

A Guide To

SALES FUNNELS
For Creatives

Develop a sales
process that
works for you

by

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own your **DREAMS** without selling your soul

Sales Funnels For Creative Entrepreneurs

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This training content is free to current Accountability Club members. If you are not a current member, you can learn more and join at LisaRobbinYoung.com/aclub



WELCOME!

EVERY BUSINESS NEEDS A FUNNEL!

Introduction

Hello! This is Lisa Robbin Young and welcome to **Sales Funnels For Creative Entrepreneurs: How to develop a sales process that works for your creative business.**

This is our monthly training for my Accountability Club members, who have graciously sponsored this call. Each month, we deliver a new training topic, complete with script and recording, in addition to the support and conversations that go on inside our member community. Anyone can listen to these calls live for free as a way to try before you buy, if you will. If you like what you hear, I encourage you to join us in our cozy community where you'll always be seen, heard, and understood for who you are and what really matters to you.

I appreciate you taking the time out of your schedule today to dig into this material with me. Sales funnels are an important part of every business. Well, that's not entirely correct, because the term "Sales funnel" is a misnomer. If you look at a real funnel everything you pour in the top comes out the bottom, just at a slower pace. That's not how a sales funnel works. It works more like a filter, so from here on out, I'll call them filters, not funnels. When you look at a filter – be it a coffee filter or a strainer, stuff gets poured into the top, but only a certain amount comes through the filter.



With coffee, none of the beans come through, just the water, which has been changed as it passes over the beans.

So too, as a creative entrepreneur, will your clients pass through your doors. Some will be changed and move forward, and others won't. And each step they take with you in your sales cycle is another filter that will weed out some people, while others will pass through and continue working with you.

This is part of how Raving Fans are developed. They take a step with you – usually a small one, in order to get to know you. Then, if they feel like they're ready for the next step, they move forward – they pass through the filter, as it were – and continue to experience your Great Work at this new level.

Today's class will take the mystery out of sales filters once and for all. Now that you know what a sales filter is, and a little bit about how it works, we're going to spend the rest of the class covering how to implement filters in your business – and I'll share with you the two types of filters and how they work, so that you can determine which one will work best for you.

You're also going to learn how to quickly identify a few of the common problems that muck up sales filters – and how to fix them. I'll share with you my six-step sales cycle, which combines both online and offline strategies to help you consistently bring in more of your right clients.

Lastly, I'm going to reveal to you what to do if your Great Work doesn't solve a problem or serve a pain. Many creatives who offer products in a luxury market, or serve a delight have a hard time creating compelling marketing because most of the marketing training out there asks you to focus on solving a problem. As a musician, I have a hard time seeing how my music solves a problem. I don't write about world peace, or ending hunger. I create pop-infused jazz and blues, which is fun and light for the most part. I suppose, if you stretch it, you could say I'm creating music that solves the problem of sadness, but I think that's a real stretch, so later in the call, I'll share a more effective way of speaking to your best clients.



One last thing before I jump into the training content, you may notice that I don't spend a ton of time talking about me. That's because I know all the credentials in the world don't mean jack if you don't get results. And my business is built on results. So my commitment is that you'll get to know me as we go along, and I'll only share what's relevant to you as we learn more about Sales Filters. Sound good?

Great. Let's go.

Two Types of Filters

There are only two – I repeat TWO – types of sales filters. Active filters and passive filters. These two filters come in a variety of styles and forms, but there are, in essence, only two.

As a musician, I learned about active and passive filters in audio technology. In audio filtering, an active filter relies on an external power supply – either through an amp, or other device – so that the sound can be filtered. A passive filter does the exact same thing, but it doesn't rely on an external power source.

In marketing and sales, an active filter relies on an external power supply to drive people through the filter, while a passive filter simply exists, waiting for people to filter through it.

Okay, so what's the power supply? What's the “electricity” of your business?

People! In other words, traffic. An active sales filter relies on an external flow of people, while a passive sales filter relies on people already in the system.

Here are a couple of examples. My opt-in form, on my website is a passive filter. People who come to my website can choose to filter themselves by signing up for my opt-in – or they can click away. Unless I'm doing something specific to drive traffic to my opt-in, it is a passive filter.



On the other hand, these monthly teleclasses are an active and passive filter. I promote these classes and encourage people to sign up. There's an element of scarcity involved – because once the class is over, the only way to access it is to be part of a different filter – the Accountability Club – which is a passive filter.

Another way of looking at active versus passive is the duration. Some people do a lot of launching. A launch is an active filter. You're putting in a lot of effort to get people to take action in a limited window of time. That's an active filter. Launches, challenges, and special events are all types of active filters. On the other end of the spectrum you have things like opt-ins, concert tours, and things that have a much longer – or even evergreen – promotional period. If it's an evergreen offering, if it's something that's always going to be around, or at least be around for a while, then you've probably got a passive filter. Pricing is also a very simple passive filter – unless you're offering some kind of special “early bird” promotional pricing. People see a price and are either willing and able to pay it or not, in which case, they've been filtered in or out based on the price point.

When I launched my book *The Secret Watch*, we had an active filter – trying to have as many people as possible with the book on launch day. After the launch window closed, I kept the web page up and tweaked the language so that it's now a passive filter to encourage people to purchase the book or download the free inscriptions from the book. That download, by the way, is an opt-in, a passive filter.

By now, I hope you see that one filter alone, all by itself, isn't enough to keep your business flowing smoothly. You'll want different filters at different points in your sales process, as well as at different points in your business lifecycle. How do you know what you need and when?

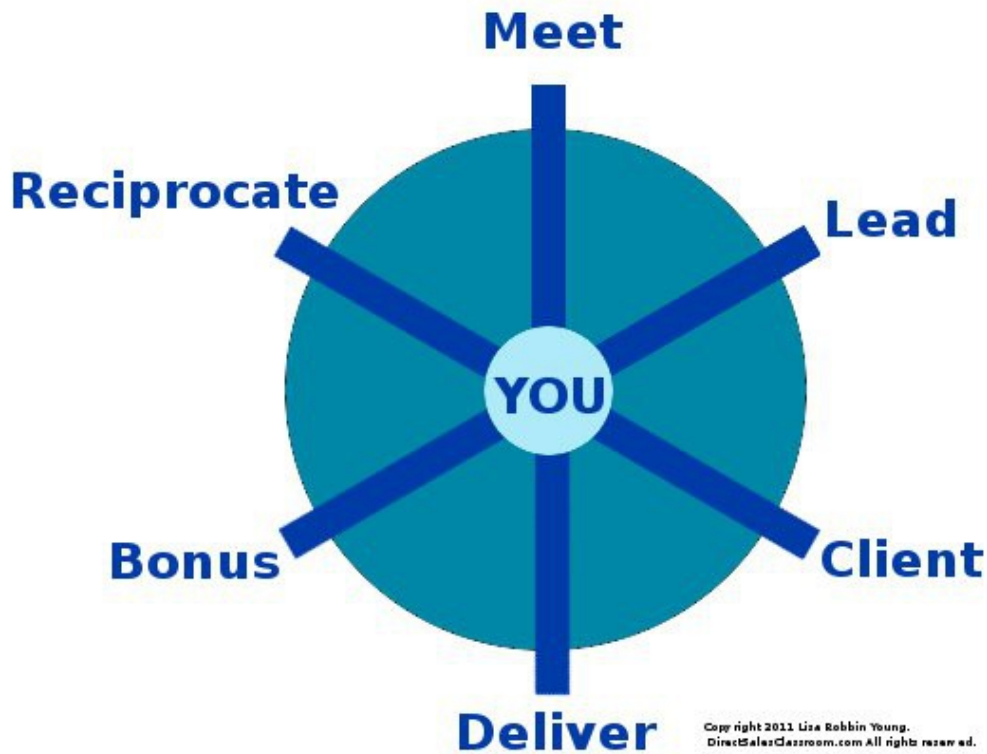
That's where your sales cycle comes into play.

The Sales Cycle

Imagine a wheel with six spokes. You are at the hub, and each “spoke” represents a public-facing point in your business where



you could potentially meet new customers. The right half of the image is where most people think of meeting new clients (Meet, Lead, Client), but customers are also found on the left half of the Cycle.



Thomas Edison once said, "Opportunity is missed by most people because it is dressed in overalls and looks like *work*". The left side of the Cycle takes a little more work, but produces far better customers as a result.

You can have sales filters at any point in this cycle – and in many cases you should have filters at most of these points, or you'll run yourself ragged trying to be all things to all people. Not every filter needs to be formal, it can be as simple as the price you set for an offer. If the price is too high for someone you've effectively filtered them from your offer. And there will ALWAYS be someone that says your price is too high, which means it's too high for them under their current circumstances. You may or may not be able to do anything about their circumstances, but don't go messing with your filters just because someone said you cost too much.



Let's look at each spoke of the cycle individually.

1. Meet People: this is something you do every day of your life. You're online or off, you're connecting with strangers, and adding them to your circle. Some of these people will pretty much stay strangers in your life – you may never encounter them again. Many of them, however, have the potential of becoming...

2. Leads: these are the folks that have at least a remote interest in who you are and what you're doing. Over time, if they have a need, and know you, like you, and trust you to their satisfaction, they'll cross the threshold and become...

3. Clients: people that pay you money for what you do! Too often, we think these people are the only people that exist. While it's true that you'll spend less money to keep current clients than you will to attract new ones, that is only helpful if you actually *have* clients in the first place – and enough of them to keep you in business. Sometimes people just show up, ready to buy, but that's not often. This group won't be helpful on their own, unless you move them into...

4. Delivery: this is where the client relationship is fortified. Typically, it begins at the time of product delivery, which is why I call this spoke delivery. But it could just as easily begin as soon as you take the order – before they've received anything more than your good will and gratitude. *How* you deliver to the client is far more important than *what* you deliver or *when*. All of them are necessary, but it's the *how* that often determines repeat business. When it's done right, it's a...

5. Bonus: this is where the client relationship is intensified. When you go out of your way to surprise and delight your clients with occasional bonuses, they are oft wont to talk you up, referring to you favorably with their friends and colleagues. Positive referrals beget more business, more customers, and the opportunity to build deeper, richer client relationships. This ultimately gives you the opportunity to...



6. Reciprocate (giving back): call it charity, tithing, or donating your time or money, the name doesn't matter. Reciprocity is when you give of your blessings to bless others. You might think it strange to include this as part of the Sales Cycle, since it can often be such an intangible thing to measure. However, my experience, and that of my clients has proven time and again that some of the best business (and positive public exposure) comes from giving back to the community – and often it's better to give of your time than your money, so there's very little cost involved to make it happen. People talk about you when you're going out of your way to make a positive impact in the world. Your business can be a vehicle for great things, if you remember to include giving back in your Sales Cycle. The best part? Getting involved and giving back often puts you in a position to...

7. Meet People oh! here we are at the top of the Cycle again. See how that works?

You could easily find yourself on different spokes of the Sales Cycle at the same time with different people. Unlike a "funnel" where you're trying to "push" clients through it to your desired end result, this Sales Cycle gives you an at-a-glance approach to dealing with each person uniquely. You can see quickly where they fall in the Cycle, and what your best approach is to working with them.

Over time, the Sales Cycle becomes a powerful tool to help you track the opportunities in your business, by making it clear where to focus your business development. Not generating enough leads? Take a look at what you're doing to meet the right people for your business. Surprising and delighting your customers, but not seeing referrals? How are you handling delivery? If you keep an eye on each of the spokes of the Sales Cycle, your business will continue to roll along nicely.

Diagnosing Filter Problems

Let's take a deeper dive into filters within the cycle – because this will also help you see the bottlenecks and issues that stop your filters from doing their job effectively.



Traffic or conversion?

Let's begin with a passive opt-in. Most people have some sort of "join my list" signup box on their site. That's the most basic filter that every site needs – otherwise all those folks coming to your site may never return.

But let's say you've got an opt-in on your site, but no one is signing up. Does that mean you need to create a new opt-in? Something more juicy? Something more enticing for your right people?

Hold on. You might not have a content problem. This could be a people problem.

For example, one of our Accountability Club members thought they had a problem with their opt-in, but when they checked their website stats, they realized that they were only getting a few visitors to the site every day. They needed to get the opt-in offer in front of more people before they could know if the offer needed fixing.

If you have three people visit your site and two of those people sign up, you should be dancing in the streets! That's a 66% opt-in conversion rate!

So before you give up on a filter – or start tweaking it like crazy, make sure it's getting in front of the right people. That's the first step in the cycle. WHO are the people you're getting in front of? Who are the people getting in front of your offers? If you only have 10 people coming to your website in a week – or your store, or

wherever your offers are in the world – then you've got to get more people in the door. Typical opt-in rates on a website run between 2 and 3 %, meaning for every 100 people that come to your site, 2 or 3 of them will opt-in. For every 100 people that touch an item in your store, two or three of them will pick it up and put it in their basket. Now, there are things you can do to improve those numbers, but before you spend a ton of time tweaking, make sure you've got traffic. Make sure you're meeting people.



