



Effective Communication

The way of your communication is vital to write your copy that will work in your marketing to attract the ideal Leads! You must have an idea of what your Lead Magnet will be, but before you start creating it, let's "start with the end in mind".... Again!

First of all, focus on your offer.

Focus on your paid offer - meaning the End. What is it?

- Workshop
- Course
- Program
- Series
- Classes or Sessions

Go from A to B

If you start sharing content without thinking how to go from A to B, you will be wasting your time and energy in content that doesn't CONVERT into paying clients.

Start with the end in mind

What is the END, OUTCOME or BENEFITS that your customers will get?
You must be clear on the result at internal and external level. Be specific.

END, RESULT or BENEFIT	
Internal Level	External Level
Satisfaction, success Confidence Self value Inspiration, free time	Ideal clients Structure, order, systems More income Nice image

How to deliver the message

You must think of the WAY to deliver your message to get to your offer.
What is the way to get to your offer?

Note - this is not your Offer! It is the way you take people to your offer!

Through:

- 2 week mini course to lose weight on YouTube
- 3 Podcast Series on how to connect with your intuition
- 5 Step Guide on PDF on how to create effective Facebook Lives

The Freebie is the Way

Through your Freebie you take your Leads to your Offer!

Explain how to go from A to B!

A Freebie IS THE WAY B Result at Int-Ext Level TO B Result at Int-Ext Level

Example:

"Learn A New Way To Connect With Your Guides In 5 Steps" IS THE easy and effective way TO connect with your Spiritual Guides without having to be in front of a guru!"

This is a belief that you create

Use it in your content to generate Traffic and to attract Leads.

Do the Exercise

¿What is the RESULT or BENEFITS that your clients will get?

END, RESULT, BENEFIT	
Internal Level	External Level

A Freebie IS THE WAY B Result at Int-Ext Level TO B Result at Int-Ext Level

Write yours:

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Now that you know how to take people from A to B, let's see how to attract Traffic and convert into Leads with Effective Communication.

3 Important Pieces

No matter what services you are offering you must know how to structure your communication to be effective. These 3 pieces are used to create Traffic and Leads in your posts, Opt-In and Landing Page.

Your Landing Page and Opt In is a page that explains what you are promoting with a button of CTA (Call To Action)

Opt-In or Landing Page

The diagram illustrates the layout of an Opt-In or Landing Page. It consists of a large light gray rectangular container. Inside this container, at the top, is a white rectangular box labeled 'Header'. Below the header box is another white rectangular box labeled 'Title'. Further down, there are two stacked white rectangular input fields: the top one is labeled 'Name' and the bottom one is labeled 'Email'. At the bottom of the container, centered, is a dark teal rectangular button labeled 'Button'.

3 Pieces of Communication

HOOK	HEADER	TITLE
<p>The hook is where everything starts The first thing that is seen and grabs attention</p> <p>It makes someone stop and read your information</p> <p>Is on a Facebook post or live or Instagram Story</p> <p>Creates TRAFFIC</p>	<p>Header Opt-In or Landing Page</p> <p>Must inform what it is</p> <p>Talks about - result Include: So that</p> <p>Talks about - problem or objection Include: Without</p> <p>Creates LEADS</p>	<p>Title of Lead Magnet Very specific and clear Avoid being creative, use fancy words or metaphors Different and Unique</p> <p>Talks about - result Include: So that</p> <p>Talks about - problem or objection Include: Without</p> <p>Creates LEADS</p>

HOOK

Header of Hook

"Growing the number of followers on social media first, is the worst thing you can do to grow your business"

The Hook explains the problem

"If you are a coach you must know that growing your business means growing your leads. Unfortunately, most entrepreneurs fall in the costly error of focusing on growing the number of followers in their social media first, WITHOUT knowing their offer and the correct message, so they end up wasting months and months of time creating free content that doesn't generate income!"

