



MICHELE SCISM'S 2014™

make, more MONEY TOUR



www.DecisiveMinds.com

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What you can count on!

- ✓ I'll SHARE it all
- ✓ I'll be as TRANSPARENT as possible
- ✓ I'll be really straight forward (I'll tell it like it is)
- ✓ You can count on "Resistance"
- ✓ I can't make promises – what I can say is that when you work the system, the system works for you

Will You?

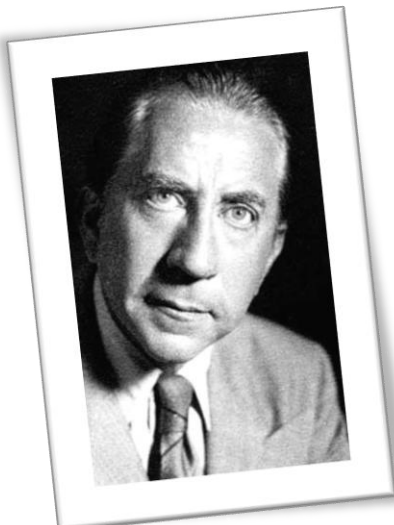
- ✓ Quit trying harder
- ✓ Seek failure
- ✓ Get Uncomfortable
- ✓ **Make your move before you are ready?**



What You Will Learn

Today's Objectives:

1. How to get your audience to tell you exactly _____
_____, then turn that into your
_____ and instantly close more _____!
2. Step into your authority and value by creating your
_____!
3. To get more _____ on your
calendar, what to say during the calls that will get more
people to say _____!



“If you can count your money,
you don’t have a billion dollars.”

J Paul Getty

Cool People I Have Met

Be open to the magic!

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Name _____ Contact _____

Current State of the Union

Date _____

2014 Annual Sales Goal \$ _____

Total Sales to Date \$ _____

Difference \$ _____

Product	Price	Units Sold	\$ Revenue
Total Revenue			\$

Your Community/Audience



“How can you squander even one more day not taking advantage of the greatest shifts of our generation? How dare you settle for less when the world has made it so easy for you to be remarkable?”

– ***Seth Godin***

Your community consists of your _____ and your _____ contacts.

9 Helpful Hints to Build Your Community

1. Know who you want to connect with
2. Facebook – connect with personal profile then fan page
3. LinkedIn – use groups
4. Connect with a person on every platform
5. Add people daily
6. Have social media connect buttons on your website
7. Speaking – In person or Teleseminars
8. Networking
9. Your Freebie

**You know you are doing it right when
people start saying they
*See You Everywhere!***

[illegible]

378% Increase In “Likes”



Terri Zwierzynski, Solo-E.com

*"In just an hour with Michele I got a whole new strategy for my Facebook Fan Page, both in content and in advertising. In just a week, we are getting **as many likes in a day** as we got all last month! And our reach expanded by 10-20x. Plus one tip she gave me is saving me a ton of time when posting to my fan page. Michele knows her Facebook, and she keeps up with the trends. I'd highly recommend her!"*

Terri called me because her fan page wasn't growing. She has an amazing mailing list but was having a trouble converting that success to Facebook.

After implementing one strategy she saw a 378% increase in likes on her page in 3 months. She now understands how using pictures and tagging can help her drive more traffic to her page and her ultimate desire – her website!

Marketing 101

What is Marketing?

In general, marketing is a _____ of the _____ you use to _____ and turn them into **paying customers!**

Word of Mouth (although useful) is not a form of marketing because you have no control over it! It is only “marketing” if you have control over it.

Get Into the Marketing Mindset!

Good marketing doesn't _____ – it _____!

Define Manipulate:

To manage or influence skillfully in an unfair way!

Define Motivate:

To provide with an incentive; move to action; impel



“You are in **two businesses!** You are in the business of **marketing** your products and services first and **delivering** your products and services second!”