Once someone has opted into your newsletter, let's say, now you have the ability to send other marketing messages to them. They've given you permission – permission-based marketing – and now you can share your other offers with them.

Willing and Able

But if you're following the sales cycle, you'll know that not everyone is going to buy from you immediately. What's the trigger? What is it that gets people to buy from you?

It's simple, but it isn't always easy. In order for someone to buy from you, they have to know you, like you, and trust you enough to say yes. They have to be willing. They also have to be ABLE. They may like you plenty, but if they're broke, they can't buy from you. They may have the money, but not the time to be on your tele-class on Saturday afternoon. They're not able.

So it's a combination of willingness and ability. Willingness is something you have some sway over. There are things you can do and say in your content and in how you show up in the world that will inspire people to know you, like you, and trust you more. We're not going to focus on what we can't sway, because that's wasted energy. People who are unwilling and unable, and people who are willing, but unable are leads. These folks haven't said yes yet. People who do say yes become clients. So there's an inherent, somewhat invisible filter here.

I've signed up for your newsletter because a friend said I should. So you've got some trust. I get my first newsletter and it's pretty good – and you're funny, too? Okay, the know, like and trust factor just went up. And then you tell me about a new offer you've got coming up. Some people are ready almost instantly and they'll say yes and jump into customer status with you. But if not – which is the case for most people, this is where your filters need to help people decide if they're a good fit for what you're offering.



Speak Their Language

Let's say it's an intimate offer – maybe joining your VIP fan club, or a one-on-one coaching experience. Something very intimate with access to you is going to have a higher price tag – that's a filter.

But so is the language you use to describe the offer. It's a passive filter, like pricing. How are you wording your offers? The better you know who your right audience is, the easier it is for your leads to become clients. You want to make it easy for your right people to say yes – and at the same time, the sales filters you create need to make it easy for your wrong people to say “no thank you”.

Take this class for example. I targeted it to creative entrepreneurs. Now, nothing I've taught so far applies specifically to JUST creatives, but because my right people are creatives, my marketing language reflects that. It makes it easy for someone who doesn't consider themselves a creative to take a pass. It makes it easy for someone in my right audience to say “Hey! That's me! I need to be there!”

Make It Easy To Say Yes... But Not TOO Easy

You've got to minimize distractions and keep people focused on taking the action you want them to take. So on the sign up page for this class, there were no other links – just a sign-up form. For people already on my list, Too many links and a confused mind says “no”. Keep it streamlined as much as possible. For people already on my list, I had a link that automatically signed them up as soon as they clicked it. Why? Because they're already on my list, they don't need as much filtering. They probably already know a little bit about me, and maybe even signed up for a previous class with me. The more your audience has invested in you, the easier you need to make it for them, but you don't want to make it TOO easy.

For example, I made it free to listen to this class live – why? One, it helps me ensure I'll have an audience, but also because I didn't want cost to be a barrier to learning. So it's free to listen live, but



you have to be a member of Accountability Club to get the recording and bonus materials.

I also didn't make it free forever, because I'm running a business, and I want to model for my potential clients a way that *they* can run *their* business and be in integrity with their desire to serve a larger audience and still make a profit. It also creates a sense of urgency for people who might not be able to afford the club, but know they could use this training. People who are willing to carve out an hour of their time to learn from me are my kind of people. If you're not willing to make your learning and your business a priority, then you're probably not a good fit for me.

Are there people I'm cutting out? Yup. One of my Accountability Club members has a commitment on weekends. So they are rarely on live and have to catch the recording. But I'm building my business in ways that work for me – which is why I do weekend calls. But because she knows she'll still get a lot out of the training, she makes time to listen to the recording later. She makes it a priority.

You Train People How To Treat You

This is a hidden benefit of sales filters. It's sort of a way to train people about what to expect from you. I've said it before: you train people how to treat you based on what they've come to expect from you and what you've come to accept from them. You also train people how to interact with your business this same way.

Here's what I mean. We all know Tiffany and their blue box are a symbol of prestige and quality. They are not priced in the bargain basement. We've come to expect Tiffany's means higher prices and higher quality.

Well what if, all of a sudden, they made a strategic marketing shift and started featuring their jewelry at WalMart?



