

# Create Your Luxury Brand

with

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*Please note: This program was created based on a live course presented by Linda. Any references to specific dates or to the Facebook group should be disregarded as they will not be relevant to this program. Thank you.*

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# CYLB Call #1 - Luxury Brands

Welcome to Create Your Luxury Brand Online Mentorship! I'm excited to have you here! My goal for you is to show you how to attract affluent clients and get your brand transformed into a luxury brand!

Let's get started...

What we'll cover today are:

- 1 Why everyone has a luxury brand in them and how to find yours.
- 2 What are luxury brands and how do they entice people to pay the highest prices?
- 3 What makes a luxury brand? Why is Louis Vuitton not perceived as just an overpriced vinyl handbag? What is the psychology behind luxury brands?
- 4 How do the brands you love show you everything about the brand you should be creating?

Talking about luxury brands is so fun because we all enjoy them so much! It's part of the brand to make you feel like it's luxurious, special, a treat, a status item, etc. Brands like Chanel, LV, and Prada may make women swoon, but luxury it's not just about designer clothing and handbags! Luxury brands can be done for anything - peanut butter, and TV shows, coaching, perfume, cars, you name it! Any brand can become a luxury brand if you follow the rules and steps that I give you.

The purpose of a brand is to distinguish one product from another. It's like we have shelves in our brain and we are trying to figure out how far up a product belongs - at the bottom based on price or at the top for the affluent based on their emotional and subconscious needs. When a brand targets the affluent, the affluent can hear the message and know it's made for them.

That's what we're going to be doing in this course is teach you what you need to know, then how to communicate and message so the affluent are attracted to you. The problem is, many of us don't know the things that attract them and sometimes we're even repelling them. Things that don't look like they are quality or have a certain style or class to them can repel people and cause them to think it's not for them. We want the affluent to recognize the quality and say, "this is for me!"

Entrepreneurs also can get caught up on price. But let me ask you this, how often are YOU just shopping for price? If you're shopping by price only, you're shopping at the dollar store! I'll occasionally walk into a Dollar Store for fun, but it's for very utilitarian things. If you're shopping for price and a little style, you're shopping at Target. If you're shopping for medium price, style, quality, and service, you're shopping at Macy's or Nordstrom. If you're shopping for style, quality, service and prestige then it's Saks or Neiman Marcus. Do you see how each level adds an additional element? Many

entrepreneurs try to be WalMart. They try to market to the masses. I want you to at least be Macy's and Nordstrom and attract the mass affluent who earn \$80k a year or better yet Saks and Neiman's and attract those making \$250k a year!

All products can differentiate themselves - even water! You have water that gives back to the rain forest, spring water, sparkling water, Trump Water, etc. Take peanut butter - they appear to be the same until you say, Choosy Mother's Choose Jif. Now you're putting your peanut butter above all the others and appealing to women who identify with being good mothers - not just a mom but a good mom! If you can afford to pay more for your peanut butter you're a good mom!

Good branding sets you apart and above your competitors, but you have to crown yourself! A BMW is the Ultimate Driving Machine. It's claiming the top with "Ultimate". It has to have all the pieces that go with that and not be a clunker charging a high price. All the pieces have to be cohesive and work together. There are 10 pieces to a luxury brand:

I'm going to quickly review what makes a luxury brand and use some of you enrolled in the class and your products and services as examples.

What is a luxury brand?

1. **Luxury brands are exclusive.** The buyers want people to know they have the affluence to own an exclusive brand. They long to differentiate themselves and confirm their social status. It makes them feel special, unique, accomplished, and even rewarded for their success. Exclusivity can be about affording the best, or having a wealth mentor, or expensive lingerie.
2. **Customers love the physical/functional attributes the product delivers or have a profound connection to the brand or brand story.** Brands like perfumes, sports equipment, and cosmetics do this with celebrities. For a mobile app or website, people love the functionality of our own Mobile Mary and also Apple.
3. **They portray quality in design and/or workmanship.** A Patek Phillippe watch is still a watch, but it is hand made, limited in quantity, associated with things like polo that demonstrate status. It can also express their individuality. Jewelry that displays quality, wealth, and status.
4. **The brand performs at an experiential level.** Ralph Lauren has created a whole lifestyle around his clothing brand so you experience the preppy, polo, status lifestyle.
5. **They have Pedigree.** Tiffany has a long history of quality and status. As a business, you create pedigree with your reputation and story. You can still do this as a startup by transferring your personal story, experience, or work history.

6. **Natural scarcity - handcrafted, expensive to afford, or limited in number.** Not available to everyone. Starbucks hand makes your latte. Artists use limited editions. As entrepreneurs you can limit the number of clients you work with or limit your 1-on-1 time with clients.
7. **An emotional connection to the customer distancing itself from mass market brands.** Causes a subconscious response that is beyond the cognitive brain. By the way, did you know the #1 reason people buy a Rolls Royce or a Bentley? You might assume because they are handmade cars, or superior craftsmanship. No. It's to reward themselves for their success. You **MUST** understand the emotional reasons people buy your products or you will be off target every time.
8. **Lives in an environment of detail - store or website experience is detailed and unique.** High personal service.
9. **Associated with PR, media, celebrities, leaders.** You don't have to hire a celebrity to become a luxury brand, but you do have to be concerned with where you are advertising, who you are partnering with, what your videos look like, etc. Media appearances are third party credibility, but you can do the same thing with customer reviews and that can be powerful too. When I recently bought a headboard online, I read all the customer reviews to hear about the color, ease of putting together, etc. It mattered a whole lot more than being on the Martha Stewart show, so things are really changing with technology. Transparency is here!
10. **Having a high perceived value and pricing appropriately high enough but not outrageously so.** An unusual phenomenon occurs - demand can increase when the price increases! Yes, it's been proven. People do associate price with quality. Recently I was looking for an imitation Christmas tree. I didn't want to buy the too cheap ones for fear of bad quality. I wanted to pay more to get a better tree. They **MAY** have been the exact same tree! I tell you this to show how our brains think!

Don't be shy to charge a healthy price!

All 10 of these items have to be considered in your brand. Maybe not all of them apply to you, but you still need to consider them. Please take out a pen and paper or you can use your computer to write your notes.

Today we want to focus on who your dream client is. Too many people try to market to everyone and that dilutes their message. You want to have a specific target in mind to hit it!

Are you targeting men or women? Are they under or over 40? What kind of home do they live in? What are their hobbies or activities?

1. Jot down the characteristics of your dream client now.

Next,

## 2. Why do they need or want your product or service over your competitors?

- You have to understand the pain.
- You have to understand the pain.
- You have to understand the pain!

When you understand the pain, then you can understand the pleasure.

You might make chocolates. Where's the pain? The pain is in their everyday life. They are stressed, had a bad day, got dumped by a boyfriend. So they treat themselves!

Or the pain may be they feel sluggish in the morning, can't get going, want a pick me up. They drink your coffee as a treat and feel better.

They aren't filling up their restaurant and making enough money and want more clients and hire your mobile services or social media.

They feel depressed and oppressed and like they are not living their life, they want to understand God favors them.

They are feeling ignored by their partner and buy lingerie.

They are feeling overwhelmed about a move and want an organizer to de-clutter them.

Volvo markets for safety. Mom's are attracted to their message and so is anyone concerned about the safety aspect of driving.

## 3. What is their pain they are relieving when using your product or service?

Now we're going to do a brand exercise. I want you to write down your three favorite brands in a column.

- First, your favorite car brand.
- Second, favorite handbag brand or shoe brand.
- Third, favorite clothing label.

Now, beside each one I want you to write why you selected it as your favorite. Are they the best? Are they sexy? Are they practical? Are they a status item? WHY do you like them? Your answers might surprise you. Many times YOUR brand should be based on the same reasons you chose other brands. One woman chose Toyota because they were practical. That was a part of her personality that she identified with. This will help you see things you may want to highlight in your brand.

4. What are the 3 brands and characteristics of the 3 brands you connected with? (give brand AND characteristic, for example, Mercedes - status, Jimmy Choo - classy, Cache' - sexy) and how can you adapt a part or all of that information and incorporate it into your brand?
5. Where would the people with status be in your industry? ie. executives, high-end stores, million dollar entrepreneurs, franchise owners, real estate investors, etc.

You could say that you can target high-end realtors like Sotheby's and be their organizer for people who are moving. You would then be a status brand.

Or you are creating scholarships for kids that go to prep schools.

You coach Christian women executives who want to get out of corporate.

Mobile websites for steak houses, boutiques, plastic surgeons, and high-end car dealers.

Or your coffee is for busy executives who want a little vacation to Hawaii every day. Kind of like Calgon take me away!

Now it's time for Q & A

Q & A: Press Star 7 to ask a question. Please limit yourself to one question so we can get through them all. IF there's time, I may be able to take a second question. Please keep your questions to the content we covered today. It's tempting to jump ahead, but please be patient. Press star 7 to ask a question.

Your homework is:

1. Create your story of your ideal client - name, age, home address, occupation, hobbies
2. What is their pain they are relieving when using your product or service?
3. What pain are they relieving to buy your product/service?
4. What are the characteristics of 3 brands you connect with?
5. Where would the people with status be in your industry? ie. executives, high-end stores, million dollar entrepreneurs, franchise owners, real estate investors, etc.

Next Topic: Value, pricing, and transformation: A foolproof system to launch a luxury brand

## **CYLB Call #2 - Value, Pricing & Transformation**

Welcome to Create Your Luxury Brand Online Mentorship! I'm excited to have you here! My goal for you is to show you how to attract affluent clients and get your brand transformed into a luxury brand!

In today's call you'll learn: Value, pricing, and transformation: A foolproof system to launch a luxury brand

1. Why you **MUST** charge more than you might imagine – I'll tell you why and how to figure out what the magic number is for you
2. What aspects of your product have the highest perceived value – and it's probably not what you think it is
3. The easy step-by-step Create Your Luxury Brand™ System that gets big results
4. Why luxury brands give your clients – and YOU – more confidence and self-worth

Before we dive in, I want to say a little bit more about mindset. I've found mindset to be incredibly important! That's why I'm sending you daily affirmations to help you overcome any limiting beliefs you may have about your ability to become a luxury brand, charge more, and feel confident. Every day you're getting a one sentence affirmation from me. Print it out and put it where you can see it and read it several times a day. Sometimes you will just "feel" it hit a bullseye. That means it's something you need to work on.

Let me share with you the most successful way that affirmations work...I teach them a little differently. I will show you how to use affirmations so your conscious mind and sub-conscious don't argue with each other! Affirmations work through repetition. It's just like ads on TV. Ads repeat over and over to change your beliefs and get into your subconscious. By repeating your affirmations you can change your beliefs. My mastermind hears me talk about them a lot. In this class, I've noticed we have some mindsets we need to work on! Fear does not serve you. You want to come from confidence, trust, belief, and faith. Stay positive and think positive thoughts and use positive affirmations to access your inner power. Along with affirmations, I want you to visualize what you want your business to look like. How will you know when you are successful? Is it a certain dollar amount (A \$1 million dollar business?) or to be in a magazine? or to be on a TV show? Visualize that.



So here's how I do affirmations. I sandwich affirmations between already true statements. The reason for that is so that any argument your brain starts to have, the already true statement stops it. Here's an example:

Affirmation:

*Clients are lined up to work with me.*

Already true:

*My name is Linda*

Affirmation:

*Clients are happy to pay me thousands of dollars for my products and services.*

Already true:

*I live in RM*

Affirmation:

*I'm comfortable raising my prices and asking more for my products and services.*

Already true:

*My mom is Arline.*

Now I'm going to switch gears and help you stand in your value...

Some of you need a little help with understanding your value. Having a luxury brand will give you more confidence. Even just a salesperson at Neiman Marcus has confidence. Why? Luxury brands exude confidence, quality, exclusivity.

I want you to stand in your value around what you offer. Have confidence.

I want you to think bigger! Be confident about the value your product provides.

Be better than the competition...

First of all, you have no competition if you are doing your life's work. It's as unique as you are and you should strive for more uniqueness.

Kenneth Cole said, "I created a product that was unlike anything that existed, which enabled me to get the profit margin that I needed to do business. If you are going to create a product that is similar to somebody else's, invariably, you are going to struggle because you're going to be more easily compared to others."

Think "here's why I'm so proud of my product and why people should buy it over the competition." Don't say, "I want to work with everyone!" NO! You have to fit on a shelf in your mind. You need to be sorted in comparison to others. We rank products and services all the time!

Think about Motel 6 vs. Hilton vs. Ritz Carlton. Do you see how your mind ranks them in order of lowest to highest quality? We do that naturally.

The shelf in your mind goes from Kmart to Nordstrom. Why wouldn't you buy the same dress at Kmart as at Nordstrom? What does each shelf in your mind tell you? Does it sort the right price and the right quality and experience (service?).

Ritz Carlton - We are ladies and gentlemen serving ladies and gentlemen. You're selected not hired. You fulfill unexpressed wishes and needs. Radar on, antenna up. Guests for life. Everything Matters. Warm greeting by name, anticipate and fulfill guest wishes, warm goodbye with name. Empower staff to create unique, memorable, and personal experiences.

Others with being comfortable marketing to the affluent and not being intimidated. They are just like you only busier! Their time is more valuable in some cases, in others, not true.

We need to charge more...

Embrace the idea it's ok to make a profit! The kind of profit that allows you to get out of debt and live a life of abundance! "Companies are in business to make profits and are entitled to do so." Let me repeat that.

Studies show pricing at \$1297, \$1497 and \$1997 gets almost the same results. You can charge more and not have substantially fewer buyers!

It's more about desire than price!

Most people need to raise their prices. It's an opportunity to move into the sweet spot and let your customers know just how valuable your products really are. Pricing is an art and has more to do with how you value yourself.

We need to start pricing our products for profit (not break-even.) We need to take a hard look at the numbers to know where and when we're making money.

We tend to think that the only concern that people have when it comes to price is that it's low. **But your prices go a long way in influencing the way your customers perceive your brand.**

On the lower ends of the pricing spectrum, customers are apt to think one of two things. Either you're just doing this for fun or you're a major company, mass producing products overseas.

On the higher end, you want to be seen as innovative, unique, original, creative, quality, workmanship (and the 10 qualities of a luxury brand).

I know you're thinking...everything you say is true, but sometimes there is a little voice inside my head that thinks I'm 'cheating' people out of money when I raise my prices.

You have to start acting more like a business woman and less like a 'starving artist' or a 'volunteer'!

You can also create mistrust in your products by being too far below a 'reasonable' price – especially when using costly materials or claiming eco-friendly – consumers know these things cost and expect therefore, to pay for them...if you are way below, then there's 'no way' you can be really giving what you say you do – that's the thought process.

I'd rather make fewer items, more satisfyingly and sell for a higher price to make my target income – and give people something really good in the process.

Another belief: You really can't double your prices overnight without alienating (and potentially losing) virtually all of your existing customers. Maybe. But your \$29 customers are not necessarily the customers you would want to keep anyway. That fear of alienating current customers is one many marketers have, but it's important to understand that if someone can't pay what you NEED to charge in order to make a living, they weren't your right customer to begin with. Raising prices allows you to reach your RIGHT audience, which is much more important than your current audience, regardless of how much they've purchased in the past.

You cannot compete with Walmart, or the people who aren't pricing to make any money. If you don't make money, you don't have a business--meaning, you can't provide those amazing products or services to people in the future because you CAN NOT afford to work for free.

If your customers can't afford to pay what you need to charge to make a living, then that's not the right market for you!

If other people are selling similar objects at a lower price, what can you do to differentiate (price is one of those ways)? Think about how you can change your brand and the way you communicate the value of your products to get those higher prices.

The biggest value you can give your customer is to keep yourself in business so that they can still work with you!

