Marketing Mastery -for- Coaches & Entrepreneurs

How to Attract More Clients, Patients & Customers

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Do You Think You Can Catch More Customers If You Know:

- Who They Are
- How They Think &
- Where They Hang-Out?

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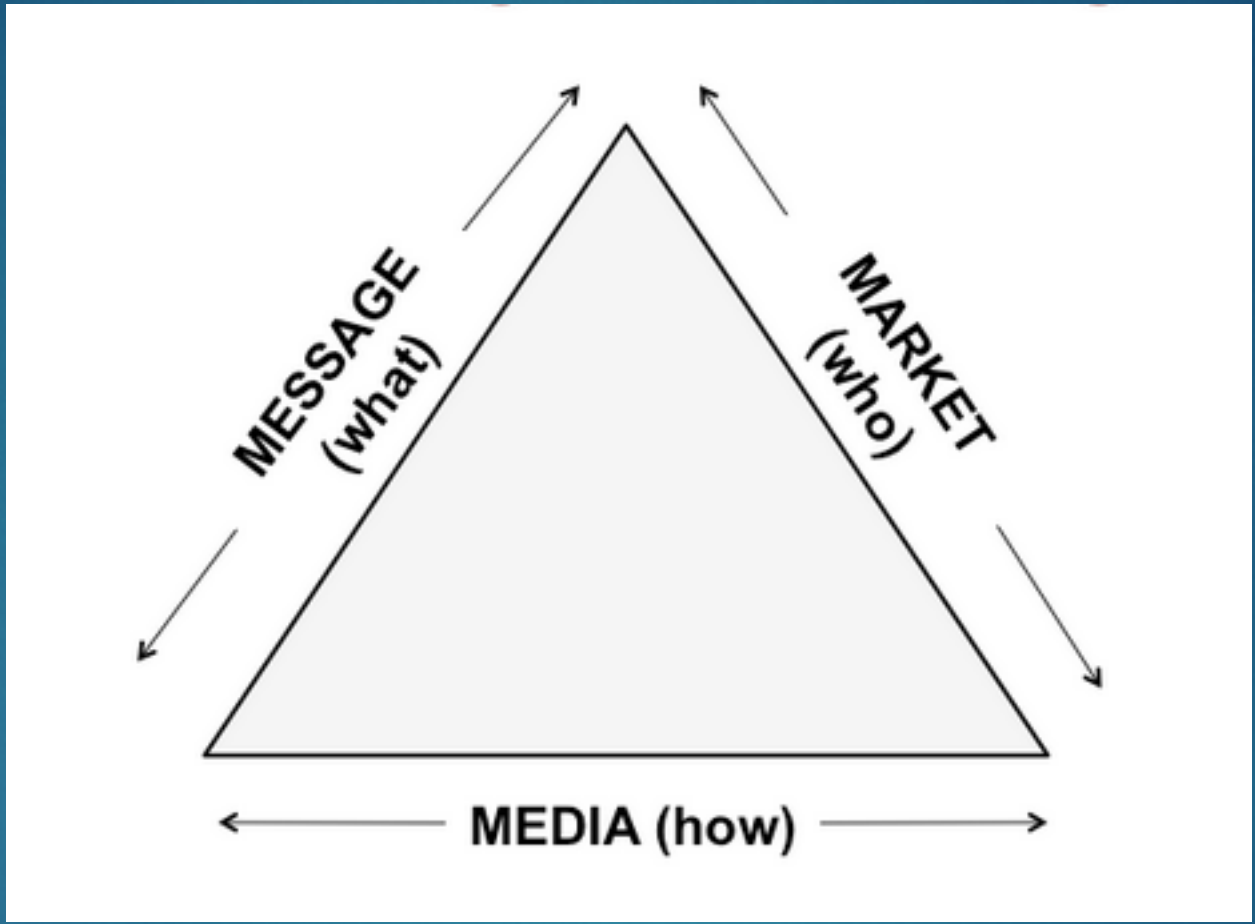

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Sales Funnel

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Attract Perfect Clients

Sales Funnel

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Attract Perfect Clients

Sales Funnel

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Who

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Two Most Important Marketing Elements

