



The Academy  
with Success Coach  
Gina DeVee



**The Academy:**  
Business and Coaching Certification  
Live Event #3

# Business Building Tools

List Building Tools	Relationship Building Tools	Sales Tools
Joint Venture Partners	Preview Calls	Preview Calls that lead to Discovery Sessions or ask for the sale
Telesummits	Newsletters to your list	Discovery Sessions
Social Media posts that point to an opt-in page	Social Media posts that are not pointing to an opt-in page	Solo-Mailers with a call to action to buy a package

# List Building Tools

# List Building

Create a large and loyal audience of ideal clients

**Be active, consistent and smart**

**Implement multiple strategies**

**Commit 100%**

**Develop quality relationships**

**Build credibility and regular rapport**

**Show your expertise**

**Teach, inspire action & share emotion**

**Show your personality**

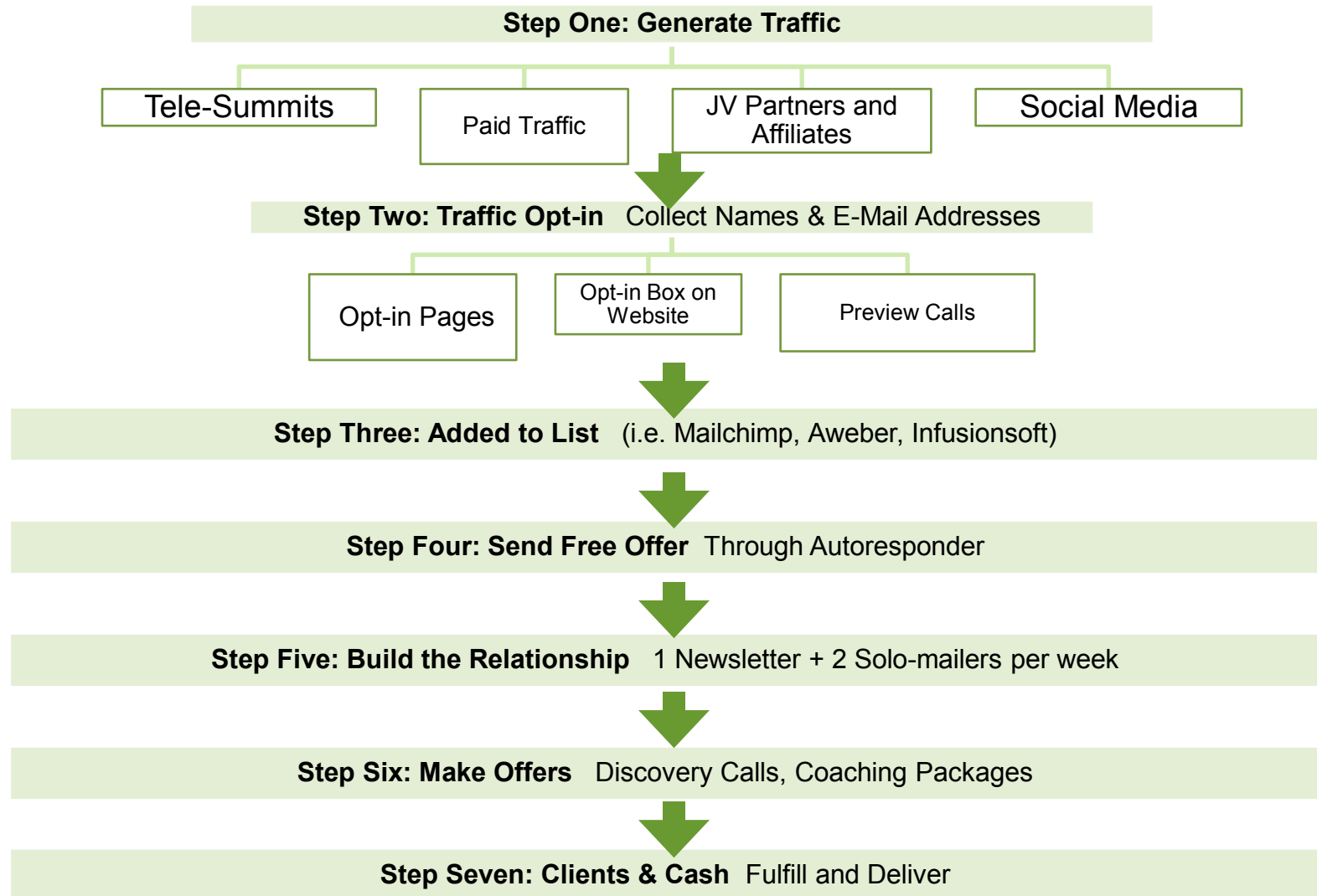
**Build your list consistently**

# List Building

## Create a large and loyal audience of ideal clients

- Building your email list is ALWAYS be the best way to sell anything online including coaching packages
- Develop a lead magnet
  - free e-book
  - video series
  - Webinar
  - free pdf report
  - a quiz
- Set up an opt-in page
- Write 3-5 emails that they will get after opting in that will build your relationship
- Plan to send out at least three emails to your list a week and you can sell/market in one or two of those emails each week

# List Building Sequence



# **List Building Tool #1**

## **Joint Venture Partners**

# Joint Venture Partners

The best Joint Venture partners are those who share the same target market but have a different offer

## Types of Joint Ventures

- **Cross Promotion** - Where one person mails for you, then you mail for them at another time.
- **Launches** - When someone is launching a program and they bring many affiliates on board to promote typically offering incentives.
- **Co-Creating a Program** - When two business owners come together and create unique content or teach a program together and have a revenue-split model.
- **Telesummits** – An online multi-speaker event that assembles a series of experts to talk about a specific topic.
- **Interviews** - You can interview someone and ask them to mail to their list about the interview, or vice versa



# Where Do I Find JV Partners?

The Divine Living Community

