

# **Profitable Priestess**

## **Getting Clients NOW!**

### **What are good beginning Marketing Goals?**

- 3 asks a day (work up to this)
- 2 Firework activities a month
  - Video 1-3x per week
  - Lives 1x per week or month
  - Newsletter 2-4x per month
  - Partnership Mtg. 1x per week
- Social Media 5x per week (or more)

### **To Make More Money (and create more impact) = You Must be Getting Clarity WHILE You are Doing your Marketing Fireworks + Marketing Dashboard!!**

#### **What is a Marketing Firework?**

It's an event, program or marketing activity that creates lots of connections for you that translate to sales, conversations and moving your business forward.

- Speaking events (offline and online – but offline works better for conversion)
- Sponsoring business events or trade shows
- Webinars, teleseminars, livestreams (especially with JV Partners)
- Doing a call with a JV Partner (buddies with benefits)
- Hosting your own event (big or small)
- Using a series of Ask Emails to get sessions from your current list
- Launching a program or product or event
- Doing a video series that leads to sessions
- Doing a guest blog post where you get lots of traffic back to a free report that includes conversations
- Finding a large referral partner that is willing to introduce you to a lot of new leads
- Doing a large corporate/organization workshop or training where you ask for sales conversations
- Large List-building events like tele-summits or giveaways
- Getting mentioned in a magazine, newspaper or other PR source that leads a lot of traffic back to your site
- Hosting a major sale to your list

**You want to make sure that you have a firework planned at least every 60 days. If you need money fast, then 2-3 fireworks are needed per month. This is the key to plentiful sales conversations. Fireworks require creativity, strategy and investment over and over again. They also require you to take risks.**

**Get Clients Strategy:  
The Friends, Family and Followers  
Connection Letter (Sent Over Email or Snail Mail)**

Dear Jason,

**WHAT YOU'VE BEEN UP TO:**

As you may know, I left my job with McClellan Associates last year to follow my passion for helping people to live fuller and healthier lives. During my time as a marketing manager, I followed an intensive nutrition course, which gave me all the tools I needed to open a private nutrition practice. I am now a certified holistic health counselor accredited by the American Association of Drugless Practitioners. You can see more about my work here: [www.URL.com](http://www.URL.com).

**THE KINDS OF PEOPLE YOU WORK WITH + THE PROBLEMS YOU SOLVE:**

I work primarily with people who want to lose weight naturally, eliminate sugar cravings, balance their energy swings or control food sensitivities or allergies. Often my clients are frustrated because they have too much to do and cannot find the time to take care of themselves. As a result, they often suffer from stress, anxiety, excess weight, depression and an overall feeling of being out of control. My approach is simple: together my clients and I gradually implement simple changes to their health that have a major impact on their lives. Usually in a matter of a few months, these nutrition and lifestyle changes solve the majority of their health issues and my clients start feeling a balance in their lives they have never felt before. As a result, my clients typically experience drastically higher energy levels, increased productivity through focus, weight loss, glowing skin, and better moods.

## **HOW THEY CAN HELP YOU:**

The success of my program is evident by the steady growth of my client base. The bulk of this growth is due to referrals. If you know of anyone, friends or colleagues that may benefit from one of my programs, I would appreciate the connections. I work with people all over the country, by phone, so there is no travel time, and geography is not a concern (so your best friend in Texas is as much a prospect as someone down the street from you). The best way to connect me with someone is to set up an email introduction or forward me their contact information. You'll see a sample email introduction at the bottom of this letter.

## **SPECIFIC CONNECTIONS:**

I am also looking for the following connections in order to create referral partners and find more speaking events. If you know someone in these categories, please kindly set up an email or phone introduction: HR Professionals at Companies Yoga Teachers and Yoga Studio Owners Doctors Holistic Health Professionals (chiropractors, acupuncturists, massage therapists, etc) Personal Trainers and Gym Owners I can be reached at [phone number] or emailed at [email address]. With Ideal Balance, you'll live life to the fullest.

