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5 Keys to Wild Abundance in Your Business

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by

Alicia M Forest, MBA

Multiple Streams Queen & Coach™

www.ClientAbundance.com

alicia@clientabundance.com

Congratulations on downloading this special report from www.ClientAbundance.com. Just by the fact that you're reading this right now, I can tell you're already headed for success. YOU are willing to do things better, even differently, so you are looking for the strategies that will boost your business to the next level. Well, you've found them here.

This report is going to give you the **5 Keys to Wild Abundance in Your Business**, so get excited! You are going to quickly move ahead of the crowd by not only thinking about these 5 Keys, but actually taking action and implementing them.

So my hat's off to you!

In this special report, I am going to introduce you to the Multiple Streams Formula and the Multiple Streams Marketing & Product Funnel. (I am one of only 20 licensees in the world who can teach this powerful and profitable business model.)

The 5 Keys will give you an overview of the Multiple Streams Formula, which is:

me + my passion + niche + problem + solution + packaging = income stream

And we'll talk about the Multiple Streams Marketing & Product Funnel as well.

Some of these strategies and concepts may be new to you, some may not be. I only ask that you keep an open mind and remember that each Key you implement WILL lead you down the path to wild abundance in your business.

Make the investment of a few minutes each day to read each Key and take action - right away. Start building your momentum now, follow through each day, and watch what happens... :)

Enjoy!

Cheers to your success,

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Key #1: Shift Your Marketing Mindset

If you have built castles in the air, your work need not be lost; there is where they should be. Now put foundations under them. ~ Thoreau

Creating a profitable online business is as much about marketing as it is about the products and services you offer.

So, before we begin, I want you to take a minute and consider how you think about marketing.

Do you:

- Feel overwhelmed and confused by what to do, how to do it, and/or when to do it?
- Think marketing is just a small part of your business development?
- Think marketing = selling and feel all the negative feelings connected to feeling “sleazy”?
- Know marketing is something you have to do but wish you didn’t have to?
- Get anxious just thinking about it?

If that’s how you think, well, it’s time for a serious marketing mindset shift. If you TRULY want to be successful (and I mean, really successful, like having an ABUNDANCE of clients, money, time, freedom, etc. ☺), then you need to change your thinking about what marketing IS and what it isn’t.

So let’s address each of those negative thoughts above:

1. Marketing is not rocket science – seriously. It is common sense, consistent action, and simple systems. I know you’ve got the common sense, and I’m giving you a simple and proven system to get you started with this program. Just make the commitment to take consistent action by following the 21 Steps.
2. Marketing is NOT a small part of your business. I would go so far as to say that marketing your business is AS important as what it is that you do. You must consider marketing as just that important if you want to stay in business and be successful. You need to make marketing one of your two top priorities of each work day (the other being your work with and for your clients).
3. Marketing is a form of selling, but you can market yourself authentically, I promise. You need to find your own voice (and we’ll work on that as we craft your message) and your

own story (something else we'll work on), but you can put yourself out there as someone who has gifts to give to the world and feel really, really good about it. My friend and fellow entrepreneur, Marney Makridakis (www.artellawordsandart.com), puts it this way: there are loads of people out there just waiting for what it is that you have to offer. They need it and want it, and are happy to pay for it. Everyone feels good and everyone wins... ☺ We'll work on marketing yourself ethically and with integrity and you'll never have to feel "sleazy" about it again – promise!

4. If you keep yourself a secret then no one will know about you... ☺ You must market, but again – it's not hard – especially when you have the tools and resources you need to get you on your way in this system.
5. Put your anxiety aside and have faith. You've made the investment in yourself and in this program. You've taken the first step. Now keep reading, commit to implementing each of the steps, and you WILL be well on your way to enjoying your own successful and profitable online business!!

Key #2: Your Marketing & Product Funnel

Do you often wonder why it is that some solo service providers seem to be well-known and sought after in their niche and while others, many others (you, perhaps?), still struggle to make their business the success they desire?