- Knowing Your Outer Steps
- Understanding Your Inner Mindset

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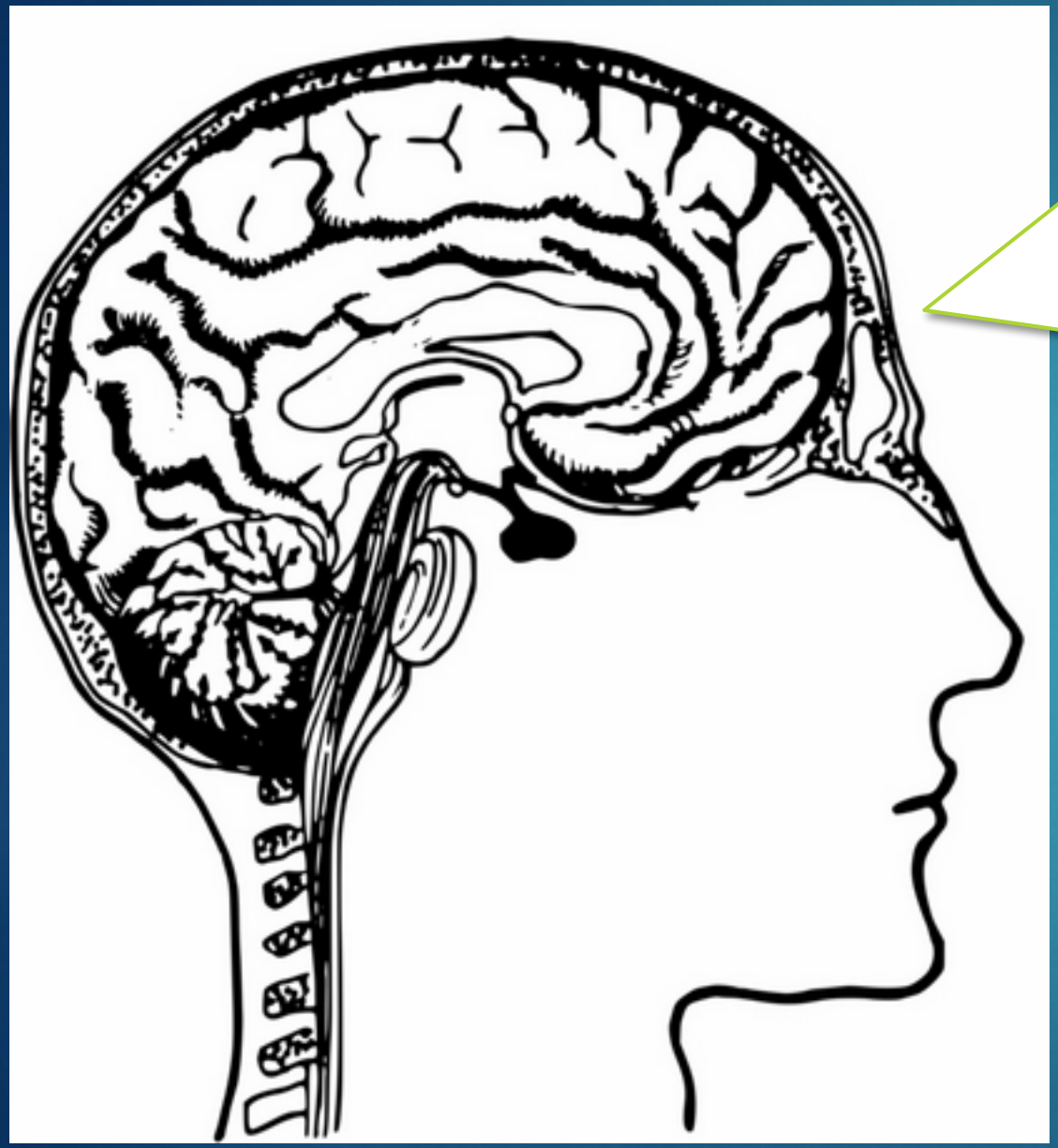