– Adam Urbanski, The Millionaire Marketing Mentor

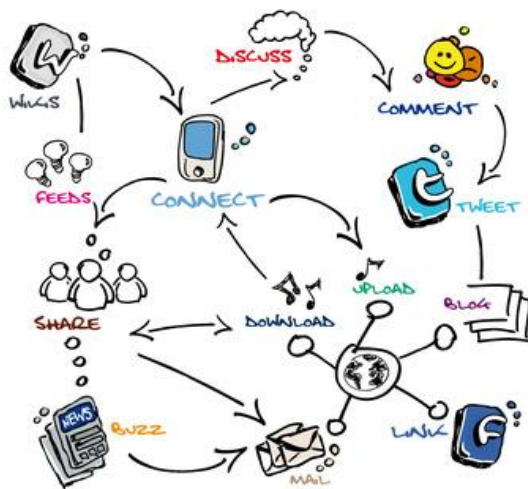
For entrepreneurs marketing has one main purpose – and that is lead generation.

It is the job of your marketing to get people's attention and to turn them into a lead and then it is the job of your sales strategies to convert their attention into a sale.

Where I see most entrepreneurs fail at marketing is that although marketing has **one purpose – lead generation** – it has **2 pieces**.

1. Creating the _____
2. Saying the _____

Touch Points



So you have probably heard that most prospects have to see something **7 to 8 times before they make a buying decision**. I call those touch points. The bad news – I read an article the other day that with the advent of social media that number has increased to **10 to 12 times**.

Saying the Right Thing

Remember earlier I said that marketing has 2 important pieces #1 is creating the touch points and #2 is saying the right thing. Do you feel like you are saying the right things in your marketing?

This seems to be a big frustration for most entrepreneurs. Earlier I said that you have to talk to them about **what they already think they want**. Not what you know they need. It is so much easier to get someone's attention when they think they need you the minute they meet you.

How do you know what your ideal client thinks they want or need?

They are actually telling you what they need already. What I want you to do is **write down what your clients are saying** to you and to themselves. What are those fears that are keeping them up at night? Think about the things they have actually said to you. These things make great topics and titles for speaking, products or services. They also make great headlines for sales pages and opt-in forms.

Do you know what people want? **They want to be heard and understood** and when you can have a conversation with someone and you are saying the things that they are thinking this makes it much easier for them to make a buying decision to work with you. This will improve your profitability.

Your turn! What do your clients say?

Use those statements to create sales copy

[illegible]

Step Into Your Authority & Value by Creating Your Inverted Funnel



“Nothing Happens Until Somebody Sells Something” *Arthur "Red" Motley*

So now that you have taken the time to look at **your community** and **what they are looking for**, it is time to look at how you are going to **monetize** that.

Awesome right – this is what you have been waiting for.

Michele's Sales FACTS:

1. You make _____ until you sell something.
2. You can make money today if you understand the concept of _____
3. There are 3 things you can sell **TODAY**:
 1. Your _____
 2. A _____ you have _____ yet created
 3. Another _____ product as an affiliate
4. At this point in time, with this economic environment, the fastest way to make money is with a _____ conversation.



"I think the 1st hurdle that holds entrepreneurs back is that they aren't sure what they are selling. They might not have a physical product in their hand to sell and that can stop you from having sales conversations."

Michele Scism

Where is your “low hanging fruit”?

What is it that you can sell today? This may actually be contradicting to what you hear a lot of other business coaches preaching but I believe **you have to sometimes continue to be the do-er**, do the one on one coaching, provide the va services, be the social media manager until you can get to the point where you are making enough money in your leveraged business for it to become your main focus.

1. You could sell your Knowledge!

The information products business is a multi Billion dollar industry. People sell their knowledge on a daily basis. You are here learning from me – you are purchasing my knowledge.

What knowledge do you have that others want? What is that people always ask you to do because it just comes natural for you? Oprah and Tony Robbins have made Millions or Billions selling their knowledge and other people’s knowledge.



I had a \$25,000 December!



Joyce Jagger, www.TheEmbroideryCoach.com



Joyce is a Platinum+ coaching client and when we started working together she had lots of little lower priced programs she was selling to people with embroidery businesses. **She was looking for a way to bring in more money fast.** Does that sound like something you would want?

We put together a bundle of her programs and developed a social media marketing strategy. **She ended up selling over \$25,000 in programs in December of all months.**

2. You could sell products you haven't created yet!

OK, for a lot of entrepreneurs this is a scary one. I actually created a program to teach people how to do this one.



www.TakeActionGetProfits.com/Create

This might be hard to wrap your brain around.

