

Business objective

Get more attention via organic content.

Who I'm talking to?

Name: Lina

Age 23

Background details:

- She graduated this year
- She had a terrible experience with a marketing company
- She will visit Canada next year and live there
- She wants to build a brand so she can live a free life

Day in life:

She wakes up at 8 am, eat her breakfast, and then go to work at 9:00 am.

She's busy on Thursday, Saturday, and Sunday.

She tried to post content in SM but she had a terrible experience with the people that helped her, She is pissed with the people that tried to help her..

She doesn't know what to post.

She thinks posting content that is "fun to her" will get her attention and it's what people want to hear

Now she's looking for another guy to help her.

Usually, she works with her clinic patients but she wants online patients.

She wants to quit her job and focus on online patients only.

When she finishes her work at 6 pm she takes a nap and then goes through the motions the rest of the day.

Where are they now?

Problem: No attention to social media page

Desire: Significantly Increase Brand Recognition (followers, views, etc...) Amongst Media and Consumers and that will lead to more customers

Roadblock:

- They don't have time to post content on social media
- They don't know what content will get them high attention
- They are posting content that doesn't get attention and people don't care about

Solution: Post content that gets attention

Product: Someone who can entertainingly edit their videos and tell them what to post to get views and attention.

Awareness:

Do they know what their problem is?

- Now they know that they aren't getting good attention via SM but they don't know what is the cause of that which is
 - they aren't posting valuable content
 - They are posting content that they think people care about

I would say that they are **problem-aware** but they don't know what causes that problem to appear

Do they know what is the solution?

Probably they are aware that they to post high-quality content **solutions aware**

Do they know about the product?

No, they don't know about me therefore **product unaware.**

Sophistication:

I'm the first to the market? No

Am I the second? No

Are they tired of claims? Yes, they are tired of claims like:

- "Hire a SM manager who will help you increase your views"
- "Get more views"
- "Get more reach"

Things like that.

So I would say that I'm at **stage 3 market**

The best move: lead with a unique mechanism.

What is the unique mechanism?

- Posting content that will get people's attention using different formats → DIC video then 3 HCL videos
- Coming up with new ideas for them every day via top player analysis to reach out to more people
- Handling the SM management from A-Z
- Edit that no one offers
 - [The edit](#)

Why this mechanism is unique?

I have seen different profiles and no one of my competitors offers the things that I'm talking about.

They only offer good videography with so limited editing and decent graphic design and SM management and they don't write the scripts + sometimes they ask their client to sponsor the video.

Where do I want them to go?

I want her to reply to my message and from there I will ask her the following three questions:

"What are your main goals for your social media presence over the next six months?"

"Which areas of your social media do you feel need the most improvement (e.g., engagement, reach, content variety, consistency)?"

"How much time are you currently spending on creating and managing your social media content?"

After that send this.

"Alright, Based on what you've told me, I can already see a few areas where we could make a good improvement.

I'd love to dive deeper into these points and provide you with a customized plan for your specific needs and goals. How about we set up a quick Zoom call for that?"

I will be translated so it doesn't matter the way it's written.

So the main goal is a Zoom meeting

What do they need to experience in order to get from where they are now to where I want them to go?

Start with Hey <name> gives some sort of personalization.

Complement them using this:

I really like the free information that you give in you IG page such as <list some of them>... Build some form of trust with your audience.

I'm going to be 100% upfront with you. (means that you are giving them some sort of advice or they will know some sort of information)

I think that your brand is cool and I want to provide <service depends of what you think is their problem and what is the right way to solve it>

I've done some research and I've an idea that will help you <get specific here>

(Get specific by using this:

- How the idea will them solving their problem (benefit)
- Inject curiosity into it if you can and it doesn't give them the idea that you're a scammer
- Make it short, one-two line max

)

If you like I can send a free <script + edit or FB ad or Sales page intro (whatever you picked as the best form to solve their problem)> and if you like it we can talk from there.

If you're interested, reply to this message (cta)

Sincerely,

The G.

OUTREACH MESSAGE:

Hey <name>

I really like the free information that you give on your IG page such as <list some of them>... builds trust with your audience.

I'm going to be 100% upfront with you.

I think that your brand is cool and I want to provide < service>

I've done some research and I've and idea that will help you <get specific>

If you like I can send you a free <service> and if you like it we can talk from their.

If you're interested, reply to this message.

Sincerely,

The G.

"Hey <name>

I help dentists like you get 10 new appointments to their dental clinic in the next month.

I'm not going to take a dollar until you see results.

Sincerely,

The G."

Who I'm talking to?

Local men and women dentists from the age of 24 - 40

Where are they right now?

They want to get more appointments in their dental clinic.

