

October 2023 Content Flow

[Annual Marketing Spreadsheet](#) – [Content Calendar](#)

Email Signatures (Gistlesy Font in Canva)

Shannon	Shannon & Amy	Amy
---------	---------------	-----

Email Footer Text: Yay for humans who value deep connection and real relationships rooted in trust and transparency: Rest assured, this email (and all communication from us) is joyfully 100% ChatGPT free. And you can always hit REPLY to continue the conversation.

Consent Text: Your consent matters to us. If you do not wish to receive any more emails during our promotion period of The Content Personality® Club, please [click here](#). You will be removed from this series, but will remain on our list, so that you can receive other valuable content.

Special Blast Email Template (also used for Events Emails)

[DATE]: Special Blast Email (Topic)

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: [\[INSERT SUBJECT LINE\]](#)

Who gets it: everyone on the newsletter list

Hello FNAME!

[\[INSERT CONTENT\]](#)

[\[SIG\]](#)

xSunday, October 1]: FB Group Promo

TIME: 8P ET

POST LOCATION: FB Group

IMAGE: none

What happened when Amy and I were asked to come up with stellar messaging for our brand documentary?

I froze - like a deer in headlights.

The pressure!

The need to “get it right.”

My words escaped me –and my mindset kicked into “I’m not good enough to do this” mode.

Sound familiar? If so, you are not alone.

What got me through all the mind trash?

First, Amy gently reminded me that this project was supposed to be FUN. :)

And second, having a great guide by our side during the documentary filming process.

That’s where Eric LaCour, our filmmaker and creative director, swooped in to help us create a beautiful 10 minute brand story and documentary.

Eric guided us to create some of our best messaging yet - and this is exactly what Amy and I do with our clients.

Most of the time we can’t create compelling messaging and marketing content alone—because we are too close to ourselves and our expertise.

Let us be your messaging sherpas!

Join us for our hands-on, 3-session Magnetic Marketing Workshop that kickoffs on Thursday.

[Register for the workshop now—and we will see you there!](#)

xMonday, October 2: Monday Newsletter

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: Your messaging makeover - last chance

Preview: [Magnetic Messaging Workshop]

Send Date: October 2, 2023; 8a ET

Who gets it: everyone on the newsletter list unless they are currently tagged TCE OR JFB or CPC or have registered for the October 5 Magnetic Messaging Workshop

Hello FNAME!

What happened when Amy and I were asked to come up with stellar messaging for our brand documentary?

I froze - like a deer in headlights.

The pressure!

The need to “get it right.”

My words escaped me –and my mindset kicked into “I’m not good enough to do this” mode.

Sound familiar? If so, you are not alone.

What got me through all the mind trash?

First, Amy gently reminded me that this project was supposed to be FUN. :)

And second, having a great guide by our side during the documentary filming process.

That’s where Eric LaCour, our filmmaker and creative director, swooped in to help us create a beautiful 10 minute brand story and documentary.

[You can watch that masterpiece here.](#)

Eric guided us to create some of our best messaging yet - and this is exactly what Amy and I do with our clients.

Most of the time we can’t create compelling messaging and marketing content alone—because we are too close to ourselves and our expertise.

Let us be your messaging sherpas!

Join us for our hands-on, 3-session Magnetic Marketing Workshop that kickoffs on Thursday.

It's time for a messaging makeover, **FNAME**!

[Register for the workshop now—and we will see you there!](#)

XO,
Shannon

x[Monday, October 2]: Amy Promo (Topic)

TIME: TBD

LOCATION: Amy's Personal Page

What happened when we were asked to come up with stellar messaging for our brand documentary?

Shannon froze - like a deer in headlights.

The pressure!

The need to “get it right.”

Her words escaped her –and her mindset kicked into “I’m not good enough to do this” mode.

Sound familiar? If so, you are not alone.

What got Shannon through all the mind trash?

First, I gently reminded Shannon that this project was supposed to be FUN. :)

And second, having a great guide by our side during the documentary filming process.