NEVER create a product before you sell it.

As entrepreneurs we got lots of great ideas! The question is are they all going to sell? Do you want to waste your time creating something that doesn't sell?



www.TakeActionGetProfitsMastery.com

Take Action Get Profits Mastery

One of the things I hear from many entrepreneurs is that they were hungry to know how to use social media to get more clients so I decided to create a program to show them how I used social media to build my 6 figure business.

Results:

We set the Introductory Price \$397

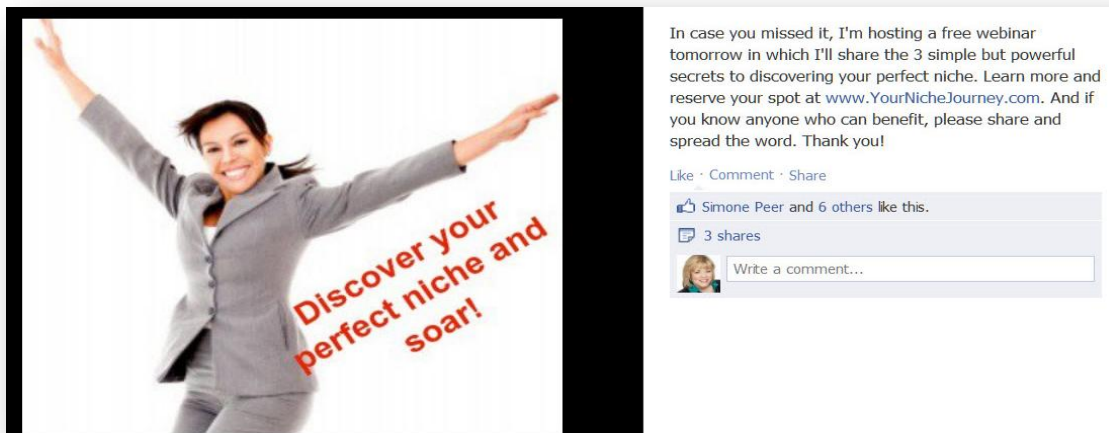
Prior to creating the product we sold 75 units so that means we had Total Sales of **\$29,775**. Since then we have sold an additional 30 copies.

This was a 6 module program so I created and delivered it over a 6 week period.

35 Sign-Ups for my New Program!



Cindy Schulson, www.AttractYourNiche.com



Cindy is a Platinum+ coaching client who came to me with an audience but needed to improve conversions. **She was looking for a way to turn her contacts into cash.** We put together a strategy that included a teleseminar with an upsell. **She had over 600 people register for the teleseminar and 35 purchase her new program!**

3. You could sell other people's products!

This is called **affiliate marketing**. If you aren't familiar with affiliate marketing it simply means that **you promote other people's products and services and they pay you a fee for the referral**. It doesn't cost the end user any more than it was originally going to cost. The seller pays you the commission out of their regular fee.

So how could you implement this in your business?

What products and services do your clients use?
How can you promote that product and make money?

Let me use my business as an example.

I know that my clients and audience purchase:

- Website development
- Teleseminar bridge lines
- PLR products
- Audio and Video recording programs
- Virtual Assistant services
- Social Media Managers services
- Bookkeeping services
- Book writing services
- Book publishing services
- And the list goes on and on!

If I can find an individual, company or product that I think will help them and deliver on their promises I can recommend them to my audience and clients.

