



COACHING

CONFIDENTIAL

Week Two:



Marketing & Connection
part 2

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IMPORTANT:

There are multiple ways to share your business out in the world. So many that it can actually be super overwhelming.

Narrowing down the specifics of what you want to share & how will help your business **steam ahead with gorgeous momentum.**

In Module 1, you created your business store and the products/services you carry. You also created the outlet for your website and decided which social media platforms you'd like to focus on.

Now **it's time to expand upon your foundation with the words that give it more meaning!**

Module Overview:



In this module, we'll cover:

- 📌 Storytelling
- 📌 Sales Copy
- 📌 Creating your call to action
- 📌 Web page copy
- 📌 About page copy
- 📌 Creating a short bio
- 📌 Creating a Media Kit



Spotlight:

Storytelling

Storytelling

We learn through story.

Through our stories, we are able to share the depth of why we are an expert in our field, why our products work wonders, and increase our connection with our community.

You are most authentic when you pull from your own life, community, and emotions as an opportunity to build trust and let people feel like they know you or want more.

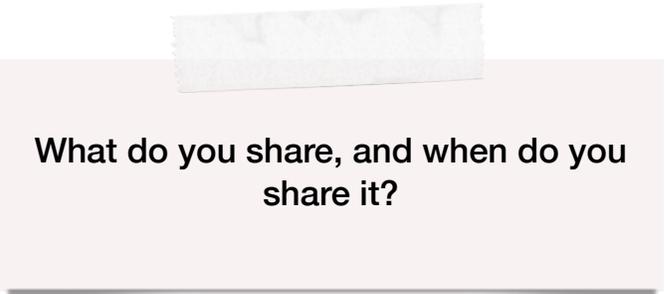
I believe **our lessons present us an opportunity to learn + heal**. And then, from that space we can showcase our new findings to the world. They can be major life changes and milestones or brief moments encountered on a walk or at the grocery store.

It is so important that you **do not give guidance when you are still in the learning or healing from an experience.**

You are a teacher and when you try to teach when the lesson hasn't been presented yet, it gets wonky.

It's okay to admit you're moving through something or experience some set backs, however I truly advise you wait until the reason for the challenge has become more clear.

This is why it's necessary to have a support system in place and not look to your followers or students to do that for you.



What do you share, and when do you share it?

Story Telling 101:

Who's talkin' here?

When story telling, it's helpful to **establish which person's perspective you are sharing from.**

You can switch it around depending on the intention. For example, my home/sales page of my site is in the 2nd person however my about me page is in the first person.

- + **First person** :: I/we perspective
- + **Second person** :: you perspective
- + **Third person** :: he/she/it/they perspective

Exercise:

- + What stories big and small can you share with your community?
- + How do they support your expertise?
- + Why do they make you relatable?



Have some pages set aside in your notebook to **start to gather your day to day experiences** that you can use going forward.

Story Telling 101:

Building your Story

When building your stories, **always aim for direction within the flow.**

Here's a helpful structure to use:

1. Set up the scene.

Where were you? What were you doing?

2. What happened? What changed course?

3. How did you feel about it? What emotions were streaming through?

4. **Provide your unique perspective.**

How does it feel looking back? What did you learn? Why did it happen the way it did?

5. Offer advice.

Where do you go from here? And how could someone else do the same?

6. Call to action (*optional*).

Based on all of the above, is there a take away or lead into an opportunity you offer?



NOTE:

In addition to making your stories all about you, you can turn a story about to make it a collective experience or simply targeted to your ideal client.

This is how they'll say, **“it feels like you're in my head!”**

You can apply storytelling to your **social media posts, newsletters, and website.**

Spotlight:

Sales Copy

Sales Copy

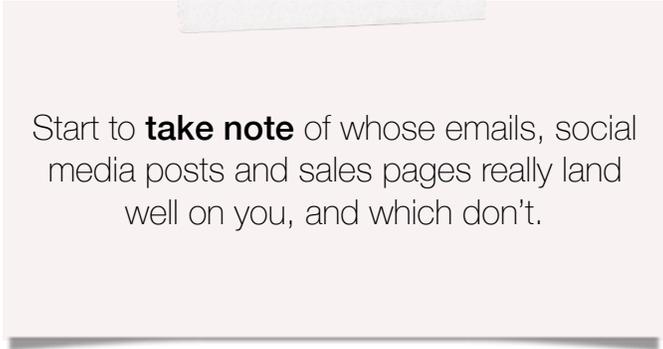
Getting people to OPT IN

One of your roles is to draw in new clients and create trust as you **solidify yourself as an expert.**

You also need to make them want to take action.

