

DRIVEN

THE EVENT

SPONSOR TRAINING GUIDE

DESIGNING AN EXPERIENCE TO LEVERAGE **PURPOSE, POSITIONING** AND **PROFIT**

THERE IS A SAYING THAT ALL BUSINESS IS SHOW BUSINESS!

As an entrepreneur, you know one of the biggest challenges in building your business is reaching the people you want to help. How can you reach them if they've never heard of you? If they don't know you exist?

It's noisy out there! How can you make people listen? How do you get their attention?

You have to find a way to break through the invisibility barrier.

**“ YOU CAN'T SAVE SOULS IN AN EMPTY CHURCH”
- DAVID OGILVY**

Sponsorship gives you an opportunity to have a production of your own design, where you are the producer, casting director, and star. It is one of the most effective ways to get in front of a proven buying audience (especially when it is the Be the Change audience).

But, you can't just shout your way through the inevitable “noise” of a bustling tradeshow, where your audience is subject to competing messaging.

Building your booth and the attendee experience around purpose and positioning can help you be visible. And being visible is profitable.

**“THE HUMAN MIND DEALS WITH CLUTTER THE BEST WAY IT
CAN -- BY BLOCKING MOST OF IT OUT.”
-MARTY NEUMEIER**

So, how do you steal the scene?

You want to attract people to you so you don't have to chase them down. There are simple, but effective ways you can attract your ideal client to you – and here's the best part: it doesn't have to cost a lot of money (but it does require clarity on your purpose, positioning and profit).



**HERE ARE SOME SIMPLE TIPS TO HELP YOU
GO FURTHER, FASTER.**

FOCUS ON **ONE COMPELLING MESSAGE**

Don't try to sell multiple messages. Don't give too many choices. Pick your most compelling message and focus there.

Booths are a portal, first we have to get the audience in the door. Then, you can focus on uncovering what they need and if you are the right solution.

Nothing happens until you get them in the door.

**“MARKETING IS NOT THE ART OF
SELLING. IT'S NOT THE SIMPLE
BUSINESS OF CONVINCING SOME-
ONE TO BUY. IT IS THE ART OF
CREATING CONDITIONS BY WHICH
THE BUYER CONVINCES HIMSELF.”
-HARVEY MACKAY**



KNOW WHAT YOUR **SELLING**

Think of your favorite brands, what are they REALLY selling?

Neiman Marcus



For example, what do these companies have in common?

Mercedes, Neiman Marcus, Rolex (all luxury, best in class)

Campbell's, Quaker Oats, Folger's (nostalgia, home)

Harley (freedom)

Carnival Cruises, Starbucks (escape)

FedEx, State Farm (reliability)

Starbucks and Carnival have nothing in common other than the fact that they are selling an escape.

BELIEVE IN **THE POWER OF A FIRST IMPRESSION**

First impressions are formed within the first 7 to 17 seconds of meeting someone. 55% of the impression is driven by personal appearance. Consistency in your personal branding, and that of your booth, do matter.

Your first impression is an extension of your purpose and your positioning.

Every word you place on your banner sign, your business card, your brochure is competing for attention. Always remember, less is more. And every word counts.

Which of these sponsors would you remember meeting?

A “technology specialist” or the founder of the “Geek Squad”?

A “marketing and communications expert” or the “Idea Factory”?

An insurance salesman or a talking gecko?

Be relentless in your commitment to making every word, every color, every object count for something – something that says something memorable about you.

BE YOUR BRAND!

You are part of your brand, the people working at your booth are part of your brand. Make sure the big picture is authentically you and designed around leaving a lasting impression that is consistent with the other moving parts.

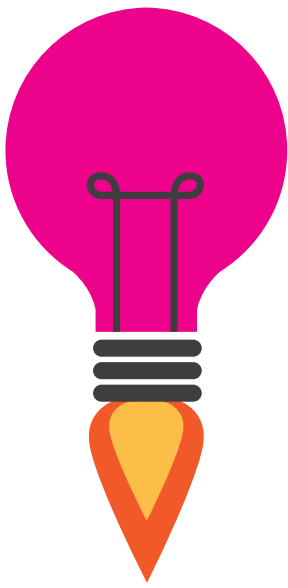
Stand back with a critical eye – what does the overall experience say about you and your brand? From an ad in the Exchange Resource Guide to a business card handed out from your booth, what impression are you leaving?

BE ORIGINAL

First impression lead to connections. Show business is the business of being liked. Being authentic is likable. Being likable is profitable.

Not everyone will like you. It only matters that you are likable to the target audience you are trying to attract.

You must only talk to clients in your own voice. Real people like to be talked to like real people.



Your booth should help you tell your unique story in 30 seconds or less in your own unique voice. Done properly, it grabs our attention and makes us want to listen.

What do you want your audience to see? Are you funny, goofy, intellectual, witty, geeky, artsy... Who are You? Enthusiastic? Edgy? Flexible? Friendly? Accountable? Affable? Warm? Witty? Think about it.

Demonstrate this originality and clarity of purpose in your logo, your tagline, your booth design, your business card, your giveaways, your warm introduction.

EXERCISE

What's your favorite brand? The brand you are most loyal to, will pay more for, will drive to more than one store to find, will pass over cheaper imitations to get your hot little hands on...

What do you like about the brand?

Why does it resonate with you?

Why are you willing to pay more?

How did they keep you hooked?

Now, ask yourself. What would your clients say about you? Does it match your vision for your own purpose, positioning and profit?

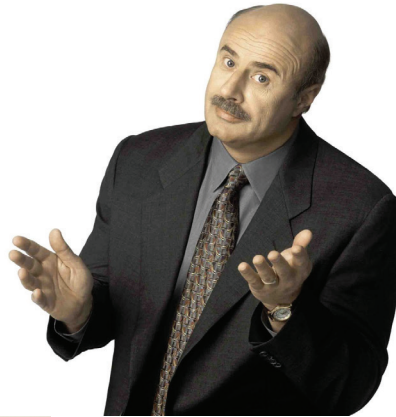
LET YOUR **LANGUAGE** DO THE TALKING

It's time to figure out what you're saying and the best way to say it. It's not about being perfect. It's about making people interested in you, about being the star of your own show, and convincing them not to turn the channel.

Make a statement that captures and holds the attention of YOUR ideal client. It must be something they can easily remember and attach to you. Every word is not calibrated for the masses -- it's carefully calibrated for the people you most want to work with.

What are your core beliefs? Why should they listen to you? Use it in your language and to define your brand.

Chances are you know these one liners and who spoke those words. Each says something unique about them and their brand and leaves a lasting, uncompromising impression -- in 10 words or less!



“Can we talk?” (Joan Rivers)

“How’s that working out for you?” (Dr. Phil)

“And like a good neighbor, State Farm is there.” (State Farm)

“Show me the money.” (Cuba Gooding Junior in Jerry Maguire)

“Thirty minutes or less, or it’s free.” (Domino’s Pizza)

You can do the same with your products, systems and services. Make them endlessly quotable. And memorable. Think of “Conversations to Cash” or “The One Minute Miracle”.