They are aware of the solution (FB ads, website, posting on SM)

But the way they are doing it is so wrong.

They only boost the video without any strategy (only the top players have a well strategy)

What do I want them to do?

- Read the message
- Reply to it

- Then I will get them to do a sales call with me

What do they need to experience?

FOLLOW UPS:

Hey <name>

It appears to me that you're very busy.

Here's one of our best clients:

Lina, right here we worked with her last week and within five days we have helped her 5x her reach more people.

Here's what she's saying:

<Insert video>

SALES CALL

Problem:

Spin question

1. Situation

- a. Story of your business
 - i. Which university did you graduate from
 - ii. When did you graduate
 - iii. Do you attend workshops, conferences, or continuing education courses?
 - iv. How did you get involved in working by yourself instead of working with hospitals?
 - v. What are the challenges that you went through to get to this point?

- b. Have you bought any followers?
- c. How are you primarily getting new customers?
- d. Are there any specific marketing ideas or strategies you're excited to try?
- e. As you start growing your business, what challenges do you think you might face in attracting your ideal clients?
- f. "Imagine you're in your clinic, enjoying a cup of coffee, and you're ready for a great day ahead. The door opens and in walks the perfect customer—someone you'd be genuinely excited to see. Can you describe what makes them the ideal person to work with?"
- g. How much do you cost for your session, what offers do you have?
 - i. What are the ones that most people buy?
 - 1. 70 250
 - ii. Have you thought of offering packages, or discounts?
 - 1.

2. Problem

- a. What is the goal that you want to achieve with your business
 - i. What is your dream revenue per month? How many more new customers would you like to get?
 - 1. 2-3
 - ii. How much could you handle?
 - 1. 5
- b. What problems do you think you're facing that are keeping you from achieving those goals?
- c. What have you tried to solve these problems?

3. Implication

- a. What happens if you don't solve this problem 1 year from now?
- b. What happens if you solve this problem 1 year from now? What does your business look like?
- c. How would your business look one year from now if this problem keeps getting worse?

4. Needs/payoff

- a. If this problem is solved and you have like 20 new customers what do you think the profit will be, how much more money will you make?
 - i. Present the idea that you will do then the offer
 - ii.

Side notes

What are the ideas or things that you will take for your next sales calls?

- From the start when you ask him about himself you can just take more minutes to catch up with him as a human and understand how he is doing
- When they ask about you
 - You can loop through how you met them what you did what results you helped achieve

- Don't mention the mentorship thing unless they ask
- Ask the right questions
 - Know about them
 - Story of their business
 - Ideal customer
 - ...

OFFER:

We will start with organic content why?

So when we run ads and people visit the page they can see some valuable content that they can consume.

Then we will start running FB ads and IG ads.

And when we have a winning ad we will do a sales page where they will buy the product.

When they decide to buy the product we will give them a quiz funnel where they will answer some questions so they can get the most suitable diet that they will have.

All of this is targeted at women who want to lose weight.

After we have success with them we will start to niching down to people with diseases.

Her First problem is that she's not getting enough attention

How will the call go?

Ask about her.

Connect with her as a human.

Ask her about her week

Her work in general

Listen and ask follow-up questions

Then start presenting your offer.

5. Situation

- a. Story of your business
 - i. Which university did you graduate from
 - ii. Do you attend workshops, conferences, or continuing education courses?
 - iii. How did you get involved in working by yourself instead of working with hospitals?
 - iv. What are the challenges that you went through to get to this point?
- b. How are you primarily getting new customers?
 - i. IG,
- c. What challenges have you encountered in attracting your ideal patients?
- d. As you know you want customers but not all customers are equal, some are amazing, and some are terrible, Who are your best customers?
 - i. Who are the customers that you want to have 40 clones of them
 - 1. Desires
 - 2. Fears
 - 3. Challenges they face
 - 4.
- e. How much do you cost for your session, what offers do you have?
 - i. What are the ones that most people buy?
 - 1.
 - ii. Do you offer any discounts, packages, or promotions?
- f. How do you maintain long-term relationships with your clients?

6. Problem

- a. What is the goal that you want to achieve with your business
 - i. What is your dream revenue per month? How many more new customers would you like to get?
 - 1. 4 5

2.

- ii. How much could you handle?
- b. What problems do you think you're facing that are keeping you from achieving those goals?
 - i.
- c. What have you tried to solve these problems?

7. Implication

- a. What happens if you don't solve this problem 1 year from now?
- b. What happens if you solve this problem 1 year from now? What does your business look like?
- c. How would your business look one year from now if this problem keeps getting worse?

8. Needs/payoff

- a. If this problem is solved and you have like 20 new customers what do you think the profit will be, how much more money will you make?
 - i. Present the idea that you will do then the offer
 - ii.