

The Path of the Profitable Priestess

*Up-level your Inner Game...
Make money doing what you love!*




MODULE 9b



Module 9b

Profitable Priestess activating the elemental power of Fire.



Connect,
Call in Sacred
Space,
Call on Priestess
Oversoul,
Open to Receive



YOUR CREATION
VESSEL

OPEN TO
RECEIVE





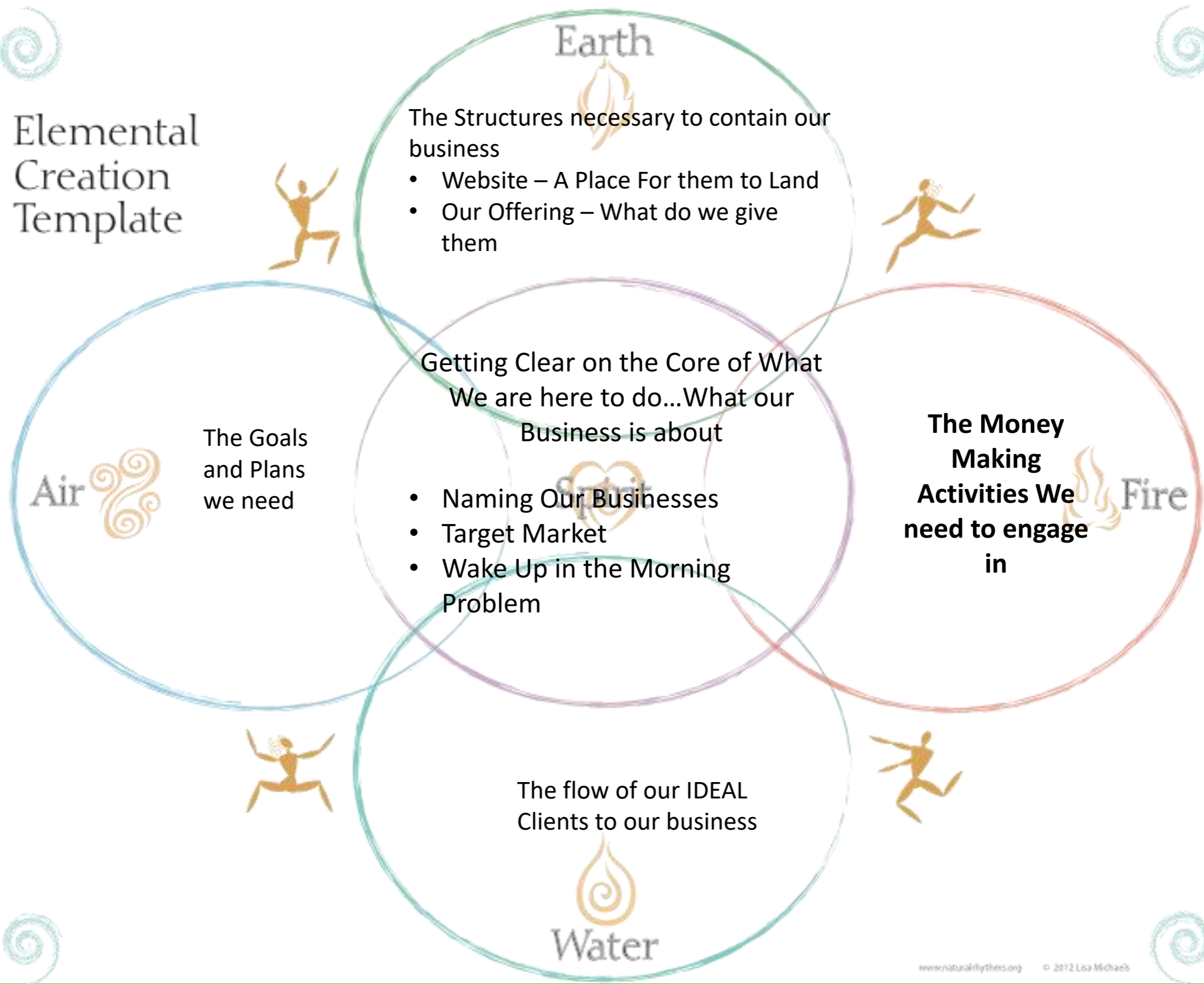
Two Parts of
our Journey:

- Spiritual
- Physical

We Need
Both



Elemental Creation Template





Alchemy Core

- Website
- Offering
-
- Marketing Fireworks (to get leads)
- Sales Conversations
- Get Visible



Getting Clients NOW!

