

ESBA

PUTTING IT ALL TOGETHER

[illegible]

My number one takeaway from this video

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A STORY THAT SELLS

Telling your story in a way that converts visitors into buyers needs to be impactful and succinct. Communicate your story in a way that reflects your authority on the subject and sells the transformation for the client. This process involves knowing:

1. Who you are
2. Who you're supposed to help (i.e., your client avatar)
3. Your avatar can pay
4. You can deliver the transformation
5. What you're offering
6. What your core message is and how to share it effectively
7. How to create an irresistible offer
8. How to over-deliver value for what the client paid

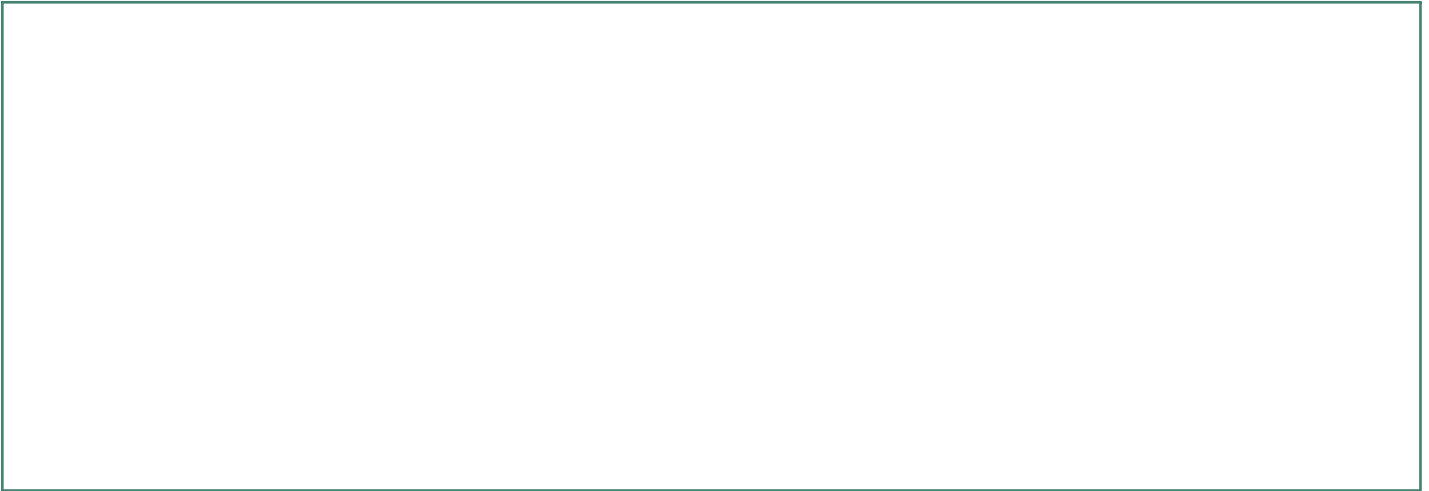
These steps are the secret formula to business success. Each step should carry its own integrity and value and should be completed before you can move on to the next step.

Who you are

Much ground work has been done on this in small increments throughout the course and in the other two downloads in this section of the course. Write out who you are in a social media format (e.g., 5 key words or less):

