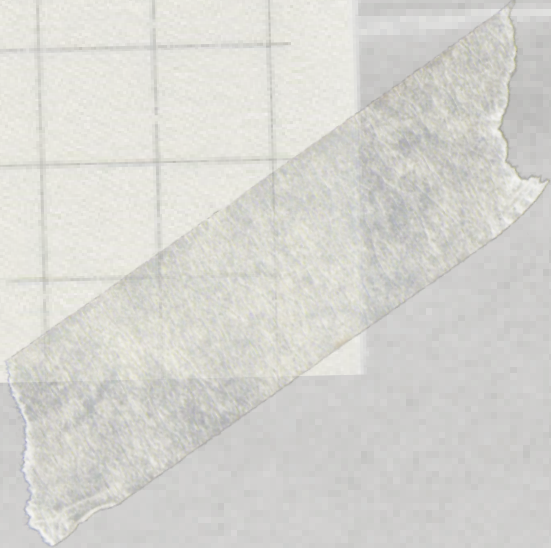




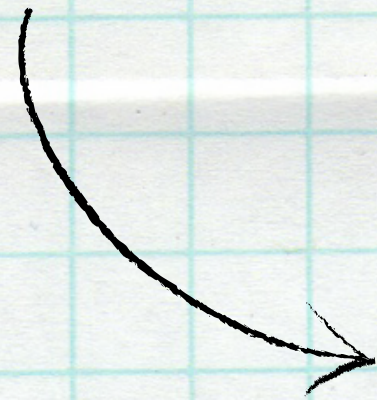
Low Risk & High Reward



MONEY ISN'T THE ONLY RISK



EASY FOR YOU



EASY FOR THEM

S.A.G.E.

S. SHORT

A. ACTIONABLE

G. GOAL ORIENTED

E. EASY

But WHAT should your Lead Magnet BE?

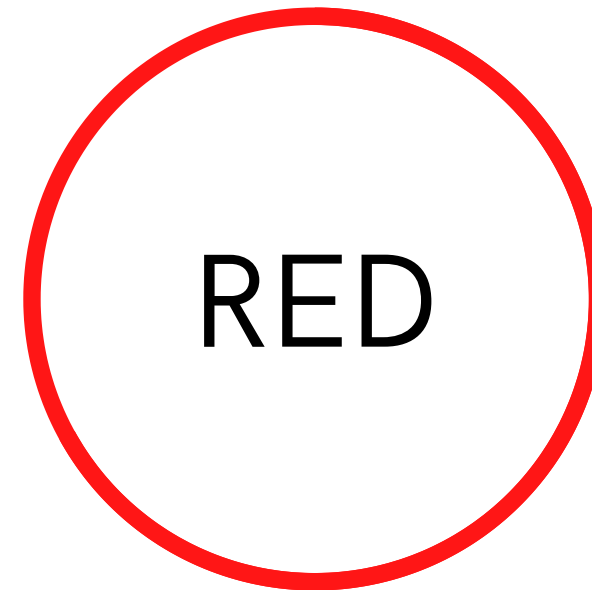
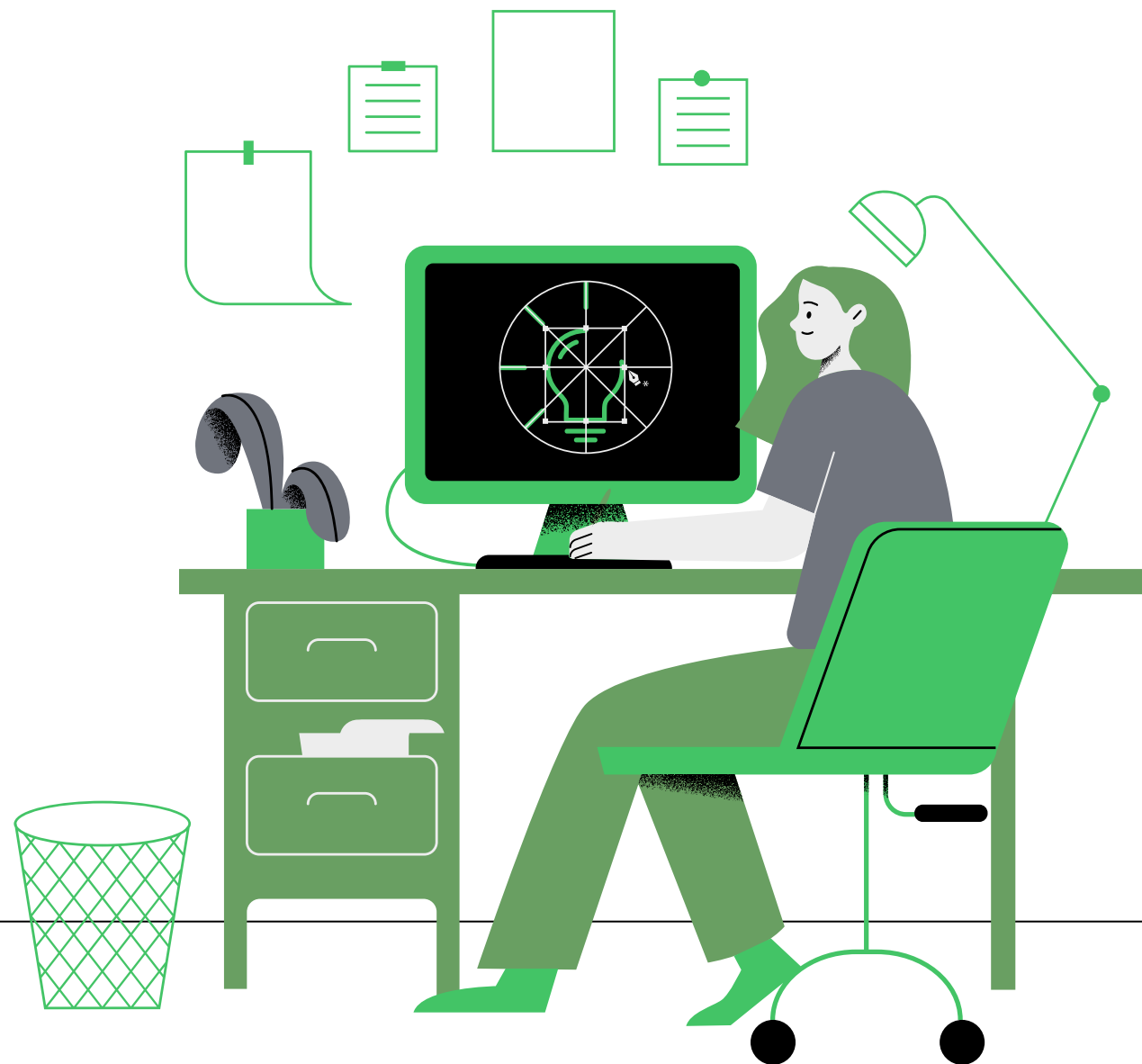


