My PROVEN (and SIMPLE) 3 Must Haves to get people to opt in, like, and say YES to your offer every time!

Attracting leads is not hard. You just need to know the steps to get there. And I'm sharing my secrets based on working 8+ years on top notch brands including winning Product of the Year for a product in a highly competitive marketspace.

First of all, branding doesn't start with logos, graphics, and websites. **If you want a stand out brand that commands attention, you have to learn to build leads.** Otherwise you may end up with an empty store (no matter how pretty it looks) with no buyers and that's just not fun.

So if you wished someone would layout the super simple formula to follow – one that you can count on to work (yup, I'm talking about more leads + more fans + more clients + more money), then this is for you…

Step 1: Entice

Goal: Create Interest

Take the time to understand what would capture your ideal clients' attention. What are the pain points? What would turn their heads? I cannot stress enough that this is the most vital step. If you don't peak interest, people won't step into your 'store' and buy.

Step 2: Woo

Goal: Build Like & Trust

People like to feel like they can relate to you and your offers. Look for ways to keep your ideal clients interested. What would they want to know to make them like you more. How can you accommodate their needs? Maybe it's a tidbit about your story that relates to what's going on in their lives. Or maybe they need a little more information to trust your offer. If they don't like or trust you then they'll say NO and leave you behind.

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Step 3: Offer

Goal: Convert

By now are interested in what you have and this is the point of a Call to Action (aka CTA). Take the lead on what the natural next step is for them. Whether it is something they buy or a juicy opt in you are giving away, make sure you have some action for them to take right away. And when you make sure that offer is aligned with exactly what they are looking for or needing help with, it becomes a no brainer for them to say YES!

This is the simple version of my must have formula to get a yes every time. It's easy to follow and shows you the key steps to include when you write a post or even have build a longer relationship with your ideal clients to make a sale.

All 3 steps are important, but remember to follow each step in order to get the best results – cuz there's nothing worse then offering before they get to know you!

Xo!
Minling

Official branding geek, yogi, beach lover, and your go-to gal for Brand Fame.

P.S. Does this work? Yes! This is the branding secret sauce my clients depend on me for – creating a custom way to showcase their GREATNESS and create results like this:

My list went from 2 people to 304 people in 8 days.

Since working with Minling I have a whole new perspective of my brand that I didn't realize was there.

I used her advice and incorporated this into my strategy in how I wanted to show up in the world. My list went from 2 people to 304 people in 8 days.

I have no doubt that it has everything to do with Minling's help in tying my message together with my brand.

Danielle Sabrina

Since working with Minling, I now have weekly income through new clients and monthly sponsorships for my radio show.

I was in an inbetween phase with my company and wanted to learn how to grow more and engage a larger audience and bring in more revenue regularly.

While working with Minling, learned a lot about myself and about what my target audience was looking for. I also learned a lot of brand marketing.

Minling really teaches you how to evaluate and make even some the littlest changes that make such a huge difference. Since working with Minling, I now have weekly income through new clients and monthly sponsorships for my radio show!!

Jaclyn Zukerman

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