

# Soul Money Success

## Increase Your Revenue to \$10K Months & Beyond

### The 3 biggest mistakes most people make when trying to be more visible online:

- 1. Not being consistent** – No matter how you decide to market yourself and put yourself out there, remember this: Consistency is key. Without consistency, your efforts will have been wasted. Decide on how often you will be visible online (where, when, what you will post) and **STICK TO IT.**
- 2. Mixed messaging** – This is what happens when you change up the message you portray because you are impatient and don't think your current messaging is working. For example, if you are a health coach that specializes in yoga, but no one is buying your yoga packages, you switch to vegetarian meal planning. If no one buys your meal planning services either, you switch to holistic health coaching. See how confusing that gets for prospective clients? They have no clue what you do or offer!
- 3. Hanging out in the wrong places** – If you want to make money in your business, don't waste a single second hanging out in places that your ideal client is not. Only focus your time and energy on the places you **CAN** find your ideal clients.

## **Simple steps to get out there and be visible:**

- Introduce yourself
- Share your story (why did you start doing what you do now?)
- Leave comments on the posts of others
- Use images often
- Give tips and advice every day that are related to your area of expertise
- Just SHOW UP - be consistent

**Why exactly DON'T you want people to forget you?**

**Why do YOU want to appear more professional?**

**Why is visibility important to YOU?**

**Of the places you're currently being visible, where are you getting the best results?**

**Where do you plan to be more visible?**

**How do you plan to be more visible there?**

**How do you plan to be CONSISTENT with your visibility?**

**Write your introduction post here** (how you will introduce yourself on new social media platforms or to a new email list).

**What types of images/photos can you share to be more visible?** (Example: Behind the scenes in your business, photos of you, quote images)

**Write your “my story” post here.** How do you want to brand yourself and your business? What do you want to be known for?

**How do you want to brand yourself and your business?**

**What do you want to be known for?**

**What is your area of expertise?**

**Why are you an expert on this topic?**

**What are your credentials (schooling, certification, experience)?**

**Write a list of 10+ tips you can share (relating to your area of expertise).**

**Where do you plan to share these tips? When? How often?**

**Write a list of 5+ websites you can write a guest post for, plus 5+ guest post topic ideas.**

**Write your author bio here** (what you will send along with your guest post).

**When will you submit these guest posts?** (Go put those dates on your calendar.)

**Where can you find relevant news about your industry? How often will you check these resources?**

## Copywriting that Converts:

- **Lead with pain points.** Start all of your copy talking about the pain points of your ideal client. Hit them over the head with it. Remind them of how much it sucks (or how much they want it, if it's a desire).
- **Paint a picture of how their life will be different after working with you.** Will they have lost a lot of weight? Made more money? Found their soulmate? Had a beautiful website designed (and therefore are making more money because of it)? Get super specific.
- **Focus on the benefits of working with you.** Why should they hire you instead of doing it on their own? What is so special about you? Why do you matter to them?
- **Quickly mention the features of your program or package** (how many calls, how long, etc.). Don't spend a lot of time on this, because people are way more interested in the benefits than they are the features of what you offer.
- **Add a call to action.** Tell people what you want them to do next. Opt-in to your mailing list? Join your Facebook group? Buy your package or program? Be super clear on exactly what you want them to do.

**What are the pain points of your ideal client?**

**Paint a picture of how your client's life will be different after working with you.**

**What are the benefits of working with you?**

**What are the benefits of those benefits?** (For example: A benefit of working with me is that you make more money. A benefit of making more money is that you can travel more.)

**What are the features of your current programs/packages?**

Tomorrow, you'll get video and worksheet #2.

I'd love it if you shared your revelations and ah-ha's with me.  
Send me a note and if you want more content like this, join me  
In the Facebook group [here.](#)

Be sure to check your email tomorrow. Have an amazing day!

With Love,

*Cheryl Moses*