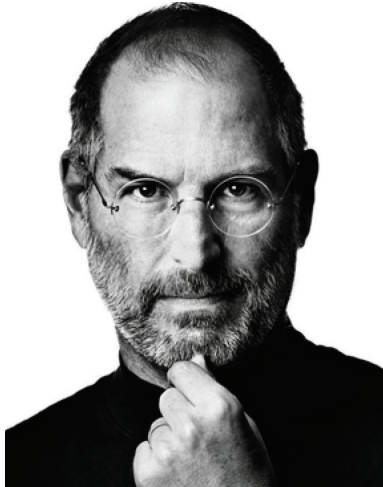
EXERCISE

Get clear: What is YOUR unique offering? Why is it compelling? Why you?

DESIGN THE PRODUCTION **FROM THE INSIDE OUT**

One Size Does Not Fit All: Though you all have a single 8 foot deep by 10 foot wide space, each booth is it's own unique production.

Much like your copy, there should be no space wasted. Everything in your booth is there for a reason. Form follows function.



“PEOPLE THINK FOCUS MEANS SAYING YES TO THE THING YOU’VE GOT TO FOCUS ON. BUT THAT’S NOT WHAT IT MEANS AT ALL. IT MEANS SAYING NO TO THE HUNDRED OTHER GOOD IDEAS THAT THERE ARE. YOU HAVE TO PICK CAREFULLY. I’M ACTUALLY AS PROUD OF THINGS WE HAVEN’T DONE AS THINGS I HAVE DONE. INNOVATION IS SAYING NO TO 1,000’S OF THINGS.”

- STEVE JOBS

WHAT ARE YOU TRYING TO **ACCOMPLISH?**

You want to think through the logistics – what is your booth there to do first and foremost? Brand building? Brand repositioning? List building? Finding new clients? Connecting with Existing Clients? Demonstrating a Product or Service? Clear objectives lead to quantifiable results.

Do we want the audience to look, touch and feel? Or to stop, pause and think? Or to sign up, test out, and return back? Or to eat, drink, and socialize? What experience do you want them to have when they step into your space? What impression should they have when they leave it?





Consider this when deciding whether to have low displays at front, counters and highboys for them to belly up to, shelves to shop, or high back displays for them to ponder.

EXERCISE

Think of your favorite brick and mortar retailer:

What makes you want to go in?

What is the experience from start to finish?

Who greets you?

How are products displayed from store window to cash register?

How do you get more information to make a buying decision?

How do you feel when you leave?

How can you incorporate similar experiences or lessons learned into your own booth design?

How do you want to show up?

What is the big takeaway?

DESIGN, BRAND AND MAKING A STATEMENT

STAYING ON BRAND

EVERY promo and piece of marketing material you use should have your logo and branding.

If you are having “logo identity crisis” (7 or more different variations of your logo), pick the one that resonates most you and stick with it!

Use elements and graphics that not only look appealing but stay true to who you are and what your brand represents.

KEEPING EVERYTHING ON BRAND GIVES YOUR PROMOS AND MATERIALS A UNIFIED LOOK. IT NOT ONLY MAKES A STATEMENT BUT ALSO GIVES YOUR BUSINESS A PROFESSIONAL AN ORGANIZED LOOK.



MAKING A **STATEMENT**

LIVEN UP YOUR MATERIAL! No one wants to read a sheet or paper with just a bunch of boring text. Use images, illustrations, graphics, or doodles to make your stuff stand out and POP!



When creating printed promotional items like post-cards, sales sheets, advertisements, etc. give potential clients something to remember. Throw in the shock factor, be bold, be funny, be unconventional.

You'll stick out in their mind and you're guaranteed to be remembered. Note do this and still stay ON BRAND.

THE ART OF **SIMPLICITY**

You can make a statement without a lot of junk on your promo and marketing materials. A confused mind always says no.

Two key mantras to live by when it comes to creating effective but simplistic design:

- 1. LESS IS MORE**
- 2. SIMPLE IS THE NEW BLACK**

Focus on key details instead of trying to explain every single detail about your service or product. Get straight to the point, cut back on content, and make key words or statements pop off the page. Remember to not get too graphic, image, or font heavy either!

If you feel stuck or stumped check out some of your favorite trendy magazines. Not only do they usually have great design and layout but the ads in the magazines are great inspiration for you to mimic in the art in simplicity. Remember these are magazines so they are content heavy, but their design and graphics are clean.



YOUR BANNERS AND YOUR BOOTH





TIPS AND RESOURCES

- **Order flowers** - they can give you some break up from your table and give a little pizzazz.
- **Table Scuba** - these are super cost effective, they are super sleek and you can use over and over again. Search amazon for “rectangle stretch tablecloth” in your size and color.
- **Levels** - bring things like small boxes and crates so you can put them under another linen cloth and create some different levels for your tables and displays.
- **moo.com**
- **vistaprint.com**
- **stickermule.com**
- **epromos.com**
- **nametags.com**
- **customink.com**
- **bannerstandtogo.com**

EXHIBITOR KIT

BOOTH DIMENSIONS

8'x10' exhibit booth includes an 8' high back wall, 4' high side drape.

