



5 Day
Course

Flash List!

Grow your list in a flash!

Learn how to create a killer
opt in that get clients to fall in
love with YOU at first sight!

xo!
Mirinda

Day 5: Magnetic Marketing

Building your list means getting really really really good at marketing and promoting yourself and your opt in. It's not the time to be shy.

The best marketers do one thing and one thing well...they engage their ideal clients so their ideal clients feel a part of the conversation.

Think of it this way. No one wants to be told what to buy or be convinced that what you have is the best. This is what the vast majority of new entrepreneurs do when they first start a business. They talk about how great their products and services are. It's like a big "BUY ME" sign is flashing.

But it's a big turn off.

Instead, when you engage in a conversation or dialogue with your ideal clients, you get to know what their problems are. This shows you care more about them and not your own bottom line.

Marketing is not about selling. Marketing is about engaging. Selling comes much later in the process in case you are curious. And as you engage with your ideal clients, they'll fall more in love with you and will just want to buy everything you have to sell!

Magnetic Marketing & Getting Visible.

1

Where do your ideal clients hang out?

Brainstorm all the places your ideal clients hang out. BE CREATIVE. Both online and offline.

2

What do my ideal clients want to hear?

Make a list of things your ideal clients want to hear (not what you want to tell them!)

3

When are you going to do your marketing (how many times / wk)?

It's good to have a plan and stick to it! Write down the days you are marketing.

4

Craft your engaging copy...

The Problem / Attention Grabbing Line:

Your story and how you overcame it:

The solution you're providing leading with the benefit:

The Call To Action: