


Launch & Grow

YOUR ONLINE BUSINESS

*THE ESSENTIAL GUIDE FOR NEW ONLINE
ENTREPRENEURS*

- 
- ✓ *Create your brand*
 - ✓ *Develop your strategy*
 - ✓ *Build your website*
 - ✓ *Market effectively*

STEP BY STEP CHECKLISTS INSIDE!

Hello, I'm your coach Pam Lauzon.

Hey! I'm Pam, a Canadian mom of two who loves dogs, hiking, art, reading and coffee. I created this business to put my hyperactive brain to good use helping people just like you setup their websites and automate their businesses.



I have 10+ years of experience in digital marketing and have been working as a freelance web designer for over 3 years. I'm a verified Kajabi expert and help solopreneurs and small businesses get setup fast.

I know you want someone in your corner, someone you can trust who gets your vibe and can help you build a site you are proud of.

I'm that someone!

I hope you find this e-book extremely useful as I have filled it with all my best info, advice and checklists based off of hundreds of calls with entrepreneurs just like you.

Pam Lauzon

Table of Contents

VOCABULARY.....	3
Building Your Brand.....	8
Define Your Audience.....	11
Building a Brand Board.....	12
Creating a Purposeful Website.....	14
Anatomy of a Website.....	16
Website Checklist.....	17
Crafting Powerful Website Copy.....	18
What Should You Say?.....	19
Improving SEO to Get Found.....	20
Simple SEO Checklist.....	21
Building a Smooth Client Journey.....	23
Creating a High-Converting Funnel.....	24
Ideas for Your Lead Magnet.....	25
Step-by-Step Guide to Writing a 5-Part Email Campaign.....	27
Marketing Checklist.....	33
What About Graphics?.....	35



Vocabulary

I work with new entrepreneurs every day and they always apologize for not knowing what many words mean.

Don't apologize!

You're here to learn and take ownership of your success. We all have to start somewhere so it's okay if you need someone to explain what others seem to think is common knowledge.



DOMAIN:

A domain is like the online address of a website. Just like a street address tells you where a house is, a domain (like "google.com" or "yourwebsite.com") tells your web browser where to find a specific website on the internet. It usually has a name, like "yourwebsite," and an ending, like ".com," ".org," or ".net." When you type a domain into the browser's address bar, it takes you to that site directly.

What's the difference between your domain and your website?

A domain and a website are related but are actually different things:

In short:

- Domain = the address people use to find the website.
- Website = the actual content and structure people see and interact with at that address.

So, if a domain is like the address of a house, the website is everything inside it. You can change the address for the house and the house will still exist.



Vocabulary

BRANDING:

Branding is like creating a personality for your business that helps people remember it and feel connected to it. Think of it like this: just as people have names, personalities, and styles that make them unique, businesses need their own identity to stand out. This identity includes the business's name, logo, colors, style, and even how it talks to people.

Why Branding Matters:

1. **Helps People Recognize You:** Just like you can easily spot your favorite snack by its logo and colors, a strong brand helps customers quickly recognize your business and know what to expect.
2. **Builds Trust:** A clear, professional-looking brand makes people feel like they can trust your business. Imagine if a favorite brand of yours suddenly started changing colors, logos, or even style every day—it would feel strange and unreliable! Branding shows customers that your business is stable and trustworthy.
3. **Shows What You're About:** Good branding shows your business's values and what it stands for. If a brand is colorful and uses fun language, it might seem friendly and approachable. If it uses serious colors and professional words, it might seem more formal. This helps people understand if your business is the right fit for them.
4. **Makes You Stand Out:** In a world where many businesses do similar things, branding is what makes yours unique. When you have a strong brand, customers can remember and choose you over others who offer similar products or services.

In short, branding is all about creating a unique identity for your business that helps people notice, trust, and remember you. It's like giving your business its own voice, style, and story so it can connect with people!



Vocabulary

The “Know, Like & Trust” Factor

The "Know, Like, & Trust" Factor is a concept in marketing and business that describes the process a customer goes through before they feel comfortable buying from a brand, business, or individual.

The Know, Like, & Trust Factor builds a relationship with potential customers. It's about showing up, being authentic, and consistently delivering value so that, over time, people not only know you and like you but also believe in your ability to solve their problems. This process is especially valuable for businesses that provide services, such as coaches and consultants, because it helps customers feel confident in investing in the guidance or expertise offered.

Building these factors is key for long-term success, as it nurtures strong relationships with clients who will not only buy from you but also become loyal supporters and promoters of your brand.

This is the goal of everything you do, you NEED to build your know, like and trust factor in order to succeed!





Vocabulary

FUNNEL:

A funnel in marketing is a step-by-step process that guides people from first hearing about your business to becoming a paying customer. It's called a "funnel" because, like a real funnel, it starts wide (attracting a large number of people) and narrows down as people move closer to making a purchase. Not everyone who enters the funnel will make it to the end, so each stage is designed to bring people closer to buying.

COPYWRITING:

Copywriting is the skill of writing text that encourages people to take action. This could mean clicking a link, signing up for a newsletter, making a purchase, or any other action a business wants its audience to take. Good copywriting connects with readers, shows them the value of what's being offered, and moves them toward a decision.

SEO:

SEO, or Search Engine Optimization, is the process of making your website or content easier to find on search engines like Google. When someone types in a question or keyword, SEO helps determine where your content shows up in the search results. Good SEO means your website or content is more likely to appear at the top of these results, leading to more people finding and visiting your site.



Vocabulary

LANDING PAGE:

A landing page is a simple web page designed to capture a visitor's attention and encourage them to take a specific action, like signing up for a newsletter, downloading a guide, or purchasing a product. Unlike a full website, which has multiple pages and links, a landing page usually has a single, focused purpose and minimal distractions.

LEAD MAGNET:

A lead magnet is a free resource or incentive offered by a business to encourage people to share their contact information, like an email address. It's a way to attract and engage potential customers by giving them something valuable upfront. Lead magnets can take many forms, like downloadable guides, e-books, checklists, or templates. They are an essential part of building an email list, as they provide a reason for visitors to connect with a brand.

CRM:

A CRM (Customer Relationship Management) is a tool or system that helps businesses keep track of all their customers and how they interact with them. It's like a big, organized notebook where a business can write down details about each person they talk to, like their name, contact information, what they've bought, and what they like. This helps businesses remember important things and stay connected with customers in a personal way.

Ready to dive in?

Building Your Brand

DO NOT SKIP THIS STEP NO MATTER HOW IMPATIENT YOU FEEL



Before anything else, let's clarify who you are in your business.

Creating a successful online brand starts with these foundational questions:

Who Are You?



Consider your core values, areas of expertise, and the unique life experiences that make you stand out. Include elements that resonate with your audience. Share just enough of your story to have your audience saying, "Me too! She gets me!"



What's Your Mission?

Think about who you serve and how you help them. Write this as a mission statement, such as: "I help new entrepreneurs turn their passions into profit through personalized strategies and sustainable growth."

"Branding is the art of becoming knowable, likeable and trustable."

Building Your Brand

ANSWER THESE QUESTIONS IN A NOTE BOOK

How do I want my brand to feel?

What values are the most important to me?

How would I describe my personality?

What am I passionate about?

How does my business/service/product help others?



Building Your Brand

DO NOT SKIP THIS STEP NO MATTER HOW IMPATIENT YOU FEEL



Define Your Target Audience

Imagine your ideal client. Ask:

- How are they feeling right now? (stressed, stuck, or overwhelmed?)
- How do they want to feel? (empowered, knowledgeable, confident?)



What's Your Unique Strategy?

Outline the distinct process or method you'll use to support clients. What's special about your approach, and why do clients love working with you?

"A brand is the set of expectations, memories, stories, and relationships that, taken together, account for a consumer's decision to choose one product or service over another." – Seth Godin

Define Your Audience

ANSWER THESE QUESTIONS IN A NOTE BOOK

How would I describe my ideal client or customer?

What do they need most?

How do they feel right now? What frustrates them?

How can I meet their needs?

How is my story similar to theirs?

How will they feel after working with me?



Building a Brand Board

A brand board is a visual summary of the key elements that define a business's brand identity. Think of it as a mood board that pulls together everything that makes the brand look and feel unique.

I suggest starting by creating some boards on Pinterest. Just start browsing and collecting images that speak to you. Search for photos, artwork, colour palettes etc. that really catch your eye.

Your brand board will consist of colours, logos, fonts and images that convey the feelings you want your brand to represent, as well as imagery that will appeal to your audience.