INCLUDED

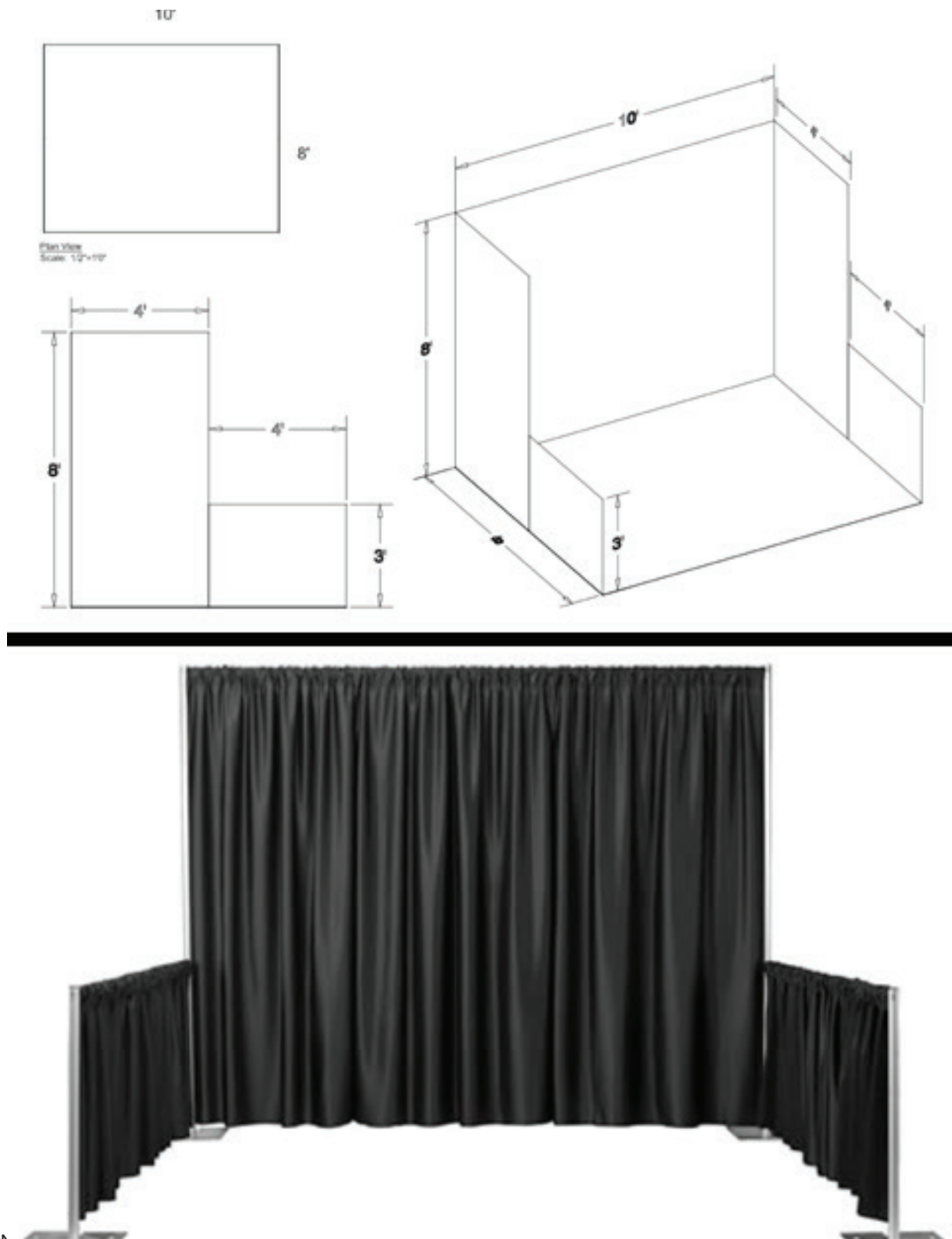
6'x30" skirted table (1), waste basket (1), and chairs (2).

BOOTH NO-NO'S

NO obstruction of hallways or traffic flow

Nothing attached to walls or ceilings

NO materials higher than 4' in the front 4' of the booth



5 WAYS TO GET THEM TO BE THE CHANGE

AND ANY OTHER EVENT YOU'RE SPONSORING

CONNECT

- Get on the phone and get excited about attending
- Put the event in your signature block



- Put it in the “Where Am I?” section of your weekly newsletter
- Put it on your website
- Connect via social media

MEMORABLE

- Make them feel like a VIP
- Upgrade to a suite?
- Hand-written note at hotel registration
- Special “by invitation only” drinks by the pool
- Get-together over lunch for special attendees
- Have a special gift for them at your booth

CALL TO ACTION

- Give them the opportunity to get ticket in the moment
- Incentivize them to get their “Be The Change” ticket – what else can you give them
- Small gift if they sign up now

AUTHENTICITY

- Don't show up as someone else
- Don't dress like someone else
- Don't talk like someone else

BELIEF

- Believe in yourself, your clients and your potential clients
- Show up as your HIGHEST self
- Inspiration not convincing

THE FOLLOW-UP SYSTEM

TOP TEN SECRETS TO FOLLOW-UP

1. KNOW WHY YOU'RE THERE. KNOW WHAT YOU WANT. WHY ARE YOU A SPONSOR?

- What are your goals?
- How can you serve this community

2. BE WILLING TO LET GO... AND MAKE SURE YOU GET YOUR ROI

3. FOLLOW-UP STARTS IN THE ROOM

- Build lifetime relationships
- Note what people may need now... and may need later, then set the stage
- Be clear about your qualifiers and disqualifiers

4. REMEMBER WHO'S PARTY IT IS

- Always support and honor your host
- How can your services and offerings support the work/programs of your host

5. ENGAGE AT EVERY OPPORTUNITY

- Be more interested than interesting
- Get in the mix and be involved
- Get their story and share your own
- SHOW UP! 110%

6. READ THE ROOM AND IDENTIFY YOUR POTENTIAL CLIENTS EARLY

- Connect, be curious, and support

7. SERVICE, NOT SALES... BUT DON'T GIVE IT AWAY!

8. ORGANIZE LEADS DAILY

- Note people to connect with the next day
- Business cards – fold a corner for hot leads
- Encourage people to set up a strategy session

9. GET NURTURING EMAIL SEQUENCE IN PLACE BEFORE EVENT

- Get your contacts entered – who's going to do it?
- Tag them specific to the event
- Create a special introductory email with picture or video from event
- Put your best foot forward!

10. NEVER GIVE UP ON YOUR FOLLOW-UP!

FIVE FOLLOW-UP MISTAKES TO AVOID

1. MAINTAINING THE STATUS QUO

-- Do something different! Stand out! Be Unique!



2. MAKE DECISIONS THAT AREN'T YOURS TO MAKE

-- Let them make a decision. Give them a choice and let them make it!

3. WAIT/DELAY/GO ON VACATION



-- Strike while the excitement is hot! they have just spent 1,2,3,4,5 days being told they need support, help and to invest in themselves. So, help them to get the service/support they need -- NOW!

4. QUIT AFTER THE FIRST WEEK

-- Keep going... weeks, months, years later! NEVER give up on helping them.

5. RELY ON THEM REACHING OUT TO YOU

-- Don't expect them to call you because you gave them a business card. Don't rely on your email (or sequence) to get them to reach out to you. **PICK UP THE PHONE!**



**SUZANNE
EVANS**

HELL YEAH! BUSINESS STRATEGY SESSION

WITH **PAIGE STAPLETON**

APPT. TIME	FIRST+LAST NAME	EMAIL	PHONE NUMBER
MON. FEB. 11TH			
2:30PM			
3:00PM			
TUES. FEB. 12TH			
11:00AM			
11:30AM			
2:30PM			
3:00PM			
TUES. FEB. 13TH			
3:00PM			
3:30PM			
THURS. FEB. 14TH			
11:00AM			
11:30AM			
4:00PM			
4:30PM			
FRI. FEB. 15TH			
11:00AM			
11:30AM			
2:30PM			
3:00PM			

POST SPONSORSHIP FOLLOW-UP EMAIL SEQUENCE

*Note: This example is the actual follow-up sequence from the Be the Change 2012 Event.



DAY 1 - WELCOME EMAIL

Be The Change 2012 Email #1

Raffle, Session and YQN Lists

Regardless of whether they are currently on your list or not, make sure everyone gets this email.

This email could have a video of you doing the actual drawing.

Subject: And the winner is....

Dear <First Name>,

Hi again, Paige and Brian here from Authentic Marketing with Paige and Brian and it was such a joy and privilege to be with you at Suzanne Evans' "Be the Change" Event last week.