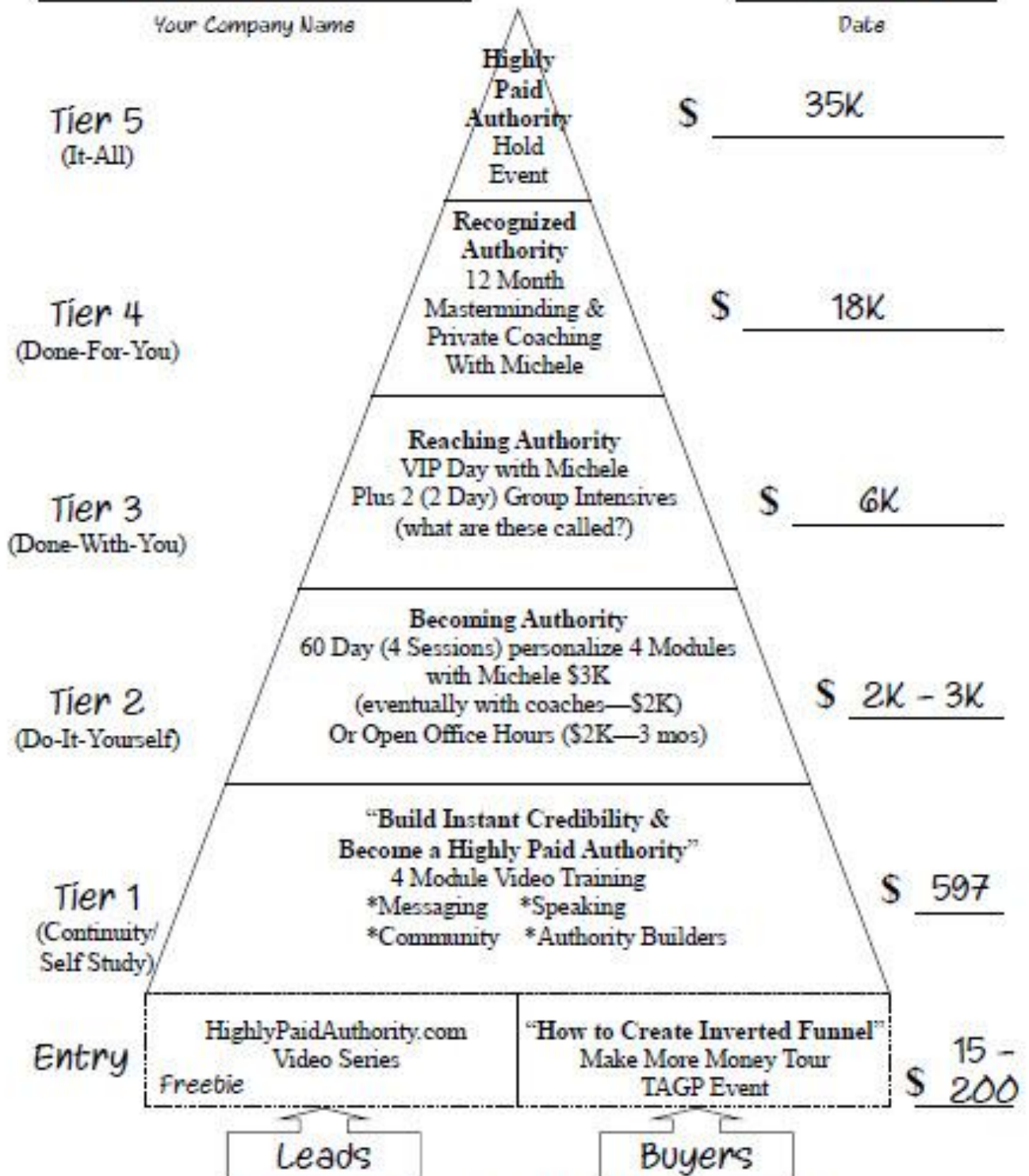
Highly Paid Authority Inverted Funnel

Decisive Minds, LLC

June 2014

Your Company Name

Date

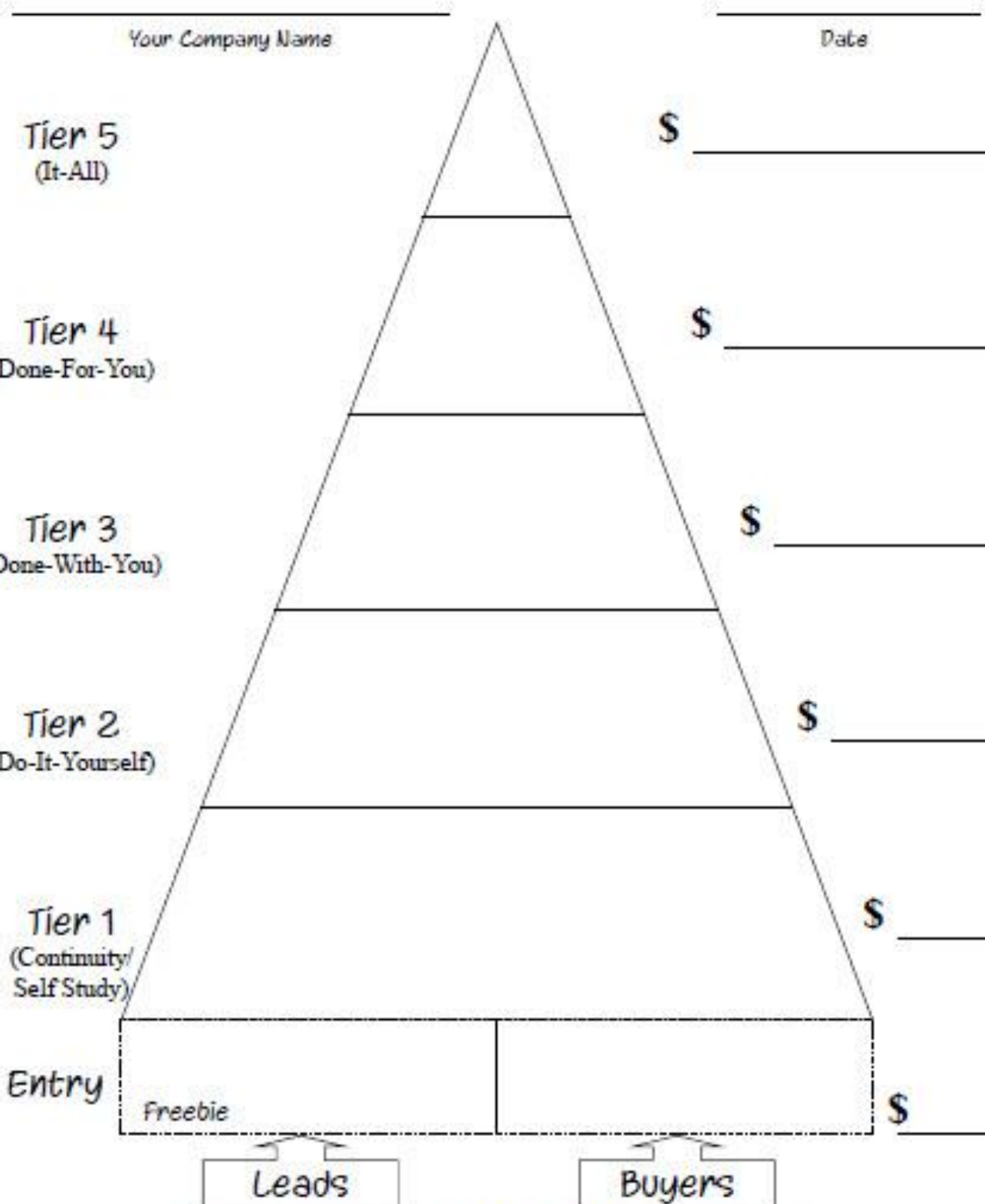


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2 Reasons It Isn't Working



"When you get – GIVE!
When you learn – TEACH!"

– ***Maya Angelou***

1. _____

2. _____

How to Make a Pile of Money

Focus on 3 areas:

1. Analyze Your Pricing Structure

2. Focus on Your Funnel

3. Focus on Your Systems

Putting all the pieces together brought me to 6 Figures!



Belanie Dishong, LiveAtChoice.com

Belanie is a private coaching client of mine and she works with people to help them improve their relationships by helping them discover ways they could change how they approach their relationships. So in essence she helps you improve your relationship with yourself to improve your other relationships.

She has amazing programs and a very well defined process of how someone works with her. The problem she was having though is that she didn't have a consistent lead generation program. She was doing lots of different things but it was more hit and miss than part of the big plan. So we developed a lead generation and marketing system that included social media, newsletters, email marketing, speaking and an expansion of her certification program. **That helped her to take her business over the 6 figure mark last year.**

6 Figure Revenue Plan

Product/Program	Price	Units Sold	Total Revenues
Entry Level	\$97	180	\$17,460
1 on 1 Coaching 6 month	\$5,000	9 (180x5%)	\$45,000
VIP Days	\$3,000	9 (180x5%)	\$27,000
Group 90 Day	\$997	18 (180x10%)	\$17,946
Renewals – 1 on 1	\$5,000	2 (9x20%)	\$10,000
Up sells – VIP	\$5,000	2 (9x20%)	\$10,000
Up sells – Group	\$3,000	4 (18x20%)	\$12,000
Total Revenue			\$139,406