Your community of peers and colleagues

Google search on specific keywords

BlogTalkRadio

Ezine Article Authors

Relevant Bloggers

Live Events in your industry

Networking Events in your industry

Meetup Groups

Facebook Contacts

Facebook Groups

Twitter

An email list you subscribe to

# 7 Steps to JV Partners

## Step 1

Be prepared and make it easy

## Step 2

Have something in place to promote

# Potential JV Partners

## Step 3

Brainstorm Potential JV Partners

## Step 4

Set Up a Partnership Call

# Potential JV Partners

## Step 5

Speak to Potential JV Partners

## Step 6

Create Promotional Copy including a solo-mailer and FB posts and tweets

## Step 7

Contracts and Agreements

(if applicable)

# What to Look For in a JV Partner

Like Minded Business Models and Principles

Same or Complimentary Target Market

Complimentary Services

Compatible Mindset

Compatible Personality

Easy to work with

On Brand

List Size

# Joint Venture Partner Examples

- Offer to be an expert 'Guest Contributor' supply your partner with content that their readers would love
- Offer to be a bonus for someone else's program or class
- Do a preview call together
- Be a speaker on your partner's telesummit
- Be a speaker at your partner's live event

# **Real Joint Venture Partner Examples**

## **Joint Venture Partners Q&A**

# Now It's Your Turn

Your Joint Venture Partner Goals	
Number of joint ventures I will do in the next 90 days:	
The people I will JV Partner with are:	
I am looking for my list size to grow by:	



# Now It's Your Turn

## Initiating the Conversation

- Be yourself!
- 1. Let the potential partner know why you desired to connect
- 2. Ask questions about:
  - Their business
  - Who they serve
  - Benefits they offer
  - Upcoming projects and goals
  - Support they are looking for
  - How you can help
- 3. You will then share this information about you and your business
- 4. Set up whatever next steps need to happen for a successful partnership

# **List Building Tool #2**

## **Telesummits**

# What Is A Telesummit?

A telesummit is a virtual speaking event where you, the organizer, can build your list by inviting speakers to speak on a related theme

# What Is A Telesummit?

## Find out more by:

1. Joining one yourself and experience all of the components: the landing page, the interviews, the e-mails that go out, etc.
2. Being a guest speaker on someone else's telesummit