That’s where Eric LaCour, our filmmaker and creative director, swooped in to help us create a beautiful 10 minute brand story and documentary.

Eric guided us to create some of our best messaging yet - and this is exactly what Shannon and I do with our clients.

Most of the time we can't create compelling messaging and marketing content alone—because we are too close to ourselves and our expertise.

Let us be your messaging sherpas!

Join us for our hands-on, 3-session Magnetic Marketing Workshop that kickoffs on Thursday.

Register for the workshop now—we start on Thursday. Info below!

Post in comments:

Grab your ticket here: <https://joyfulbusinessrevolution.com/magneticmessagingws/>

xOctober 7: Special Blast IBB

From: hq@mshannonhernandez.com / M. Shannon Hernandez

Reply to: hq@mshannonhernandez.com

Subject: Safe spaces transform businesses

Preview Text: Inspired AND Focused

Send: October 7, 8a ET

Who gets it: Send to everyone on the list unless they are registered for Inspired Beyond Belief 2024

Hey [First Name].

We're so excited about our annual planning event for coaches, consultants, and service-based business owners happening on January 2nd and 3rd, 2024.

[And this year - there's no cost to attend Inspired Beyond Belief!](#)

Just think about a planning session that prioritizes YOUR JOY in your business and life...

IMG_5799.PNG	IMG_5802.PNG	
--------------	--------------	--

When you secure your ticket for **Inspired Beyond Belief**, you will:

- **Find a safe space where you can dream and tap into your intuition** — which is the first step to honoring your personal truth.
- **Connect with the Soul of your business** — which helps you experience deep clarity for the year ahead.
- **Reconnect with your deepest desires and lifestyle values** — which is the foundation for a business and life vision that overflows with abundance and joy.
- **Design a visual representation that captures who you want to BE in 2024**— which you can place on your desk altar as a daily reminder.
- **Create a meaningful income goal and map out what you need to do to reach that goal** — which will support your wealth mindset and be a reminder for you during the entire year.
- **Expand your mindset while in community with other like-minded and like-hearted coaches and consultants** — which is always inspirational and motivating.

[Hop on over and grab your Inspired Beyond Belief ticket.](#)

We can't wait to dream with you!

xo

Shannon & Amy

[Sunday, October 8]: FB Group Promo (TOPIC)

TIME: 8P ET

POST LOCATION: FB Group

IMAGE: [LINK IMAGE]

POST:

[INSERT CONTENT]

x[Monday, October 9]: Monday Newsletter

From: hq@joyfulbusinessrevolution.com
Reply to: hq@joyfulbusinessrevolution.com
Subject: How to capture hearts and minds
Preview: Our Brand Documentary Release!
Send Date: October 9, 2023; 8a ET
Who gets it: everyone on the newsletter list

Re-Send Subject: Did you see this?

RSend Date: October 11 2023; 8p ET

Who gets it: everyone on the newsletter list that did not open on October 9

Hello beautiful souls!

Back in May, I hired Eric LaCour, founder of LaCour Studios, to write, film and produce our new brand documentary.

We released this documentary to the public just a few weeks ago—and the response has been tremendous.

As you know, we work with coaches, consultants, experts, and thought leaders to help them develop messaging and organic marketing that grows their business.

As a messaging and marketing strategist, my communication is very clear –this is what I do for a living afterall. BUT, we often can't see the label when we are in the jar.

I want to share **3 Enlightening Moments of Brand Clarity** that came because of my work with Eric on our documentary.

1. Before we ever met in person to film the documentary, Eric spent a lot of time with me asking deep questions about my vision, my mission, and why we do what we do.
Throughout our time together in conversation, he was able to pull out the most compelling pieces of my story (pieces I often “gloss over” because they are so

common to me), and arrange them into a fascinating story that captivated my audience immediately upon releasing the 10 minute documentary.