Is your mind boggled yet? People who love Tiffany's for the status and prestige they represent would stop buying their stuff, and Tiffany's would begin to attract an entirely different audience.

So as you're looking at the sales cycle, your sales filters, what exactly are you communicating? If you constantly offer lower price point options, that's what people will come to expect. I call it the Lane Bryant effect.

The Lane Bryant Effect

Lane Bryant is a plus-sized fashion retailer that always offers clothes that I consider a bit too pricey... at least, until they go on sale - and they *always* go on sale. Lane Bryant has trained me to wait until they have a sale before I buy their clothes. And I rarely buy their clothing without some sort of discount because of it.

So your language and your pricing are a filter. Leads will look at your offers and the way you present them and filter themselves in or out. Sometimes, they'll filter themselves in even if they can't afford what you're offering. There are several online courses with a whole crowd of passionate people that couldn't afford to invest this year, but they signed up for the free training and are saving up to enroll next year. They've filtered themselves in as someone who is WILLING and when they are ABLE, they'll make the purchase. In the meantime, the seller has a whole year to keep these people engaged and excited to join the next class - when the investment will probably be slightly higher.

Repeat Business

Once clients make a purchase, we often think that's the end. We're done. Mission accomplished. But as I mentioned earlier, that's just Act One. If you're in the funeral business, then perhaps you're right, but for most of us - especially creatives who have personality-based businesses - we need repeat business. We need to retain our existing customers.



Which means we need multiple offers.

And this is what most people think of when I say sales funnel.

First there's an opt-in, and that leads to a low-priced offer, which leads to a mid-range offer, which leads to a higher priced offer, which ultimately leads to your big-ticket offer, whatever that is.

The problem with this – especially for creatives – is that these kinds of funnels are problem focused.

Take for example, one entrepreneur who actually helps people build their funnels. He's got a book, then a free webinar, then a masterclass, then a group program, then a year-long program and ultimately, all roads lead to his 6-figure, done-for-you funnel program.

This is his sales filter. I bought the book, and wasn't impressed, but I went to the webinar anyway, and it had a handful of helpful ideas. But then his pitch for the masterclass was out of my price range and I didn't really like how pushy he was, so I filtered myself out. But he has plenty of people who keep moving through his filters and some even end up paying him a whole lotta money to just do it for them.

I realize you may be just starting and you're thinking "I'm lucky to have ONE thing to offer, let alone six!" But I promise you at some point you'll be thinking about what else you can offer, if you haven't already. On the other hand, you may already have a LOT of offers on the table, but without a logical way for people to progress through them, you're making it too hard for people to say yes.



Building Out Your Offers

So, as Stephen Covey once said, let's "begin with the end in mind" for a moment. What's the ultimate experience you could offer to your very best clients? You may not have even developed it yet, but let's think about it for a minute right now. Musicians like Michael Buble have a special level of access that is only available to VIP members of their fan club. Jim Brickman does a cruise every couple of years where he plays piano and the guests can sing karaoke style with him on stage. Of course experiences like this come with a price tag to match. And people gladly pay!

As a coach, one of the offerings I have that's not public knowledge is my "Mary Poppins" business intensive. I literally go into a business as an employee and work for the company while we fix the problems that keep it from being profitable and sustainable. I had a client not too long ago that was bleeding money every month and in three months of working inside the business I was able to see what was going on and how to solve the problems. Some of the solutions we identified needed time to implement, but in three months we were able to turn the business around from losing money to making \$3-5k each month. They're now back on track to being a half-million dollar company, and I'm on my way to my next client. Working with me like this isn't cheap, and I don't want to work with everyone this way, but it's incredibly effective. And everyone who works with me in this capacity gets amazing results because I'm focused on solving the problems so that they can just run their business.

What If I Don't Solve A Problem?

So what's your "top tier" experience? To use a map analogy, what's the final destination for your clients? Once you have that in mind, work yourself backwards. What would have to happen in order for them to be willing and able to jump in with you at that level?

And this is the shift you have to make – away from the problem-solving mindset to the *experiential* mindset. Especially if your busi-



ness doesn't have any offers that solve problems or heal pains, you need to instead be asking yourself *"how does my offer help them feel (even) better?"*

Take Jim's cruise for example. I suppose you could say the pain that he solves is what to give the Jim Brickman fan who has everything, but I think that's pushing it. Or maybe the cruise solves the problem of a vacation that has something for everyone, but for most people vacations aren't a problem, they're a delight. They're a JOY, or even a luxury. So how do you market joy and luxury?