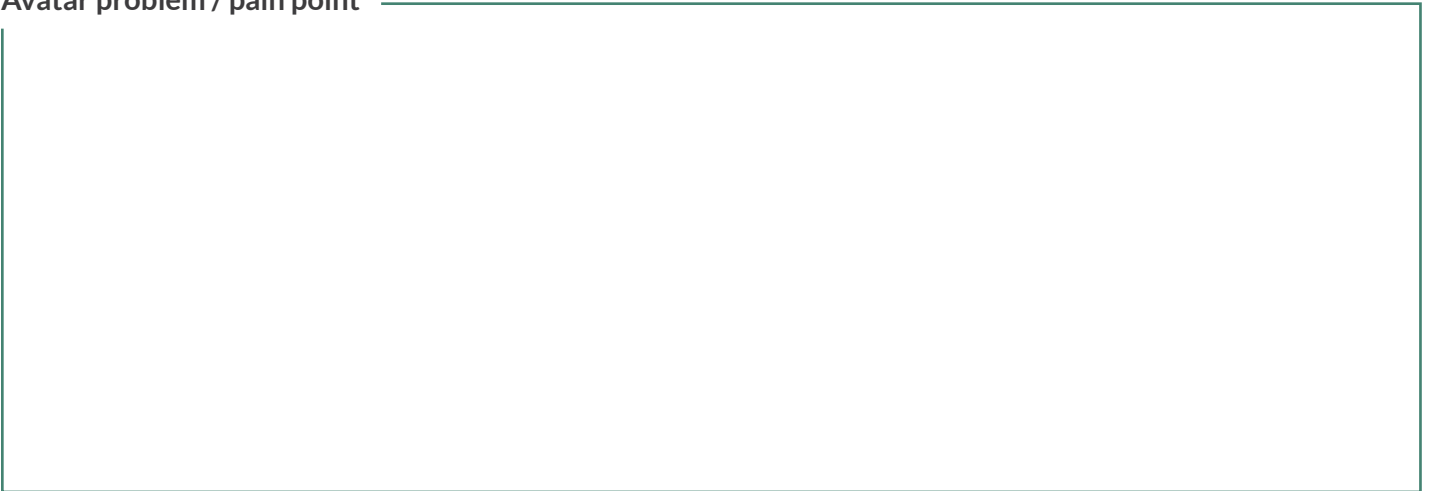
Know your who (who you're serving with your business)

Who can you serve? What breakthroughs and experiences and successes have you had that you can deliver for them as well?



Avatar

Avatar problem / pain point



Your solution(s)

Your price(s)

Sell the transformation

How will you create the transformation for your clients? This may be through one-on-one sessions, over a 6-week period. Jeremie guarantees clients will be improved in only 1 hour - and they do improve that fast!

Set your services

Your 'what', what you're offering (i.e., your product or service), must be something your client's want and are willing to pay for. What service(s) do you plan to offer? Are you going to offer products as well?

Share your core message

Are you such a person of value that people are getting knowledge, help, motivation even when they're not a paying client? How does that translate across social media platforms? Social media platforms are 80% sharing other people's content and 20% of your own; do you own posts tell your story, vision, purpose, transformation? Write out variations of your core message for Facebook, Twitter and Instagram below.

Facebook (body text 14 words or less; headline: 5 words):

Post 1: _____

Post 2: _____

Post 3: _____

Twitter (100 characters or less)

Tweet 1: _____

Tweet 2: _____

Tweet 3: _____

Instagram captions (138-150 characters):

Caption 1: _____

Caption 2: _____

Caption 3: _____

Make an irresistible offer

Services can be presented as a simple exchange of time for dollars. However, your business will make more sales without your direct involvement with a combination of good storytelling and an irresistible offer. Components of an irresistible offer include:

1. Ask the client why they are looking for help.
 - a. Are you tired of having no energy?
 - b. Are you tired of sitting the bench?

- c. Do you wish you had the money to take that vacation?
- 2. Ask them where they want to go.
 - a. Are you ready to have more energy?
 - b. Are you trying to make that club tryout?
 - c. Do you want to play collegiate sports?
- 3. Ask why their goal matters.
 - a. What will you do with more energy?
 - b. Who will you be seen by in the showcase?
 - c. How will a college scholarship change your life?
- 4. Ask what's stopping them from achieving their goals.
 - a. Do you lack the money?
 - b. Do you lack the knowledge?
 - c. Do you need a clear, step-by-step path?
- 5. Ask them what is it costing them to have this problem.
 - a. Opportunity
 - b. Money
 - c. Relationships
- 6. Ask them how soon they want to fix the problem.
 - a. Later
 - b. Soon
 - c. Now
- 7. Present your solution and let them purchase or not. The pressure to purchase should not come from you. You're going to be ready to work with them when they're ready to own and fix the problem.

Exceed expectations

When a client purchases a training session, for example, don't wait until you see them. Set a trigger or create a tag in your ESP for a post-purchase email series for first-time buyers. Include the following in your series plus add your own questions or procedures:

Welcome and thank you for your purchase

What to expect and what to bring

How to communicate their goals

Then, make the session what they expected and more. Be professional with proper tools, dress, hydration, and more (covered later in the course).

PUT IT ALL TOGETHER

Craft your story in a way that helps sell the transformation and can be used on your website in the About or Why [business name] sections.