I can give you a simple (really!) solution to that problem. It's called the Marketing & Product Funnel and if you follow this business model, I promise that you too can enjoy being considered an expert and sell more of your products and services. You'll also just have more fun!

You know what a funnel looks like, right? It's wide and the top and tapers down to a narrow opening. When your prospects enter your funnel through your ezine or other (usually) freebie offering, they are in the "getting to know you" level of the funnel. Once they get to know you, like you and trust you, they likely will move down to the next level, which will include your for-fee products and services, your least expensive ones first, increasing in value and cost as they continue downwards, until they eventually get to hiring you one-on-one or to your other big ticket item. That's basically how the funnel system of marketing works.

I see a lot of solo service professionals offer a freebie at the top of their funnel, and then their one-on-one service packages at the bottom, with nothing in between. I've made this mistake myself. It's important to have offerings at each level of your marketing funnel so people can continue to get to know, like and trust you, as well as get to know, like and trust your products and services.

And when you offer your products and services at different price points, you are lowering the financial and emotional risk for your prospects. You are essentially making it impossible for them not to buy from you!

Implementing this system is easy. Get started by attract prospects into your funnel. Create a freebie offering (an ezine, mini ecourse, ebook, report, guide, checklist, etc.) and put a sign-up form 'above the fold' and prominently on your website. You'll want to add a link to your freebie offering in your email signature as well.

For example, one version of my current email signatures says:

"Are you exhausted from working 1:1 with clients, only to be just getting by financially?"

Don't give up your dream of having a profitable business AND time for a great life. Learn the secrets to leveraging your time and talent by getting your FREE ecourse '5 Keys to Wild Abundance in Your Business.'

Simply send a blank email to clientabundance@aweber.com or visit <http://www.clientabundance.com>"

This is one highly effective way I attract folks into my funnel.

Once you have prospects in your funnel, find ways to give them more valuable content at increasingly higher prices as they go through the funnel.

For example, the second level of your funnel might offer an ebook for \$27 or an ecourse for \$39. The third level might have a home study course for \$147 or a series of teleseminars for \$77 each. The fourth level might offer a boot camp for \$347, and the fifth level might offer your one-on-one services for \$500.

Get the picture? If not, keep reading for a visual metaphor that will help make things more clear.

The Multiple Streams Ice Cream Journey

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I'm a big believer in metaphors, so I like to describe the Multiple Streams business model in terms of Ice Cream. Here's what I mean:



Figure 3: Multiple Streams Ice Cream Journey

If you've ever been to an ice cream store, you very likely have asked to try a flavor before you've decided what to get. In some cases, they give you the taste on a very small pink spoon.

Maybe you don't like the first flavor you try. So you ask for another pink spoon. And probably within a couple of tries, you decide on what you'd like. And you order an ice cream cone of that flavor.

Now, if you're anything like me, after awhile you stop ordering ice cream cones, and instead take home a small pint of your favorite flavor so you can have it anytime.

And of course, maybe on a special occasion, I might order an ice cream cake in that flavor too...I've started to really become attached to it, you see.

Now it's true that somewhere along the line I may get tired of one flavor and go back to the beginning, and try a few more. That's what's so great about those little pink spoons, if you ask me!

On the other hand, I have a friend who's a particular fan of ice cream, and she's become a member of a 'Flavor of the Month Club' and gets regular deliveries of the specialty flavor to her door, once a month.

Interesting, isn't it?

As you consider this Ice Cream Journey of business, I invite you to review Figure 3. It shows the Ice Cream Journey in the shape of a Funnel.

The Pink Spoon is above the widest part of the Funnel. The Ice Cream Cone is next. The pint-sized containers are next again, and the bottom of the funnel is filled out with an Ice Cream Cake and the Ice Cream Flavor of the Month Club.