Suzanne sure knows how to put on a show... what an amazing (and long) three days filled with incredible content, amazing connections and "Kickin' A\$\$" action!

We trust you had an incredible experience and got to take advantage of all that was available. Every time we attend a Suzanne event (and we've been to A LOT of them) we walk away energized, ready to go and wanting to give, give give!

And like we shared in our Break-Out session and at our booth, often times it comes down to putting the pieces together – in the right order – to create the success you're looking for. That's what made the biggest difference for us in moving from making 3 figures a month (yes, that is hundreds of dollars) to making 5 figures a month (yes, that's tens of thousands of dollars) in a very short amount of time.

That's why we're excited to share a FREE Resource with you!

It's our hour-long Video training...

Money AND Meaning:
The 5 Missing Pieces to Having an Authentic Business that Makes Money AND Meaning



Get instant access to it and find the missing pieces that are keeping you from having a meaningful, thriving business AND making the money you desire AND deserve!

[Click here to start watching now.](#)

And a huge congratulations goes out to XXXXXX XXXXXXX from XXXXXXX,com for winning the Round-Trip airline ticket raffle at our booth! Way to go!

So, enjoy the video and we've got lots of great content to share with you going forward to help you authentically get clients, to make more money and to really love what you're doing while making an impact in the world.

In love and gratitude,
Your champions,
Paige and Brian

P.S. Welcome to the Authentic Marketing with Paige and Brian world, we are truly honored to help you reach and serve more clients.

P.P.S. Here's that link to the video again: [Link](#)

DAY 3 - “PROFITS” ARTICLE EMAIL

Day 3 – BTCE 2012 Sequence

Subject: The 7 Keys of PROFITS

Hi **Name**,

Paige and I have been studying Universal Laws and Personal Prosperity Principles for years (I mean decades), but it wasn't until we added Business Success Strategies and more importantly ACTION to the mix that we actually began to see PROFITS.

And that is exactly what I want to talk to you about today... Profits.

We want to share with you the 7 Keys you can use to unlock the door to profits, so you can start to profit in your business and in your life.

The Keys are simple and you may already have several of them in your possession, but are you using them in the right order?

Let's go ahead and jump in:

1) Plan –Your plan is the first and foundational key. With your plan you are able to focus your energy and attention. You know what to do and when.

Your plan includes who your ideal client is and where to find them – your Niche. It also includes how you help them, what you charge and how you package it – your Offer.

Your plan also includes how you talk to them and what you do to bring them into work with you – this is Sales Strategy.

Your plan tells you exactly how much money you need to live the way you desire and exactly how many clients you need for that to happen – your Goal.

As you can see, having your Plan is really important and it is nearly impossible to profit without a plan. The other cool thing about your plan is, if you ever get lost or confused you just need to return to your plan.

2) Rate – Once you have your plan in place, it's time for that discussion about the services and products you offer and what you charge for them. For strong profits, you need a strong sense of the true value of what you offer.

This is where you get clear about your value and what you offer. What's your proprietary system that you take people through? What are the packages and programs you're offering to people? What are the *tangible* benefits and results that people get from working with you?

This is really where your confidence starts to grow. When you begin to truly understand that the value of what you offer doesn't come from the features of your offerings, but from how these features benefit your clients and can literally change their lives. Once you make this shift, you will never see your rates in the same way!

3) Opportunity – Raymond Holliwell tells us that we cannot have a desire without the way for that desire to come into our life being present in your life right now.

Now, I don't know about you, but it was really hard for me to “see” any opportunity when Paige and I couldn't see any way to pay our bills. I couldn't “see” the opportunity when we ate rice and beans for a whole month. But it was there the WHOLE time. And once we saw the opportunity and took action on it, we more than quadrupled our income in 1 month.

That's the thing about opportunity, it seldom comes in through the front door saying, “I'm here!”

Napoleon Hill calls it the sly disguise of opportunity, and shares that it often comes disguised as temporary defeat.

This is why it is so important to be resilient and to surround yourself with mentors who can help you see the opportunity that is right in front of you.

4) Focus – What you focus on expands, so make sure you're focusing on what you want not what you don't. Your thoughts and words have power, use them wisely.

Again surround yourself with like-minded people that are not coming from a lack mentality.

We actually had to separate ourselves from many friends, family members and even entertainment choices, until we were able to control what we focused on.

This is where having that plan can truly simplify your life. You have your Goal and all the steps to get there.

You're clear about your next steps and you are taking those steps every day. And you have accountability in place to help you attain your goals.

5) Income - Naturally, income is an essential part of having a business. Yet, many service providers can find themselves ashamed and even feel out of integrity when it comes to talking about it or having a “sales” conversation with a potential client.

Yet, when you have your own business, you are in sales and you need to make money. But it doesn't have to feel out of integrity or sleazy.

When you reframe what sales is (something you do FOR someone) and your internal money conversation (it's Okay for you to make money with meaning), you can come from the empowered place of advocacy in your conversations.

It's time for you to start focusing on the money you want to make, the money you are making and how to have the actual conversations so you can make more of it. Sales is deeply tied to service... for you and for your potential client.

6) Team – This is truly the most ignored and misunderstood key to profits, and without this key the rest will truly fall apart and the door to profits will slam shut on you.

You need to create your success yourself, but you can't do it alone.

That's why it's critical to your success that you have the support you need to reach your goals. You truly need a team in place to create the business and success you truly desire.

If Paige and I didn't have a team, we wouldn't be able to maintain our business and it certainly would not grow. The same is true for you.

The only things you should be doing in your business is your client work (whatever it is you do for your clients) and getting new clients. A.K.A. working in your brilliance and only your brilliance.

Now you may not be ready to hire a 5 person team, but you can get a VA (virtual assistant) to help you a few hours a month getting your newsletter out, etc. Every time we have invested in getting more team support our profits have leaped forward.

The other critical part of your team, is your mentor. You need one...period. It's that simple. There is no one I can think of who is successful in business without a mentor.

Your Mentor is the person who has been there, has seen it. They are further down the road. They are constantly growing and learning more. They hold that successful vision for you even when you can't.

7) SUSTAINABILITY – Once you have gained the foundational clarity to start helping people AND making money while doing it, you will want to begin phase II of your plan – implementing strategies that will help you to continue to grow your community, increase the numbers of people working with you and grow your profits.

You will want to begin doing teleclasses/webinars, creating joint-venture partnerships, tweaking your business model and offerings, and defining what you want to continue to do and what you want to let go of.

Building a business is all testing and experimenting. It's about trusting the process and trusting yourself enough to commit to letting that process work, doing what you have to

do and tweaking along the way. With consistent information, awareness and perseverance, you can have a sustainable and highly profitable business.

As you can see it's important for you to:

- develop a **P**lan that works for you
- set a **R**ate that has you charging what your worth
- be open to see the **O**pportunities that surround you
- keep **F**ocused and constantly moving toward your goal.
- grow your **I**ncome and confidence, so you are helping more and more people.
- build a **T**eam that will support you in your success.
- build **S**ustainability into your business so you and your business can grow and transform more lives.