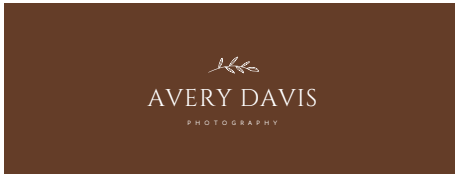
Look for photos that represent your target audience and that communicate how they are feeling now and how they will feel after working with you.

You also want to consider getting some good photos of yourself. You do not need to hire a professional but have another person take the photos in good light, and make sure your appearance is in line with your brand.



Examples:

Tip: Canva has free brand board templates



ALTERNATIVE LOGOS

COLOR PALETTE

#EAE3D0 #C8C8C8 #D8D8D0 #9A8680 #99725F

HEADS FONT
CINZEL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY TEXT FONT
TS Qomus

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



BOARD

COLOR PALETTE

#020202 #665555 #444444 #333333 #010003

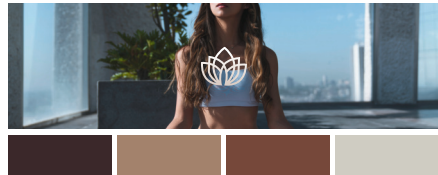
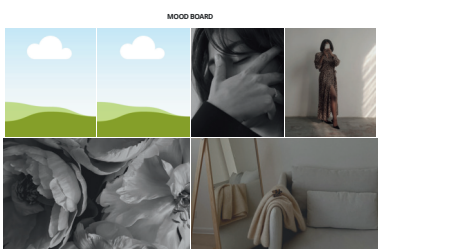
INDIVIDUAL FONTS

AA
Baskin

AA
Baskin

BRAND STRATEGIES

>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla non mattis nunc. Praesent diam lorem, convallis ut amet nunc sed. Nulla euismod libero. Quisque ac lorem velit.



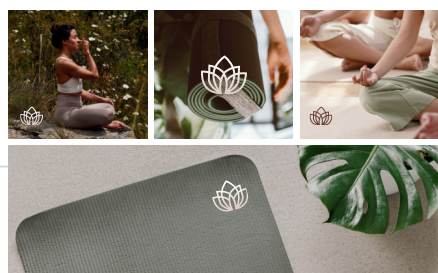
TYPOGRAPHY

Font name
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789...!@#%&'()*+,-,=

Font name
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789...!@#%&'()*+,-,=

Font name
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789...!@#%&'()*+,-,=

LOGO / ICON



SALFORD & CO.
MEN'S APPAREL

LOGO MARK

COLORS PALLETTE

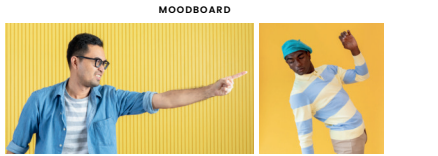
INDIVIDUAL FONTS

POPPINS EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

POPPINS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Creating a Purposeful Website

YOUR WEBSITE SHOULD BE AS STRATEGIC AS IT IS INVITING.

Begin by choosing a platform with the features you need, from managing client lists to selling digital products.

What to Consider in a Website Platform:

- Do you need to book appointments?
- Is payment processing essential?
- Will you sell courses or host a blog?
- Does this platform include a CRM?
- Do you need e-commerce?

All-in-one platforms like Kajabi and AttractWell are popular if you need multiple features. Choose a platform that will serve you in the long term, so you're not constantly switching and paying for added tools.

Get Your Brand Setup Ready

Before you start creating your website, get your logo, colours and fonts added to your platform first. This makes it much easier to build things consistently.

You might also need to setup your booking system, payment processor or link up social media profiles depending on your platform's features.

"You have approximately 10 seconds to convey who you are, what you do, and how you can help someone."

Creating a Purposeful Website

A GOOD PLAN IMPLEMENTED TODAY IS BETTER THAN A PERFECT PLAN IMPLEMENTED TOMORROW.

Why are people visiting your site?

Is it to find a product, book an appointment, find your location or hours, or learn about your services? What is the first action you want someone to take with your business? Is it to purchase something? Subscribe to your blog? Book a free consultation? Get on your mailing list?

Once you know what the first step is, what happens after that?

How will you build a relationship with customers that will build trust and turn them from a lead to a customer and a customer to a long time loyal supporter of your business?

CREATE A GOOD PLAN

What information needs to be easy to find on your site?

What is the first action you want them to take?

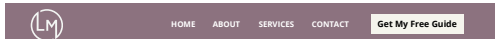
What is the next step after that?

