

Where to Find Peeps to Enroll in Your Offers

THE SACRED SCALING

Collective

Captivate

Nurture

Activate

Scale

REVIEW: THE BIG PICTURE

The Easy Breezy No Brainer Enrollment Process:

**1. Send a message to your audience
(either with a direct call to action,
or a “nurture” call to action.)**

2. When you receive replies, send the qualifying questions in response.

3. If it's a fit, send your program invite letter.

SO, WHERE ARE YOUR PEOPLE?

First, decide on your chosen “containers”

- **Email list**
- **Social Media**
 - **Consider starting a group if you're on Facebook**
 - **When people sign up for your list, direct them to your social media platforms**

Create a SIMPLE Editorial Calendar or Publishing Schedule

Design a Signature Talk

**Pitch yourself to get booked on
podcasts/interviews, etc.**

To really create a big “burst” of audience-growing opportunity, make it your goal to speak on someone’s “virtual stage” at least once a week for 90 days!

RELATIONSHIPS TO LEVERAGE

- **Who are they?**
- **What resources do they have?**
- **How I can help them**
- **How they can help me**

Create your unpaid “Sales Force”

- **Past and current clients**
- **Prospective clients**
- **Network of personal contacts**
- **Centers of Influence**
- **Strategic alliances/JV partners**
- **Affiliates**

Referrals

The Template That Made \$20K in 2 Weeks:

“Hey [NAME] - How’s it going? [Pleasantries]

Anyway, I am reaching out because I just set an intention for myself that I was hoping you could support me with.

I set an intention for myself this week to welcome [#] clients into my [offer] by [date], and I set an action myself to reach that. The action was essentially to reach out to everyone who knows me and see if they might have someone in mind who could use this offer.

So I’m wondering, do you know anyone who might be a fit for this? It could be you, an industry buddy, a client of yours, or someone you saw in a Facebook Group. If so, I’d love an introduction :)

Thanks!

[SIGNATURE]”

Paid Ads

Bonus tip:

Watch the bonus training on how to stop hearing “I can’t afford it” from your audience.

**Don't worry about making things
complicated.**

What it really comes down to...

Finally, be *intentional*

Thank You! <3