A few points:

(1) The more people who try the Pink Spoon at the top of the funnel, the more people will likely go ahead and purchase an ice cream cone. The more people who enjoy an ice cream cone, the more likely they are to purchase a pint of ice cream. And so on down the funnel.

It all starts with a free taste, however, the proverbial Pink Spoon.

(2) As the customer travels down the funnel, many things are happening. They are building a relationship with the company. They are gradually spending more money. They are getting to know, like and trust you.

And yes, some people are proceeding to a certain level in the funnel and then stopping.

(3) Many people already offer the equivalent of a Pink Spoon. Think for a moment what yours might be. If you said 'a free coaching or consulting session,' you definitely aren't alone.

Although it works to a degree, giving away a free session of your service is like giving away not a Pink Spoon taster but a giant bowl of Ice Cream, for no charge.

So one of the first things the Multiple Streams Marketing & Product Funnel will teach you to do is refine your Pink Spoon so it truly is a taste, and doesn't give away the store.

Remember: The Marketing & Product Funnel model is based on real-world success, NOT theory.

Key #3: Me + My Passion + My Niche

The Multiple Streams Formula:

me + my passion + my niche + problem + solution = income stream

In this Key, we're going to cover the first three components of the Multiple Streams Formula.

I'm going to share something with you that I usually do in-depth with my private clients. It's called your Center of Authenticity.

If you're just starting out in your solo service business and need to truly make yourself and your business stand out from the crowd, then answering this question will move you leaps towards that end. If you are already in business for yourself, answering this question will help you define the benefits of your services from a truly authentic place that will not only make you more memorable, but will draw those Ideal Clients to you.

So, grab paper and pen and then ask yourself the Center of Authenticity question:

'What has happened in your life, good or bad, that would be the most useful to share with others?'

Make sure you write down your answer. Your answer to that question is your Center of Authenticity and offering whatever it is that comes up for you in that answer is one of the easiest roads to building your own successful business. This will also help you define your niche.

If you already know what it is that you want to offer to the world and who you want to offer it to, then you might not feel the need to answer this question, but I encourage you to do so. Once you have a compelling answer to this question and have weaved a story, your Parable, around it that you can share with others, you will be creating a connection with them that simply doesn't come from saying, "I'm an author and a speaker" or "I'm a life coach." Got it?

Because most likely whatever service you are providing, there was a path that led you to want to do what you do - and people are interested in that. Telling people your story - how you got to where you are and why you are doing what you do - makes them feel connected to you. It helps them get to know you, learn to like you, and trust that you are who you say you are.

And you know that most people only buy things from people they know, like and trust, right?

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Articulating What You Do...

Let's take your answer to the C of A question to help you articulate what you do to others.

Being a solo service professional, sometimes it's difficult to come up with an answer to the "So, what do you do?" question that is both exciting and interesting. In order to entice people to want to know more about your work, whether they are a potential client or not (but they probably know someone who could be), you want to leave them with a memorable experience. You want to be able to answer this question with a simple but compelling statement so they will ask the next question, "Really? Tell me more..."

Remember, when people are looking to hire someone, they really don't care what you call yourself - they just want to know that you can solve their problem.

For example, if you're a massage therapist, saying, "I'm a massage therapist" is not particularly compelling. The person asking you already has their own idea of what a massage therapist is and does. However, saying, "I help stressed-out men and women remember what it feels like to be relaxed and refreshed, instead of frazzled and wiped out all the time," may just prompt them to ask, "Really? Tell me more..."

Ask your current clients what the benefits are that they receive from working with you. You may be surprised by their answers, and those answers will help you craft a compelling answer to the "What do you do?" question. When you ask your clients this question, ask them to think past the superficial. Ask them to get to the root of what value your service gives to their lives. Ask them to describe the benefits and results that they get from working with you.

If you're new in business and you don't have current clients to ask this question to, ask your colleagues or your coach to help you flesh it out.