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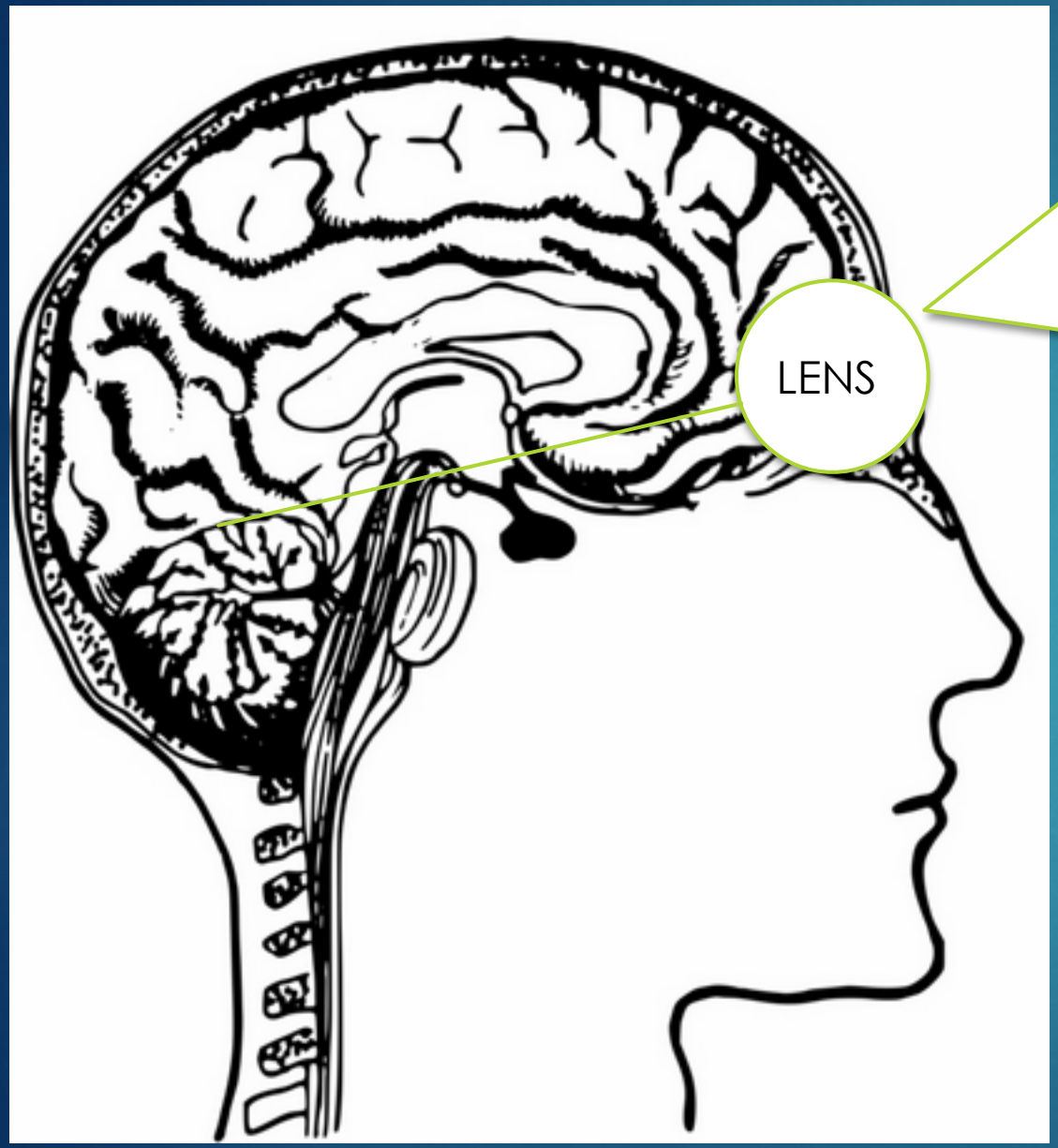

