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# Transparency Marketing

Where Customers Sell *Themselves* on Your Product

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**“Most of the sale happens  
before the cart even opens.”**

-Ramit Sethi

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## Why Transparency?

- Customers more savvy than ever
- BTS is being normalized
- Too produced/edited/filtered is suspicious
- Customers demand trials and to try-before-they-buy
- Changing the traditional Buyer-Seller relationship
- Puts buyer in the driver's seat
  - Come to the purchase decision organically
  - Experience wins ahead of the sale, less refunds/expectation management
- Liberating for the seller – organic consumption start to finish

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## What Does Transparency Marketing Include?

- Marketing tools:
  - Vulnerability (clients needs to see relatability)
  - Authenticity (perfect Client-to-Message matching system), highly specific matching and more “flavors” than ever
  - Cumulative approach – every “touch” goes into the Trust Piggybank
- Logistical Tools that we have now:
  - Instagram stories and Snapchat
    - DMs and screenshots
  - FB Live/IG Live
  - Free Trials or \$1 Trials
  - Challenges
  - Beta testing

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## Transparency Marketing is a Long Game

- Building trust as a personal brand for months and years
  - Knowables
  - Free value adds
- Anticipation Phase for a specific product
  - Tangential freebie to act as wait list
  - 4-8 weeks ahead of time – familiarity breeds trust
  - The longer the client has with it, the more experience, the higher the trust
- Beta testing – 2 types
  - Group coaching – for free or discounted investment
  - Sampling/trial, in exchange for feedback

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## #FastPhysique Beta Testing



Get on the #FastPhysique Wait List!

**Get FREE #FastPhysique Workouts Weekly to Try until the program launches on April 4th**

Change the Shape of Your Body AF with these 40-Minute Muscle-building, Fat-shedding Workouts

[GET WORKOUTS >>](#)

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## #FastPhysique Beta Testing

- Received sample #FastPhysique workouts weekly for 8 weeks – gives potential buyers opportunity to “try before they buy”
- Was also sending educational emails “feeding” the wait list
- Created a hot list of potential buyers
- Immediately in first follow-up message:
  - Reiterated when program launching and that they get early/discounted access
  - 3 questions to respond back with feedback to (be direct, clear and with a timeline)
  - Benjamin Franklin Effect
- Buyer and seller now both have all the information
  - When is program opening?
  - What is it? Why did you create it?
- Hashtag and posts interacting with it/social proof/acknowledgment

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## #FastPhysique - Ongoing Wait List Marketing

- **Try these #FastPhysique workouts!**
  - 4-8 weeks of workouts, delivered via weekly email
    - Reiterate program details/instructions and when launching
  - Promote each free workout on social for the 24-36 hours BEFORE a new workout going out, weekly
  - *Marketing around the marketing* – get feedback and immediately post back to social
    - IG stories
    - FB Live/IG Live – share feedback live and highlight people sending feedback
    - Special photo album on JillFit FB page filled with user photos
    - In email newsletters, tell me how many people are giving feedback (“Everyone is doing it!”)
    - Hashtag and YOU interacting with the workout
    - Always a CTA to join the wait list!

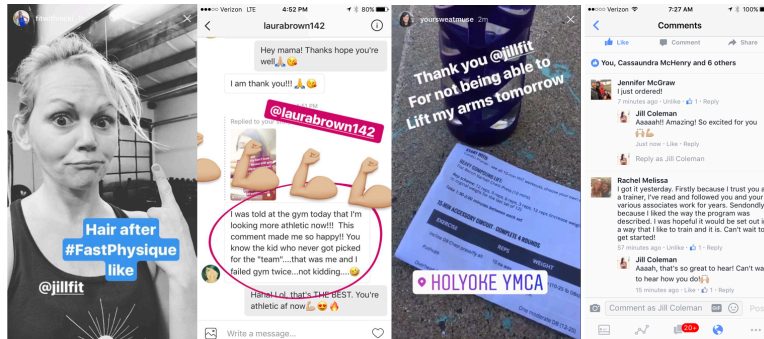
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## #FastPhysique - Feeling of Ubiquity

- Marketing around the marketing – get feedback and immediately post back to social
- IG stories
- FB Live/IG Live – share feedback life and highlight people



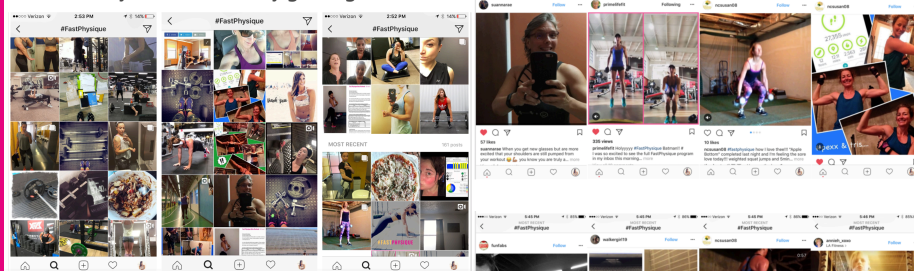
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## #FastPhysique - Beta Feedback to Leverage Sale

- Testimonials
  - Screenshots for the sales page
  - What language are people using? Use to write copy
  - IG posts hashtag:

So many women already getting after it:



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## #FastPhysique - Overview + Outcomes

- **Drove traffic (mostly organic) to wait list for 8 weeks (!!!)**
  - Accumulated 4000 hot leads
  - Received over 150 unique feedback responses
    - Helped me hone the program
    - Screenshots for the sales page (testimonials)
- **Prelaunch:** early + discounted access to wait list subscribers for 4 days
  - They knew it was coming, I reminded them often
  - Sold 500 units
- **Public launch at full price:** marketed to whole list + social media for 4 days
  - Included retargeting for last 2 days
  - Used a handful of affiliates
  - Sold 1375 units (550 on last day!)

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## The Marketing Matrix - #FastPhysique

- How to know what your marketing \*messages\* are:

PRO Messaging for #FastPhysique (list outcomes, deliver method, benefits)	ANTI Messaging
<ul style="list-style-type: none"> <li>• Short-duration (all 40 mins or less)</li> <li>• Results-driven/hardcore</li> <li>• Requires dedication/regimented</li> <li>• Short-term (9 week commitment)</li> <li>• Requires gym membership</li> <li>• Develop new skills</li> <li>• DIY delivery</li> <li>• Online membership portal access for life</li> <li>• Changes the shape of the body</li> <li>• Look more athletic</li> </ul>	<ul style="list-style-type: none"> <li>• Long workouts, hours at the gym</li> <li>• Easy, not sure if you're even getting results</li> <li>• Encourages program-jumping, too vague</li> <li>• Too long, lose interest, disenchanted</li> <li>• Working out at home means = distractions</li> <li>• Boring old routines, not compliant as result</li> <li>• Too many calls/contact w/ coach/stressful</li> <li>• Not professional or limited access</li> <li>• Still look the same, nothing to show for hard work</li> <li>• Still don't look like you work out</li> </ul>

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**Questions?**

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