HEADER

Talks about the Benefit and the Problem

Use - "so that" before the Benefit and "without or although" before the Problem

Include numbers and time if possible to make it more original and unique

1. DISCOVER HOW to reinvent what you are doing (what you will TEACH) SO THAT you can start your life purpose business in 12 weeks (BENEFIT) WITHOUT having to go through a long and costly process (OBJECTION OR PROBLEM)
2. FINALLY, A PROVEN WAY, THAT IN FACT teaches you not only how to meditate, but it also shows how to receive messages from your spirit guides (BENEFIT) WITHOUT having to be in front of a teacher or guru (OBJECTION OR PROBLEM)

3. A very specific story with a very specific result.

HOW A mom that started a Home Schooling business COULD
generate \$3,000 monthly WITHOUT having to invest more than
\$1,000

Do the exercise

- Discover how to

_____ (what you'll TEACH)
so you can _____
____ (BENEFIT) WITHOUT _____
____ (OBJECTION OR PROBLEM)

- Finally, a proven way that in fact

(BENEFIT) WITHOUT _____
____ (OBJECTION OR PROBLEM)

- A very specific history with a very specific result.

How a _____ could
_____ WITHOUT _____

TITLE

Talks about the Solution

That is WHY I created this mini course "Learn to meditate in 5 steps" TO
learn how to meditate and connect with your spiritual guides WITHOUT
having to be in front of a guru.

3 things that will help

Step 1

Remember that to get to point B that is the solution, there must be an
error in point A. Something is wrong in point A because they can't get to

B. They haven't taken the correct actions to get to B and get the correct results.

Step 2

Write the CONSEQUENCES they get because of making the mistakes
Show them the price they pay. Not only in money, but in health, energy, time, stress, problems, worries, etc.

Step 3

What is the BELIEF that causes them to make the mistakes that brings consequences?

Here are some examples:

BELIEFS	ERRORS	CONSEQUENCES
"I can do it alone"	Trying many ways that don't work Not asking for help	Wasting months of time, energy and money
"I need to work more to generate more money"	Being busy getting out of emergencies, without paying attention to the important things	Not finding the correct answers Tired, exhausted, without energy
"No tengo tiempo"	Not paying attention on what really matters, not investing in quality time	Not believing in yourself Being worse than before
"I don't deserve"	Helping others before helping yourself	Feeling that you don't value Not serving the people that need you
"I'm too old or too young"	Stay in your comfort zone	Feeling empty

Now, your turn:

1. Write at least 5 Errors

2. Then write the Belief or Thought that causes this error, behavior, action. What is the thought behind the error?
3. Identify the Consequence that makes them keep falling in the error

BELIEFS	ERRORS	CONSEQUENCES

How to make it better

What's the NEW BELIEF, BEST WAY and BENEFIT if you do it in a better way?

NEW BELIEF	BETTER WAY	BENEFIT
"I ask for help to the experts" "More time doesn't mean more money" "I am using my time wisely" "I'm being proactive" "I make space for important things"	Following a proven plan and strategy Stop being busy and using time wisely Put things in order and create a plan Focus Thinking on me first and work on me first	Constant growth of ideal clients Income increase Being excited and inspired More free time to enjoy Being more creative

"I deserve better" "I am and have enough"	Get out of the comfort zone Take action	
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Tip: Each of the **Better Ways** can become a Lead Magnet

Your turn:

NEW BELIEF	BETTER WAY	BENEFIT

Test it!

Now that you got to this point, I am going to ask you to please stop everything you are doing.

Before moving forward, you must test that you are in the correct path.

You need to ask everyone you know, clients, audience, or all the possible people. Through email, Facebook, Instagram, etc.

Ask for a CTA - send me a DM, write a comment, click on the button, etc.

I hope you get responses from some people to be able to prove that what you are doing is correct. If they don't answer, they are still confused. You should review everything again!

Fill in the blanks and personalize:

Many _____ have asked me about _____

And I've been so many made the mistake of _____

In my perspective, that is totally backwards. So, I am thinking of putting together a _____ for free that will help people like you, get _____.

Would you be interested?
Please answer

Yes No

Effective Communication in 9 Steps

1. Identify your Offer
2. Go from A to B
3. Start with the End in Mind
4. Send the Message in the correct way - Your Freebie
5. Describe clearly your Freebie or Lead Magnet
6. Choose your Hook, Header and Title
7. Investigate the Beliefs, Errors and Consequences
8. See how it can be better with a New Belief, Better Way and Benefit
9. Test it!!

It takes concentration, focus and some time to structure your effective communication, but when you have it, is the key to attract TRAFFIC, LEADS AND CONVERT INTO CLIENTS! It is worth the effort!!

Good luck!

Lety Martínez

Intuitive Soul & Business Mentor