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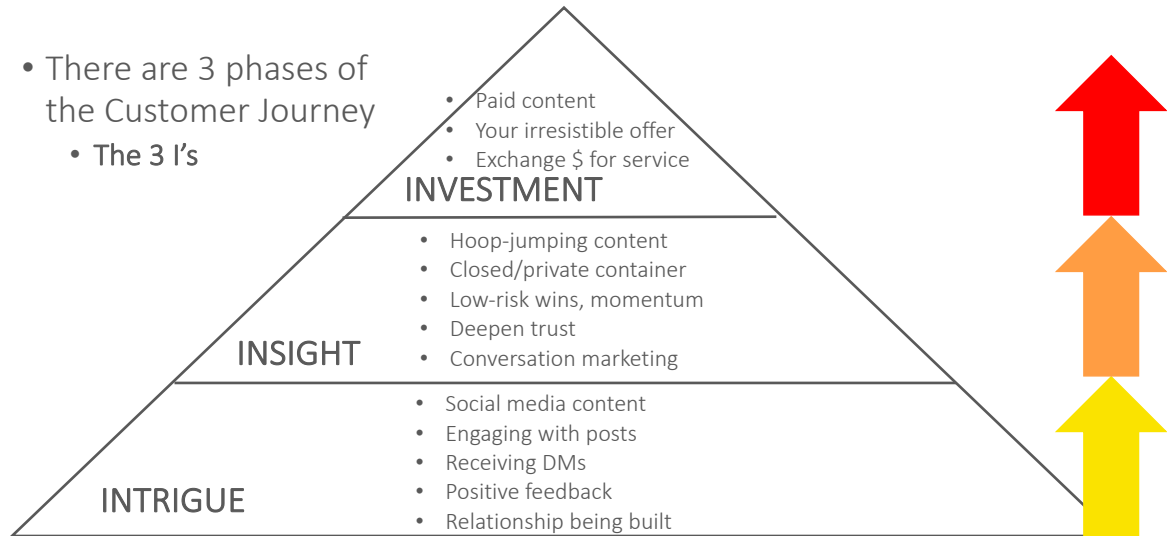
## WELCOME + OVERVIEW OF WHAT'S HAPPENING

- **3 Live Trainings:**
  - **Training #1:** Intro to Online Business – The 3I's, Intro to Audience-building, Solutions posts and establishing trust + authority
  - **Training #2:** Trust + Relationship-building - connection + Stories posts – identifying your ideal client and crafting content to connect with them
  - **Training #3:** Money-making - services + sales – Identifying what services you will offer to monetize, how it will be delivered and putting yourself on the hook to make it happen
- **Homework:** Each training you'll have small assignments I'll be asking you to do and then report in our closed FB group that you've completed it (or ask for help if you're having trouble)
- **Monday September 19th:** Invitation to join me to start + build your online coaching/course business in Fitness Business Accelerator (FBA) – more details to come!
  - **Starts October 3<sup>rd</sup>**

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## OVERVIEW OF ONLINE SALES PROCESS

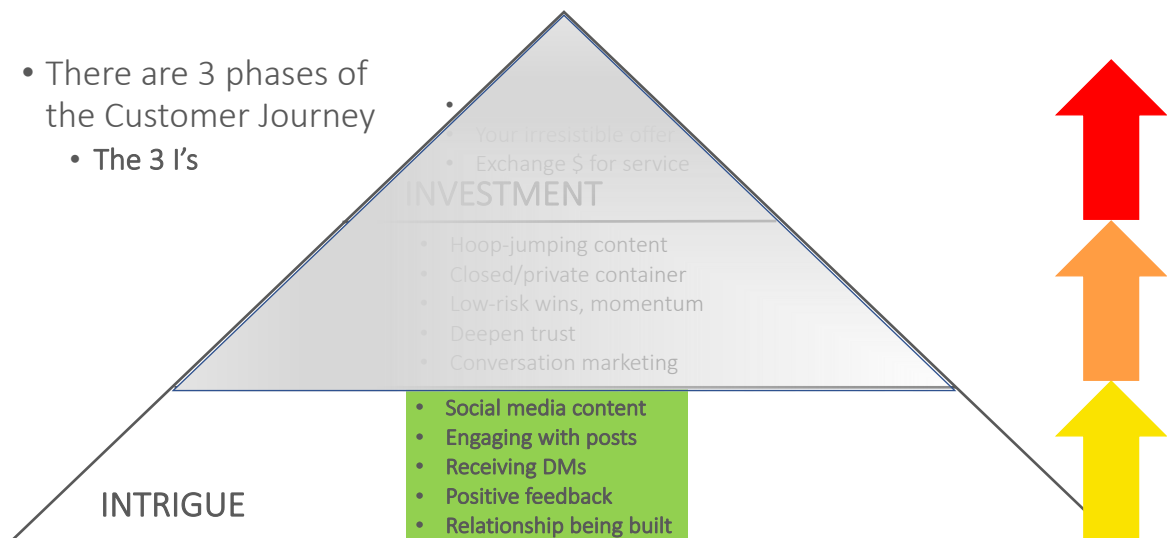
- There are 3 phases of the Customer Journey
- The 3 I's