A REAL SOLUTION

FILL ONE OF THE
BUCKETS

CONNECT TO
NEXT STEP

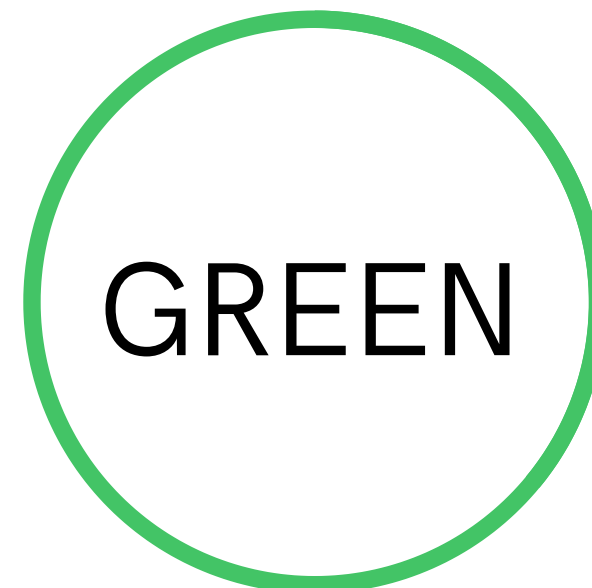
CLEAR Who it's FOR



I'm hesitant.
Worried about
the RISK.



I'm interested.
What do you
got for me?



I'm ready to do this! I
believe it.
Gimme the goods!