Call to Action

Ask yourself if you are taking the steps to P.R.O.F.I.T.S.?

Do you have a clear and simple **P**lan for your business?

Is your **R**ate a true representation of the transformation? Are you charging what you're worth?

Are you looking for **O**pportunity in everything?

Are you **F**ocused on what you desire?

Is your **I**ncome where you want it to be and is it continuing to grow?

Do you have your **T**eam in place? Including your Mentor and support?

Do you have the systems and strategies in place to create **S**ustainability in your business?

Don't beat yourself up if you don't have everything in place. Just ask yourself, "What's the one thing I could do today to move closer to having this in place?" Then take action on that one thing.

See, you're already being more Focused and moving toward your goal!

In love and gratitude,
Your champions,
Paige and Brian

P.S. If you would Like to book a complimentary “Find the Missing Piece to Profits” session with Paige and Brian to put the pieces together and find your fastest path to cash, just [CLICK HERE](#) Now!

DAY 6 - "POST IT MONEY GOAL"

ARTICLE EMAIL

Subject: How to Bring in New Money Every Month

Hi **Name**,

Imagine being able to bring in an **extra \$2000, \$10,000, \$20,000 a month** into your business.

That's exactly what Paige and I do every month - and I want to share with you one of the **coolest and simplest tools** out of our Authentic PROFITS System™, **we use everyday to help us achieve our money goal every month.**

But first I want to share with you that this is **something we struggled** with forever when we first started- actually being able to bring in new money every month.

We would have months where **our income would ebb and flow**. A new client would come in and we would "forget" that we wanted to bring in even more money to achieve our goals and desires.

What was happening is that we were vaguely setting an intention/goal **but not focusing on it daily and not actually getting clear about what the exact number should be.**

You see the Universe LOVES clarity, specificity and focus. When we do this, we tell the Universe exactly what we want and It brings it to us - or rather **brings us the opportunities to attain it.**

So, when we were being vague about what we wanted the Universe was like, "Ok, so I'll send you something vague since that seems to be what you want."

Clearly, that wasn't working for us!

Now, Paige and I are **extremely clear, specific and focused** about how much we want to bring in a month and how much we are bringing in.

So, here is the simple tool we use to be very clear with the Universe about what we want...and we get it! We call it the **"Post-it Money Goal"**.

1) Decide how much **additional (new) revenue** you want to have come into your business over the next month. It wants to be a bit of a stretch, but not so big it

seems impossible. For this example, let's say your goal is \$5000.

2) **Write that amount on a post-it note** and put it on the wall in your office - some place where you will see it every day.

3) Now this is where the fun comes in. For every dollar that comes in to your business (money in the bank), **subtract that amount from your goal** and put it up a new post-it note under your first post-it. For example, if our goal is \$5000 and you bring in a new client that pays you \$1000, your new post-it note says \$4000. Be sure to include the name of the person you are helping that is connected to the \$1000.

4) Then...**You do a "happy dance"!** No matter what the amount. Because we ALWAYS want to celebrate all money that flows to us. The fastest and easiest way to connect with your Source is through gratitude. You want to express your gratitude and say "Yes...more of this!"

5) **What can you do?** As you look at the number for what still needs to come in for the month, you need to keep asking yourself, "**What can I do to bring this money in? What action can I take?**"

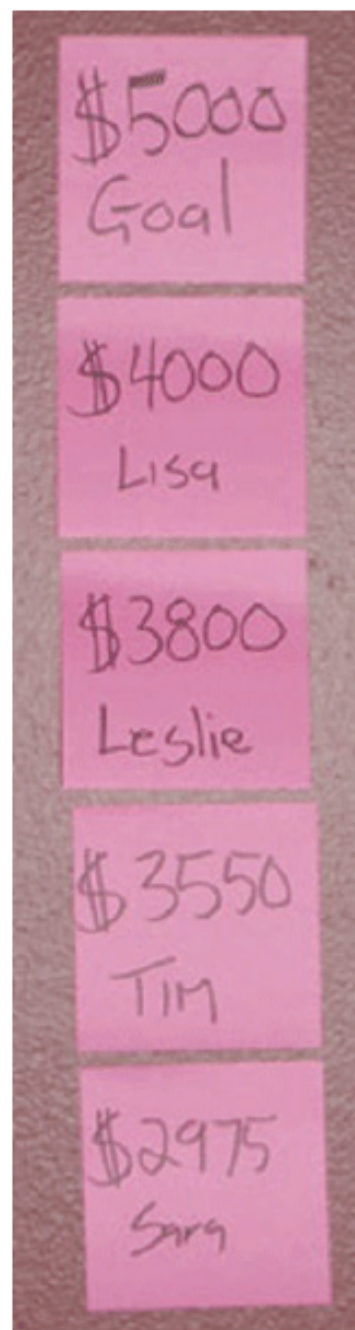
Perhaps you need to get out in your community more, perhaps there are people you need to reach out to and talk to them about working with you or ask for a referral.

It is essential that you take the necessary steps to make yourself available to the opportunities to connect with potential clients. When you do what you can do and the Universe will do what you can't!

6) **Remain positive and expectant.** This is the important part. Remember you are building a muscle and you need to remain positive, **KNOWING** the money and clients are here now.

7) **Rinse and Repeat.** At the start of each month, **set a new goal and start taking the steps to bring it in.**

When Paige and I started being really specific about what we wanted, it made a **HUGE** difference in our business and our life. It helped us to see very clearly that **we had to take action if we wanted to see that money coming in.**



It may take a couple of months to work out the kinks and strengthen your own knowing and money beliefs. It did for us. But **if you are persistent and pay attention to what you are thinking and believing during process, this can make a huge difference in your business as well!**

OK, **Name**, now it's your turn. What's your money goal for additional (new) money coming in this month?

Write it out on your post-it and put it up on your wall.

Now, what are the steps you can take toward bringing this money in every day? Who can you help? Who can you reach out to? Where can you go to find your ideal client?

Make a list here:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

Remember to do your happy dance when clients come in to work with you and start tracking the progress of the additional money coming in. This kind of attention to your income and flow of clients will make huge changes in your business.

You will definitely start seeing what is working and what is not so you can make the adjustments to move from ebb and flow to a steady stream of income and clients!

In love and gratitude,
Your champions,
Paige and Brian

P.S. If you're struggling to find ways to bring in new money every month, book a complimentary "Find the Missing Piece to Profits" session with Paige and Brian to find your fastest path to cash. [CLICK HERE](#)

DAY 9 - “CHARGE WHAT YOU’RE WORTH”

ARTICLE EMAIL

Subject: Charge what you’re worth – and get it.

Hi **Name**,

One of the biggest challenges we see for entrepreneurs who provide life-changing services is struggling with their own sense of value.

