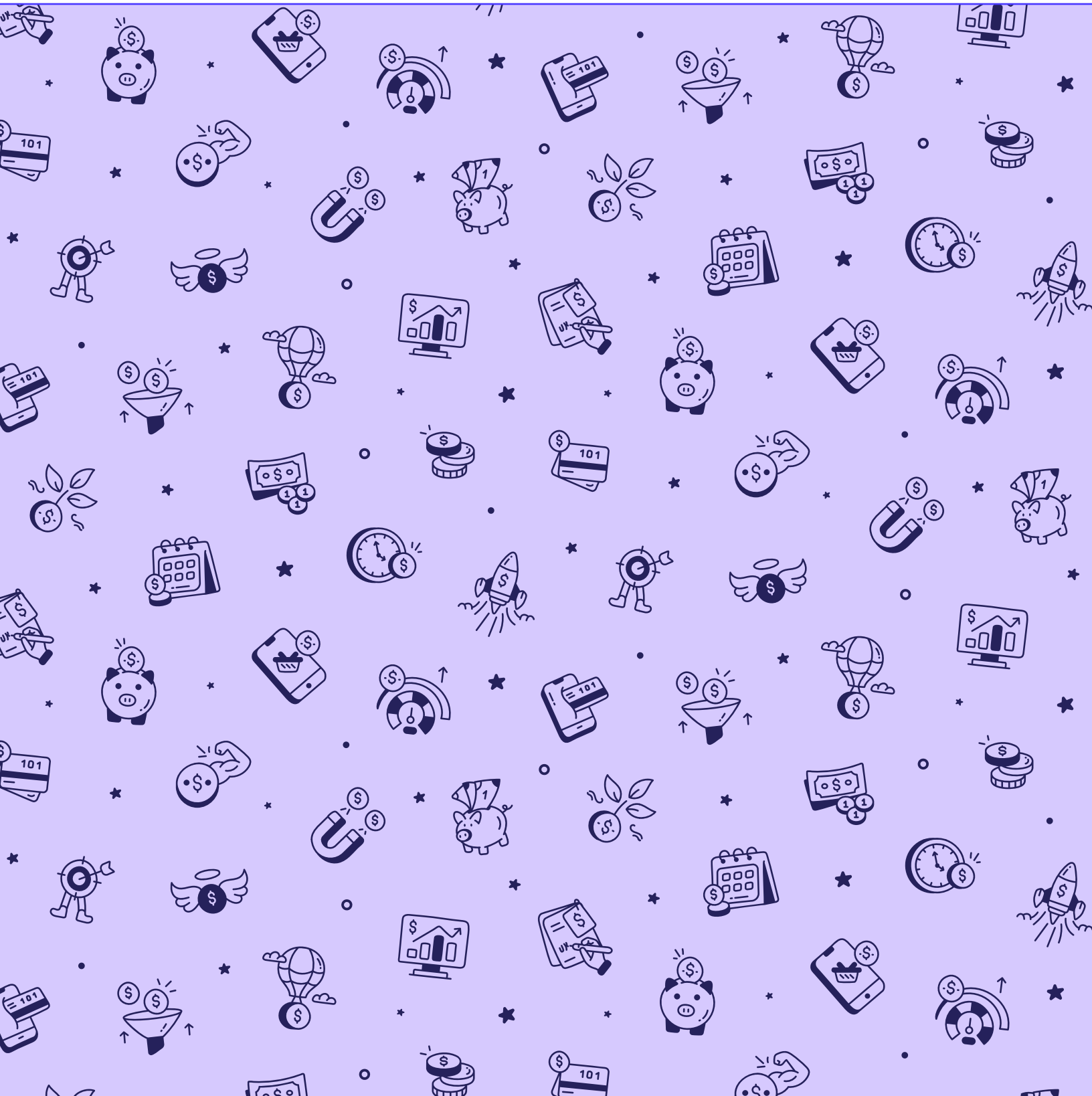


the sell better workbook



contents

selling is sacred	3
your sales shift.....	5
magnetic messaging	7
selling in the DMs	19
sales conversation cheat sheet	22
putting it all together	25

selling is sacred

selling is sacred

Reflection Questions

Are there any areas of your business where you don't trust yourself?
If so, why do you think that might be?