If they don't purchase anything right away, how will you continue a relationship with them?

Create a list of possible products, offerings and services you could create over time.

Anatomy of a Website

Header: Includes Logo, Clearly Laid out Menu, and a Call to Action



Headline clearly communicates what the page is about, and directs them to their first call to action.



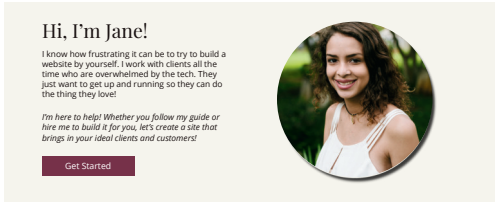
Create a Website that Grows Your Business!

Even if you aren't good at tech, you can create a beautiful website with the help of my simple, step by step guide.

Yes, I need this!

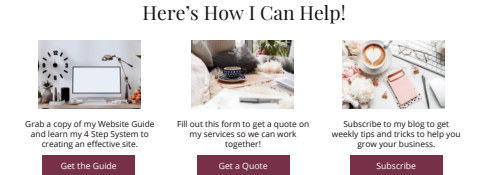
Buttons stand out, are all the same colour and are on brand.

Introduce yourself in a way that shows that you know what they are dealing with and are qualified to help.



Photography is on brand and good quality.

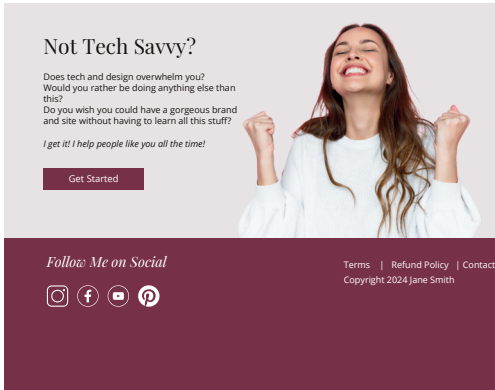
Show them clearly which steps they can take. Convey to them how you can improve their lives.



Social Proof is important- always be looking for testimonials to features as it builds your credibility.



Connecting points to show that you know how they feel and are here to help.



Fonts are consistent throughout the page and each section has enough space above and below so nothing looks crowded.

Footer has your social links, your terms, refund policy and copyrights.

Website Checklist

How many pages should you have? What types of features does your site need?

- 1. Homepage**
 - Clear branding with logo, colors, and fonts.
 - Main call-to-action.
 - A value-driven headline (e.g., “Overcome _____ with these steps”).
- 2. About Page**
 - A compelling story that highlights why you’re the perfect fit for your clients.
- 3. Contact Page**
 - Options for reaching you, from booking a call to filling out a form.
- 4. Services or Courses Page**
 - Clear, concise descriptions of your offers with a call-to-action for each.
- 5. Testimonials Section** (*feature on most if not all pages*)
 - Social proof builds trust! Aim to collect testimonials from happy clients.
- 6. Blog or Content Section**
 - Regularly updated with posts or videos that answer client questions and support your SEO.
- 7. Footer** (*the very bottom of each page*)
 - Social links, privacy policy, terms, and refund policy.

Crafting Powerful Website Copy

GOOD COPY IS YOUR SILENT SALESPERSON.

Write with empathy and clarity, knowing that you only have a few seconds to grab attention.

Start with a solid headline that addresses a client pain point or goal.

Headline Ideas:

- *Learn to _____ without _____*
- *Stop the overwhelm and feel _____ as a parent*

Write subheadings to guide visitors down the page, and include a call to action that ties directly to the main goal.

"Great copy tells your story in a way that resonates with others. It's about connecting with people's needs, wishes, and dreams."

PRO TIPS:

- All your headings should be the same font
- All your paragraphs or body text should be the same font, size and colour
- When writing copy, less is more.
- Long chunks of text should be broken up with images, headings and sub headings, or use bullet points to create lists
- People WILL NOT read your copy if it looks like a novel, write less, get to the point and make it skimmable but breaking up the text

What Should You Say?

HEADINGS/ SUBHEADINGS:

Assume this is the only part of the page they will likely read as people tend to skim over text. What do you need them to know? What do you want them to do? Why?

YOUR BIO/STORY:

This is not your life story. Write the parts of your story that will make your audience say “wow they are just like me!” or talk about your credentials, experience and mission.