If someone really wants your product, they are going to find a way to prioritize their money to make it happen. We're not asking people to stop buying food for their children, but people spend money everyday on things that aren't necessary (TV, movies, video games, etc.) and I'd like to see them prioritize spending the way they make spending in those other areas a priority.

My prices aren't low, but I definitely don't sell to only to the affluent. I have a range of prices in my line, to try to accommodate a number of people, but everything is still priced in a way that appeals to my market. (You can't continue to make your products if you can't make a living).

Look at your business as a pursuit of excellence in every sense of the word—production, knowledge, customer service. You might be selling a feeling, an experience, or a cause.

When you only sell a product, it's easy for that product to become a commodity. But when you sell something more, when you sell based on the value that product provides, people will pay a lot more.

Instead of thinking of yourself as selling a product, ask what it is you're really selling. Instead of selling coaching, are you selling a fulfilling life? Or health? Or a way to make more money?

Instead of selling lingerie, are you selling romance? Or sexiness? Or confidence?  
Instead of selling spirituality, are you selling connection?

Think about what it is you're really selling – an experience, a fantasy, a feeling, a cause. Because chances are people are willing to pay more for that than for your product alone. Think of the ads LV does. There are women in a sepia photo looking 'vintage' and traveling on a train. It's a fantasy. A wealthy, independent woman traveling. We're going to talk about marketing to our subconscious desires in another class, but this is exactly what they are doing!

Your continued business growth requires money. Most entrepreneurs are investing their money back in their business. Whether it's hiring a web designer, hiring a copywriter or PR person, or having an event, everything has a cost. So how do you finance growth? In the long run, your business needs to generate the revenue to support continued growth and customer service. You need to price your products for your businesses growth.

When your price doesn't include profit, your business can't expand. Profit is different than the hourly rate you pay yourself. Your hourly rate is what funnels into your personal account to help you pay for things like food and your mortgage. But profit is money that gets invested *directly back into the business*.

If you've got another source of income, it's tempting to not charge enough for labor and profits right now, because you can invest all the money you make back into the business. But if you ever want to make a full time living from your products, this strategy won't work. You need to be able to pay yourself *and* invest money back in the business.

As you look at the growth of your business, it's important to do a thorough and truthful analysis of your finances. Look at the cost of materials and overhead plus how much you want to take as salary. Add to that a profit. All of them together should be considered for your pricing.

If there seem to be other people selling a similar product at a lot less, then you should figure out how to differentiate your product to command your higher price. I would also not let the number of items someone is selling cause you stress – just because they are selling a lot of items doesn't mean they are making a profit.

Price is only one part of the formula for marketing. If you match price, you are matching the lowest common denominator.

Ask yourself, how often do I really buy for price? Do you buy the cheapest thing you can? When was the last time you bought purely on price? Toilet paper? Kleenex? (Tissue) Water? or are you buying brands all the time? I'll bet you'll find you're rarely making a decision on price alone.

If you are buying a hamburger, will you go to McDonalds? If you value health and nutrition, probably not, unless you're starving! If you have choice, you will buy what aligns with your values!

In summary, you need to make a profit and price higher than you might be comfortable. You need to consider more than just the cost of your goods and services to determine your price. But hopefully now you agree with me you cannot continue to price yourself too low!

Here are some homework questions to help you determine how to price:

- 1. What is their transformation?** What is the transformation you are providing? What will they solve, get, overcome from working with you or buying your product? What is the worst thing that would happen if they didn't use your services? For example, if they don't use your coaching to get into college, it could cost them \$150k or more for college! You have a tangible number that they will be comparing your service to! Take a moment to jot down what it will cost them to NOT partake in your product or service, whether emotionally, financially, health-wise, relationship-wise, etc.
- 2. What is your highest perceived value?** What product/service are people most interested in? What has sex appeal? What makes them giddy? Giggle? What are they dying to know from you? Maybe for Kona plantation coffee it's a little bit of Hawaii and the memories of a trip or a fantasy trip, or maybe it's a health or energy boost or a contribution to a rain forest. For a mobile app, maybe it's being perceived as techie or cutting edge, maybe it's that you're ahead of the competition or can reach a broader audience. For a book publisher, maybe it's that you can get them to #1 best-seller on Amazon. It's usually not what you do, but a benefit of what you do. Write down a list of 3 things your product or service does. Now next to each one, write the benefit of it. You help people eat better nutrition. The benefit to that is more energy, and perhaps living longer. Write as many benefits as you can.
- 3. If you are coaching, you want to price packages and not hourly.** For example, if you charge \$1500 for 5-1 hour sessions, clients will calculate that is \$300 an hour.

You don't want to be working on strictly an hourly basis. Throw in a bonus and now it's not just hourly. For example, perhaps you throw in a free info-product worth \$297. It only costs you \$50, but the value is much higher. Now you've taken away the hourly rate as an argument. Add bonuses wherever you can. It's a way to differentiate and have people get to know you. I'm known for my affirmations being very powerful, so I included them for free so you could get to know me and experience the affirmations' benefits. What are some bonuses you could give people in your packages? Again, they don't have to cost you anything. Be creative.

- 4. How can you price to attract ideal clients? How do you back it up?** There has to be a lot of value there. The affluent like good value, good deals. Not cheap, just a good deal. Costco has more millionaire clients than any other store I know. They are not the cheapest, but you get a good deal. They are offering high end brands, luxury, at a fair price. That's not your market, but that's where they've chosen to be and make it up on volume! What can you do (besides lower your price) to be attractive to the affluent? Price commensurate with your benefits. Tori Burch claimed the mid-level shelf. She wanted to be above mass market, but below designers like Donna Karan who cost thousands. By pricing in the \$300 to \$600 range, she and Michael Kors are more mid-level designers. You don't want to be lowest price! Packages of thousands of dollars are what the affluent are comfortable paying for personal services. Put everything we've talked about today together...Take your transformation, benefits, highest perceived value, and bonuses together. What should you be charging for your services? Put down a price that may feel uncomfortable. Charge at least what your strongest competitor charges. How much is it? If you're feeling uncomfortable - good! I had two coaches who told me vastly different things. One told me to price low and fill my funnel for a group program (\$97 - \$297) the other told me people wanted to pay me \$5,000 for one-on-one with me! Finding clients to pay \$5,000 was infinitely easier! We will be working on other parts of your luxury brand, but pricing higher than you might think you should is normal. Try to create some affirmations around it so you get used to it! Again, you want to make sure the value is there, but if you are clear on the transformation and highest perceived value, you should be exactly where you should be.

Lastly, we have the easy step-by-step Create Your Luxury Brand™ System that gets big results! There are 5 steps to this. You may find that you have skipped one or more of these steps! If you use all 5, you will have more success with your business. Here we go.

- 1. The first step is to get market research.** Some of you have been emailing me and I'm advising you to check your market. In my one-on-one mentoring, I always have my clients start with testing the market of their ideal clients (and some not so ideal too, just to get further clarity). By coaching them for free or giving free samples (btw, billionaire Estee' Lauder did this), you are learning as much or more than they are! They will tell you their pain, ask you their questions, etc. You should be listening to your clients and taking notes on what they say as much as you are teaching! You can also survey people with Surveymonkey.com or Polldaddy.com.

**2. The second step is to get your messaging right to attract affluent clients.**

Messaging involves using the right words that when put together sound like music to their ears. Some of mine are “Create Your Luxury Brand, be wealthy and smart, get your money working harder for you so you don’t have to work so hard, and 3 steps to financial freedom.” You have to work through this with trial and error. Think about an affluent client you have. What were their concerns? Likes? Dislikes? with your product/service. What did they really want from you? What names, titles, products, services, packaging did they respond to? If you have a small group of 3 people, I’ve found it can be very helpful. It’s not perfect like a big market research project, but for our purposes it can work very well and cost nothing. Once you have your messaging right, you can use it on your website, in social media, etc. Your words, bullet points, and benefits are carefully crafted to attract the affluent.

**3. Craft a survey to find out what they want.** I use Polldaddy.com on my website and on my FB pages. It’s an application process to work with you. I’ve found it to be very helpful and the affluent like it. You are getting to know more about them and if you can help them. It gives you an air of exclusivity, that people must apply to talk to you, and it puts the focus on them where it belongs. Use Strategy Sessions to enroll people. It’s a way that gets them in touch with their truth, instead of wearing a mask. You ask where they want to be ideally, what’s keeping them from getting there, and see if you can’t create a road map to get them to where they want to be.

**4. Present your package and system for success.** X amount of calls, bonuses, extras, add up to an attractive package.

**5. Market your products/services in social media, speaking, and other marketing.** Get the word out that you’re in business! Offer a free preview call (free sample) or 1/2 hour strategy session, or blogpost, or sample. A free book chapter. Use Facebook to market to women, men, and families; Pinterest for products marketed to women; LinkedIn for executives and professionals; Google+ for techies. Twitter can be used for anyone!

## CYLB Call #3 - Attracting Your Dream Clients

Let's review a little bit.

The purpose of a brand is to distinguish one product from another. It's like we have shelves in our brain and we are trying to figure out how far up a product belongs - at the bottom based on price or at the top for the affluent based on their emotional and subconscious needs. When a brand targets the affluent, the affluent can hear the message and know it's made for them.

You have to understand the pain.

When you understand the pain, then you can understand the pleasure.

To change limiting beliefs that are holding you back in business, you want to change your beliefs. This is as important as anything else you do in your business. I work on my mindset more than I work on my marketing! It's much more effective!

To change your mindset, I recommend you use affirmations the way I teach them.

Affirmations work through repetition. It's just like ads on TV. Ads repeat over and over to change your beliefs and get into your subconscious. By repeating your affirmations you can change your beliefs. My mastermind hears me talk about them a lot. In this class, I've noticed we have some mindsets we need to work on! Fear does not serve you. You want to come from confidence, trust, belief, and faith. Faith is believing you will have good things. To say you have faith and then stay in fear isn't congruent. It also keeps you in a lower vibration. You want to stay positive and think positive thoughts and use positive affirmations to access your inner power. Along with affirmations, I want you to visualize what you want your business to look like. Do you want a \$1 million dollar business? Write an affirmation and also visualize that.

So here's how I do affirmations. I sandwich affirmations between already true statements. The reason for that is so that any argument your brain starts to have, the already true statement stops it. Here's an example:

Affirmation:

*Clients seek me out and want to work with me.*

Already true:

*My name is Linda*

Affirmation:

*Clients are happy to pay me thousands of dollars for my products and services.*

Already true:

*I live in RM*



Affirmation:

*I'm comfortable raising my prices and asking more for my products and services.*

Already true:

*My mom is Arline.*

In last week's call, you learned about pricing and your highest perceived value.

What is your highest perceived value?

What product/service are people most interested in? What are they dying to know from you? For a nutritionist who has a way to look at your genes and determine the best diet for you to lose weight and the best exercise for you, that's a high perceived value! For a book publisher, maybe it's that you can get them to #1 best-seller on Amazon. It's usually not what you do, but a benefit of what you do. A publisher publishes books, but what you really want is a best-seller. Why go to the trouble of writing a book if it doesn't become one?

Write down a list of 3 things your product or service does. Now next to each one, write the benefit of it. Write as many benefits as you can.

You want to price packages and not hourly. For example, if you charge \$1500 for 5-1 hour sessions, clients will calculate that is \$300 an hour. You don't want to be working on strictly an hourly basis. Throw in a bonus and now it's not just hourly. For example, perhaps you throw in a free info-product worth \$297. It only costs you \$50, but the value is much higher. Now you've taken away the hourly rate as an argument. Add bonuses wherever you can. It's a way to differentiate and have people get to know you. I included my affirmations for free so you could get to know me and experience the affirmations' benefits. By the way, be sure you're saying already true sentences between each one!

What are some bonuses you could give people in your packages? Free reports, videos, audios, interviews, e-books. Again, they don't have to cost you anything. Be creative.

You also learned the easy step-by-step Create Your Luxury Brand™ System that gets big results! There are 5 steps to this. You may find that you have skipped one or more of these steps! If you use all 5, you will have more success with your business. Here we go.

1. The first step is to get market research. Some of you have been emailing me and I'm advising you to check your market. In my one-on-one mentoring, I always have my clients start with testing the market of their ideal clients (and some not so ideal too, just to get further clarity). By temporarily coaching them for free or giving free samples, you are learning as much or more than they are! Give away free cups of coffee, a free 1/2 hour with you, or psychic reading. They will tell you their pain, ask you their questions, etc. You should be listening to your clients and taking notes on

what they say as much as you are teaching! If it's one mistake I see entrepreneurs repeatedly make, it's not doing research. They come up with a product, title, name of their brand and it makes sense to them - but not to anyone else! Your brand should NOT need an explanation. If you have \$10 million to run a lot of ads on TV you could be clever. Don't be clever! DO use words that appeal to your dream clients. You can only find that through market research. You have to ask the group!

2. The second step is to get your messaging right to attract affluent clients. Messaging involves using the right words that when put together sound like music to their ears. You have to work through this with trial and error. Our FB group is a great way to do this and also we will be doing more of this at the live event. You'll break into small groups and work on your messaging. Think about an affluent client you have. What were their concerns? Likes? Dislikes? with your product/service. What did they really want from you? What names, titles, products, services, packaging did they respond to? If you have a small group of 3 people, I've found it can be very helpful. It's not perfect like a big market research project, but for our purposes it can work very well and cost nothing. Once you have your messaging right, you can use it on your website, in social media, etc. Your words, bullet points, and benefits are carefully crafted to attract the affluent.
3. Craft a survey to find out what they want. I use Polldaddy.com on my website and on my FB pages. It's an application process to work with you. I've found it to be very helpful and the affluent like it. You are getting to know more about them and if you can help them. It gives you an air of exclusivity, that people must apply to talk to you, and it puts the focus on them where it belongs. Use Strategy Sessions to enroll people. It's a way that gets them in touch with their truth, instead of wearing a mask. You ask where they want to be ideally, what's keeping them from getting there, and see if you can't create a road map to get them to where they want to be.
4. Present your package and system for success. X amount of calls, bonuses, extras, add up to an attractive package. People love packages. We like variety. We will talk more about packaging next week. Color is important because it has non-verbal meaning. Some of you have conflicting website colors with what you teach. More about that next week.
5. Market your products/services in social media, speaking, and other marketing. Get the word out that you're in business! Offer a free preview call (free sample) or 1/2 hour strategy session, or blogpost, or sample. A free book chapter. Use Facebook to market to women, men, and families; Pinterest.com for products marketed to women; LinkedIn for executives and professionals; Google+ for techies. Twitter can be used for anyone!

Alright, enough review. I hope you're getting the hang of this now.

In today's call, we'll cover:

Attracting your dream clients – how to promote and package for high-end clients

- 1 Are you packaging and marketing to the primal wants of dream clients or nightmare clients?
- 2 Do you know why the WHO your target market is is much more important than the WHAT you are offering?
- 3 Do you know your customers subconscious desires even before they do and how to use that knowledge to get them to buy NOW and in the future?
- 4 Do you know the one thing Apple computer does to blow away the competition and how to use it in your marketing strategy?
- 5 Have you developed a media plan to reach the right media and attract your dream clients?

Are you packaging and marketing to the primal wants of dream clients or nightmare clients? This is NOT about subliminal messages or anything unethical. It's about how to appeal to their lizard brain because we make purchasing decisions with our emotions and then justify them with our logic!

What are their needs. Let's look at Maslow's hierarchy of needs.

First or the bottom rung are Physiological: breathing, food, water, sex, sleep, homeostasis (which according to dictionary.com is: a state of psychological equilibrium obtained when tension or a drive has been reduced or eliminated), excretion.

Next is Safety: security of body, employment, resources, morality, the family, health, and property.

Next is Love/Belonging: friendship, family, sexual intimacy.