2. I learned that I use A LOT of jargon specific to my industry and niche. I am sure this is true for you, too. However, Eric helped me realize that the finished brand documentary needed to break down the barriers of language/concepts even more, so we could reach people on an emotional level. **Eric was a genius at spotting where the jargon became a barrier—and how to say what I wanted in a different, more accessible way.**
3. **Eric helped me realize that we can use my stories to position my current and future clients as the hero of their own story.** This was HUGE—and he created a masterpiece that captures the hearts and minds of ALL WHO WATCH. Eric knew how to take my challenges and setbacks and turn them into triumphs—while showing my ideal clients they can do the same—especially when they choose to work with my company for messaging + organic marketing support.

[Have you seen the full JBR documentary and outtakes yet? \(You can watch them all here.\)](#)

(Lou - insert screen shot of documentary here - and link to our /documentary page)

I hope you discover that YOU mean the world to us—and we are so honored to be on your business-growing journey with you!

xo,

Shannon

P.S. Eric is an absolute pleasure to work with—and makes the entire brand story process fun and memorable. If you would like to have your own documentary created, [I highly suggest you reach out to Eric](#). You will not regret it! Please tell him I sent you!

xThursday October 12: Promo for Sage

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: Need a copy makeover— Meet Sage!

Send Date: **October 12, 2023; 8a ET**

Who gets it: everyone on the newsletter list

Hello Name!

I want to introduce you to my mentor and colleague Sage Polaris! Sage is known for launch strategy copy that gets the job done—and I highly recommend her to you if you are looking for launch strategy copy support.

She won't be available for long. But copywriter extraordinaire and launch strategist Sage Polaris has space on her calendar in November for one copy makeover.

It's called the Cosmic Happy Hour and it's about 1-2 weeks of support with a 90-minute live editing session by Sage to audit and edit your copy. You will walk away ready to close sales and end Quarter 4 on a high note!

This is specifically for you if you are a course creator, coach, or thought leader who wants to make get a professional copywriter on your side.

(If you're not launching in the next 90 days, this offer isn't for you.)

Sage's wizardry includes:



Templates for writing high converting sales copy



How to color-code your copy for better sales results



Legendary live coaching and copy edits in your Google Doc from Sage



Even more magic than I can remember right now

Plus, she's just one of those effervescent human beings who makes it a point to light up your day.

With messages from her clients like this 🙌

← Replies



Marlo Fiskien · [Follow](#)

My teacher training launches tomorrow and I managed to get over 700ppl on the waitlist so...hopefully I can fill it this weekend :)

29w Love Reply

1 ❤️



Sage Polaris

[Marlo Fiskien](#) you're on 🔥🔥🔥 your community is so lucky to have you!

29w Like Reply



Marlo Fiskien · [Follow](#)

[Sage Polaris](#) launch sold out in just over 24 hours with 150 people (so that is about 110k) 🥳🥳🥳🥳

28w Love Reply

1 ❤️



Sage Polaris

[Marlo Fiskien](#) say what?! This is some next level amazingness! Celebrating with you



GIPHY

Write a reply...

Simply hit forward on this email and send a note to Sage (sage@sagepolaris.com) with the words “yes, tell me more” and she will personally email you with the details.

xo,
Shannon

x[Monday, October 9]: Amy Promo (Topic) - none
Workshop week

TIME: TBD

LOCATION: Amy's Personal PageFB Group

TOPIC: [TOPIC]

CTA LINK: [LINK]

LIVE DESCRIPTION:

[INSERT CONTENT]

x[Wednesday, October 11]: FB Group Promo
(TOPIC) - none workshop week

TIME: 8P ET

POST LOCATION: FB Group

IMAGE: [LINK IMAGE]

POST:

[INSERT CONTENT]

x[Thursday, October 12]: Amy LIVE (Topic) - none workshop week

TIME: TBD

LOCATION: FB Group

TOPIC: [TOPIC]

CTA LINK: [LINK]

LIVE DESCRIPTION:

[INSERT CONTENT]

x[Sunday, October 15]: FB Group Promo (TOPIC)

TIME: 8P ET

POST LOCATION: FB Group

Back in Q1 when I was struggling with the sales in this business, I made a pivotal decision that got me out of the sales slump!