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## OVERVIEW OF ONLINE SALES PROCESS

- There are 3 phases of the Customer Journey
- The 3 I's



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## QUICK REMINDER ...

- Social media is a non-negotiable PART of building a business (hello, KLT!) but ...
- Alone, social media is not a business
- But, you can certainly be selling in your DMs right now - Thursday!
- In FBA, we'll be tackling:
  - More advanced social media strategies
  - 1:1 coaching offer creation
  - Other product development like courses, group programs, challenges, memberships, etc.
  - Email, closed FB groups and SMS marketing ("container content")
  - Marketing + copywriting
  - Sales + program launches
  - Paid traffic, and so much more!
- THIS MONDAY SEPT 19<sup>th</sup>!

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## REVIEW – THE TRUST BUSINESS

- Trust formula = authority ("Solutions" posts) + relatedness ("Stories" posts) x **REPS/time**
- The 5 S's:
  - Solutions – Training #1
  - Stories - Today
  - Superpowers - Knowables
  - System or framework - FBA
  - Sales - Thursday

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## STEP 1: WHO IS YOUR IDEAL CLIENT?

YOUR IDEAL CLIENT: Who you serve

- Your niche = who you are the absolute BEST at helping transform
- You understand intimately, this person's:
  - Struggles and frustrations
  - Thoughts, feelings and emotions
  - How they go through their day
  - Their hopes, dreams and desires
  - How they'd like to be living or doing things differently
  - Transformation they WANT to make

And then you SPEAK DIRECTLY to those things in your posts

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## WHO IS YOUR IDEAL CLIENT?

Who do you understand?

- **EXERCISE:** Describe your own personal transformation:
  - "I used to be \_\_\_\_\_."
  - "And now I'm \_\_\_\_\_."
- Is your ideal client a previous version of you?
  - What language did you use back then? (remember, that's where your ideal client currently is)
  - Brain dump on all the FEELS of the old you, all the BEHAVIORS of the old you
- Is your ideal client NOT a previous version of you?
  - How are you credible to help this person?
  - What OTHER people have you helped in this demographic? List example case studies

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## WHO IS YOUR IDEAL CLIENT?

**HOMEWORK:** Brain dump on the “before” picture + “after” picture

- Remember, this might be a previous version of you:
  - “I used to say this to myself.” (inner dialogue)
  - “I used to think these thoughts.” (emotions, feelings)
  - “I used to go through my day doing this thing.” (behaviors, actions) – camera!
  - BE SPECIFIC!