Timing



TIME SENSITIVE

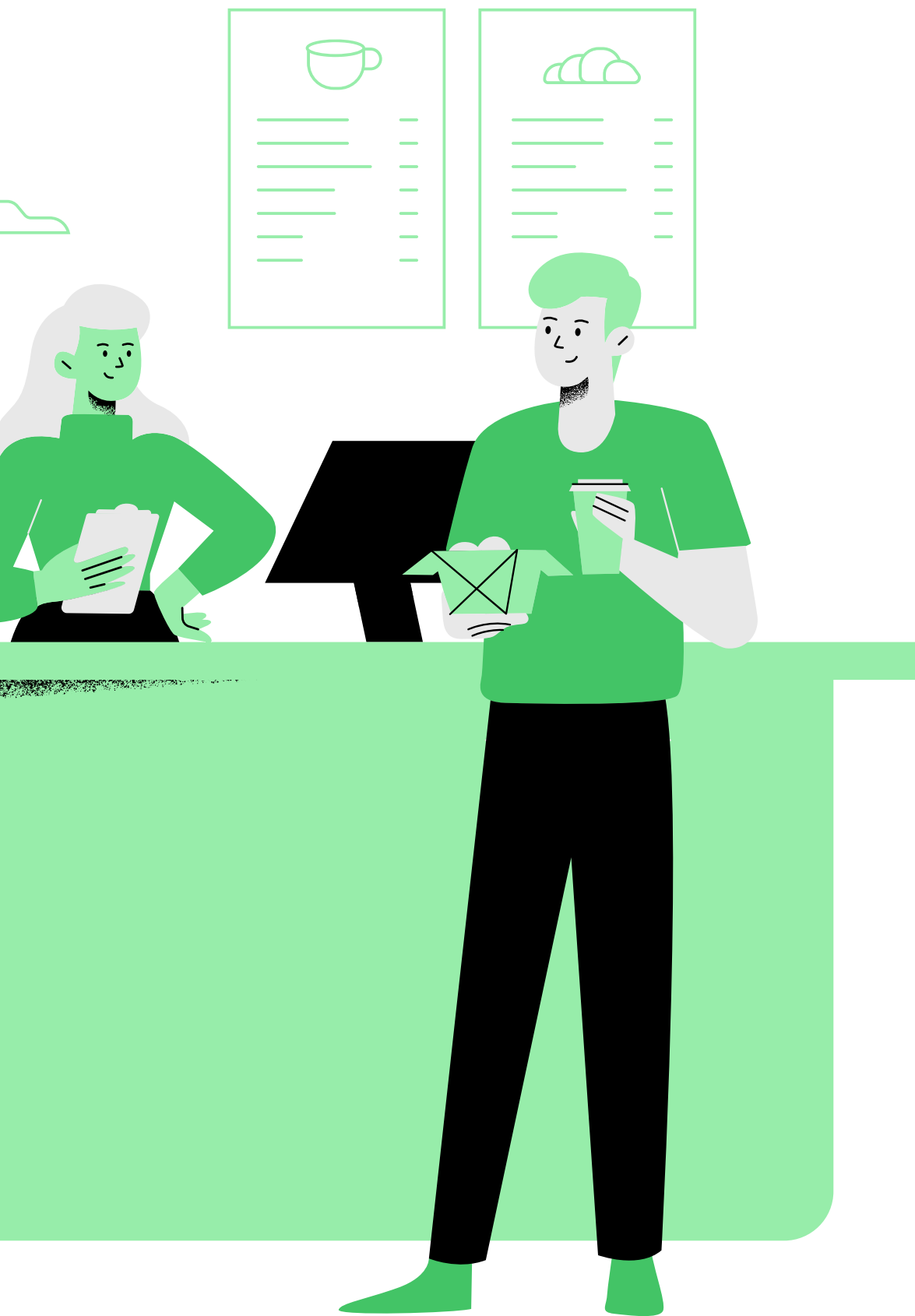
Only Available until a certain time (connects with specific promotion)

EVERGREEN

Available all the time (ideally connects to your core product/belief year round)

SEASONAL

Specific to a certain time of year (based on business system/process)



TYPES

Variations for "speed" level

CHECKLISTS
CHEATSHEETS
EBOOK
WORKBOOK
COURSE
TOOL KIT
RESOURCE LIST
WORKSHEET
CONTENT SERIES

CHALLENGE
ASESSEMENTS
QUIZ
HOW TO
TEMPLATES
REPORTS
INSPIRATION/IDEA
COURSES
MASTERCLASS

WEBINAR (LIVE)
WEBINAR (REPLAY)
FREE TRIALS
LIVE DEMOS
STRATEGY CALLS
EVALUATIONS
IN PERSON VISITS

CLEAR RESULT

It's not about what it is...It's about what will happen.



HOW TO...

10 Lead Magnet Ideas

SO YOU CAN...

to increase your email list this month!

Enhance Every Step

There's magic between delivery & email

DON'T IGNORE THE THANK YOU PAGE

You have their DIRECT attention, do something with it

USE THE DELIVERY EMAIL

clear subject, exact steps, next steps, fun info or bonus

BRAND YOUR LEAD MAGNET


Your Logo, Your Name, Your Contact, Clickable content to keep going

GIVE THEM NEXT STEPS

what should they do AFTER The win?



QUESTIONS?

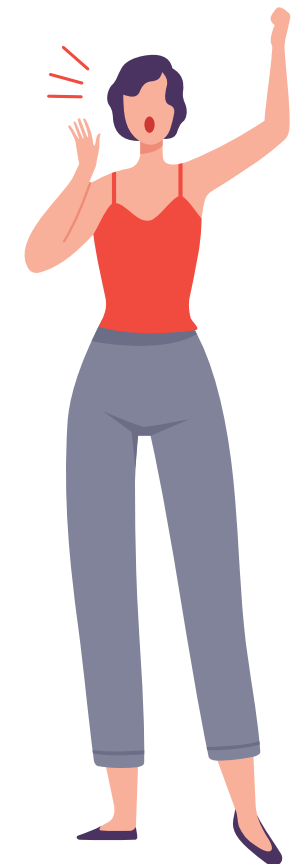


What if I'm too
awesome when I do
this?

You can invite others

to join a training with us!

Come hang out &
Learn with me!



JULY 1st

COPY CLINIC

Resident Council Member
Stephanie Tilton

