

Workbook

MARKETING YOUR NEW OFFERING TO YOUR DREAM CLIENTS

ASIAN FEMALE

ENTREPRENEUR
collective

Marketing Your New Offer

Hello there!

Now you have gone through the first worksheet about creating your offer for clients, the second part of this process is to market your new offering!

But before you do that you need to ensure that you have a strong sales page for your product/service.

If you are a product-based business, then having beautiful clear images are going to be a must! If you are stuck on this then please post in the group and I can recommend some suggestions. It might also be worth investing in a good camera etc so that your product images are beautiful! If you are a service-based business, then you need a sales page.

Depending on how your website is set up and how easy it is to add new web pages you may also want to consider Leadpages. This is what our mastermind page is currently hosted on.

Leadpages is around £35 a month and you could even just use it for the duration of when you are promoting your new service and then cancel it.

If you need help to design your Leadpage then there are recommendations in the portal or just ask in the group!

You want to ensure that the sales page can take payments through Paypal and Stripe. There is nothing worse than DMing details and chasing people. Make it easier for you and your dream client to pay you!

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Yes making money can be easy 😊

I have also created a sales page training in the portal for you to look at. I highly recommend collating testimonials and using these as part of your marketing campaign to promote your offering.

When you are creating your sales page I highly recommend you watch Suzy Darke's copywriting training in the Dream & Rise Facebook group! This will help you sell your products and services.

Now when it comes to marketing it's really important that you are consistent and have a mini marketing campaign in place to promote your offer wherever humanly possible! The number of clients I have had that have done just one post to market their offer and they get zero traction and give up!

When you have any product or service **YOU HAVE TO** market it through a series of marketing activities. This could be groups, Facebook, newsletters, outreach, challenges, masterclasses, Instagram, joint lives with previous clients or anything else you can think of!

To add a bit of context, when we promote any offering, we normally do one social media post across all channels and one email daily to our list. On the last day of cart closing we do 3 emails per day! So frequency and visibility is key!

So, let's start.

Marketing Your New Offer

Where are you going to market your new offer? Write down all of the channels you are going to use and the frequency of each channel. So, for example an Instagram post daily, an IGTV TV daily etc. Get super clear on this!

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Marketing Your New Offer

Also think about outside the box ideas. Could you reach out to your previous clients and ask them to refer you and they get a referral fee. Could you perhaps reach out to group admins and ask them to advertise? Could you ask people in your network to share your offer? Act as if your life depended on it!

Marketing Your New Offer

Now decide the duration of your mini launch campaign. If you have a new offer for your audience you ideally want to make this time sensitive. This is different to the all-round marketing/content you do daily through your other channels.

So, what I mean by this is decide how long are you going to promote it for. So for example with the mastermind launch we normally promote it for 14 days and with the Dream & Rise launch we promo it for 5 days as it's a lower priced offer.

Having a time sensitive approach and giving your audience a reason to buy is going to force them to decide, otherwise people will just sit on it! So, for example you could have a midnight deadline, or you could even have a special early bird offer where you offer your audience a special rate which is an incentive to book early!

Write down below how long your offer will be open for and what the cut-off date will be. Can you offer any incentives for booking early? For example perhaps a free one to one session?

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Now that you have decided the duration of your offer. It's time to think about graphics for your offering. Graphics and copy are so important when it comes to promoting your offer.

No one likes to see a boring old dated graphic! You can then also use the graphics for social media and Instagram stories!

See below for graphics we have previously used for the Dream and Rise campaign.

If you would like graphics designed then do reach out to [Abileedesigns.](#)

What you will most likely need is:

- **Social media graphics – Instagram and Facebook**
- **Instagram story graphics**



Marketing Your New Offer

Instagram Story



Instagram/ Facebook Post



Marketing Your New Offer

The next step is to decide what content themes you are going to use to promote your offering.

I would highly recommend using different content theme types to promote your offering. But you need to be **SUPER CLEAR** on the transformation/change you are offering and why your ideal client needs it!

So, for example it might be January and your ideal client might be feeling super depleted after the Christmas period and this is the year they decide to finally get their act together! What kind of content/copy would you be creating to appeal to them? For example, testimonials etc.

Instead of listing simply what they get when they work with you list out the transformation. So for example if I was to market my wedding planning service to a client they aren't simply just hiring a wedding planner they are getting a stress free, well organised wedding. This is the transformation. So, ensure that you are always communicating the value/transformation and not simply what they are getting!

The content themes that I have seen work well are:

Testimonials

Testimonials with images of the client. You would have perhaps seen these in the mastermind launch. At the end of your post you need to have a call to action which states to book your place/ sign up here >>>> **YOU MUST GIVE YOUR IDEAL CLIENTS AN OPPORTUNITY TO SIGN UP!**

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Backstory

Another theme that works well is the backstory. This can be a story you share from the past and how you changed/transformed yourself through the service you are offering

Breakdown of your offering

A breakdown post is always powerful. So, for example what they will exactly get. [You can view an example here](#)

The Transformation

These are powerful posts that tap into the emotions of your dream client.

So, for example imagine your client is suffering from depression, what you want to do is really take them on a journey from where they are now and where they want to be.

So for example use copy like:

“How would it feel to wake up and be rid of depression?”

“How would it feel to be in control of your thoughts and emotions?”

“How would it feel to be comfortable in your own skin and free from those negative thoughts?”

In this type of content, you really want to make it crystal clear what the cost of not working with you is.

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Below write down what content themes you are going to work with:

This image shows a full page of white paper with horizontal yellow lines, resembling notebook paper. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings present.

Marketing Your New Offer

Once you have decided your content themes and you are clear on your copy, graphics, and sales process then its time to market!

Now it goes without saying that when you are in a launch or in a mini launch it is a rollercoaster! YOU HAVE TO KEEP GOING!

And the key thing will be keeping your mindset in check. So ensure you are allocating time each morning for your mindset practice!

When you do launch your offering make sure you are coming from a place of excitement and value rather than a grabby energy – this is key when selling!

To really create FOMO share people that are signing up! So, for example, this could be in your IG stories or social media. Always ask permission from your client that you can!

You can also share how many spots you have remaining.

So, for example, “XXX spots have already gone, and limited spots remain!”