You tap into the emotional aspirations of your audience.

Taylor Swift doesn't market her tour as a way to ease your pain and feel better about your life. It's a chance to get up close and personal with your favorite artist – a way to take your relationship with the artist even deeper and give it even more meaning, to feel even more connected to someone who you think gets you.

That's what most fans aspire to – they want to be the artist's best friend. What are ways you can create an experience that moves them closer to that emotion of connected-ness?

That's the approach most creatives and personality-based business owners in particular need to be focused on when you're crafting your marketing copy: choose the words that make your potential clients feel even better about having you in their world.

And the funny thing is that even problem-focused businesses can use this same approach successfully. If you solve a problem – like ridding the world of bad graphic design – ultimately the benefit is how much BETTER your client will feel when they've got a beautiful website that works, right?



The Right Filter For The Right Job

So if you're using benefit focused copy, and you're creating offers that appeal to your right audience, and you're letting people know about them, you should be driving some traffic to your passive filters. But if that's not creating the numbers you need for something sustainable, then you may need to use active filters until you get your numbers up. I did a series of virtual events to grow my list in a short burst of time. You might consider a 5 day challenge, or a daily social media post, or asking affiliates to help promote you. One colleague of mine reached out to 13 people and asked them all to promote his new website on the same day. Everyone did something – in a way that was in alignment with their own integrity. Everyone helped him get more eyeballs to his site and his opt-in filter went from passive to temporarily active, as he added new names to his mailing list from these outside sources.

In my current situation, I rely on social media and podcast interviews to drive most of my traffic. That's not ideal, but that's what's doable for me right now. Your needs and circumstances will shift over time, and what works for you now may not work later. You need to be willing to adapt and test. But traffic is another topic for another day.

The Offline Side of the Sales Cycle

Now as we move to the other side of the Sales Cycle, beyond the first sale, in order to create repeat business, there's got to be connection. You've got to raise the bar on the Know, Like, and Trust factor – and it should be baked in at every step. How are you delivering your offer? WalMart drops it in a plastic bag and the greeter says “have a nice day” on your way out. Tiffany's makes an event out of boxing and presenting your purchase. In fact, the only way you can get that little blue box is to buy something. The box is free, but only if you buy a little something to put in it. That's a powerful marketing shift most of us wouldn't think about.



The box – and the level of prestige that comes with having it – are a bonus. It's an extra special something you get for being part of their community. It has such cachet that people get caught trying to re-sell their boxes on ebay. Seriously!

The nature of bonuses is that they aren't for everyone. This past month I sent copies of Michael Hyatt's book "Living Forward" to some of my Accountability Club members as a bonus – my way of saying thanks for their participation, for investing their time in the community.

Bonuses Are NOT For Everyone, Nor For All Time

Bonuses don't have to be part of your offer, but they can be. Michael himself has a slew of bonuses that he offered during his launch for the book. The launch being an active filter, the bonuses were actually passive filters, because they all encouraged you to go deeper with the contents of the book. They deepened the relationship Michael had with the reader.

Your bonuses are a way to filter your best clients from the rest. It wouldn't be profitable or sustainable to give everyone a bonus all the time – because then it wouldn't be a bonus, it would be expected. If Oprah gave away a car to everyone every time, it wouldn't be special. But everyone who was in the audience that got that car will never forget it, and that stunt ignited a desire for people to want to be in the audience at her show because you never knew what could happen....you just might get a new car!

What You Stand For Matters

The reciprocity stage of the sales cycle isn't something that every company acknowledges, but even WalMart donates a portion of their profits to local charities. I like to use WalMart because for some people it's an example of everything that's wrong with retail sales, and most artists don't put themselves on a level with Wal-Mart. I leave the judgment to you. The examples, however, are nu-



merous and relate-able for most people, so that's why I keep using them.

If you've built giving back into your business model, this, too, becomes a filter. Why? Because some people will like you even more because of what you stand for, while others will walk away. When I was in direct sales, I recruited a person into my team because she believed in the core values of the company, and she was a bit of an activist. So as long as she didn't have to push people into buying things, she was happy to be a consultant and tell people why she loved the company and their products. She developed a client list of other activist-minded women who also loved the products and what the company stood for, but some of the people she talked to preferred to shop elsewhere because they found her a little too militant on the ethics and core values stuff. They just wanted to buy a lipstick they loved, not chain themselves to a tree in protest.