Try to tell your story in only 4 paragraphs. Be sure to include:

Who you are

What you know about them (i.e., your avatar)

How you'll help them (through your irresistible offer)

What transformation they'll achieve

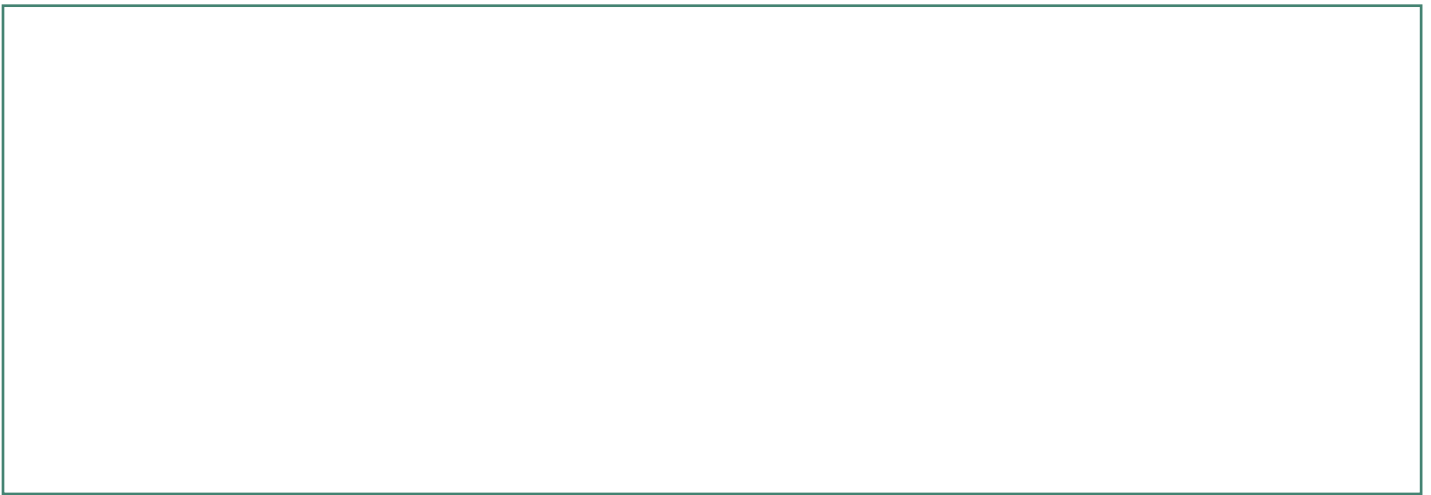
These will lead to the section where your services are offered.

GATHER YOUR PIECES

All the pieces from the various worksheets you've completed so far are now combined here:

Aesthetics

Logo URL: _____,



Color palate:

Hex code: _____ Hex code: _____ Hex code: _____

Hex code: _____ Hex code: _____ Hex code: _____

Hex code: _____ Hex code: _____ Hex code: _____

Images:

URL: _____

URL: _____

URL: _____

URL: _____

URL: _____

URL: _____

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INSTRUCTIONS FOR SETTING UP ONLINE PAYMENT

In order to set up your online payment processor, you'll need the following information:

A [Stripe account](#), for which you'll need your new business

Tax ID, or EIN, number

Bank account number

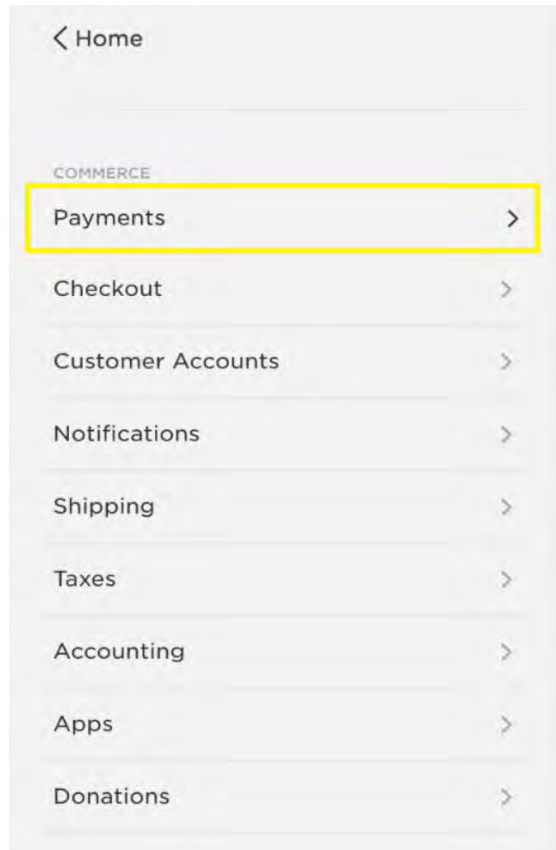
Routing number.