Are there any areas of your business where you don't trust your clients?
If so, why do you think that might be?

Do you have any doubt that your success and ability to make however much money you want is
inevitable? If so, why do you think that might be?

your sales shift

–Jen Sincero, Author “You’re a Bad Ass at Making Money”

What are those things you say about sales or money that aren't helpful?

Write these new beliefs down and place them where you'll see them often (computer, phone, nightstand, mirror, fridge, car, desk, etc.)

[illegible]

LESSONS 4 & 5

magnetic messaging

Part one:

Do an audit on your content and ask yourself how you can start to shift your messaging by asking:

Yes No

☐	☐	Am I talking to the right person who is ready to move forward?
--------------------------	--------------------------	--

☐	☐	Am I talking with the person who I want to work with?
--------------------------	--------------------------	---

When my ideal client sees my content, how do I want them to feel? What action do I want them to take?	

Part two:

Take a look at the example assessment below, then try it yourself.

No.	Inquiry	Example
1	What's a frustration or desire your clients is dealing with?	Can't lose weight.
2	Get more specific.	They can't lose weight no matter what they do.
3	Get even more specific. Think of a specific scenario/their feelings.	They are working out 5x/week, counting their calories, and trying to cut down on carbs.... But still can't make the progress they want. They went out to dinner last night with their girlfriends and felt really guilty after because they overate. They ended up eating the bread at the table, had too much pasta, and a few too many glasses of wine. They are feeling bloated and not hungry the next day. They will probably eat very little today, go to the gym and do extra cardio, and feel like they need to "be good" to make up for it.
4	Why is this a frustration or desire?	They are beating themselves up because they keep fluctuating between eating perfectly and overdoing it. They question why they can't just stick to their plan all the time and feel like a failure. They doubt if they'll ever get to their weight loss goals.
5	Validate them. Why is this a totally normal thing to think/experience?	They've been on so many diets at this point, so they've learned that the only way to lose weight is by eating as little as you can and exercising more. Their mom and aunts have all told them the same thing, because that's what they've done their entire lives. It's really normal for them to think that what they are doing is working and is the only way to reach their body goals.

6	What results do they want?	They wish they could eat as much as they possibly could/ whatever they want (because they love food and being social) and still lose weight
7	Get more specific.	They want to get pizza and beer with their girlfriends on a Friday night and know they aren't sabotaging their goals.
8	Get even more specific.	They get pizza and beer with their girlfriends on a Friday night and are fully present to enjoy every bite and moment. They don't even give it a second thought, because they know their metabolism is healthy and that enjoying this meal without guilt or worry is actually helping them reach their goals faster. What if pizza and beer could actually help them reach their goals faster?
9	What do they need to do differently to get results?	Learn how to eat in a healthy, balanced way without restriction or binging. Stop dieting. Improve their metabolism - instead of running it into the ground Strength training - instead of being a cardio bunny Eat enough to nourish their body and remove cravings
10	Think of a client you worked with through this exact situation. What were they doing "wrong". What were the 1-3 changes this client made to get results.	Before working with me, my client Jenny had been trying to lose the same 20 pounds for the last 5 years. She was working out (mostly cardio classes so she could burn as many calories as possible). She was counting her calories and after years of under eating, her metabolism had slowed down. Most days, she was trying to eat 1,400 calories. She was going out to eat with friends 1-2x/week and every time, she'd eat until she was uncomfortably full (mostly fried food) and feel really guilty the next day. The biggest change we made was that I prioritized getting her metabolism to a healthier place. I put her on a re-feed protocol for 6 months to increase her metabolic rate and during this time, she started to lift weights and do less cardio. I also helped her improve her relationship with food and carbs, so that she felt comfortable eating them and she started to incorporate carbs into her everyday meals. Once her metabolism was ready, we started a fat loss protocol and Jenny lost 20 pounds in 4 months eating 1,900 calories/day.
11	What action do you want them to take?	I want them to DM me if they've been feeling the same way so I can see if they'd be a good fit for my program

Now, let's put it all together:

Take the information from the assessment above and, using the prompts below, turn it into a caption that can be used for a reel, story, post, carousel, TikTok, email, etc.