What is a Marketing Firework?

It's an event, program or marketing activity that creates lots of connections for you that translate to sales, conversations and moving your business forward.

- Speaking events (offline and online – but offline works better for conversion)
- Sponsoring business events or trade shows
- Webinars, teleseminars, livestreams (especially with JV Partners)
- Doing a call with a JV Partner (buddies with benefits)
- Hosting your own event (big or small)
- Using a series of Ask Emails to get sessions from your current list
- Launching a program or product or event
- Doing a video series that leads to sessions
- Doing a guest blog post where you get lots of traffic back to a free report that includes conversations
- Finding a large referral partner that is willing to introduce you to a lot of new leads
- Doing a large corporate/organization workshop or training where you ask for sales conversations
- Large List-building events like tele-summits or giveaways
- Getting mentioned in a magazine, newspaper or other PR source that leads a lot of traffic back to your site
- Hosting a major sale to your list

You want to make sure that you have a firework planned at least every 60 days. If you need money fast, then 2-3 fireworks are needed per month. This is the key to plentiful sales conversations. Fireworks require creativity, strategy and investment over and over again. They also require you to take risks.

Your main goal is to get an audience with individuals so you can have a sales conversation with them and sign them up for what you are offering.

A fast way to do this is:

- Make a list and even a database of all your clients that you have ever seen for a session.
- You may want to categorize them as active, saw one time, etc.
- Contact them in some way: mass email, individual email, phone call, text. You will probably want to start with an email. I have included samples in the handouts. You may want to follow up with a text to make sure they read the email.
- Be thinking of how many clients you want to see monthly, weekly, daily, and how many new clients you want to recruit monthly, weekly, daily.
- In the beginning, you want to be conscious of your time. You don't want to book all the time you need to finish setting up. But it's good to begin to get the momentum going.



Prepare for Your Sales Conversations

Know what your offering is...

- Both price points
- 3 months
- 6 months

Be prepared to take down their credit card info:

- Name
- Number
- Expiration date
- 3-digit number on back
- Zip Code
- Anything else whatever you are using requires

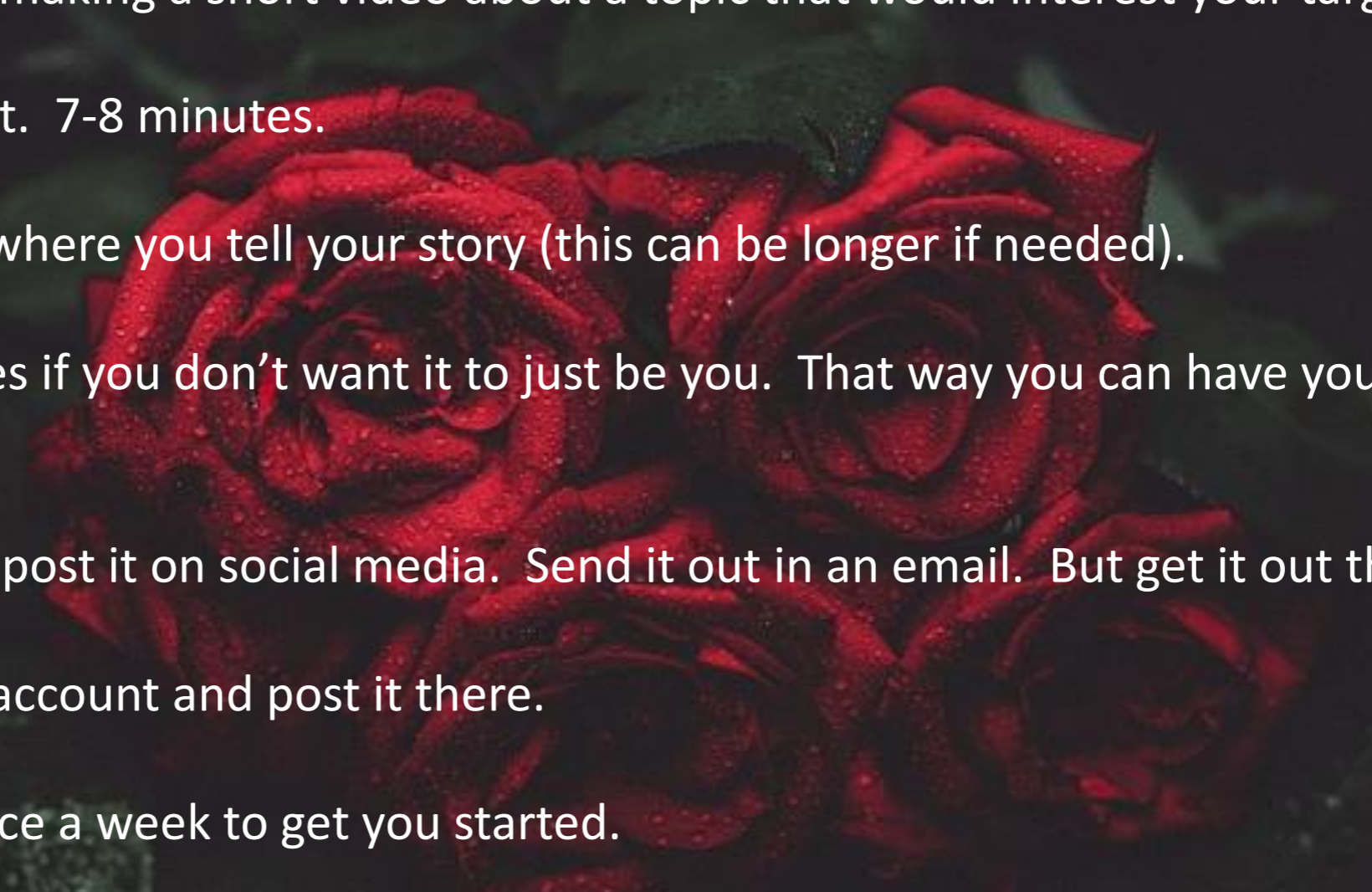
Don't let it go into a counseling session. You might help with one small thing, but your goal is to sign them up for a real session