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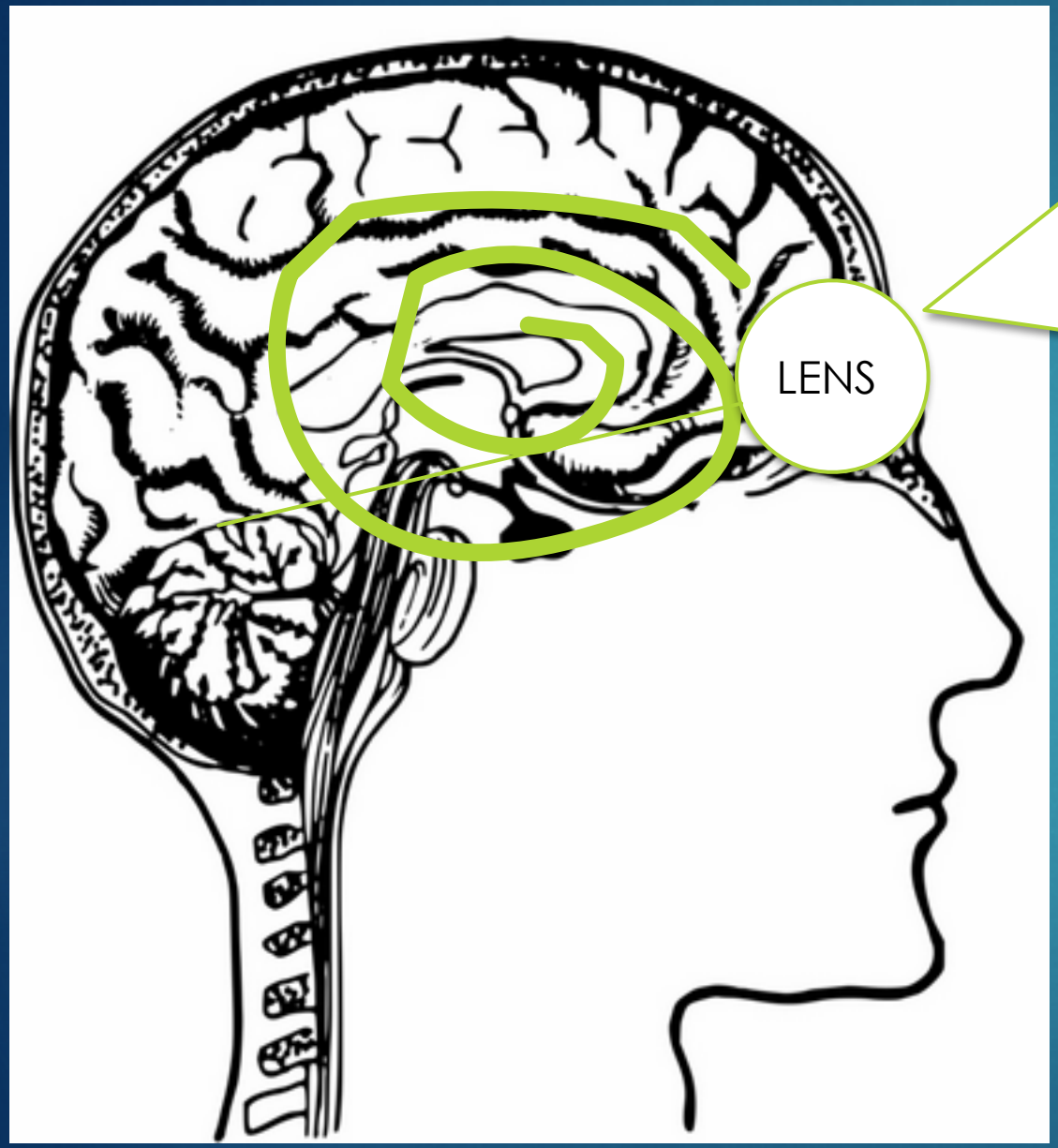