Struggles/frustrations/current circumstances	Desired outcome/success

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## STEP 2: “STORIES” POSTS = RELATABILITY

- Who are you trying to reach?
- In order to connect with their \*current\* struggles, you have to share YOUR story:
  - “**Before**” – what you used to do, how you used to feel
  - “**Bridge**” – what happened? Aha moments, when you changed the script, hired a coach, something changed for good, etc.
  - “**After**” – how you currently do things, how you feel now

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## STEP 2: "STORIES" POSTS = RELATABILITY

- If you can describe how someone *feels* better than they can, they *automatically assume* you have a solution (and you do!)
- Stories posts are about FEELINGS:
  - Name the emotions
  - Frustrations
  - Daily struggles
  - Patterns
  - Thoughts and feelings
- "Before" version 1: "I used to wake up and do 2 hours of cardio every morning."
- "Before" version 2: "I used to wake up and immediately dread what I was going to make myself do. I'd feel so tired, so exhausted, but also be terrified that if I didn't get in all my cardio, that I'd gain 50 lbs overnight, or that my world would implode. I remember just being so miserable, but not knowing what else to do."

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## STEP 2: USE STORIES TO ATTRACT YOUR IDEAL CLIENT

- "Bridge" version 1: "I finally hired a coach who showed me how to do things better."
- "Bridge" version 2: "I knew I needed help but I didn't know who to turn to. I ended up reaching out to a local nutrition coach who I knew did macro counting. At the time, I had no idea what macros were, but I was intrigued. I contacted the coach and HOLY, it was more money than I'd ever considered spending on my health, but at this point I was so miserable doing what I was doing that I didn't care. I hired that coach and everything changed for me."
- "After" version 1: "I learned how to count macros and it just clicked for me. I haven't had any issues with my nutrition since."
- "After" version 2: "It took me a while to get the hang of macro counting, but I'd finally found something that made sense, that gave me the structure I needed plus the flexibility to incorporate my favorite foods. Now, I never feel deprived. I know exactly what I'm putting in my mouth, I trust that I'm eating healthy and could literally do this forever. Things feel easy, automated and I've finally found food freedom."

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## KINDS OF STORIES

- **Macro stories** – these are your 1-3 BIG stories of transformation
  - You used to be X, now you are Y
  - You can/should share your macro story at least 1x/quarter
  - Will be on your website, in your bio section on landing/sales pages, etc.
  - This is the BIG story about you
- **Micro stories** – these are small instances that *exemplify* the Macro story
  - These are moments in time: "Last week, I did X and it occurred to me that Old Jill, back in my food obsession days, would have done Y. Here's how I made that switch..."
  - Share these at least 1-2x/week on social media
  - Humans learn through stories, it's how we remember things
- Emotions sell – people need to *\*feel\** the emotions to connect and then be moved to action
  - "Facts tell, stories sell."
  - Your Solutions posts are useful, but people won't invest if they don't feel connected

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REMEMBER ...

No one cares how much  
you know until they know  
how much you care.

- John C. Maxwell

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## STEP 3: CONVERSATION MARKETING

Transparency and access are non-negotiable at this point:

- Transparency = people need to feel “in the know” with what’s happening
  - Traditionally selling has been asymmetrical, not anymore
- Access is at an all-time high
  - Customers are demanding access + conversation ahead of the sale
  - And they should get it! “Try before you buy,” the importance of the *experiential*
- Solution:
  - Generate more DM convos

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## STEP 3: CONVERSATION MARKETING

- “Story” posts will definitely elicit responses/commonalities/relatedness
- So will more **Instagram Stories** ...
  - THE MORE CONSISTENT + VALUABLE CONTENT YOU POST IN STORIES ...
    - The more responses/DM conversations you’ll generate
  - AND THE MORE DM CONVOS YOU GENERATE ...
    - The more likely you are to accelerate and close a sale

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## 5 TYPES OF IG STORIES: **SEEDS**

### Plant the SEEDS:

- S – Social proof/evidence of Success
- E – Engage/asks
- E – Educate/teach
- D – Document what's going on in real time/connect
- S – Sales prompts - Thursday