We see it all the time. You have trained and trained in your specific field and have so much experience and wisdom, yet when it comes to pricing your services and talking to people about working with you, you completely undervalue your services...and frankly yourself.

Today we wanted to share with you another exercise out of our "Authentic PROFITS System™" that will help you make the connection between what you offer and the ultimate change you bring to your clients' lives.

Once you take your services through this exercise, you probably won't be able to charge the same prices you've been charging and be much more willing to charge what you deserve!

So, let's get started....

Your Value Exercise:

In this exercise you are going to dig into those all so important tangible benefits of working with you.

On the left-hand side, list all the features that your service provides for your clients, don't be shy. **Make sure you list the things you normally take for granted (especially if you assume that EVERYONE else does them).**

On the right-hand side, list all of the TANGIBLE benefits and results your clients get from these specific features. It is definitely okay to have more than one benefit/result for each feature.

Example: Let's say you're a coach and you have a 3-month coaching program with 3 - 60 minute calls a month.

FEATURES OF YOUR SERVICE	BENEFITS/RESULTS
1. <u>eg:</u> 60-minute private call	1. <u>eg:</u> you get specific strategies customized for you and your personal situation
2.	2.
3.	3.
4.	4.
5.	5.

For each feature, list all of the tangible benefits and results from those features that people get by working with you. Try to think of as many as you can for each feature.

Now, extrapolate those benefits and results out into other parts of your clients life.

How will this affect your clients personal life, relationships, finances, health, business/career, personal growth, recreation/fun and physical environment.

This helps you to get really clear about what you are offering and how it actually helps people AND the profound affect that you and the work you do has on your clients.

You will most likely get to the point where you will see that **your services are PRICELESS!**

Then you step into this knowing with that confidence and certainty of whatever the feature is, whether it is a coaching call, email access to you, a product, or a specific service you offer.

As you start to extrapolate and see the ripple effect, you will be able to really see how you are able to affect massive change on a generational scale in people's lives.

That is just for one feature! You want to keep going through all the features of your services to get the true effect of what you offer.

One of the secrets of sales and charging what your worth and getting it is having certainty and confidence in what you are offering. If you can see the value of

what you are offering and really see it rippled out, it can make a huge difference when you are talking to people about working with you.

People don't care that much about the features. They will have questions on that, but they really want to be talking in depth about the benefits and results.

In love and gratitude,
Your champions,
Paige and Brian

P.S. If you're not 100% confident in your value and that's effecting the money you're making, book a complimentary "Find the Missing Piece to Profits" session with Paige and Brian to blow through the number 1 thing holding you back:
[CLICK HERE](#)

DAY 12 - “REVEALED” ARTICLE EMAIL

Day 12 – BTCE ’12 Follow up

Subject: Revealed: Our six-figure sales secret

Hi **Name**,

it's Paige here.

I know you are really good at what you do.

And I also know your inbox is filled up everyday with business and marketing “gurus” trying to tell you the next best way to grow your business, get more clients and make more money.

So, I really want to thank you for taking the time to read what Brian and I send you. Because, the tips we share are not some theoretical concept about how you “may” be able to attract clients.

But these are the tips and tools we use EVERY day to reach more people, change more lives and make more money.

They are what we used to go from 6-figures in debt, to a six-figure business in less than 8 months.

So, we KNOW they work, because they worked for us AND they work for our clients.

And there are two really powerful secrets (actually they are more like “reframes”, but the secret is to actually reframe it) that really turned it around for us, and whenever we share this with a crowd you can literally hear the “Ahas” happen.

I really want to share both with you, but they build on each other, so I'm going to share the first one with you today and we'll share the second one later this week.

The big one, the one that made the biggest difference in moving from making 3 figures a month (yes, that is hundreds of dollars) to making 5 figures a month (yes, that's tens of thousands of dollars) was reframing what “sales” was for us and for the people we were talking to.

And since I'm better at talking than I am at typing, I wanted you to have this recording of our “Inner Game of Sales” training.

Here's the link and make sure you listen to it ASAP so you can instantly reframe sales and move your passion to help people, to actually helping more people.

[LINK](#)

Like I shared, this little formula for sales is one of the biggest keys to our success and one of those secrets that traditional marketers don't want you to know about.

And the truth of the matter is, that if you're not asking people to work with you, you are not bringing in revenue, you're not helping all the people you could be helping and you are not really having any fun in your business.

So, enjoy the audio and we've got lots of great content to share with you going forward to help you authentically get clients, to make more money and to really love what you're doing.

In love and gratitude,
Your champions,
Paige

P.S. Here's that link to the audio again: [Link](#)

DAY 16 - “BUS LOAD” ARTICLE EMAIL

Subject: How to Get a Bus Full of Ideal Clients!

Hi **Name**,

We’ve gotten lots of great feedback about “The Inner Game of Sales” recording and we trust you enjoyed it and it’s got you thinking of how you can start reframing the idea of sales in your own business.

Becoming an “Advocate” for you clients and potential clients is one of the most powerful things you can do for both your clients AND for the success of your business.

Because when you become an Advocate for someone, you are able to move through what’s been holding you back (beliefs, self-judgments, fear...), so you can truly help your clients.

And as you move through your limiting beliefs, you are able to connect to an infinite storehouse of creativity and energy that will help you to create the business you desire.

Now, allow yourself to imagine your message getting out there in a big way. See your business thriving and full of ideal clients.

Now imagine your making the money you deserve, doing the work you love.

Well, that’s exactly what the article we want to share with you is all about, helping you to get a busload full of clients. Enjoy!

How to Get a Bus Full of Ideal Clients!

by **Paige Stapleton and Brian Stark**

Most likely, if you are a service-based business owner, you have a desire to help anyone and everyone you can who comes across your path. You know the power of the services or products you provide and how life changing they can be for anyone who is willing to give it a try.

The thing is, as much as we may want to, we can’t actually help **EVERYONE**. We could go through all the reasons here, but at the very least, not everyone is ready and willing for what you have to offer.



That's why it's so important for you to determine who you are specifically here to help and find a way to speak to them in a way that they too recognize that you are the perfect person to help them with their struggle or desire.

Imagine that you are driving a large bus (your business). Your bus has a specific number, let's call it your route, and there are specific destinations and stops along your route. Your ideal clients have been assigned your bus number, but don't know where to get on or even where it is going.

Now, **some clients may get right on your bus without even looking** to see if it's the right bus number or not. They just "know" that you're the right person to help them and they don't care how you do it. You don't have to educate them, sell or market to them - they just jump on board and pay their fare. Wham bam thank you ma'am!

At the same time, **there are many other people** who have been assigned to your bus number, and need to travel your route, **who don't have that "knowing" or even a clue they need to get on any bus.** Others may know the bus number they are "supposed" to be on, but for whatever reason they can't identify that your bus matches their number. And others don't have any idea where the bus stop is (or that they are looking for a bus), so they are looking here, there and everywhere for the "right fit", but not finding it.

These people desperately need your assistance in helping them recognize the number on your bus and seeing that it matches the number they have been assigned to (before you can assist them with your service or product).