Next is Esteem: self-esteem, confidence, achievement, respect of others, respect by others.

Top level is Self-Actualization: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts. I would also include life purpose and meaning.

One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization.

Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by failure to meet lower level needs. Life experiences including divorce and loss of job may cause an individual

to fluctuate between levels of the hierarchy. Recent research shows people can be self-actualizing even though their lower level needs have not been met.

Maslow noted only one in a hundred people become fully self-actualized because our society rewards motivation primarily based on esteem, love and other social needs.

How does this apply to your brand? You don't want to be marketing to the lowest level of need, you want to market to people who are self-actualizing. If you are always marketing to make more money or have better sex, that is the lowest level of need. People don't feel a lack there. They feel lack at higher levels. They are feeling lack around not living life to the fullest, not how to find shelter. Make sense?

The mistake that entrepreneurs make is creating a product based on what they are passionate about, rather than figuring out what the market actually wants. The reality is that nobody cares what you want to sell them. What they care about is what they want to buy. Again, it goes back to where is their pain? You should know from working with clients where their pain is. It's usually at the higher levels of esteem and self-actualization. Can you think of what your product can solve at those levels, esteem and self-actualization?

When you direct your product to the subconscious desires of your market, you will start to have major success. They are not buying a "product" they are buying a "transformation". They don't want 8 audios, a notebook, and a video - they want to know how to...lose weight, make more money, have more energy, find a partner. These are basic or primal subconscious desires people have...abundance, love, sex, food, energy, health, appreciation of beauty are forms of primal desires we desire. You have to find the one your product or service coincides with.

Our next topic is: Do you know why the WHO your target market is is much more important than the WHAT you are offering?

The #1 thing you need to know when creating a luxury brand...is the WHO is more important than the what. Who you market to is more important than what you market. Who is your client? What subconscious desires do they have? What unmet needs do they have?

When Marriott creates a brands, it's by the WHO is going to use it. They don't go and build a hotel and then decide who it's for. They don't just pick a location and build a random hotel. They target who they are building for.

Embassy suites was created for business travelers, Residence Inn is for extended stays, JW Marriott is for luxury resort vacations. They also own Ritz-Carlton, which along with JW Marriott is their luxury brand.

Think about your WHO before the what you will offer them. Your products are not for everybody. Nor should they be. Not everyone drinks Coke or goes to Disneyland. There are people who do, at a certain age, with certain demographics. You need to know yours!

Volvo markets for safety. Mom's are attracted to their message and so is anyone concerned about the safety aspect of driving. Toyota markets to those who want reliability at a good price. Lexus markets to the luxury market (Lexus and the Toyota Corolla have the same car body but are vastly different brands targeted to different markets). BMW is the "Ultimate" Driving Machine. Kia is marketing to the low end. What are the characteristics/demographics of your clients? What is their age? What do they have in common? What is their occupation?

Do you know your customers subconscious desires even before they do and how to use that knowledge to get them to buy NOW and in the future?

"We are so in awe of our thinking brain that it never occurs to us that advertising might be quietly influencing what we buy by subconsciously seducing our feeling brain."  
- Robert Heath, author of Seducing the Subconscious

Do you know the one thing Apple computer does to blow away the competition and how to use it in your marketing strategy? They talk about their values.

Apple is one of the greatest brands in the world along with Nike, Sony, Disney, and Coke and their ability to connect to consumers isn't accomplished through rational argument. Jobs talks not about listing product attributes or detailing the product at all, it's about connecting to who people are and what Apple is at its core. In Apple's advertising, and in Jobs' pitches, this is done largely at the subconscious level.

Watch Steve Job's video here: <http://youtu.be/O0S5SuAwIXs> It's called: Here's to the Crazy Ones. It's brilliant!

This is demonstrated in their "I'm a Mac, and I'm a PC" ads. The humor deftly belies the profound impact these ads have on the consumer psychological connection with the Apple brand. Apple defined "who they are" in an increasingly commoditized business of PC's. Jobs talks about the "crazies", the "geniuses", who are Apple's target audience. Jobs talked about how marketing, to him, is about values.

Apple doesn't advertise qualities about their brand. They advertise what they BELIEVE. They believe at their core that they honor people who are crazy enough to believe they can change the world - and do.

Nike honors great athletes. They don't showcase their shoes.

Milk tried for a decade to sell more milk and it didn't work. Then they said "Got Milk?" and sales took off. It's not about telling people to buy, in fact, the product is absent!

How can you apply this to your brand? What do you believe at your core? Who could you honor? Think for a moment who you could honor if you were creating an advertising campaign.

A nutritionist could honor Plus Size models. I could honor Women self-made billionaires who are charitably inclined. Coffee sellers can honor the rain forest. High-end jewelers can honor celebrities that are best-dressed. A Christian women's coach could honor Christian women in history. A menopause coach could honor women over age 50 who accomplished great things, like Whistler's Mother who didn't start painting until later in life. A lingerie designer could honor sexy stars and pin up girls of the past like Mae West, Marilyn Monroe, Jayne Mansfield, and Greta Garbo. Remember the cigarette campaign, You've come a long way, baby? That's the same idea!

What are your brands' beliefs? How are you different from competitors?

This is something we are diving into deeper when we get together in person in Arizona. What are your core beliefs? What don't you believe? Why do you believe what you do? It's imperative you know and can articulate the answers so you can differentiate your brand and stand out.

For me, I'm different from financial advisors because I teach the twin pillars of wealth building, that money moves in cycles and peaks in bubbles, and that wealth begins in your mind. Traditional financial advisors don't teach that. I have my own experience to back it up. Most advisors haven't created their own wealth. Even some famous experts who teach financial matters became wealthy from books and products, and not from understanding investing. Warren Buffet said something like, "Wall street is the only place where people who own limos are counseled by people who take the subway to work." It's true!

Once you are clear on who your clients are and what their subconscious needs are, you will need to develop a media plan to reach the right media and attract your dream clients.

What kind of a media plan you should have depends on the type of business you have and how successful you want to be.

Do you want to be on the national level? International level? World level?

Do you prefer to be local and just known in your state or city?

Because of the internet and websites making it easy to market globally, there's no reason to be shy about going global! Most products and services can be offered on a global basis. I say go for it!

If you want to be on the national, international, or global stage, it's important for you to have a book. A book can be distributed world wide at a low cost. It's offering people a taste of what you teach and letting them get to know you. It's an important part of creating a luxury brand that will help you grow your company and clients.

That's why I'm having my publisher come to the live event - so you can get all your questions answered about your book. It's important for you to know the mechanics of getting published like whether you should find a traditional publisher or self-publish. Whether you need an e-book or physical book. How to choose a publisher if you are going to self-publish. The time it takes for publishing. How to become a best-seller. Because we have limited time now, this will all be explained in detail at the live event. You'll get to meet my publisher and hear why I chose to work with him. It's a big weight off your mind to know who is going to publish your book and that you will be published. Today, publishing has really changed. Not only the process, but also the economics of how much you make per book. It's important to know all of this.

There are also now 50 documented millionaires from the sale of e-books! E-books are a huge growth industry and there is a huge wealth building opportunity there too. But you need to understand what's selling and why.

Of course TV is also a national media. You can be on local TV shows or national TV shows. I recommend you start locally with a few shows before going nationally. When I wanted to be on TV, I hired a PR person who had the contacts. Once I had the contacts, I was able to continue to go on the show myself and develop a direct relationship with the TV producer.

Local newspaper is pretty easy to get into. Magazines and national newspapers are the next level. You can start out by writing press releases, which are information about your topic or event. They can be an article the press can use without much editing, or they can be something you can pitch the press with your idea.

HARO is Help a Reporter Out. It's a free site you can sign up for and reporters post what kind of experts they are looking for. You can submit your information and they may use you as a source for an article.

Huffington Post is also a good publication to submit blog posts to. One friend I know wrote an article and had several thousand people come to her website because of her Huff Post article.

It's most important that you develop your own voice, your own original material. Create a blog and start writing a post every two weeks. You can also be a guest on other peoples' blogs. They are looking for content. Make sure you have an opt-in box on your website and of course, a free offer for them opting in. This is basic, but some people over look how important this is.

You need to start developing a list of fans and followers who are interested in your topic. Over time, you can make them offers of your products and services. Don't worry about the size of your list. Size doesn't matter! It's about getting people who are interested and loyal on your list - and who want to know more.

Have some good content as your opt-in gift. DON'T be generic. Many entrepreneurs put up an offer that is not interesting, has a low perceived value, or is a default that doesn't really mean anything. You can do a free report, audio, video, or quiz. People like free reports and quizzes because they don't take long. I've tried video as an opt-in gift and for me it didn't work very well.

Things like values, primal needs, subconscious desires might seem hard for you at first. Review notes with your clients, review strategy session questionnaires if you use them, poll your dream clients. What need are you really solving? How can you communicate your values? How can you reach your audience? These are the things I'm trying to get you to think about. If you don't figure this out, you will stay stuck. You've really got to ask your mind to think about this. Do it before going to sleep at night and let your subconscious work on it.

Homework:

Can you identify the self-actualization goals of your dream clients?

How can you apply this to your brand?

What do you believe ie. what are your core values that you can communicate through your brand?

Who could you honor with your brand?

What media is best for you to accomplish your goals? What steps will you take?



## **CYLB Call #4 - Beauty Is Intrinsic In Luxury But...**

Let's review a little bit.

Are you packaging and marketing to the primal wants of dream clients or nightmare clients? This is NOT about subliminal messages or anything unethical. It's about how to appeal to their lizard brain because we make purchasing decisions with our emotions and then justify them with our logic!

What are their needs. Let's look at Maslow's hierarchy of needs.

First or the bottom rung are Physiological: Breathing, food, water, sex, sleep, homeostasis (which according to dictionary.com is: a state of psychological equilibrium obtained when tension or a drive has been reduced or eliminated), excretion.

Next is Safety: security of body, employment, resources, morality, the family, health, and property.

Next is Love/Belonging: friendship, family, sexual intimacy.

Next is Esteem: self-esteem, confidence, achievement, respect of others, respect by others.

Top level is Self-Actualization: morality, creativity, spontaneity, problem solving, lack of prejudice, acceptance of facts. I would also include life purpose and meaning.

One must satisfy lower level basic needs before progressing on to meet higher level growth needs. Once these needs have been reasonably satisfied, one may be able to reach the highest level called self-actualization.

Every person is capable and has the desire to move up the hierarchy toward a level of self-actualization. Unfortunately, progress is often disrupted by failure to meet lower level needs. Life experiences including divorce and loss of job may cause an individual to fluctuate between levels of the hierarchy. Recent research shows people can be self-actualizing even though their lower level needs have not been met.

How does this apply to your brand? You don't want to be marketing to the lowest level of need, you want to market to people who are self-actualizing. If you are always marketing to make more money, that is the lowest level of need. Affluent people don't feel a lack there. They feel lack at higher levels. They are feeling lack around not living life to the fullest, not how to find shelter. Make sense?

Think about your WHO before the what you will offer them. Your products are not for everybody. Nor should they be. Not everyone drinks Coke or goes to Disneyland. There are people who do, at a certain age, with certain demographics. You need to know yours!

Do you know your customers subconscious desires even before they do and how to use that knowledge to get them to buy NOW and in the future?

Remember to target the emotions and feeling people have. It's not about hitting the ball farther, it's about how you feel when you hit a great shot!

Do you know the one thing Apple computer does to blow away the competition and how to use it in your marketing strategy? They talk about their values. You saw the "Here's to the Crazy Ones" video by Steve Jobs. Some of you said it really touched you. See how it's appealing to your emotions, not your logic?

Once you are clear on who your clients are and what their subconscious needs are, you will need to develop a media plan to reach the right media and attract your dream clients.

What kind of a media plan you should have depends on the type of business you have and how successful you want to be.

Do you want to be on the national level? International level? World level?

Do you prefer to be local and just known in your state or city?

Because of the internet and websites making it easy to market globally, there's no reason to be shy about going global! Most products and services can be offered on a global basis. I say go for it!

If you want to be on the national, international, or global stage, it's important for you to have a book. A book can be distributed world wide at a low cost. It's offering people a taste of what you teach and letting them get to know you. It's an important part of creating a luxury brand that will help you grow your company and clients.

Things like values, primal needs, subconscious desires might seem hard for you at first. Review notes with your clients, review strategy session questionnaires if you use them, poll your dream clients. What need are you really solving? How can you communicate your values? How can you reach your audience? These are the things I'm trying to get you to think about. If you don't figure this out, you will stay stuck. I can help you if you are stuck. Do your homework and I'll take a look.

The more you work on things, the better your brand will be and the more success you'll have. Really try to give thoughts to the things we've talked about in class like pain points, pleasure points, emotions, your brand story, and MOST importantly, the

transformation you are providing and the messaging to describe it. Use market research with your clients and our FB group to help you!

On today's call we'll cover:

Beauty is intrinsic in luxury but online it doesn't come easily for everyone

5. Every tweet, post, and color needs to exude luxury...I'll show you how
6. Does your website reflect your value and an accurate message and transformation?
7. Are you ready to get your star shining, stop feeling invisible and playing small?

Website - overall message - messaging using "hot" words, use market research, "hot" phrases, home page should have an overall message and get them to opt in.

Opt-in should be "hooky" - Name and email only. Don't be general. Give something of value. Check Google analytics to see how many opt-in, where they come from, how long they stay on site.

Be simple to navigate - Have an About page, Blog, Programs/Products, Speaking/Media, Testimonials, Contact Us page.

Don't have too much extraneous info, but don't have too little either. You want people to know more about you, learn something, see your brand story (in your About bio), see what you have to offer. You want to include any media you have like "As seen on ABC TV" or the logos for newspapers and magazines you've been in. This is tremendously valuable for credibility and should always be on the TOP, not the bottom, of the website. Also, if you have sold 50,000 books like one of my clients, put that on your front page too! Don't leave that information on Amazon.com!

You want to have your brand name be instantly telling what you do. Some of you I've talked to don't have names that explain what you do. You're missing a huge marketing opportunity! Keri Newell and Sherie Zander will tell you what a huge difference it made to change from "Can't Love Without It" to "Communication Magic with Men." You have to say what the benefit is in your title. A tag line can help, but the title is best because it has the keywords. The keywords are how people will find you. If you leave that to the tagline, that's a mistake that's costing you business and making you struggle unnecessarily.

Websites alone don't always sell items - it's the marketing behind it that does. In other words, people may not come to your site and buy, but they may buy if you have a special promotion for Easter (not necessarily a discount price), just attention! Rather than a "sale" you can offer bonuses, which are more powerful. Lancome cosmetics NEVER go on sale, but they offer free bonuses.

Your bonuses are likely already in your content. Communication Magic with Men has some words that work well when talking with men that women don't necessarily think of saying. "I'm confused or I'm curious" might not be things we say naturally, but they help bridge the communication gap. Having a bonus of those magic words would be a great bonus.

As an artist, you could create a card with a photo of your best-selling items and it's autographed. Or a painter could do the same thing. It's like a sample of your work. It could be your book for free or an e-book for free. For lingerie it could be a free sachet for your lingerie drawer. It could be a list of resources you like. For a nutritionist it could be the brands you buy at the store. Words, photos, books, e-books are powerful bonuses. Take your most popular material and separate it into a bonus that will help at the point of purchase. Use this in place of slashing your prices. Of course, time with you can also be a bonus, but has to be limited.

I also am a fan of using a polldaddy.com application on a website. It allows you to make a questionnaire and gather information about prospective buyers before you talk to them. If you're a coach, consultant, or speaker/author, using a survey is great because it gives you a 'cache', it's not like you work with everyone who asks. It puts you on a level playing field and I highly recommend you do that. You can see my example on my FB pages and also my website at <http://lindapjones.com/programs>. Polldaddy.com is a free service. Offer a free 1/2 hour consultation and use the survey. This is good for enrolling people into your high-level one-on-one programs. Have your packages ready before you start this so you know what you are going to offer.