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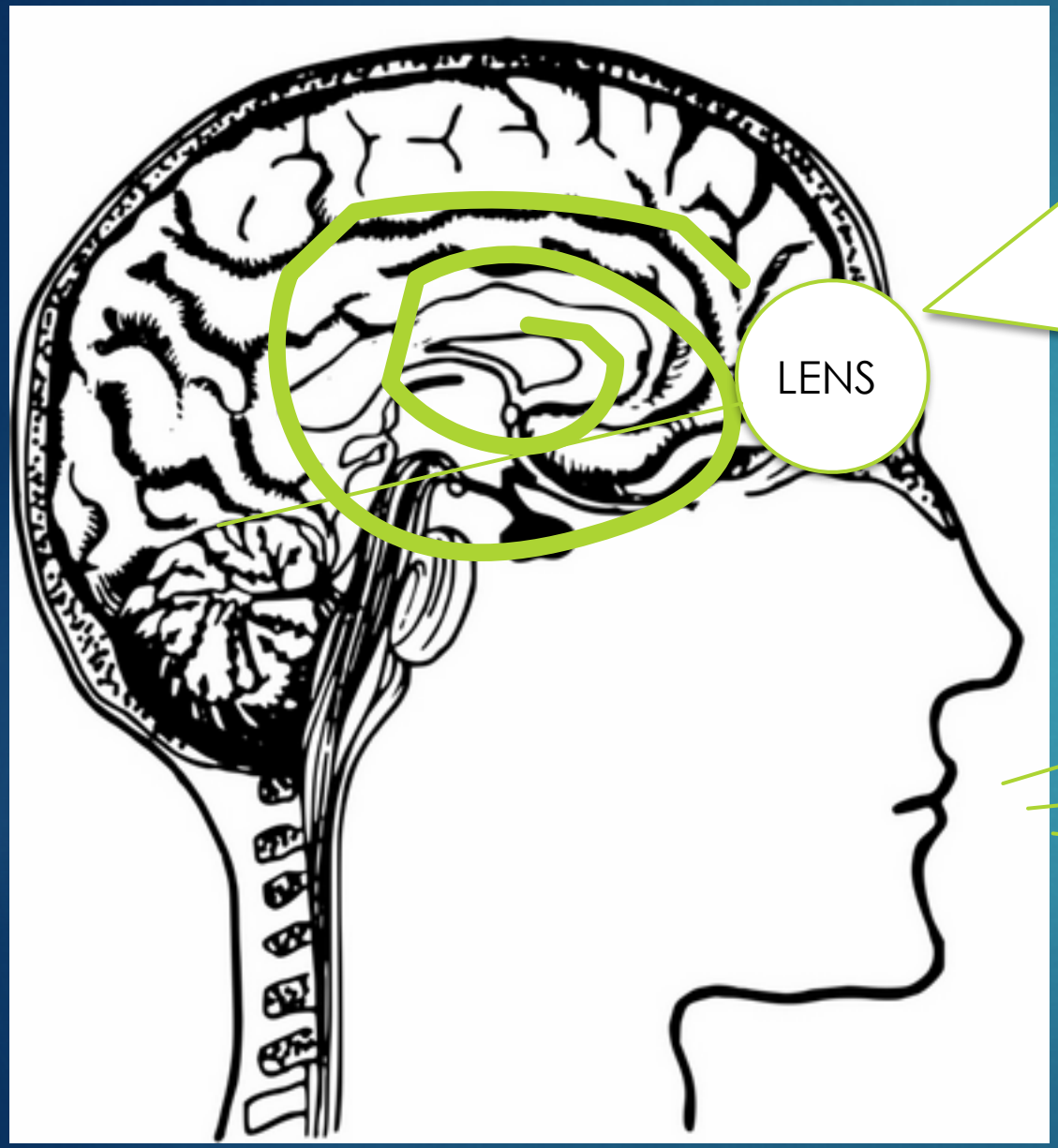

Input

response

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Where Do I Find Clients?

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There Are No Customers For Me!