1. Get their attention

Out of the ideas above, what are the 1-3 most attention grabbing statements? Try writing them out a few different ways to see what is the most eye-catching.

- How my client lost 20 pounds without giving up pizza
- How pizza and beer can actually help you lose weight
- My client lost 20 pounds after not being able to lose weight for 5 years. Here's how.
- If you're not doing this 1 thing, you're making weight loss harder than it has to be.

2. Validate their needs

Take points from #3, #4, and #5 above and relate it to the attention grabber.

- I know you're doing all. the. things.
You're sweating your butt off in spin class.
Counting every calorie.
You've even cut way back on carbs.
- But you're still fighting to lose the same 20 pounds.
You're working out more than ever and eating less than ever... so why isn't it working?
Well, what if I told you that moving more and eating less was actually a load of BS?
- In fact, what if I told you it was the reason why you eat perfectly Monday-Thursday, but then come Sunday night, you feel like complete garbage because you went overboard all weekend?
- It's really common to think if you can just stick to your clean, low sugar, no fun diet for a few weeks in a row, you'll finally get your dream body...
- But if that worked, you would have lost those 20 pounds the first time you tried.

3. Give them the solution

Take points from #9 above

- The #1 thing keeping you from finally feeling your best, most confident self is this:
- You have to learn how to eat the foods you love every day... not white-knuckle your way through the week only to binge all weekend long.

4. Show them the results

Take points from #8, #9, and #10 above

- What if instead you....
- Went to happy hour on Friday and ate the pizza and beer without feeling guilty?
- Had a healthy metabolism that gave you the flexibility to eat bread every day?
- Ate more than you ever have... and still lose weight?!
- Finally lost the weight you've been trying to lose for years, while eating McDonald's?
- That's exactly what I helped my client Jenny to do!
- After 5 years of trying to lose the same 20 pounds, we helped her to:
 - Increase her calories to 500 more than she was eating every day
 - Add fries, Oreos, and bagels back into her diet
 - Speed up her metabolism so she has flexibility to eat more
- And within 4 months, Jenny reached her goal weight!
- "I'm officially 20 pounds down today! I can't believe how good I feel... I didn't even feel like I was on a diet or a weight loss plan, because I was literally eating bread every single day!"
- It's time you finally get off the diet roller coaster and get the results you've been wanting for years!
- It's time to stop dieting and start living.

5. Invite them to take action

Take points from #11 above

- DM me I'M READY to get started.

To see examples of how the above caption can be turned into an Instagram post or story, click below:

- [Example IG posts](#)
- [Example IG stories](#)

Your turn!

Remember: Fill this information out for what your **most ideal clients** need to hear.
[Click here](#) to open this prompt table in Airtable.

No.	Inquiry	Example
1	What's a frustration or desire your clients is dealing with?	
2	Get more specific.	
3	Get even more specific. Think of a specific scenario/their feelings.	
4	Why is this a frustration or desire?	
5	Validate them. Why is this a totally normal thing to think/experience?	

6	What results do they want?	
7	Get more specific.	
8	Get even more specific.	
9	What do they need to do differently to get results?	
10	Think of a client you worked with through this exact situation. What were they doing "wrong". What were the 1-3 changes this client made to get results.	
11	What action do you want them to take?	

Now, let's put it all together:

Take the information from the assessment above and, using the prompts below, turn it into a caption that can be used for a reel, story, post, carousel, TikTok, email, etc.

See example content hooks on [page 17](#).

1. Get their attention

Out of the ideas above, what are the 1-3 most attention grabbing statements? Try writing them out a few different ways to see what is the most eye-catching.