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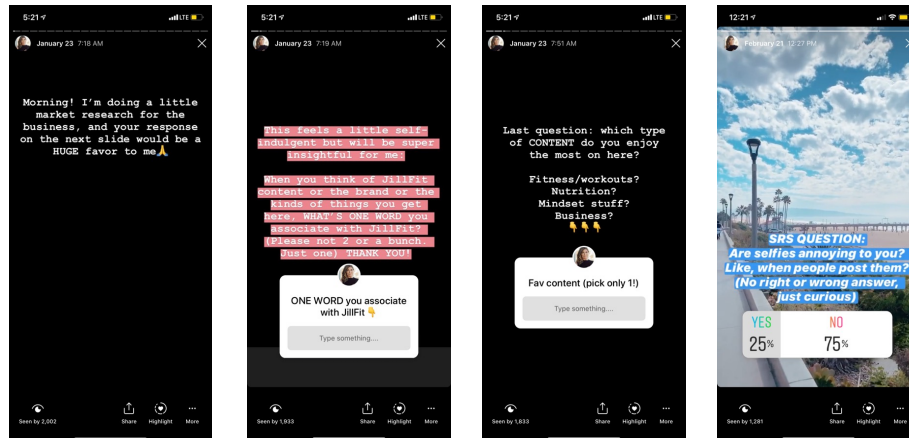
## E – ENGAGE/ASK

- Why is this important?
  - “Training the click” – creating a responsive audience
- What does this look like?
  - Market research: polls, questions, swipe graphic, quiz
  - What kinds of things can you ask:
    - Which do you prefer? A or B
    - What's your #1 struggle, OR do your struggle more with A or B
    - Demographic info about who's following/engaging
    - Anything you want to know about your audience – neutral questions do best
    - Framing it up as a favor to you is helpful and will generate more responses
  - Non-sales CTAs:
    - DM me, go to this post, go to the link in my bio, hit the link, etc.
- How often?

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## E – ENGAGE/ASK

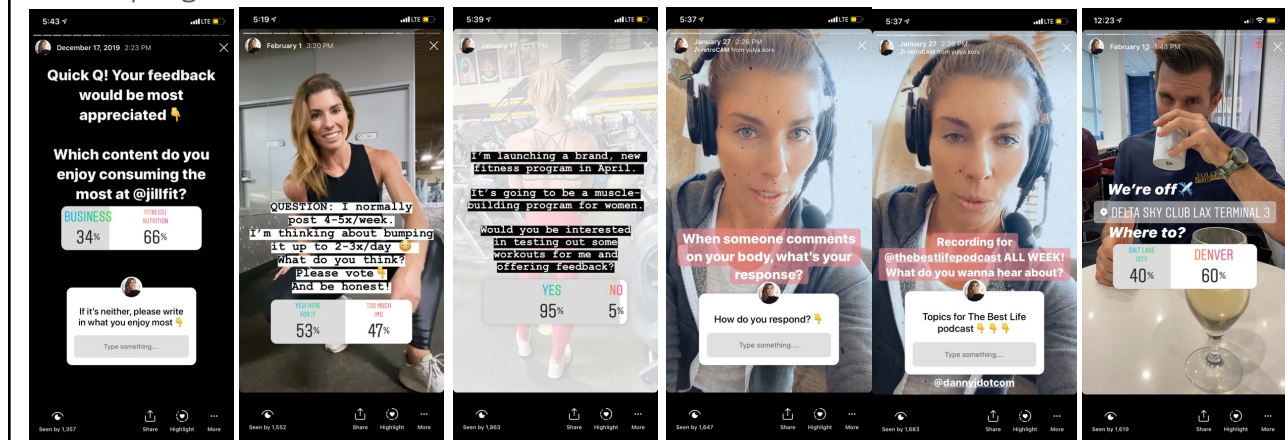
- **Examples:** Preface with with a genuine ask/position it as a favor + be specific, nonjudgmental



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## E – ENGAGE/ASK

- **Examples:** Market research and also teasers/inclusion for upcoming programs



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## IG STORIES - SUMMARY

- Reality show, taking people BTS
- Personable, accessible
- Does not need to be perfect! In fact, too polished is suspect
  - Think good audio, captions, clear images, and #PressPublish!
- Able to REPLY easily, generate more DMs:
  - = better relationship/trust building
  - = more opportunities for eventual sales conversations
- Goal = 10-20 slides per day

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## HOMEWORK

1. Post one “Stories” post to your main feed by Thursday
2. Post at least ONE “Engage/Ask” story by Thursday – market research!
3. Share it in our FB group so we can keep one another accountable and give you some love on your post!

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QUESTIONS?