

CREATING YOUR FIRST

Six Figure

YEAR

A VIP TRIBE COACHING CALL EXCLUSIVE

01.08.2017

Manifestation Babe™

First VIP Coaching Call!

- 1x per month every single month, we will pick a collective topic
- Date will be announced a couple of weeks in advance
- The intention of this call is to get live support on a monthly basis not found anywhere else
- Please use the chat function and communicate with each other
- Questions will be left for the end as time allows
- Expect ~ 60-90 minutes total of content + Q&A w/ every call
- This is in ADDITION to content added to the Tribe
- Think of it as an extra masterclass that you can actively engage in

The coveted 6 figure year

- 1 year = \$100,000
- 12 months = \$8,333 per month
- It's so much easier than you think!
- Expanding your mind to show you what's possible
- This call is about breaking down the entire strategy behind a six figure year WITHOUT a template
- Giving you OPTIONS (the six figure menu)

Why six figures?

- As with any money manifesting amount... first give this number a PURPOSE
- Why \$100k?
- What will you do with it?
- How will it serve you?
- What would it mean to you?
- How would you spend it? Save it? Allocate it?

What is business?

- How do we earn money?
- SOLVING PEOPLE'S PROBLEMS
- Branding your unique way of solving your ideal clients' problems (creating solutions)
- Find a niche that serves your passions & interests
- If you are interested in something, there are certainly others interested in the same thing!
- Creating a niche helps you become an authority in your industry much faster than if you're creating a broadly marketed business

What problem are you solving?

- This is how you'll put value out into the world this year
- List out all the pain points of your ideal client/customer (watch the ideal dream client masterclass!)
- What do they struggle with?
- What do they wish they had more of?
- What frustrates them?
- What are their weaknesses?
- What keeps them up at night?

What solutions can you offer?

- What are all the solutions you have to the previously written out pain points?
- Brainstorm all solutions you can offer for these pain points
- What product can you create based on these solutions to these problems?

YOUR BRAND THIS YEAR

- Your brand is YOU
- Your business is YOU
- What have been your experiences in 2017? Lessons learned? Obstacles overcome? What solutions did you find to your problems that your ideal clients have?
- How can you take your unique experiences and turn it into a brand on fire in 2018?
- Unique experiences + your personality + solutions + specialized niche= your unique biz

You won't get to 6 figures unless

- You get used to charging premium prices OR grow a HUGE audience
- Breakthrough your fears of standing out AND charging more = your focus
- You can get to six figures with lower end offers, but you must have a MASSIVE audience to market to (examples to follow)
- You only need a few sales to hit 6 figures with only premium offers
- You can get to six figures much faster with a mix of premium, mid & low end offers (this is my biz model)

The WOW Experience

- So many of you are afraid to charge your worth...
- But pricing yourself high is nothing to be afraid of
- The more premium I went, the more people respected me in the online realm
- GROW into your numbers if you're a beginner & keep playing toward the higher range
- The restaurant WOW experience
- People don't care WHAT you do, they care HOW you do it
- It's about the PEOPLE you serve & HOW you help them
- Create raving fans and you'll never go out of business

Raving fans from the start

- When JUST starting, you create raving fans through your value & content
- Tips, free challenges, video series, cheat sheets, livestreams
- What kind of posts, blog posts, instastories, freebies, etc. can you share with your audience that INSPIRES them to want to share that value with their friends?
- Provide more value (and better quality value) than anyone else & people will want their friends to come follow you too

The "typical" online biz model

- 1:1 services (coaching, consulting, active client work)
- Monthly recurring revenue (membership site, apps)
- Digital courses + products (courses, ebooks, apps, PDF's, video series) (DCB)
- Group programs (group coaching + masterminds)
- Self published books + printed workbooks
- Affiliate marketing for someone else
- Apparel & merchandise that's drop shipped (DCB)
- Live events that are promoted online

6 Figures Simplified

- \$100,000
- 10 people pay you \$10,000
- 100 people pay you \$1,000
- 1,000 people pay you \$100
- 10,000 people pay you \$10
- This is across the ENTIRE year & you have access to BILLIONS of people across FB & IG alone!

Get into the mindset

- "2018 is my \$100,000 year."
- "I am a six figure earner"
- My password: Iama6figureearner until I reached my goal :)
- Keep telling yourself it's easy & that you will reach it
- Remind yourself there are 7 billion people on this planet and it only takes 10 to pay you \$10k to make \$100k in a WHOLE YEAR!
- Find examples of other people who have done it & hang around them... learn from them

The 6 figure version of yourself

- If you were ALREADY a 6 figure earner, what kind of decisions would you be making today?
- Where would you put your energy?
- What would you believe to be true about yourself?
- What would you be doing differently in your business that you might not be doing right now?

Sample 6 figure biz models

- SAMPLE ONE:

- 10 clients pay you \$5,000 for a coaching package = \$50k
- 30 students sign up for your group coaching program at \$500 = \$15k
- 350 students sign up for your \$100 course offer

- SAMPLE TWO

- 10 clients pay you \$10,000 for a year long coaching package (\$833 per month)

Sample 6 figure biz models

- SAMPLE THREE

- 170 members are part of your monthly recurring membership program at \$49 per month = \$100k

- SAMPLE FOUR

- 100 members in membership site at \$20 per month = \$24k
- 7 clients at \$3000 = \$21k
- 20 people in 1 round of group program at \$1,000 = \$20k
- 1,000 people signed up for \$10 offer = \$10k
- 1,000 people purchased \$20 workbook = \$20k
- Affiliate for favorite coach at 30% commission: Sold 10 courses at \$2,000 = \$6k

What Lewis Howes taught me:

- FOCUS, FOCUS, FOCUS. Don't spread yourself thin trying to do everything
- Condense your energy into your biggest money makers
- My 1st coach: "20% of your activities create 80% of your results."
- What are the biggest money makers for you? → Go ALL IN with those & you'll get to 6 figures so much faster

Find your focus

- Find (three) areas of focus for you in 2018
- Is it a course + 1:1 program + group program?
- Is it a book + 1:1 program + affiliate marketing?
- Is it an e-book + membership site + 1:1 program?
- Is it membership site only?
- Condense your focus to maximize results when promoting
- What are you focusing on this year?

Q + A