2. Validate their needs

Take points from #3, #4, and #5 above and relate it to the attention grabber.

3. Give them the solution

Take points from #9 above

4. Show them the results

Take points from #8, #9, and #10 above

5. Invite them to take action

Take points from #11 above

Use these content hooks for reels, the first slide of carousel posts, email subject lines, etc.

1. One of the biggest mistakes that will keep you stuck and prevent you from [GOAL] is [BEHAVIOR/BELIEF/INTERVENTION]
2. If [BEHAVIOR/BELIEF/INTERVENTION] isn't working for you, here's the #1 reason why
3. Why [BEHAVIOR/BELIEF/INTERVENTION] stopped/isn't working
4. Why cutting out [FOOD] didn't fix your [PROBLEM]
5. Why [BEHAVIOR/BELIEF/INTERVENTION] isn't [RESULT/TRANSFORMATION]. Here's what to do instead.
6. Why [BEHAVIOR/BELIEF/INTERVENTION] is keeping you stuck. Here's what to do instead.
7. What your [PROBLEM] tells me about your [BODY]
8. If you're [SYMPTOM THEY MIGHT THINK IS NORMAL], here's why
9. My client [RESULT/TRANSFORMATION] and she did it with/without [BEHAVIOR/BELIEF/INTERVENTION]
10. Here's how my client [RESULT/TRANSFORMATION] with/without [BEHAVIOR/BELIEF/INTERVENTION]
11. My client healed her [PROBLEM/BODY PART/BODY SYSTEM] doing these [#] things
12. Thinking about how my client [RESULT/TRANSFORMATION] in [TIME]
13. Thinking about how my client [RESULT/TRANSFORMATION] with/without [BEHAVIOR/BELIEF/INTERVENTION]
14. If I was trying to [RESULT] here's what I'd [BEHAVIOR]
15. This 1 strategy/hack helped my client [RESULT/TRANSFORMATION]
16. The 1 thing I wish [PEOPLE GROUP] knew about their [PROBLEM/SYMPTOM/BODY PART/BODY SYMPTOM]
17. How I helped my client [RESULT/TRANSFORMATION] after failing [INTERVENTION]
18. If you aren't [BEHAVIOR/RESULT] [TIME], here's why
19. I healed my [BODY PART/BODY SYSTEM/ISSUE] and so can you
20. My client healed her [BODY PART/BODY SYSTEM/ISSUE] and so can you
21. My client healed her [BODY PART/BODY SYSTEM/ISSUE] in [TIME]. Here's how.
22. [#] signs your [BODY PART/SYSTEM] needs [MORE SUPPORT/SPECIFIC INTERVENTION]
23. My client [RESULT] by doing this 1 thing
24. It's actually easier to [RESULT] than you might think. Here's that 1 thing you're missing.
25. [RESULT/TRANSFORMATION] is easier than you think. Let me show you how.
26. You can't heal your [BODY PART/BODY SYSTEM/ISSUE] if you keep [BEHAVIOR/BELIEF/INTERVENTION]
27. You're making [RESULT/TRANSFORMATION] harder if you're still [BEHAVIOR/BELIEF/INTERVENTION]
28. By not doing these [#] things, you're making it harder to [RESULT/TRANSFORMATION] this [TIME]
29. If I were trying to [RESULT/TRANSFORMATION] by [TIME], here's [#] thing I would/wouldn't do
30. This 1 thing might be causing your [SYMPTOM/ISSUE]
31. The #1/real reason your doctor keeps telling you [MEASUREMENT] is "normal"
32. The real reason you're [SYMPTOM/ISSUE]
33. The most underrated [BODY PART/SYSTEM] hack if you want to [RESULT] this [TIME]
34. My best hack for [PAIN POINT/SYMPTOM/ISSUE]
35. My favorite hack to make [RESULT/TRANSFORMATION] easier
36. My client [RESULT/TRANSFORMATION] after not being able to [RESULT/TRANSFORMATION] for [TIME]. Here's the 1 thing she did to get results.
37. The 1st question you should ask after [PAIN POINT/SYMPTOM/ISSUE]
38. The #1 question you should ask after [PAIN POINT/SYMPTOM/ISSUE]
39. [TOPIC] advice I'll never tell you to use
40. The worst [TOPIC] advice... that you probably heard from your [DOCTOR/TRAINER/ETC.]
41. What your [BODY PART/BODY SYSTEM/ISSUE] really needs to [RESULT/TRANSFORMATION]
42. You don't need another [BEHAVIOR/BELIEF/INTERVENTION]. You need [BEHAVIOR/BELIEF/INTERVENTION]
43. If you feel like your [BODY PART/BODY SYSTEM/ISSUE] is broken, here's the 1 thing I want you