# Two Important Elements

## 1. Organization

- Speakers
- Mailers
- Opt-In Page
- Banner and Graphics
- Speaker Page
- Scheduling

## 2. A team of people to help you

- Virtual Assistant
- Telesummit Manager
- Graphic Designer

# Planning A Telesummit

## Step 1

Get organized & have a support team

## Step 2

Pick a topic

## Step 3

Select dates

# Planning A Telesummit

## Step 4

Reach out to guest speakers

## Step 5

Collect Speaker Intake Form

# Planning A Telesummit

## Step 6

Have your team create back-end pages

Opt-In Page

Speaker Page

Telesummit Replay Page

Sales Page



# Planning A Telesummit

## Step 7

Create promotional copy for your speakers

## Step 8

Create the telesummit e-mail marketing sequence

# Planning A Telesummit

## Step 9

Purchase a service to record audios  
Instant Teleseminar

## Step 10

Create a Facebook Fan Page for Telesummit  
guests

# Planning A Telesummit

## Step 11

Decide if you're going to sell the interview bundles of the telesummit

## Step 12

Set up an affiliate program if you're selling interview bundles of the telesummit

# Planning A Telesummit

## Step 13

Test everything!

## Step 14

Conduct your interviews with speakers

# Planning A Telesummit

## Step 15

Have your team handle all back-end pieces

## Step 16

Send thank you notes/emails to speakers

# Planning A Telesummit

## Step 17

Send out commissions earned if you sold telesummit interview bundles

## Step 18

Celebrate your success and new people on your list!

# Telesummit In Numbers

## Example #1

Speaker	List Size	1 – 2 % Added to Your List
Speaker 2	934	9 – 18 people
Speaker 3	399	4 – 8 people
Speaker 4	1, 045	10 – 20 people
Speaker 5	2,100	21 – 42 people
Speaker 6	873	9 – 18 people
Speaker 7	734	7 – 14 people
Speaker 8	609	6 – 12 people
Speaker 9	2, 785	28 – 56 people
Speaker 10	4, 876	49 – 98 people
<b>Total</b>	<b>14,355</b>	<b>143 – 286</b>

# Telesummit In Numbers

## Example #2

Speaker	List Size	1 – 2 % Added to Your List
Speaker 2	2,765	28 – 55 people
Speaker 3	5,900	59 – 118 people
Speaker 4	1, 045	10 – 20 people
Speaker 5	2,100	21 – 42 people
Speaker 6	6,145	61 – 122 people
Speaker 7	7,340	73 – 146 people
Speaker 8	6,009	60 – 120 people
Speaker 9	8,723	87 – 174 people
Speaker 10	11,659	117 - 233 people
<b>Total</b>	<b>51,686</b>	<b>517 – 1,034</b>



# Telesummit Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Create Master Plan with Team Weekly Newsletter	5	6 Solo-Mailer to list	7	8 Solo-Mailer to list	9
10	11 Telesummit Team Meeting Weekly Newsletter	12 Connect w/ Potential Speakers	13 Look for graphic designers Solo-mailer to list	14 Connect w/ Potential Speakers	15 Solo-mailer to list	16 Photoshoot
17	18 Telesummit Team Meeting Weekly Newsletter	19 Connect w/ Potential Speakers	20 Hire Graphic Designer Solo-mailer to list	21	22 Finalize all speakers by today! Solo-mailer to list	23
24	25 Telesummit Team Meeting Weekly Newsletter	26	27 Solo-mailer to list	28 Finalize photos to use for Telesummit	29 Solo-mailer to list	30

# Telesummit Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 Telesummit Team Meeting Weekly Newsletter	3 VA Sends Speaker Intake Forms & schedules interview times	4 Meet with Graphic Designer and start creating banner and graphics	5	6 VA gets Hosting Plan, Lead Pages, Affiliate platform	7
8	9 Telesummit Team Meeting Weekly Newsletter	10 Shoot video for Opt-In Page and get to VA	11 Write Content for Opt-In Page and get to VA	12 Create content for sales/replay page and get to VA	13 Meet with Graphic Designer and finalize graphics	14
15	16 Telesummit Team Meeting Weekly Newsletter	17 Speaker Intake Forms Due	18 All pages created by VA by today and team will review	19	20 Opt-in, Sales Page, Replay pages all done!	21
22	23 Weekly Newsletter	24 Christmas Eve	25 Christmas Holiday Email to list	26 Day Off	27 Solo-mailer to list written before Christmas and scheduled by VA	28
29	30 Weekly Newsletter Telesummit Team Meeting	31				

