



VENICE
NUTRITION®

A D V A N C E D
C O A C H I N G
S E R I E S

Webinar Starts at 9pm EST

Topic: Spreading Your Message

Goal of This Webinar

- ✓ Get Clear on Your Coaching Business and Online Presence & How They Connect
- ✓ Recap Septembers Assignment
- ✓ Dive into Your October Assignment - Creating 2 Powerful & Consistent Ways to Spread Your Message
- ✓ Get a View of Novembers Assignment

Some Advice...

- 1). Don't make this Harder than it has to be. You don't have to Have all your pieces in "perfect" place to start taking these steps
- 2) Defining your perfect customer is a tool that will help you become more clear on your message

Your Business

- ✓ 3 Parts to Your Business
 - ✓ Your Brand (you're the expert)
 - ✓ Your Coaching
 - ✓ Your Online Presence
- ✓ Your Revenue
 - ✓ Cash Flow
 - ✓ Coaching
 - ✓ Digital Offerings (duplicating your coaching)
 - ✓ Subscriptions (re-occurring revenue, examples, Tidbitts, Supplements (like Core), Member Site (Like Venice Nutrition))

Your September Recap

- 1) Define your perfect customer
- 2) Create an opt in to speak to that perfect customer
- 3) Develop a site or landing/lead page that speaks to you perfect customer
- 4) Have an email system to consistently communicate with your perfect customer

Your October Assignment

- ✓ Drive Traffic To Your Funnel to Build Your List – Your New Site/Lead Page & Your Free Offer (opt-in)
- ✓ Use Facebook & Instagram this month –, post the same time each week and do 3 different posts - 1 inspiration post, 1 nutrition post & 1 fitness post – stay consistent with your days and theme
- ✓ Develop a weekly Newsletter to share cutting edge info with your list – begin showing them the power and uniqueness of your message
- ✓ Explore Tidbitts & subscribe to my stream for ideas as well as a few other content providers – Perfect platform for you when ready...

Your November Assignment

- ✓ You Will Be Creating Your Digital Offering That you will sell. It can be a Video Series, an Ebook, a Podcast Series, etc...
- ✓ We will also go through the step by step process of setting up an plug & play shopping cart and affiliate program

Recap

- ✓ Complete Your September Assignment – Clarity on your message, who you're speaking to & how to market to them
- ✓ Dive into Your October Assignment –
 - ✓ Create 3 theme posts per week on Facebook & Instagram that non marketing. Same time & theme each day during the week. Example – Mon – Nutrition, Wed – Fitness Fri – Inspiration
 - ✓ Start sending weekly emails with a specific them each week to your list and invite them to share the info & give them a reason too
 - ✓ Explore Tidbitts, subscribe to my stream and start thinking how you can create your own Tidbitt stream
- ✓ Begin Thinking about Your November Assignment