Keep track of the time...20-30 min MAX

Don't forget to make the ask

Get Visible

The best way to get more clients is to be seen!

- You can start with making a short video about a topic that would interest your target market.
 - It can be very short. 7-8 minutes.
 - You could do one where you tell your story (this can be longer if needed).
 - You can make slides if you don't want it to just be you. That way you can have your notes built in.
 - Once you make it, post it on social media. Send it out in an email. But get it out there.
 - Create a YouTube account and post it there.
 - Start doing this once a week to get you started.
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What are good beginning Marketing Goals?

- 2 Firework activities a month
- 3 asks a day (work up to this)
 - Video 1-3x per week
 - Lives 1x per week or month
 - Newsletter 2-4x per month
 - Partnership Mtg. 1x per week
- Social Media 5x per week (or more)

To Make More Money (and create more impact) = You Must be Getting Clarity WHILE You are Doing your Marketing Fireworks + Marketing Conversations

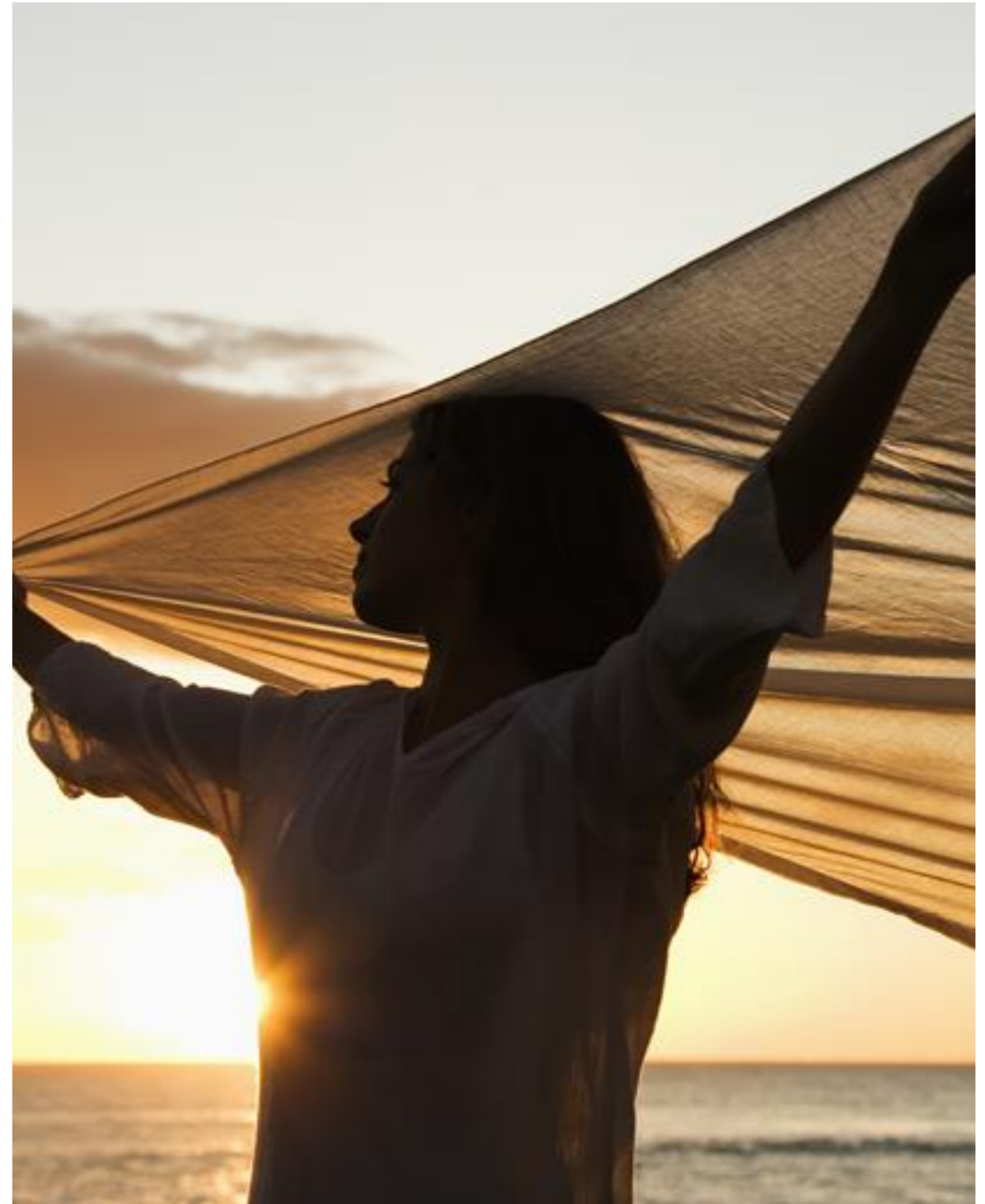
As we consider, what we need to be spending our time doing, it is very important that we don't get caught up in doing "busy work" and neglect things that are going to truly draw in more clients and help us become financially successful. Here are some ideas from pros in the field that help us think clearly about what are activities that will begin to get clients coming in...

From Katrini Sawa:

Money-Making activities are the #1 thing you should be spending time on in the day-to-day running of your business.

Don't get caught up doing administrative tasks or time-sucking tasks that will never bring you customers.

Instead sprinkle in some of these quick and easy money-making activities among your big picture marketing plan and watch how more prospects come your way!