During this time I wasn't focused on "lead gen".

Instead, I focused on strategic outreach to people already in our existing network, so I could offer to help them with messaging and marketing.

This single shift saved this business—and taught me a huge lesson: What if you could focus on selling to those ALREADY in your orbit, just by reaching out in the right way?

Jason Van Orden and I have decided to host a workshop on this topic, on Nov 15. (\$47). We hope to see you there.

[Please register for Enroll Clients With Ease here.](#)

x[Monday, October 16]: Monday Newsletter

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: Confessions of a successful biz owner

Preview: March 2023: I was job hunting

Send Date: October 16, 8a ET

Who get's it: everyone on the list

Re-Send Subject: How I revived this biz in Q2

Re-Send Date: wednesday October 18, 8P ET

Who gets it: anyone who did not open monday's email

Hello Fname.

Confessions of a successful biz owner: Back in March I was looking for a job.

How do you end 2022 at nearly 1 million dollars in revenue, with a profit margin of 42%, and be searching LinkedIn for a job not even 3 months later?

Gather round cause this is a REAL story of a successful, profitable biz owner.

The first quarter of this year was horrible. Not only was I hit with another profound round of grief as Maria headed into gender-confirming surgery, where I became the full time caretaker for 6 weeks, but also ChatGPT hit the scene and caused everyone to become DISTRACTED (including me - keep reading).

No one wanted to hear about messaging help - when they could just hop on over to an app and "have it done for them".

No one wanted to hear that ChatGPT would NOT solve their messaging problems - with its crowd-sourced, unoriginal copy.

No one wanted to hear about the power of diving into your messaging to transform your marketing.

This is a perfect example of how you can believe so much in what you are doing — but if others don't get on board- it won't matter.

And I had zero energy to fight the ChatGPT distraction - I was caring for a spouse who had just had a major surgery.

We closed Q1 with less than 40k in sales. To put that in perspective, Q1 the year before we closed \$300k in sales.

So, what did I do?

I started searching LinkedIn for a job, convinced I had no choice and that this business was done - or on hold - until people came back to their damn senses about messaging being the lifeline of everything in your biz.

At my lowest moment, I called up a mentor, sharing that I was in the dumps, looking for a job, and had no idea what my next move should actually be.

She got on zoom with me that afternoon and listened to the calling in my heart (my wanting to turn this biz around) and the utter confusion and turmoil in my brain.

After about 5 minutes she said: Do you want to get a job?

No! I screamed.

And my mentor said, okay let's get to work then.

This is when you may have noticed you saw a 6 month pivot away from "messaging" (to give time for the newness of ChatGPT to die down) and instead you heard me come out of the gate with Organic Marketing That Works.

And I stayed on that topic for the next 6 months - reviving this business and our sales.

You see, ChatGPT might be able to spit out non-original and recycled content, but it can not create a marketing strategy specific for your personality and leveraging your strengths. But I can.

And ChatGPT can't listen to your needs and desires and help you emotionally when needed. But I can.

And now that we head into November? The very people who told us no to messaging - to chase the shiny ChatGPT object - are back to get true messaging help.

I am grateful - for all of this.

For reaching out to a mentor when I needed help.

For believing in my business and vision even when I didn't FEEL it would work.

For having faith in my 12 years of success—and knowing biz has ups and downs.

For investing in my own growth when money wasn't as plentiful as I'd like.

For a team that continued to believe in me as a leader when I didn't believe in myself.

For all the people who came back to us after they realized messaging is the lifeblood of successful marketing.

I want you to know this above all - this is all NORMAL. Yet, few talk about the downs - and social media and email messages can be very one-sided. (I'm devoted to transparency.)