Assumptions:

- You can convert at 20% (2 out of 10 sales conversations end in a sale).
- 15 sales conversations held per month

6 Figure Revenue Plan

Product/Program	Price	Units Sold	Total Revenues
Entry Level	\$97	180	\$17,460
1 on 1 Coaching 6 month	\$5,000	15 (180x8%)	\$75,000
VIP Days	\$3,000	15 (180x8%)	\$45,000
Group 90 Day	\$997	25 (180x14%)	\$24,925
Renewals – 1on1	\$5,000	5 (15x30%)	\$25,000
Up sells – VIP	\$5,000	5 (15x30%)	\$25,000
Up sells – Group	\$3,000	8 (25x30%)	\$24,000
Total Revenue			\$236,385

Assumptions:

- You improve your conversions to 30% (3 out of 10 sales conversations end in a sale).
- 15 sales conversations held per month

[illegible]

Sales Conversations



"Believe and act as if it were impossible to fail."

– *Charles Kettering*

It's finally here – the reason you are building this community.
It's time to have them put up or shut up. 😊

You have to understand the process you are going to take them through. The art of sales is a dance. There is a time of courtship and then you have to know when you ask – will she say yes.

In this section we will look at how we can use our conversion tools to take someone from contact to client.

"I think the 1st hurdle that holds entrepreneurs back is that they aren't sure what they are selling. They might not have a physical product in their hand to sell and that can stop you from having sales conversations."

Michele Scism

Get Them Booked

3 Ways to get Strategy Sessions on Your Calendar

1. From speaking engagements
















2. Part of a program you are offering
















3. In your follow up sequences of freebie and products


















Strategy Session Quarterly Tracking Sheet

Color in 1 circle for every strategy session you hold.
Remember they only count if you make an actual offer.

					Month: _____
					
					

Month: _____					
					
					

					Month: _____
					
					



Segments of a Sale

Pain Point: Ask questions “What is really working in your business?” “What is not working in your business?” “What else?” Listen for the pain points and the emotion. Keep good notes so you can remind them later what they said.

Acknowledgement: “You know I get it, I have been in your shoes (or if I can’t say that maybe I can say that one of my private coaching clients had the same issue)” “I know how you feel, I felt the same way and I found that...”

Clarification: “So what I am hearing you say is....you really want to ... Does that about sum it up? That leads right into a transition – “So you scheduled this call because you are looking for solutions – right? Could I share with you what I see as your next step?”

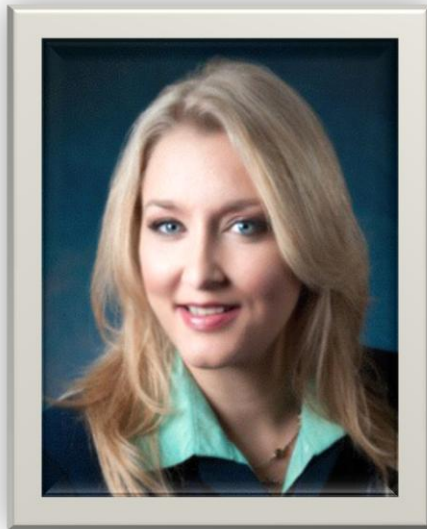
The Offer: “What I hear you saying is that it isn’t that you don’t know what to do, it is that you don’t know what to do next. Is that right?” “Are ready to know what your next step is?” We must show them the value – they can’t see the value until you show it to them. Benefits and outcomes! “How does this sound? Are you ready to get started?” Get their credit card info while you are on the phone.

Keys to Success

1. **Ask a lot of open ended questions.** What do you see to be possible if.... What would it look when that is handled? Is it worth your time and money to get that taken care of? Tell me what it is like for you when....
2. **Take notes.** In their words are their hidden desires. I use Evernote (www.Evernote.com) to keep notes on every conversation that I have.
3. **Understand that you are selling throughout the process.** 1st you had to sell them into the idea of having a conversation with you. Then you want to sell them into your program or product. Then you have to help them to hold the sale and not have buyer's remorse and ask for their money back.