#1. Add (and send a personal message to) 25 people in Facebook or LinkedIn to your profile or fan page.

#2. Make 5 follow up phone calls to connect with people in your database, previous clients for referrals or upsells, prospects for new business and more.

#3. Email 3 people asking them if you can speak at one of their upcoming events; include creative ideas so they email you back.

#4. Write a quick, 'how to' blog post or article for your blog, ezine or fan page.

#5. Connect via email, Facebook or phone with 2 people who you could do an article swap with, who have complementary businesses to yours ... and a list.

#6. Record a video tip about your expertise or something you teach in your coaching/business along with a call to action and get it up on YouTube, linking it out to your social sites and blog too.

#7. Create a new freebie or free tele-class that will be of interest to your target audience and start promoting it for list building.





From Kat Loterzo:

- Blog regularly.
- Believe big and remain committed to seeing your dream to fruition.
- Don't wait to monetize. If you have a great idea, advertise it. Put it out there. Once it fills you can figure out the details.
- Always be trying. Do something to bring in money everyday.
- Don't be afraid to release something seriously expensive.
- Offer things for very inexpensive to get peeps in the door.
- Make freebies.
- Know your Why
- Mastermind

Fire Door Homework:

- **Decide on your Offer**
- **Make a list of all prospect**
- **Send out email**
- **Sales Calls**
- **Begin first video**





Dance to activate Fire's
Profitable Priestess
Primary
Power of Action

Serious Power - align
with intent & desires



Gratitude & Closure

Ground

Contribute to Your Tracking Sheet