# Telesummit Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6 Telesummit Team Meeting	7 Write content for e-mail sequence	8 Write content for e-mail sequence	9 VA sets up email auto-responder	10	11
12	13 Telesummit Team Meeting	14	15	16 Upgrade Instant- Teleseminar	17	18
19	20 Telesummit Team Meeting	21 Write promo copy and emails for speakers to send to their list	22 Write emails to promote to my existing list	23	24 Set up Tele- Summit Facebook Fan Page	25
26 Post in Facebook Daily to Promote	27 Newsletter to my list and start promoting tele- summit	28	29 Solo-Mailer to my list	30	31 Solo-Mailer to my list	

# Telesummit Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 Post in Facebook Daily to Promote	3 Telesummit Team Meeting Newsletter to my list – Social Media Posts	4 Test out all pages and links VA to remind speakers of dates and times – Social Media Posts	5 Solo-Mailer to my list  Social Media Posts	6 Social Media posts	7 Solo-Mailer to my list	8 Social Media posts
9 Telesummit Week!! Another solo-mailer to my list Social Media Posts	10 Interviews 1 & 2 Reminder & Replay Emails Interact in FB Fan Page	11 Interviews 3 & 4 Reminder & Replay Emails Interact in FB Fan Page	12 Interviews 5 & 6 Reminder & Replay Emails Interact in FB Fan Page	13 Interviews 7 & 8 Reminder & Replay Emails Interact in FB Fan Page	14 Interview 9 Reminder & Replay Emails Interact in FB Fan Page	15 Send solo-mailer to promote interview bundle
16	17 Telesummit Team Meeting Newsletter to list Solo-mailer to telesummit list	18 Send Thank You Notes to Speakers	19 Solo-mailer to list	20	21 Solo-mailer to list	22
23	24	25	26	27	28	

# **Real Telesummit Experiences**

## **Telesummit Q&A**

# Now It's Your Turn

1. I plan to grow my list by \_\_\_\_\_ during my telesummit.
2. What's your telesummit subject?
3. How does this subject directly relate to what your target market will spend money on?
4. What are the dates of your telesummit?

# Now It's Your Turn

5. Who are your telesummit panelists and what are their list sizes?
6. Why is each panelist complimentary to what you have to offer?
7. What type of technology do you need to conduct your telesummit?

# Now It's Your Turn

8. What team members do you need to help support you in planning out and implementing your telesummit?
9. What resources, skills or knowledge do you need?
10. Plot out your next steps in the calendar provided in your handout.



# **List Building Tool #3**

## **Social Media**

# Social Media

**Goal: drive traffic to your opt-in page and convert people into subscribers or customers**

- **Build relationships**, be engaging and make connections BEFORE you promote yourself
- Know where your **target market hangs out**
- **Create a “backwards” strategy** for your posts starting with your end goal in mind
- Offer a teleseminar, webinar, product, freebie that entices people to opt-in to your list
- Incorporate interesting content, polls, surveys, discussions pictures and videos
- **Always include value** with a link to your site or landing page
- **Complimentary strategy** to list building
- **Create your Social Media Calendar** and get your VA to help!

# Relationship Building Tools

# Connecting With Your Ideal Clients

**Create a True Connection**

**Unique & Precise vs. General & Vague**

**Focus on Benefits**

**Develop Your Unique Point of View**

**Show your Personality**

**Engage Your Community**

# **Relationship Building Tool #1**

## **Social Media**

# Social Media

- Build relationships, be engaging and make connections BEFORE you promote yourself
- Ongoing for brand building
- Interact with your audience in an intimate and personal way
- Be more transparent, open and available
- Create a sense of community
- Main purpose is to socialize with others
- Facebook Groups are a good way to establish your brand and interact with your ideal clients
- Create your Social Media Calendar and get your VA to help!