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UNTIL WE REALLY LOOK…

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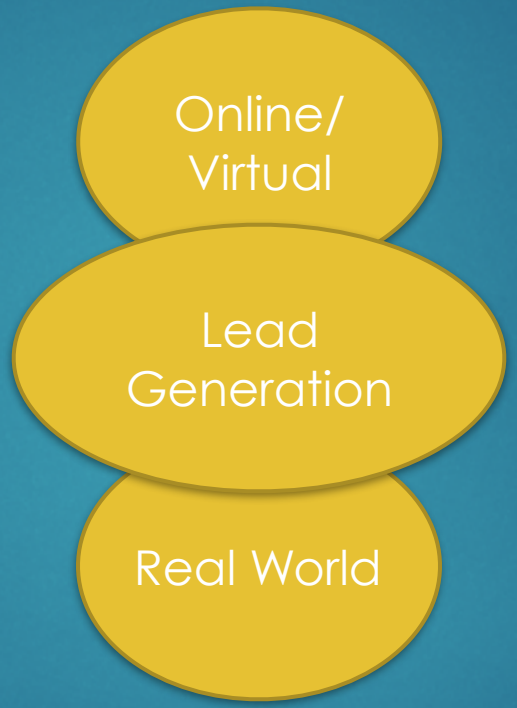

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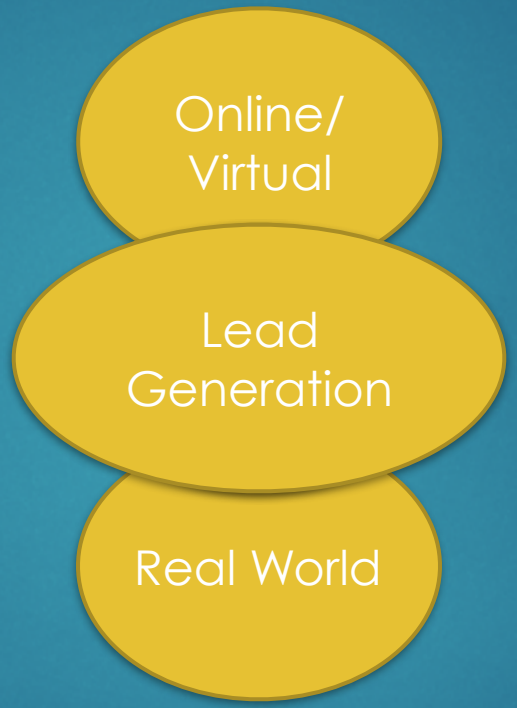
Social Media

- ***Instagram***
- ***Twitter***
- ***Linkedin***
- ***Facebook***



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Blogs

Social Media

- Instagram
- Twitter
- Linkedin
- Facebook

Articles w/ Links

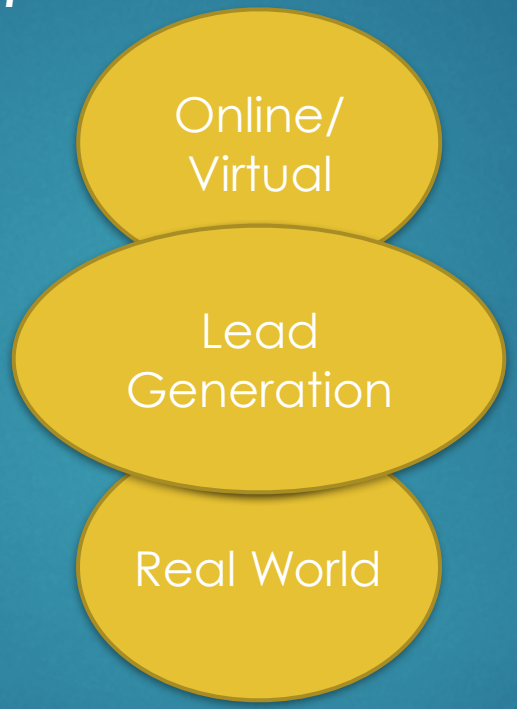
Website Fill-Out Form

Email Campaign My List

Listings On Websites & Pages

Pay Per Click

Email Affiliate List



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Social Media
- Instagram
- Twitter
- Linkedin
- Facebook