CONNECTING POINTS:

Empathize with your audience- show them that you know how they feel, you understand where they are at and what they need and then direct them to the first step towards change.

BUILD TRUST:

If you have certifications or credentials, they should be featured on your homepage.

If you have client testimonials, these should also be on your homepage and probably every page on your site.

WHY SHOULD THEY CARE?

Explain how each action will benefit them.

If you want them to download your free thing, how will it help them? What will it teach them?

If you want them to join your newsletter, it better be of some value to them!

Discovery Calls? Break down exactly what will be discussed, what they will learn or gain from this call, how long it will be etc.

Improving SEO to Get Found

SEO (Search Engine Optimization) is your key to organic growth. Here's how to optimize your site:

Keyword Research

Start with Google's Keyword Planner or free tools like Ubersuggest. Use keywords that your ideal clients are searching for. *For example, "affordable coaching programs for new entrepreneurs."*

Where to Place Keywords:

- Page titles and descriptions.
- Headings and subheadings.
- File names for images.
- Content body, but use them naturally.

Create Content Regularly

Blogging, videos, or podcasts that answer common questions boost SEO. Think about client pain points or questions, then create content around those topics.

Pro Tip: Building backlinks (getting links to your site from other reputable websites) can dramatically improve your search ranking. Try guest blogging or appearing on podcasts.



Simple SEO Checklist

1. Pick Your Main Topic and Keywords

- What to Do: Think about what your site or page is all about. Write down the main idea, like “Healthy Recipes” or “Soccer Tips.”
- Choose Keywords: Pick 1-2 keywords people might search for. Example: if you’re writing about “healthy recipes,” good keywords could be “easy healthy recipes” or “simple healthy meals.”

2. Use Your Keywords in Important Places

- Title: Make sure your main keyword is in the title of your page or blog post.
- Headings: Use it in at least one of your main headings, like “How to Make Healthy Recipes.”
- Intro and Conclusion: Try to include the keyword in the first few sentences and the last paragraph.

3. Write Helpful Content

- Focus on Quality: Answer questions or give tips that help readers. The more useful your content, the more likely people will share it.
- Keep It Simple: Write clearly, just like you're explaining to a friend.

4. Add Descriptive Images

- Use Pictures: Pictures make content interesting! Add a few that match your topic, like a photo of a recipe.
- Add ‘Alt Text’: When you upload an image, there’s a box for “alt text.” Write a short description there using your keyword. Example: “Healthy spaghetti recipe with veggies.”

5. Link to Helpful Pages

- Add Links: If you mention another topic, link to a page that explains it. For example, if you mention “calories,” link to a page about what calories are.
- Link to Your Own Pages: Link to other parts of your website if you have something related (like linking to “More Recipes” if you have more to share).

Simple SEO Checklist cont...

- 6. Make It Easy to Read**
 - Use Short Paragraphs: People get tired if text looks like a wall! Use short paragraphs and bullet points.
 - Use Headings: Break up your content with headings to keep things organized.

- 7. Use a Clear URL**
 - Make It Simple: Your URL (web address) should be short and say what your page is about. Example: If your page is about healthy recipes, your URL could be "yourwebsite.com/healthy-recipes."

- 8. Check Your Site Speed**
 - Make Sure It's Fast: People leave if a website is slow. Use a tool like Google's PageSpeed Insights to check how fast your site is.
 - Use Fewer Large Images: Big images can slow down your site, so use smaller ones.

- 9. Share Your Page**
 - Post on Social Media: Share your page on Instagram, Facebook, or wherever you think people might be interested.
 - Tell Friends and Family: Send them a link and ask them to check it out!

- 10. Keep Your Site Updated**
 - Add New Content: If you can, add new pages or blog posts on related topics every now and then.
 - Fix Old Links: Make sure any links on your site still work.



Building a Smooth Client Journey

A seamless client journey sets you up for rave reviews and repeat business.

Here's how to plan this out:

Map Out Each Step:

First interaction (maybe a free download).

Next step (an email sequence or free call).

Conversion point (course enrollment, booking a package).

Onboarding and Offboarding

When a client joins, make them feel welcome with a personalized email or video. Offboarding is just as important—ask for a testimonial and invite them to join your community or mailing list for future offers.



"The customer's journey should be designed with care. Each step should feel intentional and personal."

Creating a High-Converting Funnel

A FUNNEL GUIDES YOUR CLIENTS FROM A FREE OFFER TO A PAID ONE.