# Start a Social Media Group

- Start a Facebook group or LinkedIn group related to your topic
- Automatically positions you as a leader in your niche
- Great place to connect with people
- Post valuable content every day
- Easily "attract" clients and even fill group coaching programs/classes
- Build trust and add value to their lives

# **Relationship Building Tool #2**

## **Newsletters**



# Newsletters

A newsletter is a publication that is released to its subscribers (people on your list) on a consistent basis, usually once a week on the same day each week.

## **SHARE**

- News
- Information
- Techniques

that will help to attract future clients and maintain relationships with past clients.

# What's In A Newsletter?

Pretty banner at the top

Personal Note from You

Feature Article

Feature Video

Recommended Resources

Upcoming Events and Teleclasses

About You – Short Bio

# Newsletter Tips

- Be on brand
- Attention grabbing headlines
- Conversational tone
- Develop your own voice
- Incorporate graphics, bulleted lists, and white space
- Have your VA proofread
- Stick to a schedule
- Use your life experiences for content

# Now It's Your Turn

<b>Your Newsletter</b>	
<b>What day of the week will you write your newsletter?</b>	
<b>What day will you send your newsletter out weekly?</b>	
<b>What topics or sections will you include in your weekly newsletter?</b>	
<b>Who will support you in formatting, proofreading, scheduling and sending your newsletter?</b>	

# Sales Tools

# **Sales Tool #1**

## **Preview Calls**

# What Is A Preview Call?

A preview call is where you will invite listeners and new potential clients to come onto a phone call where you deliver valuable content to them and at the end of this you will make an offer.

**A Preview Call can serve as a**

Relationship Building Tool

List Building Tool

Sales Tool

# 60-Minute Preview Call Structure

## Beginning of the call (*5 minutes*)

- Who you are and your expert status
- Housekeeping
- Problems you're seeing among your target market
- Your story
- Transition into your main points



# 60-Minute Preview Call Structure

## Body of the call *(40 minutes)*

- Share some of your juiciest tips, but don't give away the HOW
- Bring clients on to share their own transformation through working with you
- Seed your offer throughout this part of the call

# 60-Minute Preview Call Structure

## Close of the call (*15 minutes*)

- Review the main points
- Let the audience know what will happen if they don't take action
- Make your offer – focus on the benefits first
- Tell them exactly what to do and where to go to take the next steps
- If you do incorporate a Q&A section, make sure you make your offer **BEFORE** you go into the Q&A segment

# Preview Call Marketing Plan

**Step 1: Create your free idea. Set up call dates and times**



**Step 2: Create your opt-in page**



**Step 3: Develop Sales Page** for clients to purchase your coaching offer



**Step 4: Write your email sequence**



**Step 5: Script your live preview call**



**Step 6: Send your email and content for pages** to your VA to set up/test



**Step 7: Set up your live call technology**



**Step 8: Drive traffic to the call opt-in page**



**Step 9: Conduct your preview call**



**Step 10: Visualize and emotionalize attracting ideal clients**

# Preview Call E-mail Sequence

Once people start opting into your preview call you'll want to keep building the excitement about your call to entice people to come to the call live

