

CLIENT ATTRACTION CHEAT SHEET



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Cut Through the Noise

1. Show up in your content.

What are 3 things you love about yourself?

Start Here:

Your Smile
Your Positive Attitude
Your Sense of Humor
Your Vibe
Your Sexuality
Your Empathy
Your Intellect
Your Nails

What are 3 things that make you unique?

Start Here:

Your Attitude
Your Experiences
Your Habits
Your Creativity
Your Perspective
Your Taste in men, clothes, etc.
Your Goals

Ready? GO!

Cut Through the Noise

2. Format your content.

I've used this format to get many discovery calls and you can too.

When I first started my business I didn't.....(tears)

My marriage suffered from.....(tears)

My credit went to hell because.....(tears)

It wasn't until I.....(transition)

When I finally.....(transition)

Everything changed when I.....(transition)

Now my business is.....(triumph)

The most amazing part is that now I.....(triumph)

Here's why I'm telling you this.....(triumph)

CALL TO ACTION:

If you're ready to ____, I have ____ spots available.....

If you're a coach who is(challenge), slide in my DM or comment below....

Are you ready to.....? Schedule a no cost _____ call to.....

Cut Through the Noise

3. Get more out of your content.

There is a 3C Formula I use for repurposing and recycling content.-
Cut. Compile. Change. I'm giving you the Cut portion of this formula so that you make better use of the content you have, quickly.

(Upsell them a Content to Cash Playbook)

Here are 3 proven ways to get more from your content and make more money from it by slicing it up:

If you have a full-size ebook, video, audio, etc, then you can easily shrink it down to create a “lite” version of your product.

Sell this lite version to customers while offering an upgrade to the full size version. The upsell could be at the point of sale within the product itself and through backend emails you send to your customer list.

If you have an ebook, report or other content, you can chop it up into smaller articles and load it into your email autoresponder.

If you have enough content to create 52 articles (each around 250 to 600 words), then you can deliver an article each week for a year to your subscribers.

Cut Through the Noise

4. Get yourself some free publicity.

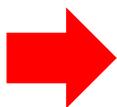
You could use your content as the basis for a press release.

Then you can submit this newsworthy item to your local media as well as on distribution sites like PRWeb.com. Alternatively, you could hire a press-release distribution firm to do it for you, or you could buy an updated list of editor's addresses so you could submit directly to the correct people.

Cultivate Connections & Collaborations

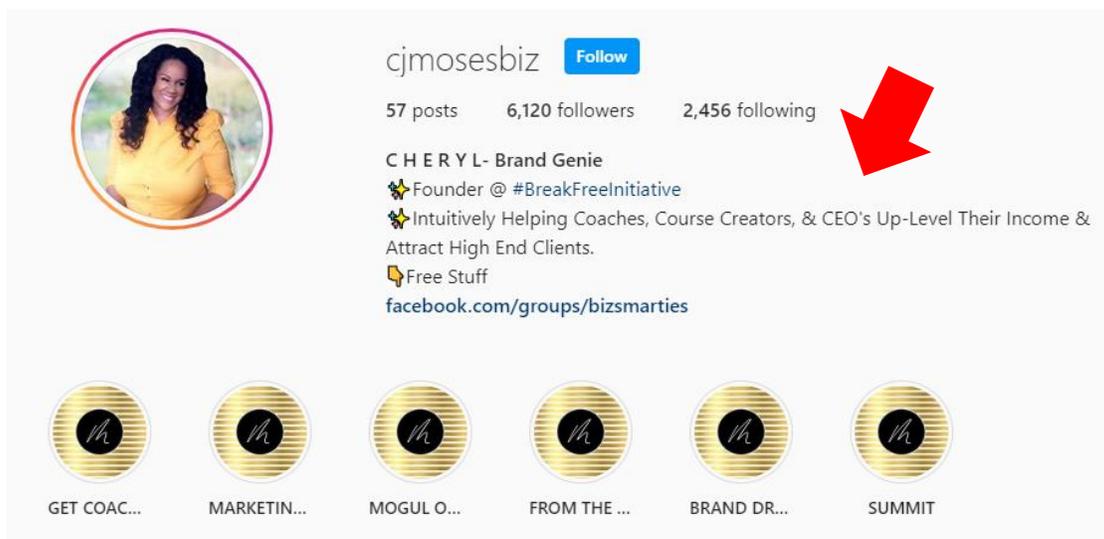
1. Position yourself to attract opportunities

Optimize your social media profiles. Visual communication is essential in getting seen, noticed, and paid. Make sure it's on-brand.



Cheryl Moses
Brand Genie. Create Spiritual Money Breakthroughs with a Powerful Brand & Soul-Aligned Business.
[Edit](#)

Cultivate Connections & Collaborations



Keep in mind that when you reach out to people or request to connect, the first thing they will do is look at your profiles and pages. Having my pages optimized has gotten me more collaborations and opportunities than when I didn't.

Before moving on.....

Where should you be?

A better question is “**Where are your potential clients?**”

Wherever they are....be there to create your online presence! If you wanna hang out on two platforms, that’s perfectly fine. If your clients are in more places, recirculate your content. Automate this or have your VA do it.

Remember: You need eyeballs on your offers to sell them. The more people you get in front of with your content, the better.

What should you be doing?

These are the top 3 ways to get the most engagement and interaction with your audience. Utilize these avenues as much as possible until you are booked.

Videos (Topics)

Live-streams (Topics)

Webinars (Topics)

What do you know about your audience?

The more you know about your audience, the better. Consider creating a buyer persona so that you know exactly who your client is. When combined with the lifecycle stage (i.e. how far along someone is in your sales cycle), buyer personas also allow you to map out and create highly targeted content.

Here are some practical ways you can retrieve the information you need to develop personas:

- Interview past and current clients either in person or over the phone to discover what they like about your product or service.
- Look through your contacts list to see how certain leads or clients find and consume your content (look for trends).
- When you create forms or assessments to use on your website, add additional form fields to capture important information. (For example, ask each lead for information about company size or ask a question about social media accounts they use).
- If you have a sales team, let them give you feedback on the leads they are interacting with most. (*What generalizations can they make?*)

Ready? GO!

Ready? GO!

What do you know about Suzy?

Suzy is the ideal client you'd love to work with.

Write out her pain and challenges so that you can address them.

Write out her goals.

How can you help?

What would her objections be?

Cultivate Connections & Collaborations

2. Be intentional with organic reach.

Your Ideal Client + Your Influence

If you are going to do virtual events or virtual summits, collab with your ideal client and people who influence you. Stop being afraid to ASK for what you want! It's time to BOSS THE F**K UP!

2 GOALS:

Start the conversation & Create the win win!

- Create valuable/relevant content with ONE takeaway
- Have a CTA (call to action) that moves them to get more from you
- Reply to all comments
- Move the conversation to Messenger
- Find out what their challenges are or what they need
- Solve their problem with your offer on the spot or get them on a call



CHERYL J. MOSES

Hey Love!

If you are ready to attract and convert the clients you dream to work with, I want you to do 3 things to set yourself up for success....

- Intuitively trust yourself so that you create a brand experience that makes an emotional connection with your audiences
- Identify and clarify the principles that will shape your company's culture and support your brand's vision
- Embody what makes you unique to attract and convert high quality clients

I can help you achieve ALL of this! Grab a scholarship spot in my elite program at www.soulmoneysuccess.com

Not sure of what you need next
OR how to remove abundance
blocks?

[Get a \(no cost\) strategy
call today!](#)

Contact Cheryl:
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Join the Community:
bit.ly/breakfreesociety