

WHAT'S HAPPENING: MARCH

BOY Club



REVIEW

- Consistent content constantly (CCC):
 - One epic piece of content per week (CTA embedded)
 - One email to your list per week (CTA in the email – “train the click”)
 - One post on FB/IG per day
 - One CTA to join your email list on FB every 7-14 days – preview content?
- How do you know what to post/write about?
 - Your messages (be the teacher – what are you for/against?)
 - Your knowables (be the friend)
 - Speak to the struggles of your ideal client (market research)



WE ARE IN THE “ANTICIPATION PHASE” - TRUST BUILDING

- The purpose:
 - Get people to know, like and trust you
 - Give amazing value, give it all away
 - Steer the conversation to the topics/insights you want people to care about
 - Tell them what they need
 - Lead magnet- building email list

- How long do you do this before selling?
 - If you are just building your platform, 3-6 months
 - If have an established following, 1-3 months



CREATE YOUR FREEBIE

- Topic – get specific – 1 solution for 1 struggle
 - Market research?
- Delivery method:
 - PDF download – SAGE Model (Nicholas Kusmich)
 - Short
 - Actionable
 - Goal-oriented
 - Easy to implement
 - E-course (use email autoresponder) – 5-7 days
 - Webinar (or series) - #ActionAcademy
 - Challenges
 - FB live + workbook CTA
 - Wait list for a program? Beta test?*



MARKETING YOUR FREEBIE

- Treat your freebie (“lead magnet”) like it’s a for-sale product:
 - You have to sell it – can’t just post and then give up or create more
 - 10-Day Freebie Promo Blitz Guide*
- **Passive Marketing**
 - FB cover photo + pinned post
 - CTA at the end of every blog or FB live or Podcast or Vlog
 - URL in IG bio/FB page CTA, etc.
 - Freebie-specific posts: set the stage, give context, e.g.



MARKETING YOUR FREEBIE

- Passive Marketing promo post, done with context, e.g.

It's backkk! The most popular workout consistency challenge yet - the FREE #MetconMonster challenge begins January 10th!

Register—> <http://jillfit.lpages.co/metconmonster>

I'll be giving you the EXACT workouts to do - in your living room or at the gym! All 10-30 minutes in length.

The reason I started doing workout consistency challenges a few years ago was selfishly because I'd had a string of inconsistent months and wanted to feel back in my power through getting into the gym regularly.

Nothing has ever helped my self-esteem like training intensely in the gym. Physical strength begets mental strength. If you've ever trained with weights, you know how powerful you feel, and how that power translates into other areas of your life 💪

I also started the challenge to hold myself accountable to the kinds of workouts I've always loved: short, tough and weight-training centric. Ones that change the *shape* of the body, not just burn calcs.

August's #MetconMonster), and I cannot wait to roll out these brand spankin' new workouts for 2018 for youuuuuu 🍷

The challenge is free, and the goal is to complete 8 metabolic conditioning (cardio + weights) over the course of 10 days.

10 days is not even close to long enough to implement *sustainable* change, but in my experience, the momentum created when YOU SEE YOURSELF BEING CONSISTENT is enough to get you to keep going after the 10 days is over.

Your brain is always creeping on your actions, so when it sees you getting to the gym day after day, getting sweaty and pushing through tough workouts, it says, "Ahh, I guess I am a consistent exerciser after all!"

And THIS is the kind of ownership you need to adopt to get consistent and healthy for good.

10 days is a strong start, let's do this 🍷🍷🍷

AND 2 more quick things:

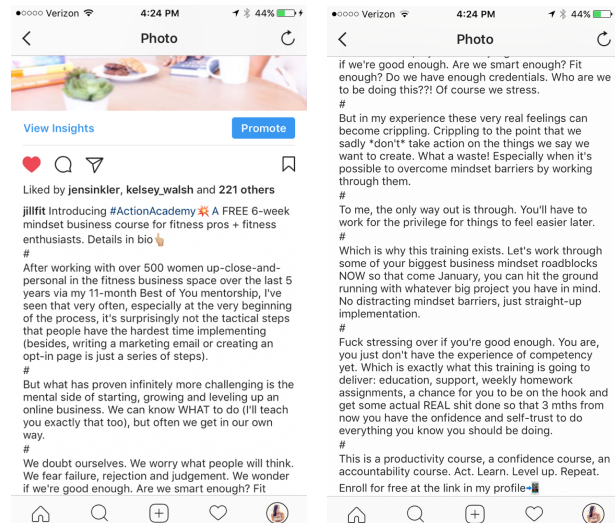
1 Once you register, comment below and let me know you're in 🍷