**Introductory Email with call details** sent immediately



**Value Building Email** sent one day after opting in



**Live Call Announcement Email** sent 2-3 days before call



**Live Call Reminder Email** sent the day before call



**Live Call Replay Email** sent an hour after the call



**Discovery Session Email** sent the day after the call



**Additional Follow Up and Call to Action Emails**

# Preview Call Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Brainstorm potential JV Partners to help you promote your call	2 Develop topic and main teaching points/benefits & determine call to action	3 Write content for Opt-in page and send to VA  Have graphic designer create banner/graphics	4 Write content for promotional copy to send to JV Partners
5 This Week: Connect with JV Partners by phone	6 Write Content for Sales page and send to VA  Send out weekly Newsletter	7 Write content for call email sequence & send to VA	8 Finalize opt-in and sales page with VA & Opt-in and sales page go live  Send solo-mailer to list promoting call	9 Script your live preview call	10 Send solo-mailer to list promoting call  Have your VA send promo copy to all JV Partners by today	11
12 This week have JV Partners mail out to their list and make social media posts promoting our call	13 Set up your live technology for the call  Send out weekly Newsletter	14 Write copy for and schedule out social media posts	15 Send solo-mailer to list promoting call  Have JV Partners mail out to their list today Promote call on FB	16 Purchase a scheduling system and set up availability for Discovery Sessions Promote call on FB	17 Test out all links and email sequence  Send solo-mailer to list promoting call  Promote call on FB	18 Promote call on FB
19 Promote call on FB all week	20 Start promoting call and send <b>Introductory email</b>  Send out weekly Newsletter	21 <b>Send Value Building Email</b>	22 Solo-Mailer to existing list promoting call	23 <b>Live Call Announcement Email</b>	24 Solo-mailer to existing list promoting call	25 <b>Live Call Announcement #2 Email</b>
26	27 Monday Newsletter Invite Existing List to Preview Call	28 <b>Live Call Reminder Email</b>	29 <b>1 hour before reminder email</b>  <b>Host Preview Call</b>  <b>Send Replay Email</b>	30 <b>Discovery Session Email</b>	31	1 <b>Discovery Session Email #2</b>

# **Real Preview Call Experiences**

## **Preview Call Q&A**

# Now It's Your Turn

Preview Call Goals	
Number of new clients from preview calls each month:	
Number of Discovery Sessions booked from each preview call:	
Number of people you desire to sign up for each preview call:	
Number of preview calls per month:	
What will be the call to action at the end of your preview call?	
What is the topic of your call?	
What is the date of your next (or first) call?	
What does your ideal client want to hear? What problems do they want solved and what primary benefit are they searching for?	

# **Put It All Together & Create Your 90-Day Marketing Plan**



# Putting It All Together

1. Get Organized and start with your end goal in mind
  - The number of new clients I want each month for the next 90 days is:
  - My financial goal each month for the next 90 days is:
  
2. Get your team in place to support you
  - I need support in the following areas of my Marketing Plan:
  - The team members I already have in place to support me include:
  - The additional team members I need to bring on to support me include:
  - I will bring on any additional team members by:

# Putting It All Together

3. Connect with potential Joint Venture Partners in The Academy
  - I will connect with \_\_\_\_\_ potential JV Partners
  - The number of Joint Ventures I will do in the next 90 days:
  - I will start reaching out to potential JV Partners on:
  
4. Create a Telesummit Action Plan
  - I will start planning my telesummit the week of:
  - The dates of my telesummit will be:
  - The number of panelists/speakers on my telesummit:
  - The following team members will help me:
  
5. Plan out a Telesummit in your calendar
  - Fill in your telesummit plan on the calendar provided in this handout.
  - You can transfer what you've written on the calendar in this handout onto your own calendar at home (Gmail, Outlook, etc.)

# Putting It All Together

6. Create your Preview Call Action Plan
  - The date of my first (or next) preview call will be:
  - The topic of my first (or next) preview call is:
  - My 30-day preview call marketing and action plan will start on:
  - The following team members will help me:
  
7. Map out your Preview Call Marketing Plan in your calendar
  - Fill in the Preview Call Marketing Plan in the calendar provided in this handout.
  - You can transfer what you've written on the calendar in this handout onto your own calendar at home (Gmail, Outlook, etc.)
  
8. Incorporate Social Media
  - The social media platform I choose to focus on is:
  - I will spend \_\_\_\_\_ minutes per day on social media.
  - The team member who will support me in making posts:

# Putting It All Together

9. Build in your weekly newsletter and twice weekly solo-mailers
  - I will mail out my newsletter each week starting (or continuing) on:
  - My newsletter will contain the following sections:
  - I will mail out my twice weekly solo-mailers starting (or continuing) on:
  - The team member who will support me:
  
10. Put your plans into action and have fun!



Gina DeVee