

Goal:

This week, we aim to convert interested prospects into qualified leads by addressing concerns and showcasing your unique value proposition in a way that resonates with their specific needs.

Action Steps:

Craft the Irresistible Offer: Take the research you've done in Week 4 and craft a tailored offer that speaks directly to the prospect's needs.

Company: Boho Beautiful life

✓ Nail Their Dream Outcome

Grow mainly their TikTok audience, especially targeting younger people, and balance the presence of generations. TikTok (only 6.5K followers) is a lot lower compared to YouTube, Facebook, and Instagram. The goal is to build engagement with short-form content, redirecting users to Long-form content on YouTube and ultimately the website for conversions.

✓ Identify Every Possible Roadblock

Inconsistent posting on TikTok, neglecting trends, and less engaging content are their biggest roadblocks. They've had success in the past but haven't posted consistently since 2023

✓ Map Out Every Detail

- **Step 1:** Start posting consistently on TikTok, Instagram, YouTube, and Facebook using engaging, AI-enhanced short-form content that aligns with their brand.
- **Step 2:** Use short clips to guide the audience to longer YouTube videos, which will deepen the engagement.
- **Step 3:** Increase organic website traffic by encouraging the audience to visit the site and purchase their products (e.g., books, fitness/yoga/meditation programs).

✓ Predict the Next Hurdle

After boosting TikTok growth, the next hurdle will be converting traffic into sales. A VSL on their website will increase conversions, and an email list will build long-term relationships with customers.

✓ Stack the Value

Add value by not only managing content creation but also integrating an AI chatbot from the beginning to handle customer support. This will free up time and reduce costs.

✓ Make It Easier and Faster

Simplify their workflow by automating customer interactions with the AI chatbot and keeping content creation streamlined and on schedule. I expect rapid growth due to their past success and unutilized potential

✓ **Make It Enjoyable & Achievable**

Create fun and engaging content that resonates with younger audiences (e.g., “A day in the life of a yoga instructor”) and aligns with their brand’s values.

✓ **Offer Solutions to Every Obstacle**

- **Consistency:** Take the content creation aspect over all social media platforms (YouTube, Instagram, Facebook, Pinterest) with minimal oversight required from them.
- **Customer Support:** Implement an AI chatbot to address customer inquiries 24/7, reducing time and costs.

✓ **Win Without the "But"**

Reactivating their SFC channels (TikTok, reels, YT shorts) will grow the younger audience engagement and funnel them to long-form content, boosting overall engagement and sales, without adding extra stress to their already busy schedules.