Strategy Sessions Turn Into \$20K



Jena Rodriguez, BrandWithJena.com

Jena is a Platinum coaching client and she came to me ready to move away from the do-er roll as a successful web designer. Her passion is branding for small business owners. The problem was that she was making a lot of money and couldn't seem to give up the doing. To be able to take her business to the next level **she needed to have a plan that would replace her income.**

Jena began to seek out in-person speaking engagements. At the end of these engagements she would offer a complimentary branding strategy session. **From that conversation she sells VIP days and had her 1st \$20K month!**



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New Client Conversion

When trying to fill your new program, use this form to calculate how many people you have to ask to purchase your program.

1. How many people do you want in your program?

10

2. What is your sales conversion rate? In the beginning it will be about 10% - a 20% conversion is considered really good!

15 %

3. Divide 1. New Clients by 2. Conversion Rate This is the number of people you have to offer your program to.

66

4. How many weeks until your program?

4

5. Divide 3. Number of people you have to talk to by 4. the number of weeks till your program. This is how many people you have to talk to per week to fill your program.

16

[illegible]

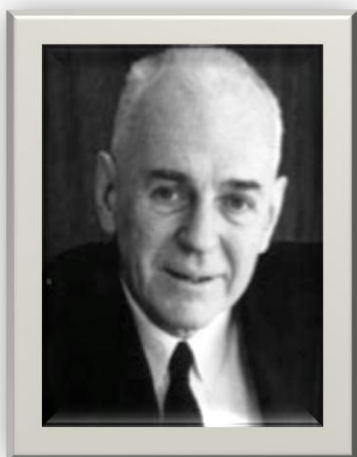
Bonus

The Success is in the Title/Headline

When promoting programs, teleseminars, blog posts, writing emails or whatever marketing strategy you are implementing the success or failure lies in the headline or title. A title should attract and intrigue. It has to motivate people to take the action that you are looking for.

What motivates people to action?

- ✓ **Saving Money**
- ✓ **Making Money**
- ✓ **Saving Time**
- ✓ **Curiosity**
- ✓ **Fame**
- ✓ **Health**
- ✓ **Sex**
- ✓ **Personal Improvement**



"In a print ad, 75% of the buying decisions are made at the headline alone."

**– John Cables,
Madison Avenue Marketing Guru**

10 Proven Headline Formats

1. Get Rid of _____ Once and For All
Ex. Get Rid of **Your Money Problems** Once and For All
2. _____ You Can Be Proud of
Ex. **Build a Website** You Can Be Proud of
3. Give Me _____ And I'll _____
Ex. Give Me **3 Days** and I'll **Show You How to Build a 6 Figure Business**
4. Do You Make These _____ Mistakes?
Ex. Do You Make These **Social Media** Mistakes?
5. To _____ Who Want to _____
Ex. To **Entrepreneurs** Who Want to **Get More Clients**
6. See How Easily You Can Learn to _____
Ex. See How Easily You Can Learn to **Lose 10 Pounds**
7. 10 Ways to _____
Ex. 10 Ways to **Build a Secure Financial Future**
8. New Concept in _____
Ex. New Concept in **Stress Reduction**
9. The Secret to _____
Ex. The Secret to **Financial Peace of Mind**
10. How to _____ and _____
Ex. How to **Win Friends** and **Influence People**
Advertising Headlines That Make You Rich by David Garfinkel



It's exciting to realize that you can build the business you have been wanting. And no matter what our future looks like together I encourage you to start making the tough decisions, taking massive action which will then lead to profits.

You know I do what I do because I see so many great entrepreneurs struggling to survive. They have great ideas, they work on their vision and their dream but they are broke. They are lying in bed at night wondering how they are going to pay their bills. Or worse yet – they are making money but it seems like every dollar they make is already spent before they get it.

My desire for you is that you can now see that there is a plan, a way for you to build your business so that you make the money you want to make and have the freedom that you want to have. Is there more to be done, ABSOLUTELY! Building a business is an ongoing process. You will continue to tweak it and perfect it and I would love to be part of that.

Michele A Scism