I made two pivotal decisions to get me out of this slump in Q2, and I want to invite you to join me (whether you are in a slump or not):

1. During this time I wasn't focused on "lead gen". I was focused on strategic outreach to people already in our existing network, so I could offer to help them with messaging and marketing. **This single shift saved this business—and taught me a huge lesson: What if you could focus on selling to those ALREADY in your orbit, just by reaching out in the right way?** Jason Van Orden and I have decided to host a workshop on this topic, on Nov 15. (\$47). [Please register for Enroll Clients With Ease here.](#)
2. **I went all in on developing my Conscious Leadership skills - so I could lead myself, my team, and my community to greater success.** This was life-changing work. Debra Sunderland and I have teamed up to bring you a book study and focus group on Conscious Leadership. Our information session is on November 6th. [Please register here for The 15 Commitments of Conscious Leadership.](#)

Please know that if you are in need of mentorship, you have a heart-centered conscious leader right here on the other side of this email. You can always hit reply to start the conversation. <3

xo,
Shannon

x[Monday, October 16]: Amy Promo (Topic)

TIME: TBD

LOCATION: Amy's Personal PageFB Group

Back in Q1 when Shannon and I were struggling with the sales in this business, we made a pivotal decision that got us out of our sales slump!

During this time we weren't focused on "lead gen".

Instead, we focused on strategic outreach to people already in our existing network, so we could offer to help them with messaging and marketing.

This single shift saved this business--and taught us both a huge lesson: What if you could focus on selling to those ALREADY in your orbit, just by reaching out in the right way?

Jason Van Orden, Shannon and I have decided to host a workshop on this topic, on Nov 15. (\$47). We hope to see you at our Enroll Clients With Ease Workshop. Info below.

Post in comments:

You can register for Enroll Clients with Ease here:

<https://joyfulbusinessrevolution.com/enrollws/>

x[Wednesday, October 18]: FB Group Promo

(TOPIC)

TIME: 8P ET

POST LOCATION: FB Group

IMAGE: use image from here:

<https://www.facebook.com/photo?fbid=10231753112112789&set=a.2211434447383>

POST:

When I think back to this past year, there is one main “thing” I did that evolved my leadership more than anything else.

I went all in on developing my Conscious Leadership skills - so I could lead myself, my team, and my community to greater success.

This was life-changing work.

Debra Sunderland, who is a certified Conscious Leadership Coach, and I have teamed up to bring you a book study and focus group on Conscious Leadership.

Our information session is on November 6th. Please register here for The 15 Commitments of Conscious Leadership Book Study and Leadership Practice Group Info Session:

<https://joyfulbusinessrevolution.com/leaders/>

We hope to see you there! <3

xOctober 19: Conscious Leader Special Blast

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: Conscious Leaders wanted!

Preview: Book Study info session

Who gets it: everyone on the newsletter list unless they are already registered for 15 commitments of conscious leadership

Hello FNAME!

Are you curious how you can create new outcomes, especially in areas where you feel frustrated, disappointed, anxious, or even hopeless?

I've decided to start an online book study and leadership practice group around this book for conscious leaders. 🙌

(insert picture in asana task)

This is one of the BEST books I've ever read on leadership. It literally changed the course of this business and how I lead myself, my team, and my community.

When I found out my dear friend and colleague Debra Csire Sunderland is certified in Conscious Leadership work, she and I decided to co-lead a book study and focus group.

{Double the JOY!}

Conscious leadership work takes a consistent practice to fine tune.

I know one of the things that has helped me grow this business and my team is evolving my leadership. It's often been messy and hard - for me and my team. But the consistent conscious practice is paying off.

The biggest thing this book helped me realize about my own leadership was that when I commit to seeing the opposite of my story as true or truer than my original story, massive growth and mindset shift happen.

This doesn't mean that I have to change or do anything. It just means I'm willing to explore opposites of my own beliefs.

❤️ And I want to help more leaders explore a more conscious way to lead. And we will do the work together in a practice group - because this work can't be done alone. ❤️

Conscious Leadership is here to help you see new perspectives that will change your struggles with your life, your relationships, and your work.