Colors have non-verbal meaning. When you choose color on your website, it should be very intentional and strategic. It's not about your favorite colors! Colors mean things! Your colors could be going against what you believe in and what your message is! When we talk about color, you will see what I mean.

I have the following color meanings thanks to information certapro painters put together that I like.

Primary colors are red, blue, yellow.

Red evokes strong emotion, encourages appetite, passion or intensity, love. Lots of restaurants use red in their marketing!

Yellow is cheerful or warm, can be healing, can also cause eye straining or fatigue, makes babies cry. Can you imagine having a daycare and having your colors be yellow? What a disaster!

Blue is calmness and serenity. Men most prefer blue. People are most productive in blue offices. Curbs appetite. Most associated with water and peace. There is also a blue that print shops use called Reflex Blue. Reflex blue is a builder of trust. That's why financial institutions, CNBC, large companies like IBM (known as Big Blue), use it.

Think also Blue Cross, Blue Shield.

The next colors I'm going to talk about are accent colors.

Green is for health, tranquility, money, nature, it can also be fertility. A naturopath, ob/gyn, or nutritionist could have green on their website.

Purple is for royalty, wealth, success, wisdom, and spirituality. If your business involves spirituality, I highly suggest one of your colors is purple.

Pink is for calming, love, romance. It can also represent women. Now, the thing with pink is, it can also be too limiting and not draw women in. It can be a little too much for some women. A common mistake marketers make when they want to reach the female market is just to make their product or website pink. I'd rather use a more sophisticated level of femininity like lavender than pink. Oprah's logo is lavender.

White is for purity, innocence, empty, spacious. Your website and sales pages should have a lot of white space. White space is luxurious.

Brown is reliability, boredom, practicality, earth. It's also the color of coffee. Depending on your message about coffee, I would consider using brown sparingly, and adding other colors that evoke the meaning you want. If it's nature, then green would be a natural, if it's energizing, then some red too. Brown with green and a touch of red could be interesting.

Orange is for excitement, enthusiasm, warmth, and caution. You have to be careful with orange. It's not a tasteful, luxury color. To me it would be for a social group that is like a group of cheerleaders.

Black alone is evil, death, mourning, and slimming. Use it sparingly, if at all.

A unique shade like Tiffany's robin's egg blue was specifically branded and copyrighted for them. It's fresh like dew, and like a little bird's egg with a lovely surprise inside. You can use different shades of blue. For example, if you want a spiritual and calm presence, I would have purple and light blue.

Luxury brands use black, white, gold, and silver. It feels richer and more sophisticated. Think Chanel, PRADA, Michael Kors, Lancome.

Remember, you don't want to be lax about your color. It's as meaningful as the words you are saying, sometimes more so, so make sure your colors and your message are cohesive!

When you work with a web designer, give them your colors. Do NOT let them choose your colors. Don't choose your favorite color or colors you like to wear. It's not about that! It's about MEANING. We are conditioned with color. If I say what color do you think of when I say stop? Go? Caution? Evil? Love? You probably thought red, green, yellow,

black, red. Our subconscious is thinking these things. Be deliberate in your color selection.

I recommend you use at least 2 dominant colors and a third less dominant. That give an interesting variation. I use purple for wealth and spirituality and green for money, but I also use a dash of turquoise and gold.

Working with a web designer is a challenge. You have to get them to see your vision and articulate it. You have to be very detailed about what you like and what you don't like BEFORE they start the design. What I have found very helpful is to give them an inspiration or vision board. I create it on Pinterest which you can see at <http://pinterest.com/lindapjonesAWM>. I have one for the CYLB Online Mentorship and one for the CYLB live event. I sometimes go to a photo website like istockphoto.com or dreamstime.com and select photos in a lightbox - that's where you can gather photos you like and save them until you decide to buy them - to show the designer.

Let's talk more about social media. In our group, we have an amazing social media expert in Kathy Stover. Kathy handles social media for my event and I also do some myself. It's a team effort. If you are looking for a social media expert, I highly suggest you give Kathy a call. I know some of you already do use her services with great success.

I've found Facebook and Twitter to be my best marketing sites with social media, but I'm also adding Pinterest, Linked In, and Google Plus. Facebook is great if you are targeting entrepreneurs, Linked In for corporate types, Pinterest for women, and Google Plus for techies. That's kind of an oversimplification, but you'll find it to be true.

For your business, I want you all to have a Facebook Fan Page. This is really important and I'm going to tell you why in a moment. Having the basic FB personal page, Fan page, Twitter, and Linked In - and for those of you targeting women, Pinterest - these are the basics you MUST have.

Some of you understand why and some of you may not. Let me give you three reasons:

1. These are the most targeted ads you can have. They are more targeted than newspapers, direct mail, magazines or TV. You can select the specifics of age range, gender, occupation, hobbies, who they LIKE, etc. It is incredible.
2. This is the lowest cost way to reach the most people. Not only the most people, but the most targeted people! It costs pennies to target most people. I promoted a post for \$20 and now over 81,000 people have seen it! Where else can you do that?
3. This is the most important reason. Are you ready? It's because it impacts and creates your digital footprint. Your digital footprint is what people see when they Google you. This is just becoming important. Let's say you are thinking of hiring an interior designer. You Google them both. Let's say neither of them have a website. The first

one has no real rankings. You find the boat they sold, the political contribution they made, and that's it. The other one has a Pinterest account with homes she has decorated as well as famous designers that inspire her. She has a FB fan page with 3,000 fans and she has a Twitter account where you can read things she says. You find out she likes subtle colors and using textures. She has a page on Google with information all relevant to what you want to know. She even has a couple of videos up on Youtube you can watch. Which one will you hire? The second one I hope. She has so much social proof and ways for you to sample her design and get to know her, you're sold even before you've talked to her! The first one is just a blank, the second one you are informed.

When you create a FB page and fan page, Twitter, etc. it goes directly onto your Google page when people Google you. You'll find FB and Twitter can be listed above your website! That's because they are huge websites and you are linked to them. Google picks up the larger websites you are attached to. One page one of Linda P. Jones the first reference is my website. But if you just Google Linda Jones, there are 129,000,000! My Twitter account is the first reference to me!

Having these social media sites will fill out your Google page so when people Google you or your product, the page will be full of things YOU put there rather than random things you don't want there.

Be conscientious about what you post. Every post should be thought out. Sometimes I cringe with what I see people write about. They write about being depressed, or bad things happening, or things that are too personal or embarrassing. You have to keep it professional. You can be personal. but don't go overboard. People love hearing about your pets. That's ok. Anything you wouldn't want a prospective client to read should not be on FB.

You've often heard me talk about the coming transparency. We are almost there. Transparency is feedback regarding any product or service. Right now it's limited to websites like Yelp.com or when you order by internet, but it's coming to EVERYTHING. In the near future, there will be feedback on every product you buy, every service you use, every person you work with. EVERYTHING. It will all be rated and ranked. Get used to it right now. Make sure every customer is happy. Do your best with every product. They don't have to be perfect, but you must realize everything will be totally transparent in a couple years. This will make some businesses bigger and some fail. If you have bad experiences with a business, it will be posted all over the internet. Start today to be super conscious of this. Have great service - and next week I'll tell you how to make mistakes and complaints no big deal and where you handle them so competently, you will actually look forward to handling them because when you do it right, you get an even more loyal customer. I'll share my personal secrets.

Pinterest is an up and coming social media platform. It is second in size only to FB and I think it will surpass it. Why? Because it will combine social media and commerce in one place. Pinterest is a website where you collect photos of things. Those images can be

your own or other peoples'. There are images of products on Pinterest. If you want to buy a pair of shoes, you can find a photo on Pinterest, click on it and be delivered to the website. In our group, we have jewelry designers, lingerie designers, artists, and coffee sellers that are perfect for Pinterest. But also any of you with info-products marketed to women. You can put a graphic of your info-product and link it to your website. This is powerful! I have a board on Pinterest where I save products I like. I just discovered I saved them there and within a few months owned many of them without even realizing it! I saved a photo of Jimmy Choo boots and then bought them. Anthropologie coasters and then bought them. I didn't find them on their website, I found them on Pinterest! See how it leverages your website?

YouTube is another powerful website. Because it's owned by Google, it tends to rank high on your Google page. Make sure your videos are professionally done or if you are just starting out and keeping the budget low, then have a pretty setting. Have a colorful oil painting behind you or a plant or flower in the frame. It's just ugly to have an unattractive office bookshelf or clutter or a sad looking room behind you! It speaks volumes! Google now has the ability to do Google HangOuts or GHO's. They are videos with multiple people showing at once. If five of you are connected, you're all on video at once and can be recording talking or interviewing or meeting. It's good because it makes video easy, it's bad because it makes it much less professional. Just be aware of what you are putting out there. It's not just about your message, it's also about your styling and image. People want you to look a certain way, like TV personalities. Be aware they are harsh critics.

The main question from today is: Does your website and social media reflect your value and an accurate message and transformation? That is the key. Messaging and getting your words right to describe what you do is THE most important thing. Your business name and tag line should compliment one another. Don't make people work to figure out what you do! I can't stress that enough. It should be obvious by your name and tag line - and not JUST your tagline.

Are you ready to get your star shining, stop feeling invisible and playing small? This is really your time to step up and be seen! Creating a luxury brand is all about getting everything cohesive so you can attract the affluent and have them respond positively to you. They will understand your products and services are for them when they see all your marketing is congruent with your product, pricing and service. It all flows together.

In review:

1. Your website is your online store. Decorate it tastefully and don't clutter it. Make it simple, elegant, and easy to navigate.
2. Color is screaming a meaning. Are you using color to your advantage or is it working at cross purposes in your business?



3. Social media will create a huge digital footprint for you. It's still early enough you can do this and be ahead of the pack, but not for much longer.
4. Transparency is here. Make every client happy and realize everyone knows everything about the results you get, the service you offer, how great or not so great your products are. Decide to be the best and be the luxury brand!

#### Homework

1. What colors are in your website now and what do those colors mean, according to our call?
2. What colors have the correct non-verbal meaning that is aligned with your business (what colors should you have in your website to support what you do? ie. purple is spiritual, so if you have spirituality in your business it should be one of your colors).
3. What can you do to improve your digital footprint? (Create a fan page, USE your fan page, create a Pinterest account, etc.)
4. What steps will you take this week to improve your website or social media or both?

# CYLB Call #5 - How To Attain Leadership Status

Welcome to call #5:

How to attain the leadership status you deserve: be the best in quality, experience, and results and you'll never be searching for clients again!

In today's call you'll learn:

1. The secret power of being the #2 brand before you become #1
2. How to serve and service your clients differently than the competition
3. How to over-deliver without breaking the bank
4. The secret to turning complaints into loyal clients
5. Specific words to use and NOT use with the affluent
6. Your next step to put it all together

Review from last week:

Last week we learned about colors and what they mean.

Colors have non-verbal meaning. When you choose color on your website, it should be very intentional and strategic. It's not about your favorite colors! Colors mean things! Your colors could be going against what you believe in and what your message is!

Many of you have been busy at work re-doing your website colors. Good for you! Action is always the best course. It's better to try and make a mistake than not do anything. Change your mindset on that. Think about it. If you're trying to get from L.A. to NYC, is it better to stare at your GPS and maps and try for years to figure out the best approach or just get in your car and head east? What we've been taught is to not make mistakes and I've come to realize as an entrepreneur that's a very un-empowering belief. It's much better to try things and fail - because ultimately you learn what not to do and what works - than if you do nothing. Don't be in analysis paralysis! Don't be re-doing everything. Stop perfecting websites and make some offers! If you're not making enough money, it's from not making enough offers! Put together your packages, add attractive bonuses, and make some offers to help people! That's the only way you'll learn.

Your website is your online store. Decorate it tastefully and don't clutter it. Make it simple, elegant, and easy to navigate. Be purposeful with your color selections.

Red evokes strong emotion, encourages appetite, passion or intensity, love.

Yellow is cheerful or warm, can be healing, can also cause eye straining or fatigue, makes babies cry.

Blue is calmness and serenity. Men most prefer blue. People are most productive in blue offices. Curbs appetite. Most associated with water and peace. Reflex blue is a builder of trust.

Green is for health, tranquility, money, nature, it can also be fertility.

Purple is for royalty, wealth, success, wisdom, and spirituality.

Pink is for calming, love, romance. It can also represent women. I'd rather use a more sophisticated level of femininity like lavender than pink.

White is for purity, innocence, empty, spacious. Your website and sales pages should have a lot of white space. White space is luxurious.

Brown is reliability, boredom, practicality, earth.

Orange is for excitement, enthusiasm, warmth, and caution. You have to be careful with orange.

Black alone is evil, death, mourning, and slimming. Use it sparingly, if at all.

Luxury brands often use black, white, gold, and silver. It feels richer and more sophisticated.

Social media - Your messaging should also be luxurious

I've found Facebook and Twitter to be my best marketing sites with social media, but I'm also adding Pinterest, Linked In, and Google Plus. Facebook is great if you are targeting entrepreneurs, Linked In for corporate types, Pinterest for women, and Google Plus for techies. That's kind of an oversimplification, but you'll find it to be true.

For your business, I want you all to have a Facebook Fan Page. This is really important and I'm going to tell you why in a moment. Having the basic FB personal page, Fan page, Twitter, and Linked In - and for those of you targeting women, Pinterest - these are the basics you MUST have.

These will fill out your page so when people Google you, the information YOU have placed comes up on page one. Often Twitter or FB come up above your website. Social media will create a huge digital footprint for you. It's still early enough you can do this and be ahead of the pack, but not for much longer.

If you have a book, you should have an author's page on Amazon. Don't be shy to ask us to LIKE a FB page or your book on Amazon! We should all be supporting each other.

Once you name your FB page, you can't change it. You have to start a new one if you want to change it. I learned that lesson the hard way. I have several FB pages that I don't use anymore because I don't use the names. Early in my career, no one told me to use market research for names and I've ditched a bunch!! LOL! I recommend you use your own name for your fan page if you are a coach, author, or speaker and your brand name if you have a product like coffee or lingerie.

## Summary of social media

The main question from today is: Does your website and social media reflect your value and an accurate message and transformation? That is the key. Messaging and getting your words right to describe what you do is THE most important thing. Your business name and tag line should compliment one another. Don't make people work to figure out what you do! I can't stress that enough. It should be obvious by your name and tag line - and not JUST your tagline.

Transparency is here. Make every client happy and realize everyone knows everything about the results you get, the service you offer, how great or not so great your products are. Decide to be the best and be the luxury brand!

## Mention URL's and names

You want to have your brand name be instantly telling what you do. Some of you I've talked to don't have names that explain what you do. You're missing a huge marketing opportunity! Say what the benefit is in your title. A tag line can help, but the title is best because it has the keywords. The keywords are how people will find you. If you leave that to the tagline, that's a mistake that's costing you business and making you struggle unnecessarily.

The secret power of being the #2 brand before you become #1.