Use these content hooks for reels, the first slide of carousel posts, email subject lines, etc.

to know

44. [TOPIC] advice that will transform your [BODY PART/BODY SYSTEM/ISSUE]
45. Stop trying to fix your [PAIN POINT/SYMPTOM/ISSUE]. Instead, do this.
46. If you keep hearing [MISINFORMATION/QUOTE] from your [DOCTOR/TRAINER/ETC.], it has nothing to do with your [BODY PART/BODY SYSTEM/ISSUE]
47. If you're [BEHAVIOR/BELIEF/INTERVENTION] but not seeing results, here's the 1 thing to do differently/the 1 reason why.
48. If you go more than [TIME] with/without [SYMPTOM/PAIN POINT], we need to talk
49. If your [STRATEGY] isn't [RESULT], you have the wrong plan/strategy
50. Your [BODY PART/BODY SYSTEM/ISSUE] isn't broken. You're just not [BEHAVIOR THEY NEED TO DO MORE/LESS OF]
51. The easiest way to [RESULT/TRANSFORMATION] in [TIME]: [SIMPLE BEHAVIOR/BELIEF/INTERVENTION]
52. If you're afraid you'll never be able to [RESULT/TRANSFORMATION], this ones for you
53. If [BEHAVIOR/BELIEF/INTERVENTION] feels hard right now, this ones for you
54. How [BEHAVIOR/BELIEF/INTERVENTION] helped my client [RESULT/TRANSFORMATION] in [TIME]
55. How [BEHAVIOR/BELIEF/INTERVENTION] helped my client [RESULT/TRANSFORMATION] with/without [BEHAVIOR/BELIEF/INTERVENTION/PAIN POINT]
56. Why I don't care about [BEHAVIOR/BELIEF/INTERVENTION] when you're trying to [RESULT/TRANSFORMATION]
57. If you notice [SYMPTOM/PAIN] when you're [BEHAVIOR/BELIEF/INTERVENTION], here's what it really means/what to do instead.
58. 1 strategy that changed my outlook on [BODY PART/BODY SYSTEM/ISSUE/PAIN/RESULT]
59. If you're looking to [RESULT/TRANSFORMATION] but have no idea [WHERE TO START/DO NEXT/WHAT YOU'RE DOING WRONG], this ones for you
60. If you aren't [RESULT/TRANSFORMATION], try this.

LESSONS 6 & 7

selling in the DMs

What questions do you have to know the answers to before you know a lead is a good fit for your offer?

Example: What are their goals related to weight lose? What are they currently trying to do to improve their fatigue? How long have they been dealing with painful periods?

What are the features of your offer and what specific benefit do they provide?

[illegible]

sales conversation cheat sheet

Part I: Gather Information

1. Pre-qualify the person

Pre-qualify the person by asking 3-5 questions you need answered in order to know if they are a good fit for your offer and which offer they are best for.

- Can I ask you a few questions to see how I can best help you? To see if you're a good fit for the program?
- What are your goals? What have you tried in the past? What has worked for you in the past? What didn't work for you in [OTHER PROGRAM/SOLUTION]?

2. Recap

Recap what they say to make sure you heard them correctly.

- So it sounds like you're looking for [TYPE OF SUPPORT] that allows you to [RESULT].... with/without [PAIN/PLEASURE]. Did I hear you correctly?

