

CONSCIOUSLY CREATING YOUR WHOLE YOU

IMPLEMENTATION WORKBOOK



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A woman with long, wavy blonde hair is sitting on a bed, holding a tablet. The tablet displays a watercolor design with teal and pinkish-red tones. She is wearing a dark top and blue jeans. The background is a bright, out-of-focus window. The text is overlaid on the image.

PART 1

YOUR
INTENTIONS,
VALUES & BELIEFS



PART 2

YOUR IDEAL
CLIENT

Your Ideal Client

What type of client will help your intentions become reality?

Get specific about your client: gender, age, city, marriage status, parental status, interests, hobbies, and current job.

What does this person want?

What is their biggest desire for their life?

What challenges does this person face?

Name three challenges this person faces that are in the way of getting what they want.

Your Ideal Client

What is the transformation you're providing your client?

Get specific and be sure you reference the challenges you noted.

Why are they willing to pay money for this transformation?

What is it about the transformation that's irresistible to them?

What words or phrases would they Google to find this solution?

Also consider what hashtags on Instagram, or groups on Facebook they'd join related to their desired solution.



PART 3

YOUR OFFER

Your Offer

Your "offer" is the solution you provide to your ideal client. You need to get clear about the specific steps you want your ideal client to take in order for you to make your intentions a reality.

What is the specific solution you offer your ideal client?

Describe it below:

What does your ideal client have to believe in order to claim your offer?

Describe the thoughts and beliefs they must have.

What steps must your ideal client take to claim the offer?

Walk through their journey - do they begin with your website? A phone call?

Your Offer

Now take some time to consider the micro-offers you have along the way. Micro-offers include: social media posts, blog posts, free downloads, your website - any touchpoint your ideal client may experience your messaging is a micro-offer that moves them to your main offer.

Do your micro-offers accurately reflect your values & beliefs?

Describe them. If you don't have any micro-offers, brainstorm ideas here.

Are your micro-offers compelling?

Do you get engagement? Email signups? If you have none, how would you make them compelling?

Do your micro-offers accurately convey the solution you provide?

If so, how? If not, how can you improve?

PART 4

YOUR COPY

Your Copy

Your copy should fall into one of three categories: Awareness, Growth, or Selling. This page will help you take the above ideas and turn them into specific content pieces that will bring brand awareness, grow your list, or build trust (sell).

Awareness: Build Your Brand

Take 6 ideas and brainstorm how they can be used to build awareness of your values + beliefs: 3 social posts or stories, 3 blog posts.

Growth: Establish Your Authority & Build Your List

Take 6 ideas and brainstorm how you can convey your authority, and build your list: 3 Live topics, 3 lead magnets

Sell: Establish Trust & Show Social Proof

Take 6 ideas and brainstorm how you can use them to establish trust and show social proof: 3 blog posts, 3 social posts

PART 5

YOUR WEBSITE

Your Website

Your website should contain an opportunity for your ideal client to learn more about you, examples of your authority, and a way to learn more about your solution. Use these pages to workout what your ideal client must see on these pages in order to want your solution.

Home Page

Your home page should have your picture, a brief bio, and provide a way to join your email list. You should also provide links to where a visitor should click.

About Page

Use your about page to establish your values, your authority, and social proof. What does your ideal client need to know about you to trust and understand you?

Solution or Main Offer Page

Your main offer page should provide all necessary details of your solution and address objections. What does your ideal client need to read to be compelled to buy your offer?

A bedroom with a bed covered in white linens and a laptop on a table in the foreground. The text "PART 6" is centered over the bed.

PART 6

A laptop with the text "YOUR EMAIL LIST" overlaid on its screen.

YOUR EMAIL LIST

Your Email List

Your email list is your most valuable resource to grow your business and sell your offer. These pages will walk you through the necessary steps to nurture and grow your email list.

Main Lead Magnet

At minimum, you must have a lead magnet tailored to your ideal client. This lead magnet should provide enough value to establish authority, but not so much that it ruins your paid offer. What lead magnet would appeal to your ideal client?

Mini Lead Magnets

You've already brainstormed some ideas for mini lead magnets to offer with growth content. Can you think of any others you can plant around your website or offer on their own through a paid ad?

Your Email List

Your Existing List - Segmentation Strategy

It's incredibly important to understand who is on your current list. If your list is not segmented right now, you can use this strategy to achieve that:

- Create an email with questions that will help you understand who is on your existing list. The email can be very simple and read as follows:

"Hello! I'm trying to make sure I keep talking about the things you're most interested in. Would you mind to help me out with some feedback? Click the statement below that best describes you:

I'm interested in health and wellness OR I'm interested in business tips"

- Create triggers within your email software that assigns tags, labels, or puts the contact on a list depending on the response they choose. This can be done by hyperlinking the survey options in your email. The links can go to a simple landing page that states: "Thanks for your feedback!"
- Offer the ability for your contact to directly reply back if none of the options you've provided describe them.
- Use the information you learn to segment your list. Then begin tailoring your emails accordingly.



PART 7

YOUR
MARKETING
FUNNEL

Your Marketing Funnel

Step 3: Your Opt-In

This is the core lead magnet you're offering as a download from your opt-in page. This should be irresistible to your ideal client, provide an incredible amount of value and position yourself as an authority. Use this space below to further outline what this download is. Some ideas are: a series of free videos, a series of emails, or an eBook. This lead magnet must convey the transformation you're providing, and it must also have a call-to-action (which is step 4).

Step 4: The Application

This is the call-to-action at the close of your lead magnet - it should lead your ideal client to perform some kind of action, like filling out an application to work with you (aka, receive your solution), get on the phone with you, etc. Brainstorm the process below. If you already have a process for this, where can it be improved?