2 If you wanna get a friend to join with you, tag them below and let's do dis 🍷🍷🍷



MARKETING YOUR FREEBIE

- Passive Marketing promo post, done with context, e.g.

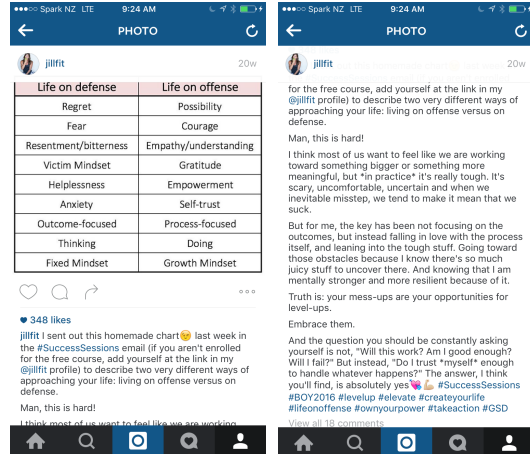


MARKETING YOUR FREEBIE

- **Active marketing:**
 - **“Companion content”** – educational strategy that leads the conversation in the direction of the content your freebie addresses:
 - Related photos – teach + sell
 - Related stories from your life/clients
 - FB Lives teaching something, adding value, CTA after
 - **Tangential content** – what can you share that is *like* your freebie?

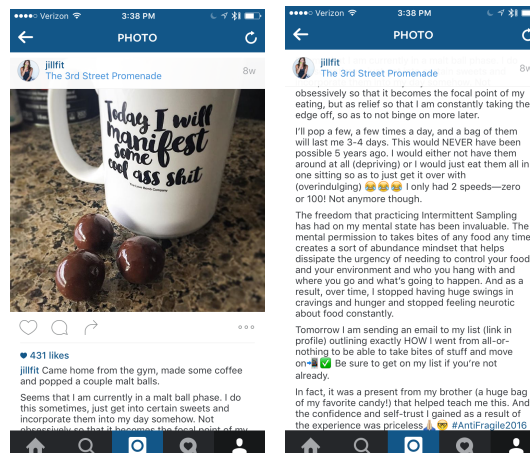
MARKETING YOUR FREEBIE

- Examples of Companion Content:
 - Value-based – teach something and then ask for signups
 - Education is a softer, subtler, useful sell



MARKETING YOUR FREEBIE

- Examples of Companion Content:
 - Value-based – teach something and then ask for signups
 - Tell a story!



MARKETING YOUR FREEBIE

- Examples of Companion Content:
 - Value-based – teach something and then ask for signups
 - Use your lead magnet HASHTAG! So the promo feels cohesive!



OTHER NEW FOR MARCH

Additional tutorials:

- Facebook groups
 - Segway into 1:1 Sales – live workshop in 2 weeks
- Valuing your worth and growing your confidence in your services (audio)
- Intro to Marketing:
 - Marketing = sales
 - Trust Business
 - Compelling *contextual* argument
 - "Pro" marketing and "Anti" marketing or using Contrast
 - Landing pages and sales page

LOOKING FORWARD

- Consistency with content – THIS NEVER ENDS
- Ongoing market research – 7-day Customer Response Accel.
- Product development - brainstorming
 - Your first product will be the intersection of 3 things:
 - What you're excited about (passion)
 - What you're an expert in (speak/teach intelligently)
 - What people are struggling with (solutions)
- Right now, ask:
 - What are people resonating with?
 - What are people asking me for help around?
 - What is my charge?



QUESTIONS?