In marketing, this bus assignment is often called your niche - which simply means the people assigned to your bus number - i.e., **the people you are most deeply drawn to help and the people who are inherently drawn to you for help.**

Now for those clients who instinctively know you are the perfect person to help them, no assembly required! As we said, they will just come. But **for those who may not recognize that you are the one to help them,** it is your job to educate them, to help them find you and to communicate with them in a way that they can see that what you have to offer is EXACTLY what they need.

The key is - you have to speak specifically to them. If you speak in general terms, trying to speak to everyone, your message becomes homogenized and you're actually speaking to no one. Your ideal clients will not be able to understand that you can truly help them, for your message has gotten lost in generic language that they "tune out".

However, if you can speak specifically to them, in their language, addressing

their specific needs and the specific results they desire, **then they can and will hear you**. Then they can identify your bus as the one they were assigned to and they will jump right on, heading to their results-driven destination.

Assignment

Paige and, do you know the people you are here to help the most - the people who really need you? We invite you to take a deep look at your business and determine if you can identify who has been assigned your bus number - who can your services and products help the most?

Here are some questions you can ask yourself about your ideal clients:

- What specific industry are they in?
- What gender are they?
- What is their specific struggle, need or desire?
- What specific results or goals are they looking for?
- Can you find them in groups?
- Do they have a certain expertise?

It is essential that you be able to describe the people you are here to help so specifically that when you talk about them to another person, that person immediately sees themselves in your description or a face pops up in their mind of someone they know who needs your help.

Remember, **it's not someone else's responsibility to know that you can help them** - it's your responsibility, as the bus driver, to make sure that your ideal client not only knows that your services and products are the perfect fit for them, but also that you know how to get them to their destination.

In love and gratitude,
Your Champions,
Paige and Brian

P.S. If you're struggling to get a "bus load of clients", book a complimentary "Find the Missing Piece to Profits" session with Paige and Brian to get your ticket to your fastest path to cash. [CLICK HERE](#)

DAY 20 - "5 WAYS" ARTICLE EMAIL

Subject: 5 Ways to Attract Clients in Your Own Back Yard

Hi **Name**,

over the last few weeks we've shared ways for you to get clearer about your message, how to speak to your ideal client and how to reframe your thinking about "sales".

Today we wanted to share with you some content excerpted right out of our Authentic PROFITS System™ that you can use right now to find and connect with your ideal clients.

Paige and I have used these techniques to bring in hundreds of thousands of dollars into our business and continue to use them today.

Make sure you read all the way through, do the exercises and then take ACTION, so you can start bringing in more clients.

5 Ways to Attract Clients in Your Own Back Yard by Paige Stapleton and Brian Stark

It is incredible how much the landscape of getting the word out about your business has changed since the Internet came on the scene.

Promoting and educating online is a huge part of the way Paige and I communicate with our clients and potential clients and we do the majority of our work over the phone and via email. So many other entrepreneurs and business owners are also relying on these flexible and far-reaching tools to reach their audience.

That's why it's so easy to forget about those potential clients who are in your own backyard. We can get so busy trying to get our message out on the internet or via emails and phone calls, we forget that one of our most valuable assets is right here, waiting and willing to be of service - our physical presence!

It is essential to have room in your marketing plan to get yourself out in front of other people - specifically your ideal client - but also those who will refer you to your ideal client.

Below are 5 great ideas to get you out and helping people right in your community. If you see one of these and you say, "I know that, I've tried that before," take a second, stop, and ask yourself, "Did I do it fully? Did I take it all the way? Am I still doing it? Can I try it again?"

We didn't get any of them right the first time. You have to go to show up

consistently and make tweaks along the way. Being in business, marketing your business, connecting with people and networking is all a test. It's all trial and error. You have to find what works for you, what works for your market, and connect with people.

Find Out Where Your Ideal Client Hangs Out

It's essential that you know who your ideal client is and know as much as possible about them. Where do they go for fun to learn, to connect with each other and to shop?

If you don't know, connect with them. Find out where they hang out, what they're doing and what they read. You really want to connect with them so find out what's going on, and then go to these places, mingle with them, learn about them and connect with what's going on for them.

List 3 places where your ideal clients hang out:

1) _____

2) _____

3) _____

Business Networking

There is an organization called BNI, another one called LeTip, and a whole bunch of other organizations out there that are basically referral networking groups.

A referral networking group is a group of people who get together for the sole purpose of referring clients to each other. These are set up in a whole bunch of different ways, but primarily, there are people who are members who come in and their sole purpose is to show up and have potential clients to refer to other people, and then to collect referrals. It's a great place to connect!

Do some searching on Google for networking in your area. You may find a group that is not specifically BNI, but it's also great to visit BNI's, even if you're not thinking of joining one, to get some practice talking about your business and get some reactions from people.

Get out there, get in front of people, and start getting comfortable about talking about your business. It's a great way to tweak your message, get reaction from people, meet people, connect with people, and find out what resonates with them in a safe environment.

List 3 contacts for Business Networking in your area:

- 1) _____
- 2) _____
- 3) _____

Chamber of Commerce

Most local chambers of commerce host local networking events, sometimes after hours and sometimes morning coffees or breakfasts. They are looking to build their membership, so these are opportunities to meet potential referral partners, to find clients and to connect with people.

Chambers often host what are called 'lunch and learns'. This is a great opportunity for you to get out and educate about what you do. You may not be able to directly sell during a lunch and learn, but you can give away a freebie, you can have a raffle and have people sign up for your mailing list.

List local contacts for Chamber of Commerce in your area:

- 1) _____
- 2) _____
- 3) _____

Meetup.com

Check out [meetup.com](https://www.meetup.com) and search for meetups that your ideal client may be interested in. For example, when we were focusing mainly on healers and practitioners, we often searched for spiritual and healing gatherings. If you are in your perfect niche, you will be excited to investigate these particular events - if not, you may want to take a look at who you are focusing on to serve. There are also often networking/marketing meet up lists too, so check those out as well. And if you don't see one you like, you can create your own and invite others to join you. That's what we did when we created our "Brewin' Up Business" coffee hour and it was very successful and fun!

When you sign up and start your own group, [meetup.com](https://www.meetup.com) will send out an email to all the people who have expressed interest in your area in learning more about the focus of your meetup group. Then there are people who you might never

have been able to connect with who will get an email inviting them to join your group and to check out your meet-up.

List 3 Meetups in your niche area:

1) _____

2) _____

3) _____

Speaking

This is one of the quickest and easiest ways to get clients. You don't have to be a paid speaker and you don't necessarily have to be a great speaker, you just need to be passionate about what you're doing, how you help people, and get that message out into the world. You want to find places where you can speak and/or find places where you can hold a demonstration.

If your business is a hands-on kind of thing, can you set up some place where you can do some sort of demonstration or connect with people?