3. Ask permission

Ask permission to share about the offer you think they are a perfect fit for.

- Based on what you shared, I think you'd be a perfect fit for [PROGRAM]. Would you like to hear more about how this program can help you [RESULT]?

Part II: Close the deal**4. Pitch them**

Pitch them the offer by telling them 3-5 things that are included in the offer that are specific to helping them get the specific result they said they want. Finish by asking them what questions they have.

- In this program, I'll help you [RESULT] by [SUMMARIZE HOW IT WORKS]. We'll start out by/when you join, [FEATURE] so that you [BENEFIT]. We'll also [FEATURE], so that you [BENEFIT]. And, you'll get [FEATURE], so that you [BENEFIT]!
- Let me know what questions you have!

5. Close

Close by asking if they'd like to join (after they've asked all their questions).

- Only share the price if they ask for it. Examples for how to share the price:
 - The price is [COST]
 - [#] payments of [COST]
 - The price is [COST]/[TIME]
- Let me know if you'd like to move forward and I'll send over the next steps!

putting it
all together

putting it
all together

Put the following Production Plan to-do list in your calendar or project management system.

If you're using a project management tool, like Asana or ClickUp, you can download the sample Product Plan to-do list that I created ([linked here](#)), and upload it to your PM tool. Note: the download is a CSV file; instructions on importing CSV files into your PM tool can be found in the Support Center of your PM tool.

To help you create individual posts/content, I put together a spreadsheet for you in Airtable, which you may reference and duplicate for your own use ([linked here](#)).

Task	Frequency	Task & Details
1	Monthly	Set your sales and revenue goals Baseline goal vs. Stretch goal (10-25% more than your baseline goal)
2	Monthly	Determine your post schedule + how often you need to post - Not launching = 3 IG Posts/week + 4-6 days of IG Stories/week - Launching = IG Post + Story everyday of launch
3	Monthly	Note any limiting beliefs you feel after doing step 1 + 2
4	Monthly/Weekly	Content creation - Brain dump ideas into a document - Select topics for content
5	Weekly	Write hooks + captions and hooks using the Magnetic Messaging Method
6	Weekly	Create visuals - Decide how to best share content (reel, carousel, post, email, etc.) - Film content - Create graphics.
7	Weekly	Review content
8	Daily	Post to IG Feed
9	Daily	Post to IG Stories The days you post to your feed, break that post down in your IG Stories by a combination of text on screen + talking head + polls to keep it engaging (see examples on page 12 of this workbook)
10	Daily	Reply to DMs/comments + engage with other accounts

Updating your application

If you currently have an application, consider adding/modifying the following:

Do an application audit/clean up

Remove anything from the application that you don't absolutely need to know before accepting a client

- For example: Do you really need their full address OR do you just need to know what state they live in?

Add to the application:

1. Their Instagram handle

2. Readiness to make investment. For example:

The investment for [PROGRAM] is \$4,000 or 4 monthly payments of \$1,000. Knowing [PROGRAM] will be able to support you with [RESULTS], are you ready to make the financial and time commitment for this program?

- Yes, send me the invoice
- Maybe, but I have a few questions first
- Not at this time

3. If they have any questions before moving forward.

Reviewing your applications

Review your applicants daily and reply to them based on
1) whether they are a good fit for your offer and 2) their investment readiness.

Invite them to take action, based on their readiness to invest

"Yes, send me the invoice."

Email them with the invite to join and include next steps/invoice + any important program information. I'd suggest telling them you'll be able to hold their spot for the next 3-5 business days. To encourage the lead to take fast action, I'd also suggest DMing them welcoming them to the program.

"Maybe, but I have a few questions first."

Review their questions. Email or DM them thanking them for applying and answer their questions using the pitch method from the Selling in the DMs. Once their questions are answered, invite them to join the program.

"Not at this time."

Email or DM them thanking them for applying. Encourage them to re-apply if their readiness to move forward changes and feel free to allow them to ask you any questions.