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Your 30-Second Intro - Let's make it snappy! ☺

Your 30-Second Intro is your confident and quick answer to the "So, what do you do?" question.

I work on a longer "conversational" version with my private clients, too, but this one comes in handy for email sigs and certain brief exchanges, and is actually easier to start out with as well.

Here's mine:

I teach coaches, consultants, online entrepreneurs and other solo professionals the 7 steps to marketing their business to 6 figures.

Here's mine in simplistic terms using the Multiple Streams Formula:

(ME) I teach (MY NICHE) coaches, consultants, online entrepreneurs and other solo professionals the 7 steps to (MY PASSION) marketing their business to 6 figures.

Now it's your turn:

What's your C of A?

Then...

What benefits do others receive from your products or services?

Then...

What's your 30-Second Intro?

Key #4: Elicit Problems from Your Niche

The Multiple Streams Formula:

me + my passion + my niche + problem + solution = income stream

Do you continue to create products/programs/services that you think your prospects need - offerings that seem the most logical to you that will help your prospects do, be or have better - but you can't seem to sell many - or any? :)

In order to serve your target market well, you need to know them well. Even if you are one of your target market, you need to keep on top of what's going on in your niche, what's being talked about, what challenges they are facing, what their current needs are.

So, how do you do this? Here are some ideas to get you started right now:

1. Hang out where your target market does (forums, blogs, etc.) and participate in the discussions
2. Ask them questions in your newsletter.
3. Ask for feedback on all programs and products you offer.
4. Read, read, read - by subscribing to industry periodicals, websites, other ezines in your niche, business magazines (Entrepreneur, Fast Company), and books specific to your target market.
5. Create an R&D team of people in your target market

As you learn more about your target market (and never stop learning about them!), make sure you USE that knowledge - in your offerings, in your marketing materials (sales letters, web copy, etc.), and in your responses on appropriate discussion lists.

IMPORTANT: The 3 Secrets to Streams of Income, Not Trickles...

Secret #1. Always know your target market before you begin to sell anything.

Secret #2. It's not what you want to sell that's important. It's what your audience wants to buy.

Secret #3. Give them what they want, and earn the right to slip in what they need.

A tip: If you are at a point where you are clear about your niche market and you're focused on it, you will want to continuously ask your market for what it wants so you can continuously supply it.

If you will only ask your market, it wants to help you create products!

If you continue to create products/programs/services that you think your prospects need - offerings that seem the most logical to you that will help your prospects do, be or have better - instead of what they want, you won't make many sales.

There are two things you need to remember when creating any offering for your niche:

1. People buy what they want, not necessarily what they need.

2. People buy based on emotion, not necessarily on logic.

There are several ways to get this information and use it to help you create an offering that will solve your prospect's problems and make a profit for you at the same time.

The best way is to do your research. Make sure you conduct market research of your niche on at least a quarterly basis. You want this to be an ongoing part of your marketing plan so you can keep up with the changing desires of your target market and continue to offer them what they want (not what you think they need).

Here are some ways to do this:

1. Simple: Ask them! Ask your prospects a simple, open-ended question, like "What's your biggest challenge with building your business online?" or "What's the one thing you'd like to learn more about that relates to balancing your work and family life?" Tailor the question to your niche and use the information you receive to help spark ideas for new products and services.
2. Almost as Simple: Do a simple survey that asks 1-10 questions using a survey tool like Zoomerang or Survey Monkey. This allows you to ask more specific questions to elicit more specific responses. Doing a survey like this really helps you to NOT waste your time creating offerings your target market simply doesn't want.
3. Advanced: Set up an Ask Database campaign (www.AskDatabase.com). This tool helps you ask your niche what they want in a sophisticated and professional-looking way. It does a few other things besides just asking the questions, so if you have the budget, it might be worth looking into.

One last tip: To entice people to share their thoughts with you, offer them a free gift for answering your question or taking your survey. It's also a nice way to say thank you for their time.

