

**PLEASE MAKE A COPY**

# Serena Samra

## The Six to Freedom Strategy Playbook

### I. Vision & Intention Setting

#### 1. Get clear on the vision for your life & business

- **In the next 12 months, what do you want your life to look like?**
    - What does a typical week look like for you?
    - Where do you live?
    - What do you spend your time on? Who do you spend it with?
  - **In the next 12 months, what are your business goals, to support you to meet this vision?**
    - What is your target revenue number?
    - What is your target monthly, profit number?
    - What other business goals do you have for the year?
- 

### II. Unlock your Inner Authority

#### 1. Visualize yourself in 12 months, the version of you who has achieved this vision:

- What do you believe about yourself?
- How do you feel?
- How are you showing up in your life and business?
- What habits or beliefs have you let go of?

- **What habits or beliefs have you adopted?**

## **2. Daily, step into this version of you**

- **Embody this version of you daily**
  - **Adopt her habits & beliefs daily**
  - **Let go of old habits & beliefs daily**
- 

# **III. Freedom-Based Business Foundations**

## **1. Redefine Your Niche & Ideal Client**

- **Who is your ideal client?**
  - Get super specific on who they are as a person
  - Dive into their psychographics (challenges, desires, deep desires)

## **2. Redefine Your Unique Selling Proposition (USP)**

- **How do you take your ideal client from their challenges to their desires?**
- **What makes you or your service different from others?**
- **How do you position yourself as an expert in your niche?**

## **3. Build Your High End Sales Funnel**

- **Craft your product suite with lead in to core offers**
  - Each offer is to lead in to the next and answer your ideal clients challenges and get them to their desires and deep desires
  - Design offers to suit your lifestyle
  - Price with power based on the value of the transformation
- **If you booked out your services:**

- What would your total sales in 12 months be? Does this meet your vision?
- What would your monthly recurring revenue be? Does this meet your vision?
- What would your monthly profit be? Does this meet your vision?

Example

Membership - £100pm - 15 clients 1.5kpm = 18k  
 Group programme - 6 months, 6 clients at 3k = 36k  
 1:1 - 6 months, 6 clients at 5k = 60k

= 114k revenue year  
 = 9.5kpm recurring revenue  
 = 3k monthly costs  
 = 6.5k profit

#### 4. Craft your High End Messaging

- **Craft your Brand Message**
    - Craft a compelling Elevator Pitch to explain who you are, what you do, who you help and how, using your ideal client's language
  - **Craft your Offer Messaging**
    - For each offer, create messaging that focuses on the end result your clients desire, rather than just the features of your program, the challenges that it solves and how it takes them from A to B with your process
- 

## IV. Your Six to Freedom Sales Strategy

### 1. Craft Your Predictable Profits Marketing System

- **Front End marketing:**
  - Choose platforms where your ideal clients spend time (Instagram, LinkedIn, Facebook, etc.).
  - Post activating, converting content regularly.
  - Focus on community & service
  - Post attraction **and** conversion content using your high end messaging
  - **Use visibility strategies to grow your audience beyond your own followers**

- **Back End Marketing:**
  - Create a High Value Lead Magnet (e.g. free webinar, guide, checklist, quiz, etc.) to attract your ideal clients.
  - Build a funnel to attract potential clients with your lead magnet and give value with emails, to sell into your offer.
  - Email your list regularly with activating, valuable and converting newsletters.

## 2. Craft Your Predictable Profits Sales System

- **Create YOUR 5 figure launch strategy**
    - Create hype, provide value and attract more ideal clients to your world
    - Provide epic value through a masterclass, challenge, workshop or bootcamp & convert to your offers (any clients who don't convert, stay in your magnetic marketing system)
    - This isn't a "one size fits all" strategy, it's about using your unique power and crafting a strategy that works for you and your audience
    - Play to your strengths and personality with your launch strategy = biggest results
    - Use a layered approach
    - Analyse, refine, and reuse
- 

## V. Extra Goodies

- **Your Intuition Knows Best:** Always check in with your energy and how the plan feel, changes can always be made
  - **Consistency is Key:** Building a six-figure business takes resilience, patience, time. Stay consistent with your strategy and client service.
  - **Focus on Impact:** Keep your clients' transformations at the core of everything you do.
  - **Adjust & Evolve:** As your business grows, be ready to adjust your strategy based on what has worked, new trends, and your own personal growth.
  - **Plan Ahead, Prioritise Mindset & Get Support:** Planning is the key to freedom, the mindset work is necessary at every stage and remember that you don't have to do this alone; find your community, mentor and biz besties
- 

## VI. Next steps...

**If you're reading this, I know that you're ready to build a six figure business with predictable profits, with a sustainable sales strategy.**

**I know that you're ready for a business that grows your impact with clients and the freedom and fun in your life.**

**You'll find that inside Six to Freedom.**

**Inside Six to Freedom, I will be there to guide and support you through this method as you implement.**

**We will tailor the method to you and I will support you to unlock your inner authority and expertise and be there to coach you every step of the way.**

**The Six to Freedom strategy is about sustainability and unlocking YOUR way of doing business, it's about applying the above to your unique power and using it in a way that suits you and your audience.**

**The way one of my clients uses this method is very different to the way another client uses the method - it works when you tailor it to you.**

**Six to Freedom is a very special space, where clients have x4 their revenue in 3 months, hit their first 100k year and grown exponentially in their business and themselves.**

**If you're interested in learning more, I want to give you the opportunity to join Six to Freedom at our pre-sale investment. Click [here](#) for more information and to book in your complementary strategy call**

**Serena x**