To start positioning yourself in this way, **you must be clear on:**

- + the results you provide
- + why it's important
- + what you do to create the results.



Start to **take note** of whose emails, social media posts and sales pages really land well on you, and which don't.

You also need my secret add-on for call to actions, the **“why behind the why”**.

This is the sales formula you want to use for anything that is ending in a call to action. This includes your website pages, sales pages, and/or a promotional social media post.

The result of using the why behind the why becomes **painting the big picture that your idea client is striving for.** They want it more than anything and they can't seem to let it go, yet can't seem to obtain it either.

Sales Copy

What problem are you solving?

The Why:

The why shares **the benefits and change of direction** one's life will have as a result of the above problem coming to form. You are the picture of possibility in the face of a problem someone can't seem to solve.

What would life feel like (from all 5 senses) if this solution came to form? Don't be afraid to go BIG as you describe this.

The What:

The what shares the **tangible steps and protocol** of the services you provide. This is the outline of how the process works in creating the results and the experience of making it happen. Make it fun, supportive, and hopeful. Showcase it in a simple, direct way so they don't get overwhelmed in logistics. You are highlighting what they need while still giving them what they want.

Call to Action and the "Why Behind the Why":

The why behind your why is **the deeper layer behind why a person should take action NOW**. So often, a coach/business owner will build up the experience, share the opportunity to make changes and then fall flat. Where the disconnect often prevails is that we don't articulate the **urgency of receiving your service or product at that moment**.



REMEMBER:

People lead busy lives and, just like you, are watching their budgets.

Our “skeptic radars” are up and all of us convince ourselves that we need to think on it or don’t need it yet.

Letting this slide is where you lose customers or make them hold out a few more months before finally signing up.

Exercise:

Creating your Call to Action

Creating a call to action

Direct your audience with clarity.

Many call to actions are very true, however, they **remain ineffective because there is no implication that the person sharing them knows WHY they are true** for the person reading.

Instead of saying just the “time is now”, I want you **expand**.

Why is the time now?

What will happen if this person waits to take action?

You need to make it very clear that **you understand their objections** and play out why not doing anything will be far worse.

Exercise:

Take each of the above example statements and expand them into clear statements as to why action should be taken.

Examples of call to actions gone wrong:

“The time is now.”

“Set up a call today.”

“Sign up for a free ____ to learn more.”

“You’re ready.”

“Don’t let this pass you by.”

Creating a call to action

We all have objections.

Now that you've gotten clear on the real reason someone needs to take action NOW, **tap into the resistance that is inevitably going to come up** in their decision making process.

+ **Write out a list of all the objections** people may have to your offer - especially great if you can include examples that you have heard from potential clients.

+ After you've got your objections listed out, **expand upon a solution** you can share in regards to each one.

As you share solutions, be sure to address them in your words before they even have the chance to try to back out.

By you openly going deeper into what's blocking them from taking action, you have a far better chance of getting them to the other side.

Examples of objections:

"Will this work for me?"

"Sounds too good to be true."

"It's probably too expensive."

"I don't deserve it to put myself first."

"I don't have the time."



Pause:

Take a deep breath, and take a look back through everything you just unpacked and organized.

Honor yourself for going through it and experiencing all that life has to offer...

And let's move forward!

Exercise:

Web Page Copy

About/Services Page

Pull up the about/services page you you drafted in Module 1.

