

surpass them

Path & Compass via email

SL: The Greats use it, take it and climb.

Hey Krista, I really like your unique outlook on business, how you wanted to create a new angle to come from and enjoy business instead of it being miserable, finding a way to make it more fulfilling and profitable.

For you to reach more young entrepreneurs and provide services for them, I tailored 5 methods to be profitable to your business that have been proven to work. (Even the best players in business like Grant Cardone use all of them)

And the best part? This is going to come at you with zero risk, you don't pay until you see results.

At the bottom of this email, I describe all five of these methods, how they would be profitable to your business, and how I would implement them into Path & Compass.

I'm confident that if you implement these methods well, Path & Compass will grow rapidly, and climb new mountains of success.

Do you want to see your path forward to immeasurable success with Path & Compass?

Sincerely,
Matthew Cini

1. Description
2. How it would be profitable,
3. How I would implement the method into Path & Compass

Use more disruptive posts on instagram to get people to stop their scrolling

1. Social media is the main way of organically grabbing attention, so to leverage it the best, you need a good way to disrupt your potential client's flow of scrolling, to make them stop and listen to what you have to say.
2. We live in an attention market, if you can get attention, you have endless opportunities to make money. You can track potential clients from your instagram posts and reels straight

to your website and turn them into a client. (you should strongly consider making reels by the way, as a lot of people scroll reels mindlessly)

3. I would make posts with a disruptive cover, which leads people to be intrigued and continue scrolling through that post, then direct them to the Path & Compass Website (which is where they should be anyway)

Provide authority on social media

1. Showing people why you're a credible source to listen to. Simply just answering the questions running through everyone's mind when they see a post, "Who are you," "Why should I listen to you?" "What is it that gives you the authority to teach me?"
2. Showing people who you are and how you're a credible source gives people a much stronger inclination to want to take your advice, seeing that you are already successful, they'll be much more likely to want to listen to you.
3. I would make a post on your social media and pin it as your top post, with a picture on each slide of yourself, Shelly Morse, Emily Collins, Hannah Filiatreau, and Ansley Rushing, with a short description of who you are, what you've done to become successful, and what service each of you provides.

Leverage social proof (on SM and more on your website)

1. Showing people how you've helped others in the past is an extremely valuable and easy asset to use, just posting a testimonial of a client about how you've helped them instills so many emotions in the reader, and subconsciously pressures them into wanting to join in on the fun
2. Providing how you've helped people already and doing it a lot subconsciously creates fomo in the reader's mind, as well as giving them an identity and sense of belonging when they purchase your services.
3. Once every few posts, I would post on your social media a short testimonial from one of your previous clients about how you've helped them in various ways that are appealing to the reader, like avoiding pains they experienced that the reader could be experiencing at that time, and showing them the path forward to their dreams.

make reels that show a face of one of the team members

1. Make a reel that provides some kind of value, with one of the team members talking face to face with the camera.
2. People will feel a closer biological connection to Path & Compass if they see a real person talking to them, it adds a sense of personability, and people tend to trust easier when they can see your face and hear your voice.
3. Make some reels, interchanging between each team member that provides any kind of value that relates to the work they do. For example, Ansley would make a reel talking to

the camera about a certain content creation method that she recently helped a client with.

Relate to the pain your potential Clients currently feel and their dream state they want to experience

1. Show the potential client you understand the pains of their current state, what's holding them back, and what they hate about their current situation, and then tease their dream state, being rich and successful, never having to worry about money, traveling whenever they want, etc.
2. It would make the reader extremely interested, as you painted a vivid image in their brain about what their life is now and what it could be in the future, and they'll become intrigued, and sometimes obsessed with how they can escape their current, painful state, and their glorious dream state.
3. I would make a post with one of your team members relating to the pain a small business owner would be experiencing, and tease the possibility of a future where they're extremely successful and they've climbed the mountains they've always wanted to climb, and show them that that future is through Path & Compas