Log in to Squarespace.

Look in Home Menu

Click Settings

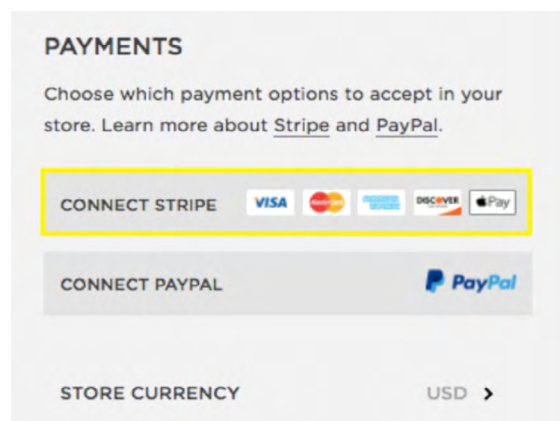
Click Payments



Choose 'Connect Stripe'

A pop-up window will open

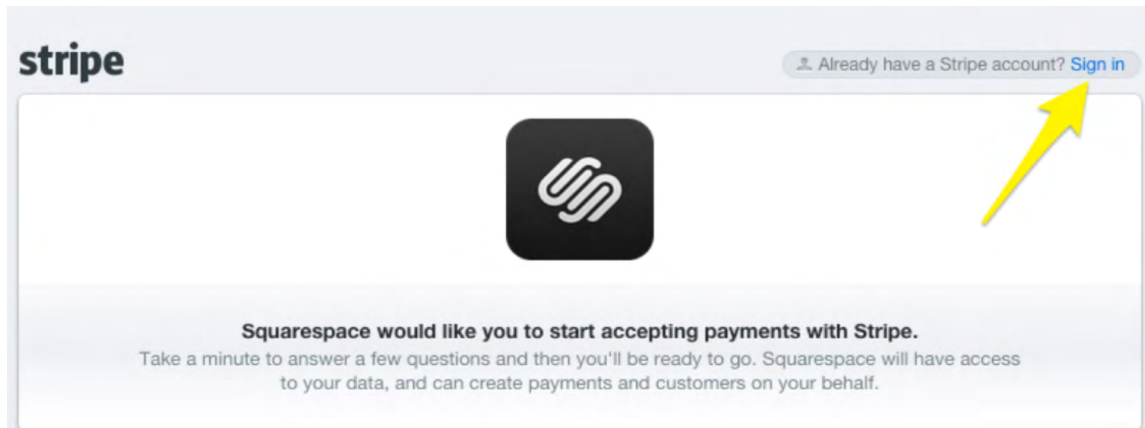
Log into your Stripe account



Connect your Stripe account

Click sign in at the top of the pop-up window

Log in

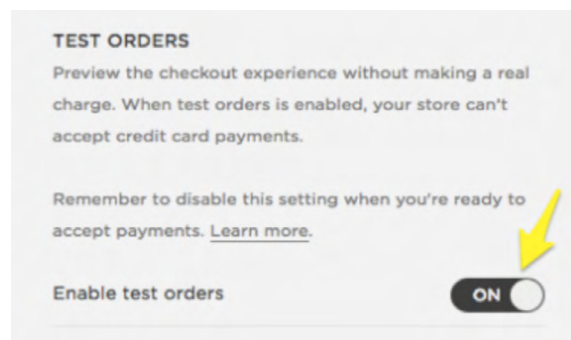


Once you've connected your Stripe account, you'll receive a confirmation email from Squarespace. Test your account and then you're done!

To run a test order without charging a real credit card:

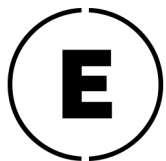
Switch the 'Enable test orders' toggle to on

Click Save



Once testing is complete, turn off the 'enable test orders' button.

Congratulations. You're now ready to accept online payments.



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