You have the layout from the previous module set up, however it's time to **make the wording shine!**

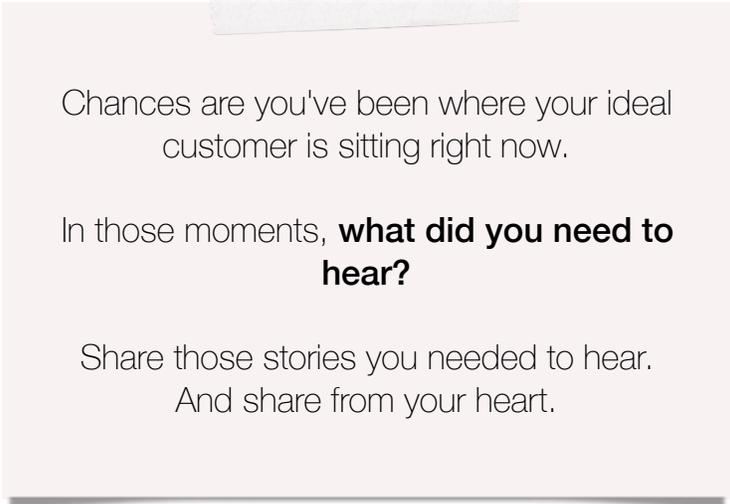
In addition to having your services (or aisles) plotted out, it's great to lead with some language & stories to **draw your potential customers in using the story sales formula.**

This set up conveys the value of what you have to offer in a way that gets people ready to whip out their credit cards or book their appointment without hesitation!

Most of your site will be written using a combination of what we discussed so far.

An aisle + A product + A story to share about it

When used together, **this method creates a harmony** that let's your business store aka website truly radiate!



Chances are you've been where your ideal customer is sitting right now.

In those moments, **what did you need to hear?**

Share those stories you needed to hear.
And share from your heart.

About Page

The About Me Formula:

One of the best places for stand-out impact with your business is taking the time to **allow your customer to truly learn more about where the business she is thinking of investing in came from.**

Tell her how you got your start!

If people are interested in working with you or buying from you, they want to know, without a doubt, that **you're a relatable, compassionate person.** If you've done your about page properly, new customers should have no hesitation describing you to their partner or friend after opting in.

Your about page is your opportunity to share why you're doing what you're doing, share your full auto-biography, and **get intimate.**

And while the emphasis is on you, the underlying feeling is that you are **connecting deeply with the reader on the other end of the screen.**

How do you do this?

[Click here to read an example](#) first, and then we'll walk through the process.

About Page Formula

Follow these steps:

Open up with your values and mission.

- + Why do you do what you do?
- + What is the passionate problem you are solving?
- + Write from your heart, share what it means to you.
- + You can also insert your tagline or title here.

Keep it 3 to 4 sentences.

For example:

I'm on a mission to _____.
I believe that the world needs _____ and it's my role to _____.
I'm a _____ and it's pure honor to show up to provide such service.

Tell people how you can help them.

- + This may feel a little redundant from the services page and that's okay!
You want to reiterate and keep the focus on them before you move on to qualify yourself.
- + What are you relentless about solving? And how do you want your customer to be able to see another way?

One paragraph.

About Page Formula

Follow these steps:

Share the story of your journey (this may blend in personal and professional points depending on service).

What got you to where you are today? Don't worry about chronological order. Make it feel engaging like you were leading a talk or sharing in conversation.

What brought you to the point of making a change and then shifting to create your business?

Let the reader in. Let them feel for you. Don't hold back. Keep it around 3-5 paragraphs.

Share why you're qualified.

Showcase the steps you took to become certified, professional etc. Who did you work with or where (if relevant) while getting trained? Keep it light.

Believe it or not, if people like you they actually don't care as much about your credentials! One paragraph.

Share experiences or places you've provided solutions already.

Explain how you've helped people in the past or major milestones in your business. You can insert testimonials here.

One to two paragraphs.

About Page Formula

Pricing your Packages:

Provide what it's like to work with you.

Logistics aside, what are you like?
A good listener? Someone that holds space?
Makes you feel a certain way?
What kind of approach/attitude do you demonstrate?
Why can they trust you?

One paragraph.