This is something I learned in my corporate career. I figured this out myself and it has incredible power. Whether you're working in a corporation or are an entrepreneur, you have a brand. The people who work there also have a brand. A brand is everything you are, do, look like, etc. It's your reputation. Are you known for returning calls or not returning calls? For being punctual or late? Wherever you are in a business or corporate, you have a reputation - and so does the #1 person, meaning there is someone whom the CEO or your boss a few levels up thinks is the best person in that position. It's natural. In a sales organization it's the #1 salesperson. If that's you - congratulations! But let's say it's not you. Let's say you were just hired into a new company and there is someone who is in your same or a similar position and they are perceived as the #1 person - the luxury brand if you will. It's very difficult to unseat that person with direct competition. In other words, you can't tarnish their image and win. You'll lose. They are the established leader that has the #1 shelf and are top of mind to management. So here's what I figured out. You go for the #2 position. Usually there's no

one that is a definite #2 in their mind “shelf”. You agree that #1 is #1 and you make yourself #2. Believe it or not, this works so well, it’s amazing. There’s always a #2 in the branding world. Burger King took #2 next to McDonald’s. Avis took #2 next to Hertz. Michael Jackson took the King of Pop next to Elvis the King of Rock and Roll. Sam’s Club to Costco. For every brand, there is a huge opportunity to be #2. Two things happen - 1. you jump over every other competitor. Avis jumped over National, Dollar rent a car, Enterprise, etc. Whether or not you’re really #2 no one can really dispute. When you claim it, you jump over everyone else and sit right next to #1. You acknowledge they are the best, and then you say why you are the next best. The second thing you’ve done is offered people an alternative to the #1 brand. Not everyone is going to like that brand and now they think of you as the next choice. Eventually, you can make a move from #2 to #1 very effectively. By the time everyone has accepted you’re #2, when #1 makes an error (remember Coke and Pepsi?) you jump into the #1 spot. If you’re a coach and there is a leader, let them lead. Claim the #2 spot. It’s powerful and much easier to go from #2 to #1 than from not ranked to #1.

Now I want to talk about how to serve and service your clients differently than the competition and how to over-deliver without breaking the bank.

We’re lucky to have the internet because of the low cost marketing we can do online. Think about it. Businesses in the past always had to buy lists, send direct mail (which can be very expensive to produce and postage). Today, we can email for free and create bonuses that have a lot of value for free.

Certainly having a list and sending a free email with valuable content is a great way to service your clients. There are many free things you can do. Here’s a list:

- Host a guest interview
- Record a bonus content audio
- Create a pdf, chart, or info-graphic
- Create a spreadsheet
- An e-book (use old blog posts to create)
- Bonus event ticket
- Bring a friend bonus
- Free quiz
- Photos
- Checklists, done-for-you items
- When people buy my book, they will get a free e-book and a coupon for product savings on my website
- Free 1/2 hour consultation
- Free offers from associates of yours - free event tickets, etc. A person was giving away free tickets to their event if you upgraded on e-Women Network.
- Google hangout videos

Delight your clients with extras and bonuses. This is for paid clients, I'm not suggesting you give away these things on your FB page! That would be contrary to the exclusivity of CYLB.

Of course, I used several of these bonuses and I sent you a mug. When you're sending a tangible gift, just realize it cuts into your profit margin so watch the cost! Freebies are great because they have high perceived value and no or low cost to you. Bookmarks are a good giveaway for that reason.

Always over-deliver on content and add special surprises. People love surprises and extras. It's the best way to create raving fans. Give a ton of value without being overwhelming. Don't give too many choices, keep it simple.

Remember how I was talking about packages a couple of calls ago? These freebies are great things to add to your packages. You don't want to have just an hourly package - add some fun and content-rich bonuses!

From a service perspective, you want to have great service. Being quick to respond is always a good thing and can stop problems from escalating or people becoming fearful. You have to remember, when you are 100% virtual, you have peoples' fear to deal with that you're some kind of scammer. By being fast and good with your service, you can alleviate that anxiety.

Now, I'm going to give you a huge tip that I have used for twenty years, but never heard anyone else talk about. I'm not sure where I found this, but I read it somewhere and used it with great success. I'm going to tell you how to handle complaints. It should be rare that you have a complaint, but stuff happens and that's part of doing business. What I'm going to share with you is not only how to handle a complaint, but how to handle it so the person that complained will actually be more loyal to you after the complaint than people who have never had a complaint! Are you ready for this? Would you like to know how to do that?

The secret is to take care of the complaint quickly. Solve whatever the problem is and make it right. Apologize for the inconvenience...then, give them a bonus, something for free that they didn't expect. It can be tangible or intangible. If it's a high dollar amount item they purchased, I'd send a tangible item. If it's a low dollar amount, an intangible item.

For example, let's say you get a call from a client. The product you shipped arrived damaged. Of course you replace it no questions asked, and apologize. Then you tell them because of the inconvenience, you're going to send them a little gift. I used to have a lot of little "trinkets." Things like mugs, pens, golf balls, golf tees, golf towels. I'd send a golf care package with balls, tees, and towels if they were a golfer. Studies show people become more loyal if they had a complaint and you send them a surprise bonus than if they never had a complaint! Wow! You never have to be uncomfortable with

complaints again! You can actually be glad to get a complaint because you know how to handle it so that you will have a more loyal customer! Do you see how powerful that is?

Now we'll talk about specific words to use and NOT use with the affluent. To really get this you should go to luxury sites like Tiffany, Ritz Carlton, Louis Vuitton, and other luxury websites or ads.

Words to use with the affluent:

- Complimentary
- Premier
- Luxury
- Luxurious
- Sophisticated
- Legendary
- Dedicated
- Status
- Privacy
- Comfort
- Unmatched
- Excellence
- Gold
- Elite
- Club
- Quality
- Service
- Personalized
- Sought after
- Experience
- Privileged

Words NOT to use with the affluent:

- Free
- Successful (overused)
- Professional
- Competent
- Seasoned
- Excellent
- Good

Your next step to put it all together

So now you know all the pieces to create a luxury brand. It's one thing to know and it's another thing to put it all together!

Here are some tips to help you get started:

1. Work on the revenue side before the expense side, meaning work on the ideas that will bring you money before you spend money on non-productive items like your website!

People can spend their lifetimes making their websites prettier. Don't fall into that trap. Work on the low-expense/high impact items first like changing your wording on your website, not your whole website!

Work on your bullet points, name of your brand, and tagline. Those are first priority. What words do people respond to favorably? What words don't they like? Gather market research. Review your notes from strategy sessions. Listen to the words people are using when you talk to them, really listen. Pay attention to feedback from your ideal clients.

Next is create your signature package for a program or your product. This is the first item you want someone to buy from you - is it a coaching package? A monthly coffee membership? A seductive and romantic lingerie accessories package? A mobile marketing package? Get an attractive name for these things. Do market research to put together attractive packages people will buy.

Next test the pricing - is it too low? It's rarely too high. You usually don't want to be the most expensive (unless you do want that and that's ok too), but higher than average.

Create your brand story. Re-write your bio and tie your experience and life into what you do. Being in the military doesn't have anything to do with your business, unless you learned something important about it there. If so, tie it into the story. If not, minimize it or leave it out. Don't lead with it!

Get more high profile with your marketing. Learn to put yourself out there and see what people respond to on your FB page. Adopt the idea that unless you take action you won't change your situation. The action must involve interaction with people either in person or online, but you must talk to potential customers! It's fine to make changes you feel you need to now, but if you are constantly perfecting everything and never making offers or talking to potential clients, you won't get business!

Pick the right social media to be high profile on - corporate prospects are on Linked In, women and products for women are on Pinterest, entrepreneurs and spiritually minded people seem to be on Facebook, technology people are on Google+. Start hanging out there!

Once you have these things down, THEN you can get a new website, business cards, etc.

The saddest thing for me to see is people who are underselling themselves. People want what you have to offer - that is a mindset. You need to have confidence and have that expectation. The expectation or "knowing" it is already done is what causes the



atoms to line up the way you want them to! See your success and project it, visualize it as already done.

Use the affirmations I've given you and intersperse them with already true statements. Keep saying them!

I am worthy and deserving of wealth  
My name is

The Universe/God provides whatever I want and believe I can have  
My eye color is

Clients are lined up to work with me  
I drive a

I earn \$ a year  
I live in (city)

I make all the money I need to pay all my bills and have money left over every month  
My hair color is

I am clear about my life's purpose and the work I'm meant to do  
My dad's name is

Money flows to me easily and effortlessly  
My friend's name is

My income is increasing every month  
My daughter's name is

It's okay for me to be wealthy  
My sister's name is

I accept all the money the Universe/God wants to give me  
My brother's name is

The Universe/God is clearly showing me my path  
My dog is named

Making money is easy  
My favorite flower is

New money making opportunities constantly present themselves to me  
My favorite color is

Day by day in every way, I'm accumulating wealth  
My street address is

It's easy to earn millions of dollars  
I live in the state of

I can figure out the path to wealth  
My shoe size is

I have a right to be wealthy  
My favorite fruit is

My family will still love me when I'm financially successful  
My height is

I have more than enough money for everything I need and desire  
My city is

I enjoy having wealth flow to me and sharing it with others  
My favorite color is

I make great financial decisions  
My middle name is

Clients are lined up to work with me  
My last name is

Clients happily pay me thousands of dollars to work with them  
My favorite animal is a

It's easy to develop my big idea and know what I'm meant to offer  
My favorite sport is

I am confident speaking in front of groups  
My favorite hobby is

I love to speak on stage  
My favorite city is

It is easy for me to ask people for money in my business  
My favorite city to visit is

People routinely pay \$ to work with me  
My favorite actress is

Clients pay larger and larger amounts of money for my products and services  
My street address is

I am creating wealth so I can help the people I care about  
My favorite author is

I deserve to have financial freedom  
My favorite shoe designer is

I am open to all forms of wealth creation whether from a job, business, or my  
investments  
My favorite gemstone is

I am eager to accomplish my goals  
My favorite jean designer is

I prioritize my time and use it efficiently every day  
I make wise money decisions  
My husband's name is

I have all the money I need  
My dad's name is

I prioritize my time and use it efficiently every day  
My friend's name is

My products and services are in high demand and sell out to overcapacity  
My favorite hairdresser is

It's easy for me to create new revenue streams  
My favorite designer is

I'm a great speaker  
etc...

Homework:

1. What have you learned that was most important to you about creating your luxury brand?
2. What is the hardest part of creating your luxury brand?
3. What steps do you plan to implement right away?
4. What can I help you with to create your luxury brand?

## CYLB Call #6 - Q & A

I want to welcome everyone to our last Q&A call. I am excited to just hear all of your questions and answer your questions. Really dig in and get you some good information.

If you have more than one question what I would like to do is just have you ask one at a time and then I will circle back around again if other people don't have questions we will go on the second round of questions. If you could just make it one question at a time that would be great! Again it is \*2 to raise your hand and ask a question. Our first question is from Aprille. Let me un-mute you Aprille, let's see if we can hear you.

Aprille: Hello, hello.

Linda: Hi Aprille, welcome.

Aprille: Hi!

Linda: Great to have you here.

Aprille: Thank you! I am so excited and I just joined you and I have been trying like a mad woman to catch up on the recordings and the homework. My first thought is to ask for your patience a little bit because I am not completely caught up. I did have some questions that came up as I went through.

Linda: Okay.

Aprille: I am confused. I am finally completely creating the program that has my heart. I am still in the process of making it but it is the dolce vita formula - how to live the good life. I am thrilled to death and I know who my client is, I know what she looks like, I have done the empathy map, I know what she is thinking, and know I am not sure how to meld, how to brand me and the programs right. I have some programs that are not as sophisticated as this program will be. I am looking at logos, and colors, and how do I pull it all together? Should I focus first on branding me or should I focus first on branding the program? Does that make sense?

Linda: Yes, and that is the question that I often get from people and what I would like to say is people first learn YOU. People first learn your

name. I am a fan, and not everybody agrees with this, but I am a fan of branding yourself first. In the longer term you might have another agenda like you might want to sell your company someday and that is the reason why people sometime suggest branding your company name. I do not think that you need to do that up front. I think up front people associate you and your name and your brand first. I really like to have people associate their name and their brand.

If you are doing more than one thing because you are changing from something that you have done, then you are actually doing a rebranding, which may be very involved if you are changing what you have been teaching. I know from your current branding in the Facebook group it looks like you have been doing something with empowered women business owners. Is that right?

Aprille: Something along... it is a lot of leadership and it is a lot of business coaching. Yes, and working with my intention, Linda, was to work with women of leadership and influence. That is where I have been directing my effort however, I will be quite frank. I have failed in attracting enough of those people to make that my real market. What I have ended up attracting is women that are just before that or quite a bit before that phase and they want that but they don't yet have that.

I was looking to create that luxury brand and I was looking to create that higher level and yet I have found that where I am is somewhere in the middle working with women who like I, aspire to that but are not yet there. I think the mistake that I have made is that I have branded even myself with who these people are right now versus who they want to be. Does that...?

Linda: Yes, but also one thing that is really important to everyone listening is I often say and this is something that happens a lot where people are aspiring to be something and they want to teach what they aspire to instead of teaching where they are or what they have already accomplished.

I want to have you really focus on what are the benefits of what you've already done and it is part of your brand story. Usually it is apart of your struggle that you have overcome, it is apart of who you are, and what you were specifically meant to teach. There is probably a uniqueness that you are missing because what you are teaching is

somewhat general in the women's leadership but also I want it to be very authentic to you and something that you have already accomplished. That is the leadership side of it and the women of influence side of it.

If you are changing to have people who have the good life, then again I want you to really know that that is something that you have accomplished in your life and it is something that you have done or you have lived or you have learned how to do that but you are going to be teaching other people how to do. Is that where you are coming from?

Aprille: Yes!

Linda: Yes!

Aprille: Again, it is trying to decide am I pulling women in who are already close to that or am I pulling in women who can see it on the horizon but have a longer way to go. Because there are two different markets would you say?

Linda: Absolutely they are two different markets. That is why when you teach the market where you're at you are going to attract people that understand where you are and they are going to come where you are. If you are not there then you are not going to attract the people that want to be there because you are not going to really understand what really attracts them. Does that make sense?

Aprille: Mostly, yes.

Linda: It is like sometimes people want to teach how to have a successful business but they haven't had a successful business themselves.

Aprille: I see what you are saying. Where I am right now and where this comes from and why this speaks to... it comes from my heart is that I am in a place where I get to live my life by design. I know that there are people out there, women that want that luxury, I will call it, and it is so possible and that is what I want to give them is the possibility, the how to, and I want to create. What I have in mind is to create the dolce vita society for women who engage in the dolce vita experience.

That is my 12 month program that culminates in spending time in Tuscany.

Linda: There are a few things. I would really focus on what is the purpose, because women at that level can afford to go where they want to go and when they want to go there and so what would be the purpose (and this isn't for you to answer right now but just think about what the purpose) of them going, and what is the pain that they are going to be solving in order for them to go? Because they can go to a nice spa, they can go on a beautiful cruise, they can go on any number of nice vacations. What is going to make them want to go with you and it usually does involve some kind of a painful situation that they want to overcome that makes them choose you as that answer.

Aprille: Um hmm right.

Linda: You have to be really clear on what that is.

Aprille: Yes.

Linda: Because otherwise people will not just go, to go to Tuscany. They can do that in other ways or they can do that for less money and they can do that to go cook or whatever they want to do. You really need to be specific about what the problem is that you are solving and for the level of woman, if you really want the higher level of woman that you are talking about, in most cases she has plenty of money but what she really lacks is time and what she really lacks is the luxury of being able to focus on herself because she is focused on everybody else, taking care of everybody else, she is working a full time job and still taking care of the family and being super woman. I would think that it would be around taking some time out, not feeling guilty about self-pampering, and just being able to really focus on herself and how to take care of herself first so that she can take care of her family.

Aprille: Yes, I was going to tell you, are you reading my empathy board that is sitting behind my desk?

Both: [Laughing]

Aprille: Yes, thank you for that validation that is exactly where I was headed, so thank you, thank you for that.

Linda: Yes.

Aprille: Great.

Linda: We can come back around to you in our next group of questions, how about that?

Aprille: Absolutely, thank you!

Linda: Okay great, thank you. I am going to put you back on mute for a minute. Then we have a question from Santa Cruz, California. Again if you want to ask a question hit \*2 to raise your hand and get in the queue, \*2.

So who do we have in Santa Cruz, is it Beth?