Blogs

Website Fill-Out Form

Articles w/ Links

Podcasts Your Own

Podcasts - guest

Ads & Sales Funnel

Email Campaign My List

Email Newsletter

Social Media

Free Webinars

Listings On Websites & Pages

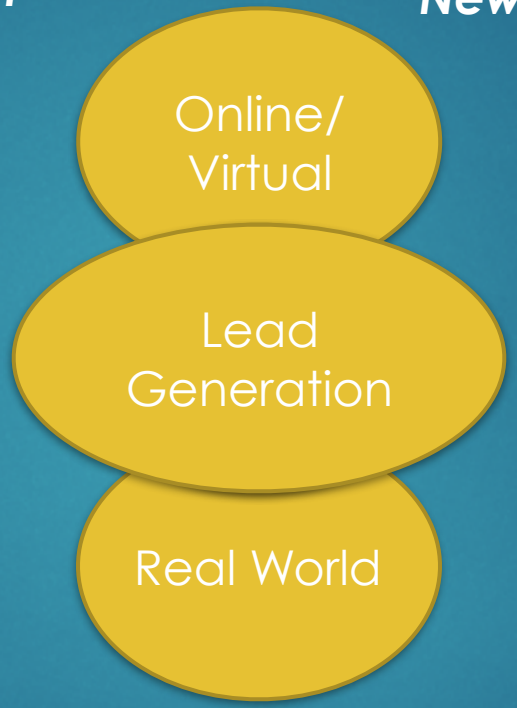
Surveys

Pay Per Click

Solicit IM

Email Affiliate List

Your Own - YouTube Channel



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Step 1: Creating Your Perfect Client

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1- You Can Only Find What You Create

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Who

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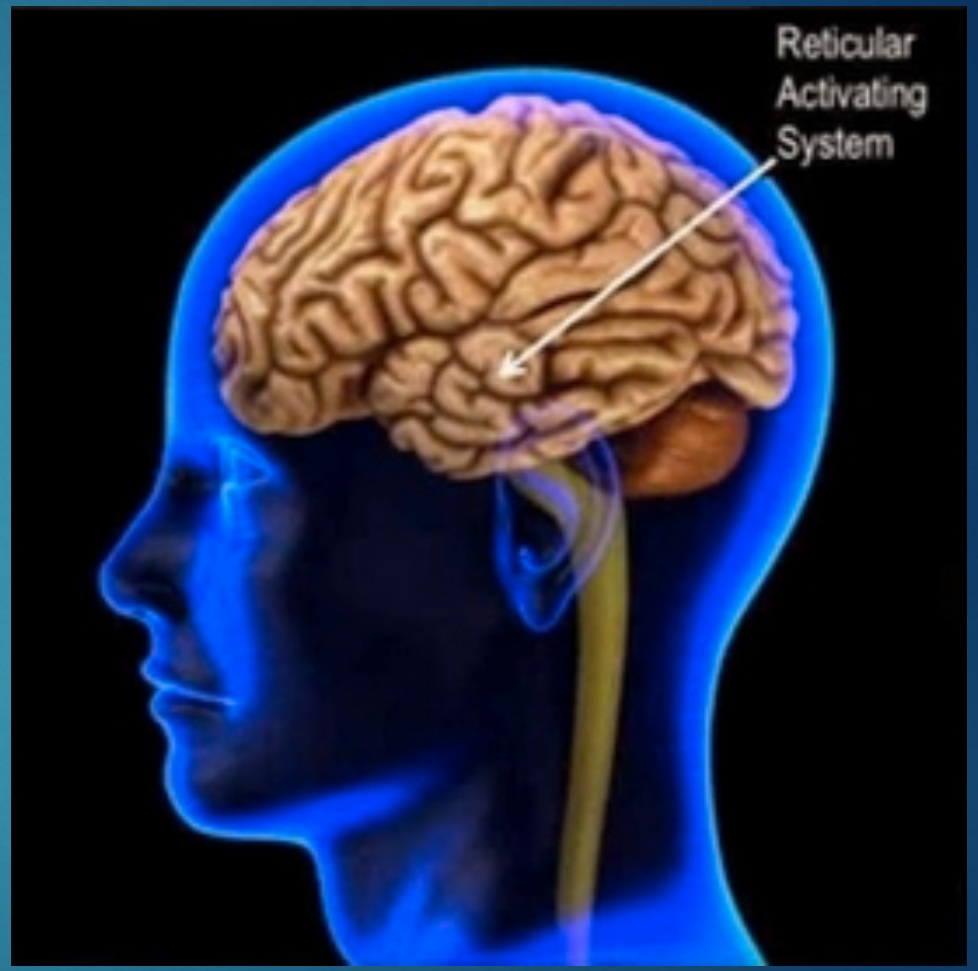
When we are Clear Who We Are Looking for…