Thanks and be well,  
Sarah  
URL

## **Get Clients Strategy: The Ask Email Series Tried and true – this is a great way to engage your list and get some conversations.**

- Create a list – put together friends and family
- Write the email – use the included template – modify where needed
- Send it out and follow up with phone calls where needed
- Send 3 different emails using this template – M, W, F or T, TH, T

## **ASK Email Longer Version (can be shortened or customized):**

Dear Name,

### **Connecting:**

As the magazines put out their swimsuit specials, it reminds me of how tough it can be to make healthier, sustainable changes for summer when all we see out there are “air-touched bodies” to copy. It makes you just want to eat more chocolate! Show Them the Problem: Are you still trying to lose extra winter weight? Do you sneak an afternoon cookie or a bag of chips—and wonder why, as successful as you are, you aren't more disciplined when it comes to food? Do

you set the alarm for a 6 AM workout, only to hit the snooze button? Or maybe you've just realized that depriving yourself, counting calories, or feeling guilty just isn't working for you.

**Offer them an Example:**

I'd like to take a moment and tell you about my client Sarah-Anne. When Sarah-Anne came to me she wasn't sure how she could lose weight, as she had tried everything, and nothing was working. Our first conversation changed everything! First, we determined that her ideal lifestyle was way different than she had thought – we let go of the image of her in her twenties (single) and created a new powerful image of her as a strong, lean mom—an image that propelled her forward and not backward. Next, we identified three major challenges that were getting in her way. One of them was always eating lunch at 2:00 (after she fed her child) when her need for sugar was at its height. Then we created a full-fledged plan for her success – and identified each step of the process. Since that conversation, Sarah-Anne has lost 12 pounds.

**Call To Action:**

To sign up for a session with me, just email my team at [support@crazyhealth.com](mailto:support@crazyhealth.com) Scarcity I've opened up only 7 sessions this month – so please act quickly. I'd really like to speak to you! I can't wait to meet you and start on the path towards a lighter, happier, more balanced you.

With much appreciation,  
Sarah

PS: I get that it might be scary to click on that link – because it means you admit that you want MORE. More health. More confidence. More goodness in your life. I hear you. And know this – clicking on that link can put you on the path to more, faster than you think.

**ASK Email Shorter Version:**

Dear Name,

Are you still trying to lose extra winter weight? Do you sneak an afternoon cookie or a bag of chips—and wonder why, as successful as you are, you aren't more disciplined when it comes to food? Do you set the alarm for a 6 AM. workout, only to hit the snooze button?

When one of my clients, Sarah-Anne came to me she wasn't sure how she could lose weight, as she had tried everything, and nothing was working. Our first conversation changed everything! We identified three major challenges that were getting in her way and how to solve them. Then we created a full-fledged plan for her success. Since that conversation, Sarah-Anne has lost 12 pounds.

Would you like to have someone listen to you, help you identify your issues, create a clear goal and then a plan for success? Let's do it! To sign up for a session with me, just email my team at [support@crazyhealth.com](mailto:support@crazyhealth.com).

I've opened up only 7 sessions this month – so please act quickly. I'd really like to speak to you!  
With much anticipation,  
Danielle

PS: I get that it might be scary to click on that link – because it means you admit that you want MORE. More health. More confidence. More goodness in your life. I hear you. And know this – clicking on that link can put you on the path to more, faster than you think.

## Get Clients Strategy: The Social Media Ask

Post on social media that people can have a conversation with you.

### Examples:

“I'm so excited for Spring. But with Spring comes the onset of less clothes. Many of my clients are worried about that. No need to worry – I just helped a client lose five pounds over the last two weeks. I'm setting up summer loving body conversations today and have room for 3 people. Are you one of them? Email me here: [support@loveyourbodynow.com](mailto:support@loveyourbodynow.com)”

“Hey guys – have you been watching my posts and wondering if you should speak to me about your business? I'd love to help you figure out what your plan is, position you to succeed and give you some great strategy. I've got two conversation spots open on Friday. Would love to chat. Email me at [support@newbusiness.com](mailto:support@newbusiness.com)”

“I've had 3 people this week alone tell me they wished they had a conversation with me sooner. I'm humbled by it. It made me realize that I should offer the chance to talk to me to more people. So I opened 3 spots to speak to me on Wednesday about finding more love in your life. One of the women I've helped find a partner is 40! You don't have to settle. Go here to grab a spot now: [www.sessionpage.com](http://www.sessionpage.com).