Beth: It is! I am really in San Francisco. I probably should get that changed off my cell phone number myself.

Linda: That is okay.

Beth: I have three different questions but I will just start with this one. For right now I am not going to worry about my company name Nutrition With Beth. I know that it is a very generic but what I did want to focus on for now is getting that front page of my website changed as you suggested.

I am thinking what I could do is a little tag line and then just have everything come after the tag line. I am trying to get the wording down and I'm getting a little stuck. I have a few things like integrating... I came up with about three different ones: Integrated the Science of Nutrition with Holistic Health or Holistic Health Practices, Integrating Nutritional Science with Holistic Health and Practical Lifestyle Changes or Integrating Nutritional Science with Practical Lifestyle Changes.

Those are just some of the things that I came up with and I am not really 100% happy with any of them. It is the second part that I am having trouble with, like Integrating the Science of Nutrition, Integrating Nutritional Science with.



It is the second part that I am getting stuck in because what I want to convey that although what I am looking at with nutritional science, that is what I love to do and I love pouring over the studies that come in everyday on what we can do but it is very cool that we have come this far and what we can do as far as helping people not only staying healthy but also recover with nutritional science.

I also want to convey that I am also endorsing the holistic approach and nutritional approach and also making it as practical as possible. I am not a gourmet nutritionist. I do not spend hours and hours in the kitchen because I do not have time. I eat well by keeping it simple.

Linda: Right, right. Yep, I get it. I think where I see the disconnect is what you are actually talking about is really your brand story. Because your brand story is going to talk about how you integrate science and nutrition and that is where that really belongs. It doesn't not belong in your tag line because it is not a benefit to the people who are wanting to work with you.

Beth: Okay!

Linda: It is describing who you are and how you are different which is part of your brand story. You want to take all of that that you just said and put that in your brand story paragraph or two paragraphs. Then you want to talk about, you want to use your tag line as the benefit of them working with you. It has something to do with... we talked about customization, we have talked about how it is more of an efficient way to understand the right diet and exercise plan for you.

Beth: Right, right, okay.

Linda: The things that people want are the benefits. You want to use the benefits that they say in their own mind, okay. Right away when you were talking about integrating I was like oh no, no, no, that is not a word that people use and think in their own mind when they are thinking of nutrition, right? Put that over in your brand story and in your tag line use benefits of how people think and what they say to themselves like "I want to lose weight, I want to have more energy, I want to quit messing around with all of these diets and I want to find out what is going to work for me", right? We are tired of going from diet, to diet, to diet.

I just kind of see on your website, I visualize this check list of 20 names of diets and it is just like have you just tried the South Beach Diet, the Scarsdale Diet, the this diet the that diet, and you have this long list and people are like mentally going check, check, check and they are going through, going “oh my gosh I have been on 20 diets. Obviously it is not working. I have to work with Beth because she is going to be able to custom select what will work based on my genes.” How cool is that? That is the message that you really want to get across in your tag line.

Beth: Yeah, okay I got it. I do have my sales page done. Maybe when you go next round I can send you the link. I already sent you the link so you can take a look at it because that is definitely more about the benefits on the sales page. The other is more the branding so I will put that, as you said, in the brand story paragraph and then work on the tag line to more mirror probably what is on my sales page. I just haven't finished.

Linda: Yeah, and I think that you should post that on the Facebook group so that everyone can comment. I think that it would be helpful to get everyone's...

Beth: Opinions.

Linda: Yes.

Beth: Okay, I will do that.

Linda: Then everybody could put their eyeballs on it. Okay great I am going to mute you Beth and...

Both: [Talking and Laughing]

Linda: Okay and muting Beth and again \*2 to raise your hand if you have a question. Our next questions come from Maryann Ehmann.

Maryann: Hello, can you hear me?

Linda: Yes we can.

Maryann: Okay, great! I wanted to talk about that signature program or package that you talked about in a couple of calls ago. Maybe it was this last

one and you and I had gone and got some e-mails on it and I kind of rethought this a little bit so I wanted to get another... a little more clarification I think.

Linda: Okay.

Maryann: Let me go back to what I think that pain is that I can help somebody with in seven or eight weeks so it could be that kind of package. I think there are about three different things that my client has pain about. Number one is as you have said they already making a good income, but the problem is that they are usually tied to it in such a way that they want to do something else, they want some other fulfillment. What they are doing isn't necessarily providing them with the fulfillment that they are looking for. There is a lot of stress related to that, so that is one issue.

The other issue is performance, their value and worth is so tied to their performance. Usually people who are already successful are high achieving people, having known that myself. Their value and worth is so tied to their performance that it makes it hard for them to relax. The third thing I think is guilt. Too much time spent in their careers or in their activities and then when you throw in there Christianity. A lot of time they are very conflicted about their faith in God because they don't know exactly how to access him, what to believe. They have this feeling like maybe they are always letting God down, disappointment, etc. and that produces the stress. We determined that my brand is "Breakthrough To A Magnificent Life." Magnificent meaning that that place of freedom and favor and purpose and peace and etc. etc.

If in a seven week program, I can identify what of those areas and what is the root of them, which I can, that is causing this issue and how to help them to resolve it. Do you think that is a program that people would like I guess?

Linda: Yes, absolutely. Absolutely, I think that you did a good job of explaining the pain in the woman. You explained a lot of who I used to be when I was in the corporate world. We have talked about self-actualization and Maslow's hierarchy of needs. It is definitely the woman at the top of the pyramid who is dealing with that. When you talk about fulfillment that is self-actualization. When you talk about

value and worth and how that is based on performance, that is right on target with very high achieving women and feeling the guilt that they are spending too much time in their career and they have a lot of stress. I think that you did an excellent job in nailing the pain and who your client is and why they are going to want to work with you and what you are going to do for them. I think you really nailed that.

Maryann: Okay, great! What else would I include if it is a seven week program? It is one-on-one because to me that is what would work best in the scenario. Would a half day or a weekend or do you think because of all of the pressures in their life just having that one on one conversation once a week would be the best way for them to go?

Linda: Okay is this your question?

Maryann: Yes, one-on-one weekly or should it be a full day because some of it is some mindset stuff that needs accountability and they have to see it in their daily life in order for me to help tweak it.

Linda: Right, so speaking from where I was in the corporate world and my very first coach that I hired years ago. We worked on a series of calls which was the only way that I would do that because I had a very heavy schedule where I traveled a lot. I did not want to be away from my family more. I would not have been interested in taking weekend time or doing a half day or being out of town. I could have done a Skype call for a couple of hours like a half day maybe three hours on a Saturday morning or something for half. I didn't have little kids. If they have small kids like that then that is going to be a different issue but I think you're best off doing it every two weeks to once a month or start out every two weeks and then go once a month. I think it would be the most effective way because they are really limited in time and I think that would be the best way.

Maryann: Well maybe what I could do is ask them because it could draw it out longer if you do it every two weeks because sometimes when you are working on perspective and mindset issues you need the regularity to because you can go back so easily to the old thinking. If you are trying to create new thinking I am thinking that every two weeks might not be enough reinforcement. Maybe that is the question to ask the client depending on their schedule?

Linda: Absolutely, I would do that for sure. I would also go by... I know that you have been doing this for awhile so I would go by what you have already done and what has been successful. What they have most responded to.

Maryann: Okay, so then if I can... lets say in eight weeks or an eight session program and then I would throw in some additional bonuses and for that person, like you were talking before, they don't want to take weekends away so they may not want to come to a weekend that I have my Coronado Bay weekends. Throwing in a bonus ticket for that I am wondering if that is really going to be valuable to them?

I can see that valuable to a person who is a little lower as far as on the affluent scale, they are trying to get started. I have a lot of emerging entrepreneurs or maybe entrepreneurs that have been in the business a couple of years and they are still trying to establish themselves. They are very interested in coming to those weekends but I am wondering if this other person that I am talking about who is so busy. They have family obligations and all of that if that would be a bonus that they would be interested in?

Linda: Well we can talk about that as your next question or you can ask your clients that, either way.

Maryann: Okay, alright, and price about this?

Linda: Let's make that your next question, okay?

Maryann: Oh, okay.

Linda: Okay, I am going to put you back on mute and again hit \*2 if you have a question. Our next question comes from LaShawne Holland. Hi LaShawne!

LaShawne: Hi Linda, how are you?

Linda: I am great! How are you?

LaShawne: I am doing great. I do have a question. I want to say really quickly to Beth that I absolutely loved her ezine and her high protein breakfast

shakes were really good that she recommended. I am reading her ezines and I am really enjoying them. I just wanted to let her know.

My question is I need help with my tag line. People have been calling me "The Queen of Green" for years but I am not sure if this fits into the proper messaging for my affluent clients?

Linda: I would see that, LaShawne, as more of a nickname than your tag line. It is fun, it rhymes, it is a fun name and all of that but it is definitely not a luxury brand name or tag line. I really want to see you get specific on what part of people's finances that you want to work on. We have talked about that on our one-on-one call. I think that that is really important for you to get specific on and even as a fun nickname "The Queen of Green" is really general and doesn't really say a whole lot about what you do, right?

LaShawne: Yeah it doesn't and actually I have been working on that since our call and I really like the Wealth Plan. One of the calls that I get a lot when I work with people is because they have money they receive money but they literally have no plan for it.

In taking notice and really paying attention and listening to and like you said calling up and I called up my client, Ilene, and asked her a bunch of questions and really talked to her. Not just her but I went back through a lot of my old e-mails and notes and calls and that is where I really love being and I feel like that is my sweet spot.

Linda: I like that spot for you a lot better than... I did go to your website and looked at some of the wording after you sent me the e-mail and there is some wording on there about "starting from nothing" and that is not going to be your luxury brand client, right? I like the idea that this is someone you are targeting who has either come into money, received money, inherited money, or gotten proceeds from a life insurance policy.

All of these are different kinds of ways that people can come into money - even lottery winners. Where do they turn, whom do they trust that is not trying to sell them a product, or somehow be in the clump of financial planners and financial advisors who are trying to manage money and maybe I think that there is a shortage of places to

go for financial education that doesn't have that attached to it, that bias attached.

LaShawne: Yes.

Linda: I like The Wealth Plan. It is still a little bit general. I would like to see you get a little more specific on that, so that people can really self-identify and say oh this is exactly what I need. Whether that is something around the "newly affluent wealth plan", for something like that, where you are describing who the person is that you are going to be working with.

LaShawne: Okay, great!

Linda: You are definitely on the right track and I love that you went back and looked at all of your notes and everything that is what I advise everyone on the calls to do is to look in your files, look in your strategy session questionnaires. Look at the words people use. Look at what they said, where the pain is, where they are coming from. That is all market research that you want to incorporate into your brand.

LaShawne: What I get a lot is "I don't know what to do."

Linda: Yes, well a lot of people don't know what to do, but you want to make sure that you are talking to the right people about that. You want to make sure that you are making it clear so that when they see your information that they can self-identify that they are your client and they love it. That is part of what we are doing with Create Your Luxury Brand is we are getting all of that cohesive so that when they see your colors, your website, your wording, your pricing, your brand story, your tag line. When they see all of that it is cohesive and they go "Oh my gosh, this is the person that I have been looking for!"

LaShawne: Okay.

Linda: Right? Good job working on that and we can continue to kind of finesse it in the Facebook group but I think I like Incorporating The Wealth Plan and I think the word "Wealth" is definitely on the affluent track rather than "Debt" that has been what you have been helping people with.

LaShawne: Yeah, okay.

Linda: I definitely like that.

LaShawne: Okay, well thank you.

Linda: You are welcome! We are going to put you back on mute. Again, hit \*2 if you have a question. I have a question but it has not information what so ever about who this is so if you have raised your hand recently let me know who you are.

Carmen: Hi Linda, it is Carmen.

Linda: Oh Carmen Hi!

Carmen: I think the international thing throws the system off so I am sorry about that I am incognito.

Linda: That is okay, yes you are.

Carmen: I have a question about something that you talked about previously. I believe it was in the section that you were talking about social media and having an ad campaign on Facebook. I was just wondering if you have any ideas that you could share with me about my industry as far as things that I can do to promote on Facebook. I really focus, maybe not so much on my clutter or my de-cluttering part, but really finding serenity and simplicity and things of that nature.

Linda: Okay, tell me more about that? How do you help people find serenity and simplicity? What are you specifically doing for them?

Carmen: Ultimately that is the benefit that they get from clearing their clutter and because I work on a holistic level and I look at the six different types of clutter. It is really just getting all of the demands out of the closet if you will and it allows them to find that balance that we all look for. I don't know if that answers your question or if you need more?

Linda: Well, I need a little bit more, because I am hearing the benefits but I am not clear on what the pain is... I can generalize what I think the pain is - about clutter and having clutter, but if you are talking about



specific types of clutter that you are wanting to focus on then tell me a little bit more about this specific person and their pain.

Carmen: Generally speaking, clutter diminishes that time that you have not only to do things that you have to do, but to have free time in your schedule that causes you to feel like you are burdened with chaos and clutter in your life. That you are setting bad examples for your children, that you are losing money because you are having to replace things over and over again and things like that. It brings a world of chaos and...

Linda: Okay, that is good that is excellent actually for pain. You want to know where on social media where you can find people who will be attracted to that message?

Carmen: No, not exactly, I think I have that down pat but on a previous call you had talked about... you listed different industries and you talked about ways that they could make a visual ad campaign on Facebook. I am trying to remember some of the examples that you used were. I think one of them was when you talked about relationships and having pictures of happy couples and things of that nature. That is what I was looking for because I was just wondering if you had any ideas for something that I could do for a visual ad for my industry?

Linda: Ah got it, we were talking about the Apple ad campaign and how they honored people and we were talking about how Nike honors athletes and Apple honors the crazy ones and we were talking about honoring? Is that it?

Carmen: I think so, yeah. It has been awhile since I have listened to the recordings so I am trying to remember the exact verbiage that you used but I think that that was it. I think that it was on Facebook, but I must have been mistaken.

Linda: Well, we were talking about how you could use that campaign on Facebook and how you could honor certain groups. We were talking about women who were early inventors of things or technology for mobile Mary. We were going down some different roads there.

For clutter and organization I mean the poster child for that is Martha Stewart, where she has everything color coded and she has taught

people all of that. Since she is currently out there she is not someone who has been around in history and in the distant past we can not really use Martha but... it is along those lines, where someone... she is the essential person that you would perceive as organized and has her act together in that way.

I think just the power, your business is so powerful visually that I would just love to see you have “before and afters” and I have seen this on Pinterest. I think that Pinterest would be really good for you. I have seen “before and afters” on Pinterest where they have before with the clutter and after with the organized. I would think that your brand would be perfect for that. Have you ever done any before and after photographs and used them on social media?

Carmen: I have done “before and after” photos and I admit I have not used them on social media which is something I have overlooked. That is a really great idea for me to pull them out of my vault and use those. I tend to forget about them.

Linda: Oh my gosh Carmen! You do have one of the strongest visual businesses other than people in the mentorship who have physical products like Dawn who does beautiful jewelry and Phyllis who makes beautiful paintings and Hidi who does lingerie, and people who have coffee. They have physical products. You have the power to actually demonstrate the benefit of working with you through the “before and after” and that is so incredibly powerful that I would definitely create “before and afters”, with an overlay of a testimonial from your client.

What I would do is I would create an infographic which you can do, which are those long pins on Pinterest that show the steps. You could do a little education or something like “Before here was the kitchen cabinet and here is what it looks like in the pantry. Here is taking everything out starting from scratch. Here is the empty cupboard. Here is putting things back in alphabetized and organized and then here is the final result.” Then I would have a little quote from your client that says, “Oh my gosh working with Carmen was the most amazing experience. I feel so much more time and I feel like a better example for my kids and I have found money because I don’t have to go out and buy places all the time that are expensive and it is just the best thing”, then your website.