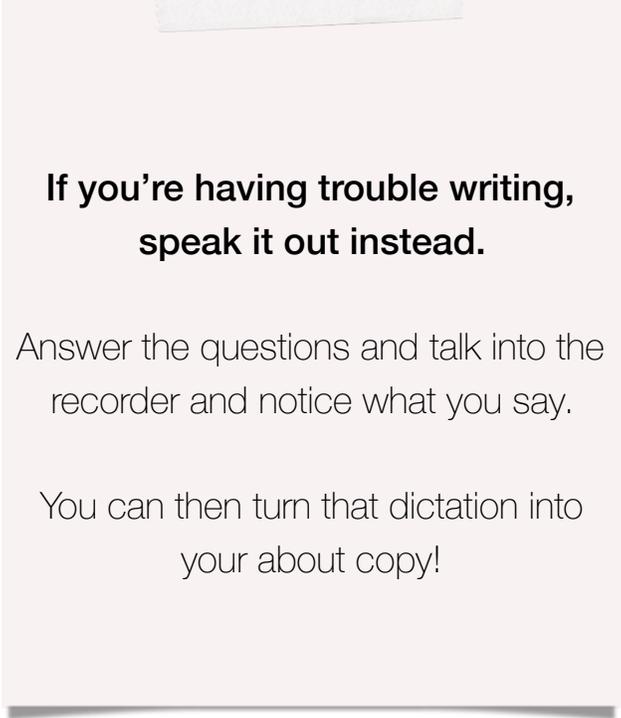
Add your links to your services and contact page.

This is your opportunity to insert your revised call to actions!

Include 1 or 2 photos.

Separate out the paragraphs with clear line breaks to create flow.

Use personal quotes or ones you love to emphasis points between the copy.



If you're having trouble writing, speak it out instead.

Answer the questions and talk into the recorder and notice what you say.

You can then turn that dictation into your about copy!

Creating a Short Bio

An easy template

Sometimes you'll need to provide a quickie recap of business and services.

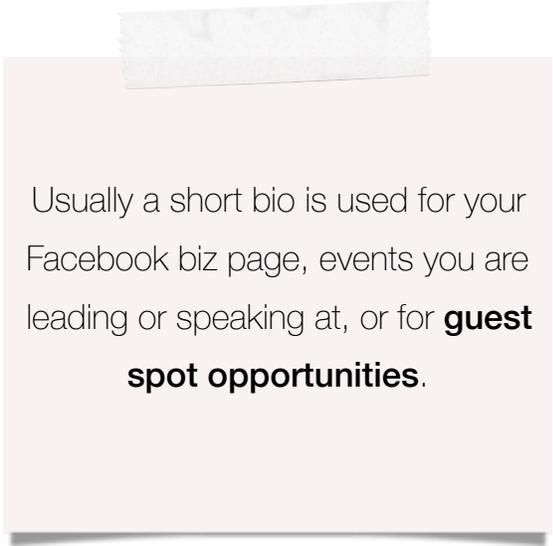
It's nothing to agonize over! You are simply pulling from all the resources you already create!

Short Bio template:

- + Start with **your mission or your passion point** of what you do (just like the full about page). Keep it 1 to 2 sentences.
- + Move into your title(s).
- + Share **the problem you solve** with your business in 1 to 2 sentences.
- + Share a little bit about **how you got qualified**.
- + One sentence about **the shift you made** to do this and one sentence regarding your professional expertise.
- + Add **something fun and personal**, such as your hobbies or interesting fact.

Optional - include an upcoming event or program.

Always finish with **where you are based and how people can contact you**.



Usually a short bio is used for your Facebook biz page, events you are leading or speaking at, or for **guest spot opportunities**.

Exercise:

Creating a Media Kit

Media Kit

For all your press coverage...

Your Media Kit is a **one page sheet you can use for guest opportunities** and speaking events.

It ups your professional presence and makes it super easy for people to get your credentials.

You can have this saved as an email template or have as a page on your website.

Your Media Kit can include the following:

- Contact information for media requests
- Your short bio
- 2 to 3 headshots
- Information on a specific program or service you're know for
- Link to special opt-in event organizers can provide to their guests



AFFIRM:

You've now created the language for a beautifully engaging and heart-felt website!!
Way easier than it all seemed isn't?

Affirmation:

As I show up with my authentic voice, **I drawn upon the most genuine and unique clients** just for me!

You're doing amazing!

See you in Module 2, Part 3!