[Interested in joining us to hear more about how we plan on helping you develop your own Conscious Leadership? We are hosting an information session on November 6. We hope to see you there!](#)

xo
Shannon

PS. If you have a friend/colleague who might be interested please invite them by forwarding this email to them or reaching out personally to them with this link:
<https://joyfulbusinessrevolution.com/leaders/>

x[Wednesday, October 25]: FB Group Promo (TOPIC)

TIME: 8P ET

POST LOCATION: FB Group

How would you like to naturally enroll 2-3 new dream clients from your existing audience in the next 14 days?

A few years ago, I got tired of running launches and using the same old marketing campaigns every other coach was using to find clients.

I wanted to find an approach that...

- Wasn't sales-y
- Felt more authentic and fun
- Delivered better results with less effort
- Was dependable at enrolling perfect-fit clients

And so I started experimenting. And, bit by bit, a new strategy was born.

I started creating virtual experiences specifically designed to grab the attention of my ideal clients. I had fun trying different formats: discussion groups, mini-masterminds, action-focused workshops, and networking mixers.

One of the best things about this strategy is that you get to create **an experience that allows you to be your authentic best self.**

You show people how amazing it is to work with you.

Whenever I want to find new high-value clients, I run one of my experiences.

I spend less time on sales calls now because these experiences do the heavy lifting of showing why you are the best solution for your ideal clients.

Running an experience like this doesn't need to be complicated. You can keep it simple. You can choose a format that feels good to you.

The most important part is getting the messaging right so it resonates with the right people.

This is powerful for finding perfect-fit clients from social media, your network, and your email list. It makes it easier to attract referrals, too.

And by the way, this works great for 1:1 work or group programs.

I've teamed up with my friend, Jason Van Orden, to show you how you can use this strategy to book new clients in the next 14 days. Jason is also a master at creating valuable experiences that enroll new clients with ease.

Together, we will share our best client-getting strategies.

Join us for the **Enroll Clients with Ease** workshop you will show you how to design an experience and messaging that:

- Identifies the hottest prospects in your current audience who need your help right now.
- Shows them why you are the best option for them to reach their goals.
- Inspires them to say yes to working with you.

LIVE Action-Focused Workshop Deets:

Date: Wednesday, November 15, 2023

Time: 2-3:30pm Eastern Time

Place & Price: via Zoom | \$47

*replay available

[Click here to grab your spot to Enroll Clients With Ease.](#)

x[Monday, October 23]: Monday Newsletter

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: **A new way to enroll clients**

Preview: **[Nov 15 Workshop]**

Send Date: **October 23, 2023; 8a ET**

Who gets it: everyone on the list unless they are tagged 1:1 with Shannon, 1:1 with Amy, or JFB Program

Send Date: **Wed October 25, 8P ET**

Re-Send Subject: New Clients in 14 days

Who gets it: everyone from the Monday list who did not open yet

Hi FNAME,

How would you like to naturally enroll 2-3 new dream clients from your existing audience in the next 14 days?

A few years ago, I got tired of running launches and using the same old marketing campaigns every other coach was using to find clients.

I wanted to find an approach that...

- Wasn't sales-y
- Felt more authentic and fun
- Delivered better results with less effort
- Was dependable at enrolling perfect-fit clients

And so I started experimenting. And, bit by bit, a new strategy was born.

I started creating virtual experiences specifically designed to grab the attention of my ideal clients. I had fun trying different formats: discussion groups, mini-masterminds, action-focused workshops, and networking mixers.

One of the best things about this strategy is that you get to create **an experience that allows you to be your authentic best self.**

You show people how amazing it is to work with you.

Whenever I want to find new high-value clients, I run one of my experiences.

I spend less time on sales calls now because these experiences do the heavy lifting of showing why you are the best solution for your ideal clients.

Running an experience like this doesn't need to be complicated. You can keep it simple. You can choose a format that feels good to you.

The most important part is getting the messaging right so it resonates with the right people.

This is powerful for finding perfect-fit clients from social media, your network, and your email list. It makes it easier to attract referrals, too.

And by the way, this works great for 1:1 work or group programs.

I've teamed up with my friend, Jason Van Orden, to show you how you can use this strategy to book new clients in the next 14 days. Jason is also a master at creating valuable experiences that enroll new clients with ease.