The information you glean from implementing this strategy (especially over time as your list grows) is priceless! Try it for yourself and see if you don't agree... :)

Key #5: Find and Package Solutions

The Multiple Streams Formula:

me + my passion + my niche + problem + solution = income stream

Your goal with Key #4 was to find out what concrete problems your niche is struggling with. Your goal with Key #5 is to develop and offer concrete solutions to those problems.

Your solutions can be packaged in a variety of ways: an ecourse, a PDF manual, an ebook, an audio download and/or CD, etc.

You just want to make sure that as you're putting your solution together, you're collecting the information that solves the problems your niche has told you it wants solved.

We often think we know what our niche wants. And sometimes we do. But don't let yourself make the mistake of packaging what you think is important into a product (ex. an ebook) without making sure that you are creating what your niche wants.

So make certain you work Key #4 before you start producing your products and designing your services.

If you meet your clients where they're at, you'll have a much easier time building a successful business. Once they start buying and using your products and services that solve the problem they want solved, they will be much more willing to continue down the funnel towards higher ticket items that you really want to offer them.

This may be a shift for you, but I strongly encourage you to embrace it. It will make everything about building your business, and your customer's loyalty, that much easier.

Ok, so once you've compiled the solution, package it. There are so many ways to do this that I can't possibly cover them all in this special report, but here are the most popular ways to package and deliver your offerings:

Ebooks

Ecourses

Ezine

Print books

TeleSeminars

Live Workshops and Seminars

Group coaching

Audio Downloads/CDs

CDs/Audio Tapes

How you've decided to package your product will determine your delivery system. Some systems do only one thing, but most overlap, so it makes sense to think about your bigger vision for your business as it grows and make the investment in some of the systems that do several things if you can.

NOTE: Whatever you do, DON'T deliver your offerings manually. Just don't do it - you won't be able to keep up, it is a waste of your time (which equals money), and it will only frustrate you further when you try to make a switch to a delivery system.

Below are the ways you can deliver each of the most common types of products:

E-courses via autoresponder:

Aweber: <http://snipurl.com/aweberautoresponders>

1ShoppingCart: <http://snipurl.com/shoppingcart1>

Special Report/Guide/Checklist/Ebook/Other PDF file:

www.adobe.com

Ezine:

Use the broadcast service with your webhost

Aweber: <http://snipurl.com/aweberautoresponders>

1ShoppingCart: <http://snipurl.com/shoppingcart1>

www.ezine.com (free)

Audio:

AudioAcrobat: <http://snipurl.com/foraudioacrobat>

Unadvertised Bonus Key

As I put the finishing touches on this ecourse, I realize there is so much more I wish I could share with you!

So what I've done is slipped in a bonus Key here at the end, by way of sending a little inspiration to light your way on the path to Client Abundance™!

Bonus Key: Make Giver's Get your mantra...

An overarching Key to creating Client Abundance is the concept of "Giver's Get".

Meaning the more you give away, the more you get in return. You don't even have to believe that this is true; it just is, and if you pay attention, you will begin to notice that the more you give away (of your time, resources, support, etc.) it will be returned to you, not so much as in an exact reciprocal way, but in other ways, often 100 times over!

So whenever you find yourself wondering "what else can I do to draw more clients to me?", remember "Giver's Get" and look for a way to add value (by way of a FREE report, mini-ebook, valuable responses on a discussion board, etc.) to your niche.

As you make your way down the path towards Client Abundance, please feel free to share your journey with me. I want to be one of the first to celebrate your successes!

Cheers to your success,

~ A

PS: If you've liked what we've been covering in this ecourse, know that there are a lot of exciting follow-on programs and products in the making. Watch for them in the Creating Client Abundance™ ezine, which you will receive every Sunday.

PPS: I was wondering, what is your biggest question about building your business online?

Let me know... shoot me an email at alicia@clientabundance.com