Your lead magnet (free offer) should address an immediate need, something they can't say no to.

How a Funnel Works:

1. Lead Magnet (e.g., free eBook or webinar).
2. Confirmation Page: Reinforce the value of their choice and introduce other offers.
3. Email Drip Sequence: Remind them about their free resource, introduce your story, and offer additional products.

Offer More Value at Each Step

For example, after they sign up for a free guide, offer a webinar or discounted product.

"Know, Like, Trust: If they know you and like you, they're halfway to trusting you."



Ideas for Your Lead Magnet

- 1. Checklist or Cheat Sheet**
 - Example: “10-Step Checklist for Stress-Free Meal Prep” or “Quick Guide to Starting a Side Hustle.”
- 2. PDF Guide or eBook**
 - Example: “Beginner’s Guide to Meditation” or “How to Set Up a Home Workout Routine.”
- 3. Email Course**
 - Example: A 5-day email course on “Mastering Positive Habits” with one small lesson or tip each day.
- 4. Template or Sample Document**
 - Example: “Social Media Content Calendar Template” or “Budgeting Spreadsheet for Beginners.”
- 5. Quiz or Assessment**
 - Example: “What’s Your Business Style?” or “Find Your Ideal Morning Routine.”
- 6. Webinar or Workshop**
 - Example: A live or pre-recorded workshop like “Declutter Your Home in 7 Steps” or “Basics of Investing 101.”
- 7. Resource Library**
 - Example: Create a small collection of resources like a few guides, templates, or worksheets all in one place.
- 8. Video Tutorial**
 - Example: A short video lesson, like “5 Ways to Use Canva for Free” or “Quick Tips for Great Smartphone Photos.”
- 9. Planner or Calendar**
 - Example: “Daily Goal Planner” or a “30-Day Fitness Challenge Calendar.”
- 10. Workbook or Journal Prompt Sheet**
 - Example: A set of journal prompts for personal growth, like “10 Days of Self-Reflection” or a workbook on goal-setting.

Visual Representation of a Funnel

FREE OFFERING

Create a landing page just for this so you can send any marketing or ads directly here.

CONFIRMATION PAGE

Once they opt in for the free offer, they will be taken to a page that tells them how to access your free gift. This is also a great opportunity to provide an upsell, an introduction video or a time sensitive offer.

EMAIL CAMPAIGN

A series of automated emails that will drip out over a week or two

PAID OFFER

Your email campaign might provide a time sensitive offer or coupon to incentivize taking action.

Step-by-Step Guide to Writing a 5-Part Email Campaign:

Email 1: Deliver the Freebie (Lead Magnet)

Goal: Provide immediate value and build trust by delivering what you promised.

Outline:

1. Subject Line: Mention the freebie directly so they know it's what they signed up for.
 - Example: "Here's Your [Lead Magnet Name]!"
2. Greeting & Friendly Opener: Thank them for joining and briefly introduce yourself.
 - Example: "Hey [Name]! Thanks for signing up—I'm excited to share [Lead Magnet Name] with you."
3. Link to Freebie: Add a clear link to download or access the freebie.
 - Example: "Click here to download your [Lead Magnet Name] and start [benefit of freebie]."
4. Small Tease: Briefly hint that there's more good stuff to come.
 - Example: "Over the next few days, I'll be sharing some tips and stories that can help you [achieve goal]."
5. Sign-Off: Keep it friendly and casual, signing off with your name or brand.



Step-by-Step Guide to Writing a 5-Part Email Campaign:

Email 2: Introduction to You and Your Mission

Goal: Start building the “Know, Like, and Trust” factor by sharing your story and showing that you understand their needs.

Outline:

1. Subject Line: Make it personal to encourage connection.
 - Example: “A Little About Me and How I Got Started...”
2. Warm Greeting: Acknowledge that they’ve downloaded the freebie.
 - Example: “Hey [Name], hope you enjoyed [Lead Magnet Name]!”
3. Your Story: Share a brief story about how you got into this field or why you care about helping people with [topic related to the freebie].
 - Example: “I started out [describe your story or challenge]... and now I love helping others [describe what you help with].”
4. Connection Point: Mention that you understand their struggles or goals.
 - Example: “If you’re feeling [problem or challenge], I get it! That’s exactly why I created this business.”
5. Tease a Success Story: Briefly mention a client story or success that you’ll share in the next email.
 - Example: “Tomorrow, I’ll share a story about how [client name] went from [challenge] to [success].”
6. Sign-Off.