I think doing that on Pinterest would be so powerful. You could have lots of different kinds of boards. You could have boards for each room of the house. You could have boards for the six different types of clutter that you mentioned. That can spill over onto Facebook very easily. Those same images can be used on Facebook, I think very, very powerfully and be put into certain Facebook groups. You have the ultimate business for the pictorial, it is powerful. You have to be using that.

Carmen: Okay, great! This is wonderful! It is one of those things that are right in front of my face and I didn't even think about it.

Linda: [Laughing]

Carmen: Thank you for reminding me that it is there and you are right the results are very transparent that we provide so that is one of those things that you can really visualize and it is tangible as well. That is great, so thank you!

Linda: You are very welcome, great question. You know that is how it is for all of us. It is always like right in front our nose. It is always something that is hard for us to see and that is another reason why the group can be powerful because they can point out things that have every buddy's eyeballs on it is very helpful too.

Alright, I am putting Carmen back on mute. Please hit \*2 if you have a question. It is \*2 if you have a question. Otherwise if I don't have another question from a new person I am going to go back to people who have already asked a question and get on the second round with them. I think this is Mary? Is this you Mary?

Mary: It is.

Linda: Oh good, okay, great you haven't asked a question yet. Hi, welcome.

Mary: Hi, thanks so much! I have a dorky question and I will post this in Facebook because it would be nice to hear from everybody or just be harassed generally and that is always my favorite thing. I have a tech product obviously. It is a tool really and of course we want to become luxury brand is that we want to be attractive and attracted to or attracted by companies that actually have money to do what they

should do. A lot of people try to get out on the cheap, and with the least I can do, and get the best results and it doesn't really work. Not that we want to be expensive, but we definitely don't want to be the low price leader.

I want to communicate that we are really a solution that can basically take it off their hands, create a beautiful product, create results that work and I have revamped my website and I am still in the process of doing the last few touches, completely morphed it to the color that you suggested.

I just don't know if I am still executing the luxury that I want to. I am starting the series of innovative or inspiring innovators like Steve Jobs and Elbert Einstein and basically tying their story how it relates to our service. Those will be a series of blog posts I am going to have but other than that I do not know if I am communicating the luxury so to speak through what I am doing?

Linda: Part of the problem is that I am having with your brand right now is getting really specific on it... because you have so many moving parts and pieces that you can do for people, that I am having a hard time getting focused down on who your best affluent client is. I mean we have talked about stores and sizes of stores and businesses. We have talked about government agencies. We have talked about all kinds of different things.

What I really want to know is Mary, when you look your best testimonial and this is something everybody listening can do is go back to who is your best testimonial. In other words, who was it that you made the most difference to. You made them a lot of money or you got them more customers? Who is it that you made the most difference for, tell me about that client.

Mary: Well I guess it had to be our first national account, the Kawasaki account where we drove 93,000 new customers to the dealerships. That was way back in 2009 and we have the Marines and we have the AMPM stores. The biggest success was the Kawasaki. That was our big feather in our cap. There was a lot of agencies who were involved who we were juggling. Do you suggest going back to the marketing manager and asking her to give me a testimonial? She

has given me a testimonial, maybe I need to go find it and put it on my site, huh?

Linda: Ah, yeah!

Both: [Laughing]

Mary: It has been so long, I am thinking do I still have that? I guess I can go back and ask her.

Linda: It doesn't matter if that is your best client you always want to have a testimonial from your very best client, right?

Mary: Alright.

Linda: Everybody on this call. You want to have a testimonial from your very best client because that is really who you are trying to model. If that is your ideal client, you want to have other people come to your website and see that testimonial and say that is who I am. If they don't see a big brand like Kawasaki that is a national brand, they may not be thinking that you work with national brand.

Mary: Okay.

Linda: They may be thinking you just work with smaller medium size companies. Yeah if that is your best and you have driven 93,000 new customers to them. That is huge and you definitely have to get that on your website. You probably want to have it on the home page of your website.

In addition to that can you tell me another benefit of what you did whether it created additional sales for them, additional revenue for them, additional profitability for them, got them appointments, can you quantify anything else that you have done for your best client?

Mary: Well for them specifically, I was able to tell them who was in their store, when. This was basically their way to reach out to their franchise owners to basically prove that they were driving people into their stores. I don't really have a record if they actually bought from them. They were very happy of course that they had that many people walking through their doors. There were a number of mobile

coupons that were sent, that was way back when redemption was basically done through the Point Of Sale but now we can actually track redemption but then it was basically done POS.

In our other stores like our pool supplies stores, we have auto auction companies, and the AMPM stores. They can see their list growing, they can see conversion rates to a degree because we do a lot for them but then they don't share it on the back end. I just need to reach out to them and ask for some of those numbers. Just to confirm. They always say it works great, thanks a lot but they are not taking the time to give us a lot of stats. I guess I just need to reach out and ask them.

Linda: Yeah, that was huge because, for example just the fact that you mentioned that you can track who is in their store and that they're benefiting the franchise owners. Now you have told me something that you can take to every parent of a franchise and say here is how you can prove to your franchisees that you are giving them more benefit than other franchisers, because now you can prove you're driving people into their store. That is what franchise owners are going to love.

Mary: Right, and would that be like on the same page as the testimonial that I would give a little back story like that?

Linda: Yeah, you could do the back story which would be fine. It is more powerful if you could get the actual testimonial.

Mary: Oh yeah of course but I just mean to put perspective. Here was your testimonial and then by the way we are able to do all of these things. The challenge that I have with that one account is all of the agencies fight over who actually made the success out of the event. It is all because of me, it is all because of me and my client just giggled. Yeah it doesn't matter, but it is still so funny.

Linda: Yeah it doesn't matter. The main thing is that if this is an ideal client for you which it sounds like it is, but I am a little hesitant because you said things like "this is old" before. I am wondering is there some reason why you wouldn't want that client anymore? Assuming that that is not the case, it just has been that the time has passed and that this is an ideal client, which it sounds like it is.

Mary: Sure, sure. It is just that time has passed. In technology anything longer than a year ago is old news you know? Yeah, it was one of the first national campaigns that is why we won an innovation award for it. It was done really well and I am really really proud of it. Because I am not still servicing, the agency basically cut us out of the deal for moving forward. Again I think they wanted the thunder, but the client is still very happy with it and always refers to us as the reason that made it happen. I have no problem going back and getting a testimony and getting the back story. I just want to know the right way to communicate it. I guess I am too caught up in the how verses just getting it done.

Linda: Yeah, and you just mentioned that you won an innovation award which I had never heard before either. Hopefully you are highlighting that on your website as well.

Mary: [Chuckling]

Linda: That is not a minor thing to just let it slip by. That should be front and center on your homepage kind of information. It is up there with credibility from media. It belongs on your front page at the very top right of your page.

What I want you to think about Mary, because I really want you to get a handle on this, I want you to think about a glove - your best customer is like a glove. You are going to describe the five fingers of that glove in terms of what each finger is in terms of benefit to that client. It is 93,000 new customers. It is who is in your store and when. It is driving people from the franchisor to the franchisee so the franchisees are paying the franchisor fees every month and they are getting benefit from those fees. That is huge! You are able to track coupon redemption and see their lists growing. These are all the fingers of the glove, that when you get the glove described beautifully what you can do for your ideal client. All of a sudden those clients are going to want to come in and put that glove on and have all of those benefits that you just described.

Mary: Okay.

Linda: Does that make sense?

Mary: Yes.

Linda: That is what we want for you.

Mary: Again, too caught up in the how but basically communicating a page of accolades. Not only testimonies but these five fingers of benefits listed as that.

Linda: Yes, as communicated as your ideal client. Everybody is going to have that... remember when we talked about that ideal client in the very first call. It was part of your brand story, but it was also apart of who is that person. Really flushing out who is the person that you really want to work with. Who is your dream client? Yep, that is it.

Mary: Thank you!

Linda: Okay I am going to put you back in queue and if you have more questions we will come back around but I am really glad that you asked those things. I am glad that you gave the specific information because everybody has these gems in your ideal clients and we overlook them, powerful things like innovation awards, really amazing third party accolades and you want to have out there and show. That is going to set you apart from competition as well. I am really excited and I am hoping we can get really clear on that for you Mary.

Alright, \*2 if you have a question otherwise I see that it is hands raised from other people who have already asked question so we are going to go on the second round. Aprille we will go with you again. Aprille are you there?

Aprille: I am here.

Linda: Okay, good, let's go with your next question.

Aprille: So exciting, I am not used to having more than one question opportunity.

Both: [Laughing]

Aprille: This is where I am going to ask you a question that others may have gotten already, but I am a little confused in the how to apply to self-



actualizations goals to my brand. Is that the part where you are talking about that deep longing that they have?

Linda: It's where your soul hurts rather than your physical body hurts, if that makes sense?

Aprille: Um hmm.

Linda: It is the passion and purpose that it is dealing with stress.

Aprille: Right.

Linda: In your instance. It would be you're making a great living, you are stressed out, you are taking care of your whole family and you are not really happy about your career. You do not feel like you are living your life purpose. You feel like what I am doing, does it matter? Is it what I should be doing? What kind of a difference am I making? Is it important? Those kinds of things are those self actualization questions that your client would really respond to.

Aprille: Yes, and when you are saying how to apply it are you asking... I am a little confused on how to apply that. I guess what I am thinking with the luxury brand. I am thinking about things outside of just the marketing words. I can see where that would absolutely fit into the marketing verbiage. How else would you use it? How else would I communicate that? I can't think of any way to visually communicate it or even in the... I love how you were saying to just include smaller bonus items for people. What are some ways that I could apply it to those techniques?

Linda: How you are going to apply it is going back to their pain. I would say, and it is along the lines of what Maryann talked about and you two might put your heads together in terms of some of that. Although she has more of a Christian bent on hers, but I think that the fulfillment, the value, and worth - those kinds of things are all pain points and you can use that in your marketing. I don't know if you want to use actually pictures or any other representation of that other than describing it in your marketing.

You definitely need to use those pain points of the self-actualization piece so that they can understand that it is not just for people who

have sore muscles and whose health is failing. That might be more Beth's client for example! If it is more Christian, then it is Maryann's client. If it is your client it might be a little more passion and purpose. It could be a little more, what is their legacy that they are leaving. It could be more how to have self-care and self-worth. Yours might be more the self-care piece which is also a top self-actualization piece.

Yours might be more around the self-care and that is why going to Tuscany is to be in a spa and have these fabulous meals and have this beautiful setting and have the self-care that we are not able to give ourselves on a daily basis. They are going to immerse themselves in this ten day - or whatever it is - Tuscany experience that is going to give them and teach them the self-care that they are going to allow themselves to take care of themselves better so that they can take care of their loved ones.

Aprille: Right.

Linda: The analogy that always comes up for me is the oxygen mask on the plane and they have to tell people to put your own mask on first, before helping others.

Aprille: [Laughing] Yes.

Linda: For women we are always like that, right. We are always taking care of everyone else and then we fall to bed exhausted at night because we have taken care of everyone else and not ourselves. We do that day in and day out and we are told that that is what we should be doing. You are going to take the stand that that is not what you should be doing. You should be putting your own oxygen mask on first and taking care of yourself. Not that you are going to sit there and have everyone massage your feet and eat bon-bons, but you are going to know techniques and strategies to de-stress, to have mental exercises, to have spiritual exercises, to have thought processes, and systems so that you can take care of yourself first.

Aprille: Okay, okay.

Linda: Does that make sense?

Aprille: Yes, yes. I think I was over thinking it. Like I said I was confused on how else to use it when really that is what there is to do.

Linda: Yeah, exactly. I am going to put you back on mute. We will go back to Maryann. Maryann has another question and again \*2 if you have a question, haven't asked one yet, \*2, Maryann hello?

Maryann: Hello, okay I am back to that program where the goal is after seven or eight week, I haven't decided how long it really will be, the woman the high achieving woman has got that clarity and she has strategies for replacing the guilt and knowing best what is going on with that. Also, the whole performance equals value when worth issue is settled. Would it be okay to not have to have it be done at seven weeks but we are going for the goal rather than the actual time?

Linda: Oh, absolutely. You do not have to have it a certain number of weeks.

Maryann: Okay and what would I charge for something like that? I can tell you that when I was doing eight to twelve week packages what people bought very easily was eight weeks for \$1,200 and 12 sessions for \$2,000. I didn't have any problem with that but that wasn't a fluent group. What would you charge for the affluent group for this so that it doesn't look too shabby? You know where it looks like something that... you were saying that lower values can sometimes give people the impression that it is not high enough quality.

Linda: Right, again I would say that it is not just about the number of weeks and the dollar amount. What you need to do is you need to have the right bonuses in there, the right extras, right? That are really appealing to them that they really want that have a lot of value to them which may or may not be your live event ticket right because they might be too busy. It might be an audio or something or a report of some sort or it could be affirmations of some sort or other things that we have talked about...

Maryann: I was actually thinking for the duration that everyday, like you provide that daily affirmations. It would have to be something that is very short but reinforcing.

Linda: Yeah, I mean that is a low value item. That is not a high value item. I included it just because, for two reasons, I wanted it to shift peoples'

mindset but also I wanted to be in your thoughts everyday so that you are working on your brand and you are also seeing the beauty of the message. I think the shoe picture is a beautiful picture so I wanted you to see that as well.

Maryann: Yeah!

Linda: And that raises the value of it as well to have the fun, the beauty part of the affirmation and not just have it script. To answer your question I would include some higher value stuff and I would say somewhere around \$3,000 would probably be very do-able.

Maryann: Okay.

Linda: I would do seven or eight sessions for \$3,000.

Maryann: Okay, perfect. Thank you!

Linda: I think that you could start there. Certainly you can go higher over time as you gain confidence but what I find is that the biggest problem is not actually finding people to pay the money. The biggest problem is actually for us to be comfortable charging more. That is usually the mindset shift that has to happen. It is not about the client it is about us being comfortable about what we are charging.

Maryann: Right.

Linda: You have to get comfortable and all of you on the call have to get comfortable with the value and putting the value in the packages that you are offer. That has to be more then just a number of sessions. It has to be additional packaging of bonus things that have real high-perceived value. I would really want to see you work on those bonus things that you are going to really get people and get yourself really comfortable making that offer.

Maryann: Okay, alright, thank you!

Linda: You are welcome! I am going to put you back on mute and we have Dawn. We haven't had a question from Dawn yet so we are going to un-mute Dawn. Dawn are you there? I think it is Dawn from Wisconsin.

Dawn: Can you hear me?

Linda: Yes I can now.

Dawn: Sorry I had muted myself. First I just really want to thank yourself Linda and everybody that has been apart of this group for all of their feedback in our Facebook group on the different questions that I have asked. I really appreciate everybody's opinions and it is has really helped me to formulate a rebranding of my business and a game plan forward with how I am going to build it. Well I have a very long list of things that I need to do as a part of that process and it is just really a matter of getting down to doing the work and getting it together.

The one question that I have and I keep coming back to we had discussed on either the last call or the call before that, that being second best. I know that with my jewelry who I am second best to. I got down and I was looking at my notes and I am like who am I going to tell that to? How do I tell them that I am the second best? I guess I got confused in. I get the why but where do you put that or how do you tell that?

Linda: That is a great question. How you do that is you do it with the way that you talk about yourself. Let's say that someone is not familiar with your jewelry but they are familiar with this other person who is the big well known leader in this space. You can compare yourself to how you are different. How you are the same and how you are different, most important how you are different from that person. It is a way of describing yourself. It is a way of aligning yourself.

Let's say you can be talking to a jewelry buyer of a store and they were talking to you about buying some of your jewelry. You could say, I am like brand A that I am sure you are familiar with in this sense and I am different from brand A in this sense, but I am brand B because I am different than all of these other people who are like that.