Together, we will share our best client-getting strategies.

Join us for the **Enroll Clients with Ease** workshop you will show you how to design an experience and messaging that:

- Identifies the hottest prospects in your current audience who need your help right now.
- Shows them why you are the best option for them to reach their goals.
- Inspires them to say yes to working with you.

LIVE Action-Focused Workshop Deets:

Date: Wednesday, November 15, 2023

Time: 2-3:30pm Eastern Time

Place & Price: via Zoom | \$47

*replay available

[Click here to grab your spot to Enroll Clients With Ease.](#)

xo,
Shannon

xOctober 26, 2023: Conscious Leader Info Session

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: Conscious Leaders wanted!

Date: October 26, 8p ET

Who gets it: everyone on the newsletter list

Hello FNAME!

As a Conscious Leader, one of the most inspiring and courageous things you can do is share your truth.

(insert picture here)

The world needs you. All of you.

Your truth, your stories, your perspective, your thought leadership.

Your truth is your unique story.

Your truth and story will naturally attract and repel peeps. (This is normal).

When you share from your heart, from your convictions and values, and from your expertise, you LEAD. .

Your truth matters. Your story matters. Your leadership matters.

Now more than ever we are in need of Conscious Leaders who run businesses and lead from a place of consciousness.

(insert pic of 15 commitments book that you used on optin page)

I'm hosting a mini-leadership mastermind and information session for our upcoming book study and focus group called *The 15 Commitments of Conscious Leadership*.

This experience is perfect for you if you want to learn how to lead more consciously AND know that we, as leaders, can not do this work alone.

When one learns, we all learn.

[RSVP for the mini-leadership mastermind and discussion here. Your attendance is requested live—as there will not be a replay.](#)

xo,
Shannon

x[Sunday, October 29]: FB Group Promo

(TOPIC)

TIME: 8P ET

POST LOCATION: FB Group

IMAGE: [LINK IMAGE]

Imagine this....

What if people from your social media following, email list, or network raised their hand to let you know when they needed your services?

Wouldn't it be so much easier if we didn't need to run launches, do pushy promotions, or chase leads to enroll clients?

It reminds me of a time in college. (Now stick with me here.) I liked a guy in my apartment complex. We'll call him Mark. He was so smart, quirky, and fun.

I wanted to ask him to dinner. The only problem was...I was too scared to do it!

What if he said no?!

I didn't want to "bother" him only to find out he wasn't interested in me.

Fortunately, his roommate paid me a visit one evening to make it clear Mark would love it if I asked him to dinner.

Yes! I had a green light!

So I did it! We went on to have an 18-month relationship with some of my fondest college memories.

So...why am I telling you this?

Wouldn't it be cool to get a heads up about all the people in your network, email list, and social media following who needed your services right now and would be happy to speak with you about it?

Talking to people about working with you would be much easier. And you would save time by not talking to dead-end prospects.

The truth is, nobody's roommate is going to tell you to buck up and invite them to a call.

However...

There is a way you can get perfect-fit prospects in your existing audience to raise their hand. It's actually a bit like asking them on a date.

It's all about extending an invitation using resonant messaging that pulls your best-fit clients in like gravity. It's very important that this feel like an invitation, not a promotion.

When you do this the right way, it leads very naturally to conversations with the right people who genuinely need your help.

You'll get people asking how to work with you before you even bring it up!

Here's an important takeaway.

There are dream clients within your reach right now. You could enroll some of them as clients in the next 14 days with the right invitation.

And this isn't a one-and-done thing. This easily adapts into a system that consistently brings you new clients every month.

I've teamed up with Jason Van Orden to give you our best strategies for naturally enrolling new clients from your existing network, list, and social media following in the next 14 days (and beyond).

Join us for the **Enroll Clients with Ease** workshop you will discover how to:

- Identify the hottest prospects in your current network who are already waiting to work with you.
- Create concise messaging that inspires your perfect-fit clients to raise their hand and ask to work with you.
- Quickly show your ideal client why you are unique and the best option for them to reach their goals.