Step-by-Step Guide to Writing a 5-Part Email Campaign:

Email 3: Share a Client Story or Testimonial

Goal: Show proof that your methods work and build excitement about what's possible for them.

Outline:

1. Subject Line: Something that sparks curiosity.
 - Example: "How [Client's Name] Went From [Problem] to [Success]"
2. Greeting & Context: Start by mentioning you're sharing a real-life story to inspire them.
 - Example: "Hey [Name]! I wanted to share a story that might sound familiar..."
3. The Story: Share a short, relatable story of how a client overcame a challenge with your help. Include specific results or transformations.
 - Example: "[Client] was struggling with [challenge], but after [steps they took], they were able to [result]."
4. Highlight Key Takeaways: Briefly explain what they could learn from this story.
 - Example: "What worked for [client name] could work for you, too—especially if you're [describe the challenge or goal they have]."
5. Set Up Your Paid Offer: Tease that you have a way for them to achieve similar results and that you'll be sharing it in the next email.
 - Example: "Tomorrow, I'll tell you how you can start [achieving goal] just like [client name]."
6. Sign-Off.

Step-by-Step Guide to Writing a 5-Part Email Campaign:

Email 4: Introduce Your Paid Offer

Goal: Introduce your paid offer and show how it can solve their problem or help them achieve their goal.

Outline:

1. Subject Line: Mention a benefit or problem your offer solves.
 - Example: "Ready to [achieve a big goal or overcome a challenge]?"
2. Friendly Opener: Mention that you're excited to share something that can really help them.
 - Example: "Hey [Name]! Now that you've seen what's possible, I want to introduce something special."
3. Introduce the Offer: Explain your offer and who it's for.
 - Example: "I created [Product/Service Name] for people who want to [describe main goal or problem solved]."
4. List Benefits: Break down what they'll get, focusing on benefits, not just features.
 - Example: "With [Offer Name], you'll learn how to [benefit 1], [benefit 2], and [benefit 3]."
5. Show Value with Social Proof: Share a quick testimonial if possible, or another client success story.
 - Example: "[Client's Name] was able to [result] using this exact program."
6. Mention a Limited-Time Bonus or Discount: If you're offering an incentive, mention it here.
 - Example: "As a thank-you for being part of my community, I'm offering a [discount, bonus resource, etc]."
7. Call to Action: Encourage them to take the next step.
 - Example: "Ready to join? Click here to get started."
8. Sign-Off.

Step-by-Step Guide to Writing a 5-Part Email Campaign:

Email 5: Final Reminder & Last Chance for Incentive

Goal: Create urgency to encourage them to take action now.

Outline:

1. Subject Line: Emphasize urgency.
 - Example: "Last Chance to Get [Offer] with [Bonus/Discount]!"
2. Greeting & Reminder: Remind them about the offer and the benefits briefly.
 - Example: "Hey [Name], just a quick reminder about [Offer Name] and the [bonus or discount]."
3. Quick Recap of Benefits: List the key benefits again, emphasizing the transformation they could experience.
 - Example: "With [Offer], you can finally [achieve goal] and stop feeling [negative emotion]."
4. Emphasize Urgency: Mention that the bonus or discount expires soon.
 - Example: "This is your last chance to get [Offer] with [bonus/discount], and it won't be available after [deadline]."
5. Call to Action: Include a clear link or button for them to take action.
 - Example: "Click here to join now and get started."
6. Friendly Sign-Off and Thanks: Thank them for being a part of your community.
 - Example: "Thank you, [Name], for being here. I can't wait to help you [achieve goal]."



Marketing Checklist

"Marketing is no longer about the stuff that you make, but about the stories you tell." - Seth Godin

1. Leverage Social Media

- Instagram and Facebook are great platforms for coaches, allowing you to share valuable content, personal stories, and client testimonials. Use hashtags to reach a broader audience and connect with people searching for advice in your niche.
- Post live videos or stories to engage your audience directly and show your personality. This builds trust and makes you more relatable.
- Content ideas: Share behind-the-scenes looks, client transformations, motivational quotes, and tips that align with your coaching philosophy.

2. Offer Free Workshops or Webinars

- Hosting free webinars or workshops is a great way to showcase your expertise and offer immediate value.
- These sessions also serve as a lead magnet, drawing in potential clients who resonate with your message.
- After the webinar, offer your services, special deals, or packages to attendees.