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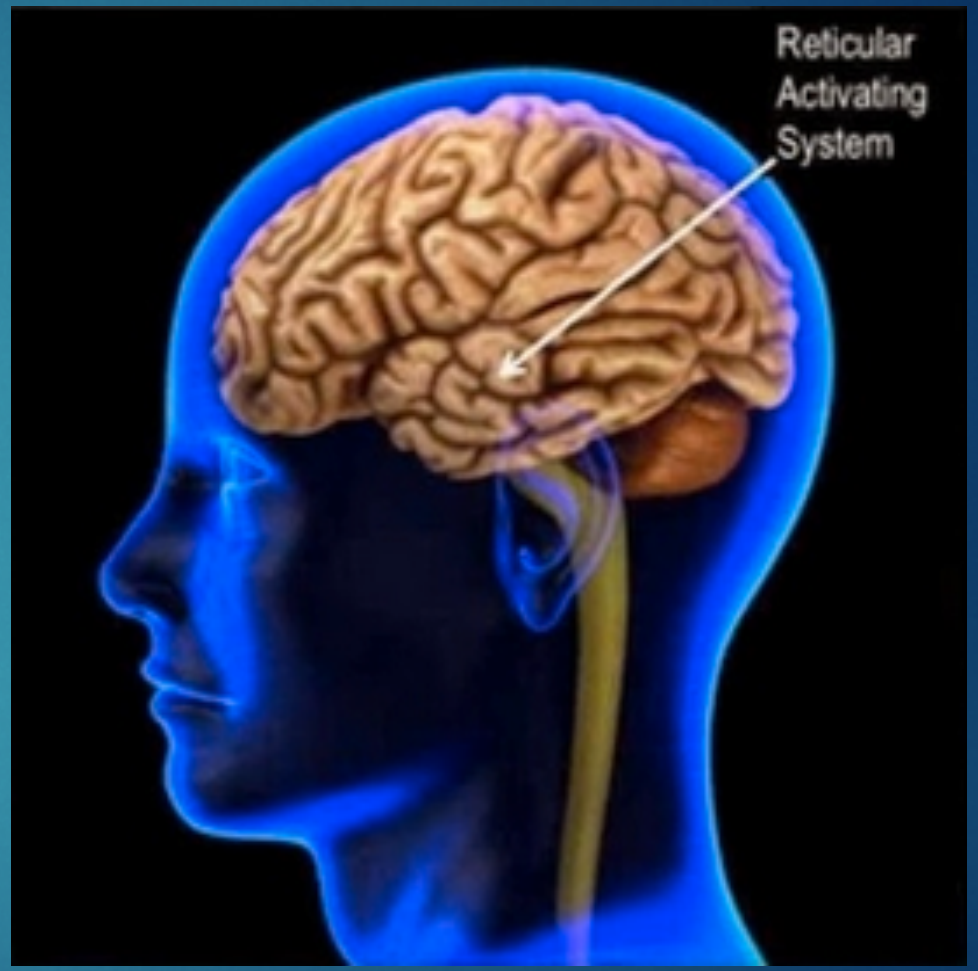
When we are Clear
Who We Are Looking
for…

They will Magically
Appear



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Demographics

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Demographics

- AGE
- INCOME
- LOCATION
- MARITAL STATUS
- NUMBER OF CHILDREN (IF ANY)
- OCCUPATION
- EDUCATION LEVEL
- RACE
- ETC, ETC, ETC

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Psychographics

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Psychographics

A METHOD USED TO GROUP PROSPECTIVE , CURRENT OR PREVIOUS CUSTOMERS BY THEIR SHARED

- PERSONALITY TRAITS,
- BELIEFS
- VALUES
- ATTITUDES
- INTERESTS AND LIFESTYLES

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Do You Think You Can Catch More Customers If You Know:

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To Learn Who Your Perfect Client is, Call Now

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