

# Strive For The Ideal

## **TWOB - Bence**

I will be achieve the Rainmaker role in the challenge.

Here is how I will make it happen:

### **Main client:**

Beauty salon

How:

On average, one treatment costs 50-60 euros, so I should sell 200 appointments. First I focus on new guests, then the next step would be retargeting with different offers and upsells for other sessions.

A beauty salon in my city. Its main service is laser hair removal, but it also offers other treatments. She chose laser hair removal because there is no competence in the area. In Slovakia, the closest such service is only in the capital, which is 100 km away, so this is the best solution in the area. I created a website as a discovery project, and now I will create Facebook ads in exchange for a 15% rev. share.

Roadblock: My client cannot make many appointments in August as she is renovating her salon. There are many free places from September, and I don't know if we should advertise the free places for September right now.

I will share 2 posts per day on organic social media, in addition, I will learn how to run meta ads and work with a developed strategy.

### **2nd client**

Land surveyor

Get 35 new clients

I am creating a website for them as a Discovery project. Their services are expensive, 300 euros on average, so it would be easier to reach the Rainmaker role with them.

Roadblock: After the discovery project, I would like to upsell Google ads to them, but I believe that they still have a lot of work. However, if we could run good advertisements in the city, they would dominate the market in the area.

While creating the website, I have to prepare for the upsell, so that I can tell good information and acquire good sales skills. I also need to review Arno's course.

I will have to prepare for the conversation and convince them that it is worthwhile to deal more seriously with marketing.

### **3rd client**

accountant

How?

Get 30 new clients

I am currently running a discovery project where I am creating a website for the accountant. She wants to acquire larger clients where the average service fee is 300 euros. After the massive overdeliver, I want to run Google ads to become the best accountant in the area.

While creating the website, I have to prepare for the upsell, so that I can tell good information and acquire good sales skills. I also need to review Arno's course.

Roadblock: I have to convince her that in addition to the website, she also has to deal with advertisements, since the competition is trying to dominate the market in the same way, but with a good plan we can win!

### **my own business**

I also want to start my X page and build my website. I have to learn more about Micah's tactics and plans and network with my fellow Gs and get advice.