3. Referral Program

- Word-of-mouth is one of the most powerful marketing tools. Encourage satisfied clients to refer their friends or colleagues by offering incentives such as a discount on their next session or a free additional coaching call.
- Client testimonials are gold—use them on your website, social media, and in promotional materials to build trust.

Marketing Checklist

"Stop interrupting what people are interested in and be what people are interested in." - Craig Davis

4. Networking in Niche Communities

- Join online forums, Facebook groups, or LinkedIn groups related to your niche. Offer advice, participate in conversations, and subtly introduce your services when it feels natural.
- Attend local events, conferences, or workshops (even virtual ones) to meet like-minded people who might benefit from your coaching.

5. Create a Lead Magnet

- A free lead magnet like an eBook, checklist, or free course that solves a problem in your niche can attract potential clients.
- Once they opt into your lead magnet, nurture your relationship with them through email marketing. Continue offering value, and eventually, you can promote your paid coaching services.

6. Optimize Your Website for SEO

- SEO (Search Engine Optimization) helps your website rank higher in search engines, making it easier for clients to find you. Use keywords related to your coaching services throughout your website, especially in blog posts, landing pages, and in meta descriptions.
- Write regular blog posts that address your target clients' pain points, offering solutions while subtly promoting your services.



Marketing Checklist

7. Paid Advertising (Social Media or Google Ads)

- Once you have a budget, you can try paid ads on platforms like Facebook or Google to target your specific audience. Ads can be a powerful way to scale, but be sure to test your campaigns and adjust based on results.
- Create compelling calls-to-action in your ads to drive users to your website or booking page.

8. Collaborate with Other Coaches or Influencers

- Partnerships and collaborations can be a great way to get exposure to a wider audience. Work with other coaches, influencers, or businesses that share a similar target audience to host events, share each other's content, or even do joint ventures.
- Cross-promoting with others helps you build credibility and expand your reach quickly.

9. Offer Free Discovery Calls

- A discovery call allows potential clients to experience your coaching style firsthand. Offer a free 20-30 minute consultation where they can discuss their needs and challenges.
- During the call, provide valuable insights, listen actively, and offer a clear path forward for how you can help them. This builds trust and helps convert leads into paying clients.

10. Create a Blog or Podcast

- A blog or podcast is a great way to consistently deliver value to your audience and establish yourself as an expert in your field. Share helpful content, client stories, and insights to attract new leads.
- Over time, your blog or podcast will improve your SEO, increase brand visibility, and attract potential clients who resonate with your message.

What About Graphics?

If you are not a graphic designer, do not fear, you can still create beautiful and professional images for your site and for your marketing. Here are my best tips to help you achieve this:

1. **Use CANVA** (I don't get paid if you do this, I genuinely believe this is the best option for you)
2. **Add your brand colours** to your Canva account so it's easy to reference them when you create images
3. Lookup and use **built in Canva templates** for the following:
 - a. Email signature
 - b. E-book or workbook
 - c. FB or IG ads
 - d. Email headers
 - e. Blog banners
 - f. Lead Magnet Marketing images
 - g. Flyers/posters
 - h. Business cards
4. **Stay Consistent** with Brand Colors and Fonts: For a cohesive look, use the same colors and fonts across your designs. You can add your brand colors and fonts in the "Brand Kit" section, making them easy to apply each time.
5. **Do not use any pixelated or blurry images**/low quality images
6. **Keep It Simple:** Avoid overloading designs with too many colors, fonts, or elements. Stick to 1-2 fonts and a few colors that complement each other to keep your graphics clean and easy to read.
7. Experiment with **Canva Elements:** Canva's "Elements" tab has icons, shapes, frames, and more. These can add personality and style to your design. Use frames to crop images into fun shapes or use icons to draw attention to specific points.
8. **Export in the Right Format:** Canva allows you to download designs in various formats (PNG, JPG, PDF). PNG is great for web use with clear backgrounds, while PDF is ideal for printing.

Thank You

FOR READING THIS GUIDE

*PLEASE REACH OUT IF YOU NEED A DESIGNER TO
HELP YOU SETUP YOUR SITE!*

- ✓ *Create your brand*
- ✓ *Develop your strategy*
- ✓ *Build your website*
- ✓ *Market effectively*

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