LIVE Workshop:

Wednesday, November 15, 2023

2-3:30pm Eastern Time

via Zoom | \$47

Please join us here: <https://joyfulbusinessrevolution.com/enrollws/>

x[Monday, October 30]: Monday Newsletter

From: hq@joyfulbusinessrevolution.com

Reply to: hq@joyfulbusinessrevolution.com

Subject: New Clients Every Month

Preview: [Nov 15 Workshop]

Send Date: October 30, 2023; 8a ET

Who gets it: everyone on the list unless they are tagged 1:1 with Shannon, 1:1 with Amy, or JFB Program, or have already registered for the Nov 15 Workshop: Enroll Clients with Ease

Send Date: Wed Nov 1, 8P ET

Re-Send Subject: I took a risk! (It worked.)

Who gets it: everyone from the Monday list who did not open yet

Hi NAME,

Imagine this....

What if people from your social media following, email list, or network raised their hand to let you know when they needed your services?

Wouldn't it be so much easier if we didn't need to run launches, do pushy promotions, or chase leads to enroll clients?

It reminds me of a time in college. (Now stick with me here.) I liked a guy in my apartment complex. We'll call him Mark. He was so smart, quirky, and fun.

I wanted to ask him to dinner. The only problem was...I was too scared to do it!

What if he said no?!

I didn't want to "bother" him only to find out he wasn't interested in me.

Fortunately, his roommate paid me a visit one evening to make it clear Mark would love it if I asked him to dinner.

Yes! I had a green light!

So I did it! We went on to have an 18-month relationship with some of my fondest college memories.

So...why am I telling you this?

Wouldn't it be cool to get a heads up about all the people in your network, email list, and social media following who needed your services right now and would be happy to speak with you about it?

Talking to people about working with you would be much easier. And you would save time by not talking to dead-end prospects.

The truth is, nobody's roommate is going to tell you to buck up and invite them to a call.

However...

There is a way you can get perfect-fit prospects in your existing audience to raise their hand. It's actually a bit like asking them on a date.

It's all about extending an invitation using resonant messaging that pulls your best-fit clients in like gravity. It's very important that this feel like an invitation, not a promotion.

When you do this the right way, it leads very naturally to conversations with the right people who genuinely need your help.

You'll get people asking how to work with you before you even bring it up!

Here's an important takeaway.

There are dream clients within your reach right now. You could enroll some of them as clients in the next 14 days with the right invitation.

And this isn't a one-and-done thing. This easily adapts into a system that consistently brings you new clients every month.

I've teamed up with Jason Van Orden to give you our best strategies for naturally enrolling new clients from your existing network, list, and social media following in the next 14 days (and beyond).

Join us for the **Enroll Clients with Ease** workshop you will discover how to:

- Identify the hottest prospects in your current network who are already waiting to work with you.
- Create concise messaging that inspires your perfect-fit clients to raise their hand and ask to work with you.
- Quickly show your ideal client why you are unique and the best option for them to reach their goals.

LIVE Workshop:

Wednesday, November 15, 2023

2-3:30pm Eastern Time

via Zoom | \$47

Please join us here: <https://joyfulbusinessrevolution.com/enrollws/>

xo,
Shannon

x[Monday, October 30]: Amy Promo (Nov 15 WS)

TIME: TBD

LOCATION: Amy's Personal PageFB Group

Back in Q1 when we were struggling with the sales in this business, Shannon and I made a pivotal decision that got me out of the sales slump!

During this time we weren't focused on "lead gen".

Instead, we focused on strategic outreach to people already in our existing network, so we could offer to help them with messaging and marketing.

This single shift saved our business—and taught us a huge lesson:

What if you could focus on selling to those ALREADY in your orbit, just by reaching out in the right way?

Shannon, Jason Van Orden and I have decided to host a workshop on this topic, on Nov 15. (\$47). We hope to see you there.

Please register for Enroll Clients With Ease at the link below.

Link: put in comments: <https://joyfulbusinessrevolution.com/enrollws/>