We are pre-programed, in this society, to look at the person at the front of the room who is standing behind the microphone and sharing information with us, and to see them as an expert. How powerful would it be for you to get in front of your ideal clients and automatically be perceived as the expert, to share some information and nuggets with them, and to share ways for them to connect with you and follow up with them later?

A great way to find places to speak is to Google associations, organizations, or groups of your ideal clients. In this day and age, pretty much every single niche has at least one organization or group that you can become a member of. Find the local, regional and national representative, email them, and see if they take outside speakers. If they do, then ask them what the process is and what they might want people speaking about.

List 3 places where you can speak:

1) _____

2) _____

3) _____

CALL TO ACTION!

Pick at least one of the above "local outreach" ideas that you are not currently doing, and take action on it this week - just see how it works.

Choose something that sounds fun and would also give you a good return on your time and effort. Think about how you can combine getting out and reaching people with offering help and support to those you live, shop, eat, play and work with.

Don't spend too much time planning - just get out there and connect with your community!

In love and gratitude,
Your Champions,
Paige and Brian

P.S. Make sure to book your complimentary "Find the Missing Piece to Profits" session with Paige and Brian to get clear on your fastest path to cash. [CLICK HERE](#)

DAY 24 - “PUTTING THE PIECES TOGETHER” ARTICLE EMAIL

5/4/12 BTCE Followup email

Subject: Putting the pieces together

Hey **Name**,

It's hard to believe that it's now been just over a month since Paige and I met you at Be The Change, it feels like it was just last week. :-)

Over the last month, we've gotten emails and spoken to so many people who visited our booth, came to our breakout, or just connected with us in the hallway.

That's the great thing about a live event like that is that you get to meet, connect and network with so many people. It's pretty awesome!

And we have to say that **we are truly honored to be a part of your life now**, and trust that the content we've been sharing with you over the last month has been helpful and given you a good idea of who we are and how dedicated we are to helping you get your gifts out in the world and to have you business be a success.

I want to share with you a recurring theme in most of the conversations, emails and messages we've gotten and it's **“How do I put the pieces together to make more money?”**

So if you're feeling that, **you're not alone**.

In fact, that was exactly how Paige and I felt before we put the pieces together and turned it all around.

But here's the trick, **it's almost impossible to see all the pieces, much less put the together, by yourself**.

That's why Paige and I have decided to open up a handful of spaces on our calendar to help YOU put the pieces together.

These complimentary (totally no-cost) sessions are your opportunity to have Paige and I look at your business **and help you put the pieces together, so you can start having the success you desire and deserve**.

So STOP struggling, getting frustrated and flirting with the idea of giving up on your dream. Set up your time to **get 1-on-1 support with us and claim your “Putting the Pieces Together” session**. (a \$750 value)

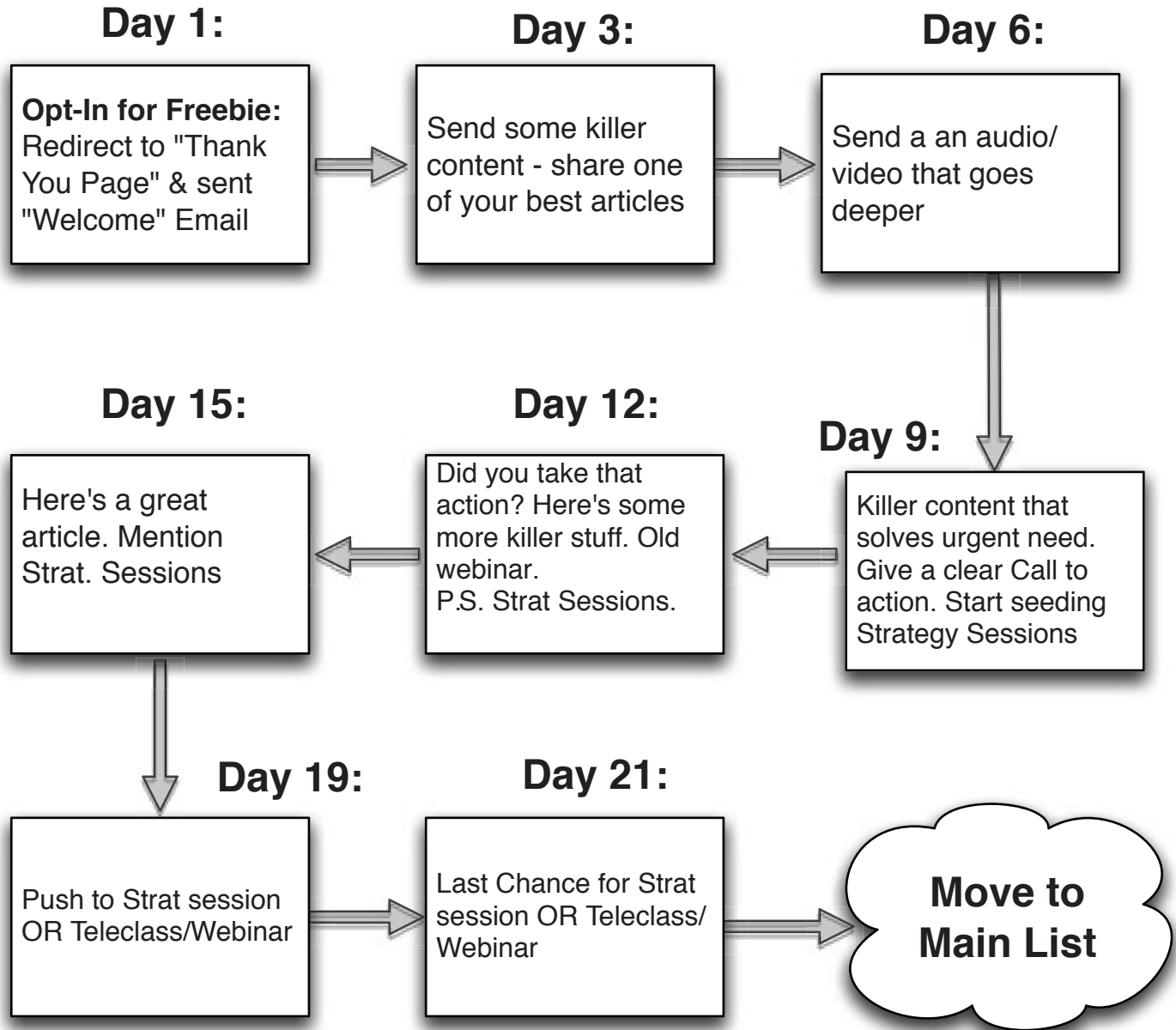
Click this link to book your session before they're gone: **Time Driver Link**

We look forward to connecting with you and helping you put the pieces together.

In Love and Gratitude,
Your Champion,
Brian

P.S. If you have any questions, email our team and they will get your questions answered: Support@PaigeandBrian.com

KISS OPT-IN SEQUENCE (**KEEP IT SIMPLE SEQUENCE**)



FOLLOW-UP SEQUENCE **TEMPLATE**