What you are doing is you are proclaiming the second spot instead of the first spot at first because it jumps you over all of these other people. You can do that to customers who are aware of who number one is. If they are not really aware of number one it is not going to make a difference. To people who are aware of who brand A is then you want to claim you're brand B.

Dawn: Got it!

Linda: Just jump you over all of those thousands of other people out there. Then from there you can work on going from brand B to brand A which is a lot easier step then trying to be out there in the competition of everyone else.

Dawn: Yeah, that makes total sense. I was thinking, do I put this on my website, to I create a page that says I am number two and so that is where I need clarification and that really helps.

Linda: Yeah, you don't claim it on your website. You don't use those specific words. You could message it but not use those specific words. You might use those specific words if you are talking about a business deal like with a buyer.

Dawn: Got it! Perfect!

Linda: Cool, perfect, awesome question.

Dawn: Linda, will the Facebook group remain open after our call and things? Are we going to continue to be able to have that as a forum to share ideas and get feedback?

Linda: Yes, we are going to keep that open until the event.

Dawn: Perfect! Thank you!

Linda: I am going to put you back on mute and we have not heard yet from Keri Newell, welcome.

Keri: Hi Linda, thank you!

Linda: You're welcome.

Keri We have been rebranding with your amazing help and I just wanted to thank everybody who has been asking their questions. It is so thought provoking and I love hearing your answers to everyone's questions it is wonderful so thank you.

We are creating our new website but we have our live event coming up so it has been a little bit on the back burner with a lot of other

things going on and yet hearing about people talking about their website I just had some questions and to get your opinion.

You have a welcome video on your website, that is a good thing right?

Linda: Mmmm hmmm.

Keri: Then your text should point them to want to opt in for your complimentary gifts that you are offering them, is that correct?

Linda: Right!

Keri: What do you think about having pictures of happy couples? Not necessarily testimonials but as apart of your brand. Do you think that that is useful here and there on your page or is that distracting?

Linda: I consider that part of your branding. I think when you are first... if people are first putting up their website and they don't have a lot of photographs of themselves I think that can be a nice way to break up a lot of text on your website to have pictures of couples or pictures that are representative of what you do. These are the same types of pictures that you use on sales pages. I use a lot of the same pictures because I am not a fan of showing a lot of dollar bills typically. I do occasionally, but usually I don't. I like to show people having happy experiences or even travel photos. One of the first photos you see of a person on a life raft out on the water on my website. I don't like to represent money in a showing a Rolls Royce and a big mansion and a lot of dollar bills like a lot of financial people do.

I think for you it is the same kind of thing where you want to maybe show happy couples in a very tasteful beautiful picture which you have used on your sales pages very successfully and your social media expert, Kathy Stover, has been great at finding some of those.

Keri: Yes she has. [Laughing]

Linda: Yes, she has done some very beautiful ones. I think that is lovely for your branding. I think that it is great. I think for you even though we are going to talk about pain on your website I don't like to see a lot of pain. I don't like to see a lot of pictures of angry couples. I don't like to see people fighting. I don't relate to that it just makes me want to

click away. When I see people walking hand in hand on the beach on a more romantic page to me I would respond more to that. I think most women at an affluent level would respond more to that.

Yes, I think that those kinds of pictures are really good. Over time as you get more photos of you and Dr. Sherie on stage, you in action, those are going to be things that you break up some of that text with to and you can model how I have done that on my website. I have done that on my speaking page, on my media page. I have used more pictures of me in action and then in other places I have used some still photos of me and others I have used other photos that are a representative of wealth or affluence. Yeah, I think that is good and I think that would be perfect for your branding.

Keri: Great, and then in the past we had our testimonials with pictures of couples and sometimes singles. Down on the right hand side, you would have to scroll a little bit there to see those that interchange. If you want to read one you can click on it. Then we also have a page of testimonials that are those as well as video. Is that all good? Should people be readily available to read testimonials? Is that good to have on every page, like if there is a little square where there are testimonials constantly moving?

Linda: This is kind of a continuation of the website so I will answer this and not consider this as a separate question.

Keri: Okay, sorry, sorry.

Linda: Oh that is okay. I mean I am just a fan of putting testimonials on a testimonial page. I have had them revolving on my page before and they drive me crazy and drive other people crazy. If I want to go and read testimonials I will go read them. I don't really want to have them in my face all of the time. That is sort of how I feel about that. I think that if you just put them on a page called testimonials or I call mine "praise" just to shorten it, because it is such a long word, you could do that but I don't think that you need to have them plastered all over the place.

Keri: Okay, thank you!



Linda: You are very welcome. I will put you back on mute and we are going to go back to LaShawne Holland who has a question. Again, anyone else \*2 to raise your hand, hi LaShawne. We can't hear you. We will leave you unmuted and if you come on we will come back to you. Alright, let's go back to Beth. Beth what is your question.

Beth: I posted and I just wanted to get a little feed back on my sales page for my genetic program. I don't think it showed yet. I did it about a half in hour ago but I don't think that it is showing quite yet, is it?

Linda: I am not sure, but I am going to look in my e-mail. Okay, so you want a feed back on your sales page? The one with custom answers, is that the one you want?

Beth: Yeah, yeah.

Linda: Okay, so I have that in my e-mail box. What did you want to know?

Beth: Just the title and the first three bullet points there. If they are enticing and would you want to do the program based on how it is laid out right there?

Linda: Well the first thing that I noticed is that you have purple and blue. Remember that purple is a spiritual color. I thought that we were going to do blue and green for you. Your name is in blue and green, but your headline and your text is in all blue and purple. Right away your non verbal messaging is different from who you are. I would change the purple to green.

Beth: Okay.

Linda: It has "your genes your custom weight loss answers." I still think that that could be stronger. Again, I want it to be something that they are saying that they think in their own words that way it doesn't sound like marketing speak so much. Something about Want to Know Your Ideal Weight Loss Program Based On Your Genes? That would be something that they would say. "I want to know my best weight loss method based on my genes." Turn that around and ask a question. "Want to know your best weight loss message based on your genes?" Something like that, it sound a little less marketing-speak than "your genes your custom weight loss answers."

Beth: Okay, so like in a question format then?

Linda: Yeah, I think that that would be good.

Beth: Okay.

Linda: In their own dialog. Great marketers enter into the customers own dialog in their brain. They tap into what are people thinking in their minds and they tap into that and they actually put that as the tag line and as the script on their page. I think maybe even rather than saying, "what is the best diet for you to lose weight and keep it off?" you could say, "what is the best weight loss method, what is the best permanent weight loss method for you? What type of exercise do you need to make yourself look good and feel good in your clothes without wasted hours of effort? What your genes tell you will be the most effective exercise for you to have more energy and lose more weight. Keep your energy levels up and metabolism running in high gear?"

Again, I am not a fan of putting supplements up there as a problem, because that is a solution. I don't typically - maybe some people go to your site looking for what supplements to take. I feel like that is going to be your result of doing work with you. I am not really shopping for supplements to go to your website. I am shopping for weight loss answers and energy answers so I probably would take down the supplement question. I do not think that that is part of their pain.

Beth: Okay.

Linda: Their pain is really about weight loss, exercise, and energy. What is the best most effective exercise programs and how to keep their energy up? Let your genes solve the mystery of diet and exercise programs for you to lose weight and stay fit for life. That is pretty good. I would start with a question, I would take off the supplement one, and I would reword these.

Beth: Okay, then you are saying the supplements as part of the solution. Okay, got it.

Linda: Yeah it is not a pain point. I don't like the DNA picture.

Beth: Yeah that is not my favorite picture either. There are better DNA pictures. [Laughing]

Linda: Yeah, again that is the process. I would have a testimonial right there of someone who lost weight. I would have a before and after photo of someone right there and I would have a testimonial that says “I worked with Beth. Beth did my personal genetic code and taught me what the best eating method was and what the best exercise method was for me based on this personal test that she did and I lost all of this weight.”

Beth: Okay. Yeah that is good.

Linda: Okay?

Beth: Yeah, that was really helpful.

Linda: Okay.

Beth: Thanks Linda.

Linda: Alright, I am going to put you back on mute. I think if you want to un-raise your hand you can hit \*2 to put your hand down. If you already have you hand raised and you don't want to have it raised anymore you can hit \*2 to take it down I believe.

LaShawne have you broken through there yet? I am hearing noise but I am not hearing your voice. I think that she is going to try to call back in. Okay so let's go back to Mary, your next question Mary. Okay, Mary doesn't have a question. Okay we will go back to Maryann. We are getting down on time so this will probably be the last question.

Maryann: I didn't have another question I was suppose to probably put my hand down. Sorry about that.

Linda: Okay, you are good. I will put you back on mute. Let's see Keri do you have another question.

Keri: No I am good.

Linda: You are good, okay. Let me check in with Dawn. Dawn do you have another question?

Dawn: No, I guess we just didn't know to put our hands down after we had raised them so... [Laughing] Sorry about that.

Linda: Okay, well let me do this. Let me just say anyone who has a question hit \*2. We probably have time for just one more because we are at our 90 minutes. Hit \*2 if you have a question. Let's see... I don't know... I am going to un-mute everybody. Okay, if anyone has a question this is the time to speak up we are just about at the end here.

Aprille: I actually have a quick question Linda that I thought my hand was up so. What are some suggestions that you have for making VIP days really elegant and very memorable without breaking the bank?

Linda: Well some of those are in the Facebook group in terms of free bonuses that you can offer that is not value. The obvious ones like the hotel that you select to be a nice bonus hotel. I have done mine at a lovely hotel where I had a suite and I had the meetings in the suite and then we had lunch at the hotel, which eliminated having to have any transportation to go anywhere because the hotel had a fabulous restaurant. You can do some nice gifts that are high-perceived value that aren't super expensive. I am known for little Tiffany gifts that are like \$100 Tiffany gifts, people really like those. They like any box from Tiffany's always gets a big smile. Are you talking about in Tuscany or are you just talking about here?

Aprille: I am talking about here. Thank you for that clarification. Just talking about local, I have looked at Levenger binders. I have looked at really great pens that they could keep. Just really trying to give them something that is memorable like the Tiffany's like you said, that would be great I didn't even think about that. Then also give them something that would relate to the program that I am doing with them so that every time that they pull it out and use it in their business or use it in their lives. Whatever that is that they are reminded of the experience.

That is why I thought that the Levenger binder or the really fabulous pen that every time they get out to do some work on their business or

do some journaling if that is something life related that it always brings them back to that great place, that great memory, that great emotion in that whole thing.

Linda:

Well, one thing that I like to do, I just love creating my brand and creating graphics for my brand. There are a lot of things that you can do that are not that expensive that will further your brand. Why I think that it is important for all of you to further your brand is for people to really get a sense of who you are and how you are different. Like I was talking earlier about using photographs of experiences and of vacationing and things like that or a lot of stuff that people like to represent affluence and wealth, using those beautiful photographs, using really tasteful nicely done photographs.

Really using some beautiful photographs you can create branding in terms of for example of a [www.vervante.com](http://www.vervante.com). They have things like spiral bound notebooks that you can put a beautiful picture on or a beautiful series of pictures on with your logo and name and it is a beautiful notebook that they can carry around and write notes in and use as a journal. You can do it as a small journal size. I actually created a wealth journal that has content in half of it and then blank pages in the back half so the front half of yours could be ways to treat yourself, or ways to relieve yourself, or ways to relieve stress, or ways to record thoughts about your passion and purpose, or different thoughts that you have.

You could actually create several pages that just have questions on them and then beautiful photograph and then the rest of it is blank as a journal. That could be any size. That could be 8 ½ X 11 it could be a smaller size for their purse, it could be whatever. It could also be done with pens, mugs, bookmarks. I have done these other mugs that you guys got that have the wealth inside and out. You have not received yours yet Aprille but you will. Which didn't have my photo or branding on it but it had an expression that I like to say.

There are all different kinds of things that you can use but if you use something like Vervante or some of the other Vista Print, Cafe Press, some of the other marketing things you can come up with some pretty inexpensive premiums that have beautiful branding on them but don't feel like advertising. It just looks lovely and it really expands your brand and also provides value for your client. I just recommend all of

you to think about the extension of your brand and making some really beautiful pieces using some photographs that represent what you believe in and how your brand is different.

Aprille: Great, thank you!

Linda: Does that help? Do you like that?

Aprille: Yes, yes, thank you very much! Yeah, those are some great ideas that I had not thought of so thanks.

Linda: Alright, I think that that concludes our call unless... I will open up all of the lines and just ask if there is one last question of anyone that you are dying to get the question in. I will give you a fair notice that we are probably about done.

Maryann: Well, I will take the opportunity.

Linda: Hi Maryann.

Maryann: This is probably beating a dead horse but I just want to get and make sure of the clarification. When you and I talked on our first hour call we were talking about how a lot of the things that people had said in their testimonies had to do with being a child of the king, ear to blessing, taking hold of your power and tapping into it. Those kinds of words and a lot of the process that I take people through is about getting them grounded in the favor of God right? That is why they royalties the heirs of the child of the king all of that as a Christian why I had the crown idea. It seems like, I know LaShawne got it because she is a minister so but, mostly that only a tiny segment of people would get that. Is that what I am understanding? For most everybody else with my brand they probably wouldn't catch the association?

Linda: Yeah, I think that it would be more powerful for you to brand your initials.

Maryann: Okay!

Linda: Then have the crown as your logo. I just think it would be better for what you are wanting to do and it would be clearer for people. The crown seems extraneous on the website even though I got the

religious connotation it just doesn't quite flow. I would suggest that you do something less... Do you ever use your middle initial?

Maryann: I don't really have one but I do have my graphics person working right now on my initial as my logo too. We will see what he comes up with for that.

Linda: The only problem is your initials are ME which is "me." It can be confusing because people can misinterpret it as you are talking about ME instead of it is your initials.

Maryann: Well if I always have it attached with my name Maryann Ehmann it would always then be under it so it is not just he initials it is my name as well. A way that ME stands out in an elegant kind of way makes my name look better.

Linda: I would figure out a way so that it is obvious that it is your initials and matching it to your name is a good way to do that. Yeah!

Maryann: Okay, cool, thank you so much. This has been such an awesome dynamic program. I have learned so much and I am so grateful for the time that you have taken for me personally to in my e-mails and in the group and I just value the extent of knowledge that you give to us and the heart and the excellence. It has just been great Linda so thank you so much!

Linda: Thank you and I really, really appreciate that. This is the first time that I have taught this course and put everything together brand new. I am so anxious to get testimonial if any of you are wanting to do that I welcome that and I would thank you for that and the feedback that you could give to other people to let them know what they are going to learn in this course and how expensive it is and all of that would be really really helpful. I would really appreciate that if you have a chance to put an e-mail together or want to post it in the group or however you want to do that. I would welcome that so thank you for that.

I just want to say thank you to everybody. I am going to post the link to this recording. Some of you may want to listen to the actual words that we have talked about on some of the ideas because there were a lot of good nuggets in here so I hope that you are either taking good

notes or that you go back and listen to all of them and don't miss a single drop of that juice. There is a lot of that good stuff squeezing the orange out of there so. I just want to thank everybody. I will be in the Facebook group if you have questions.

I think that we should definitely continue the conversation in the group and now that people have become more familiar with your businesses on the call they can give you some feedback. Perhaps they were thinking some things and want to communicate with you. Something about your brand and something helpful to you, so I would I continue to dialog over in the Facebook group.

I look forward to seeing everybody at the live event and continuing this and we are really going to roll up the sleeves and get really clear on your absolute clients and where they are and how to get them even more attracted, how to find them, and how to really have everything so that you are working beautifully with them. I am excited to do that and I am excited to see you there. I wish everyone a great weekend and I will chat with you later.

Maryann: Thank you! Bye!

Linda: Bye Bye!