As you incorporate giving back into your business, look for ways to share your core beliefs with your audience – and engage them in a deeper conversation about what matters most. It's also a great way to meet more people and keep the Sales Cycle wheel a-turning!

A Sales Filter Example From My Own Business

Check your language at every stop in the cycle. Make sure you're talking to your right audience, because it's easy to start talking to a wider audience that may not resonate as deeply. Make sure you're sharing that message with your right audience. There's no point creating an awesome opt-in that no one knows about. You've got to share it!

As you work backward from your top-tier offer, you need to ask yourself “What would it take for someone to be willing and able to take this step with me?” For example, what would it take for someone to be willing and able to join me for a live 2-day workshop? What would it take for someone to be willing and able? This is ex-



actly what I did when I knew I wanted to teach a workshop for direct sellers based on my book, Home Party Solution.

I start listing it out. They'd have to know about it in order to be willing, so I'd have to do something active to let them know about it. They'd also have to know, like and trust me enough to be willing. They'd have to be able to get to the venue, They'd have to be able to afford the event, travel, accommodations, meals, etc. And what if I covered everything and all they had to do was show up? Is that something I could do? Well, maybe not for everyone, but maybe I could make that a bonus for the first 10 people who registered or something. Then, step backward. In order for someone to want to spend 2 days with me working knee deep in their business, they'd have to trust me pretty well to believe it would be worth their time and money to be with me for two days.

So what could I offer BEFORE I offered the workshop that would give them a chance to experience my ability to go deep in a short amount of time?

Maybe a teleclass series? Not a single class, and not a whole course all at once, because I need them to understand I go deep AND I get results. One class might get them results, but a series of them would definitely provide enough evidence that I know my stuff and that they'll get results. but maybe one a month for a year?

And that is exactly how I built out my direct sales coaching business. The ultimate experience was to have them join me at a live event where we could really dig into their business and get them results before they even left the conference. But in order to have enough people willing and able to say yes, I had to back up a couple of years. I taught a live monthly teleclass each month for a year, I think there were three people on that first call. Then, I held a series of virtual events – so they could get a taste of what it might be like to be at a conference with me. Then I had clients work in small groups around the content in my book, then I offered one-on-one coaching and support. After almost two years of effort building my list and building relationships with the people on my



list, I hosted my first-ever live multi-day event. Tickets started at \$800, and it was one of the most amazing experiences of my life. Some of the attendees are still good friends.

It takes time, but it works. And when I tried to shortcut the process a few years later with a different audience and a different event, everything fell apart. I didn't spend enough time building the relationships, speaking their language, and connecting with them. I can say that now, looking back, but it was a tough lesson to learn.

So now, when I work with clients on their sales filters, I always say "all roads lead to..." and have them fill in the blank. That final destination is what everything else has to point to. Whether it's your free opt-in, the way you package your products, or the thank-you card you send in the mail when a new client makes a purchase, every step is filtering people – either into your sphere of influence or out of it.

Not everyone is going to pass through every filter, and that's okay. You only want the finest quality people filtering through to your top-tier experience. If you're not getting the results you want. Take a look at those bottle necks: your offers, your language, your traffic, how easy are you making it for the right people to filter in and still keep the wrong people out?

I realize that's a lot of material to digest. Thank you again for taking the time out of YOUR busy schedule to be part of this training. I hope you got a lot out of it, and as always, if any questions come up later, please reach out. I'm here to help.

Until next time, this is Lisa Robbin Young signing off, in blessings and peace, have a great day!





ABOUT LISA

Lisa Robbin Young is known as “The Courage Catalyst” and believes the best way for entrepreneurs to be successful is to be themselves fully and completely, and define success on their own terms. With more than 20 years as both a performing artist and entrepreneur, Lisa has helped hundreds of clients, including best-selling authors, expand their reach, build a Noble Empire and live an inspired life.

An award-winning author and composer, Lisa's currently working on a project to record 300 songs in a variety of genres, including jazz, pop, swing, and blues. Her book, *The Secret Watch* is a success parable written specifically for entrepreneurs.



*I'm Lisa Young and I love sharing stories that inspire you
to take action to own your dreams and achieve
the greatness meant just for you.*

