

Next Level Coaching Marketing Workshop

BECOME YOUR OWN SOCIAL MEDIA MANAGER

August 19 - 21, 2024

Live & Zoom each day at 12pm EST

Quick Announcements

SCHEDULE:

MONDAY, TUESDAY & WEDNESDAY 12-1PM EST

REGISTER TO RECEIVE YOUR RESOURCES & REPLAYS:

WWW.PIVOT2BOSS.COM/WORKSHOP

WE'RE STREAMING THIS WORKSHOP LIVE IN OUR
NEXT LEVEL COACHING FACEBOOK GROUP

IT ISN'T TOO LATE TO INVITE OTHERS

DON'T WORRY ABOUT TAKING NOTES-YOU'LL GET
THIS ENTIRE SLIDE PRESENTATION

BE PRESENT, TAKE ACTION & LET'S HAVE FUN!!

Tapping Session



Intro to Kimmy



DAILY TOPICS



Day One

YOUR MESSAGE

INTRODUCTION TO
MARKETING STRATEGY

THREE CONTENT
PILLARS: CLARITY,
CERTAINTY, TRUST

IDENTIFY YOUR
AUDIENCE AND SHARPEN
YOUR MESSAGE



Day Two

IMPLEMENTATION

HOW TO BUILD A WARM
AUDIENCE

IMPLEMENTATION: SET
UP A NEW 2-STEP
FUNNEL

CONTENT CREATION
WORKSHOP TIME



Day Three

AUTOMATION

PUT YOUR BUSINESS ON
AUTOPILOT WITH
AUTOMATION

GETOILING WEBSITE
FAST START SETUP

CHATGPT CONTENT
CREATION PROCESS
DEMONSTRATION

Marketing Strategies

OLD METHOD → FRICTION → NEW METHOD

Cold messages

Immediate skepticism

Influence/attraction

Long trainings, webinars or masterclasses

Too long/too much commitment

Small bite-sized training w/simple action steps

Sales or promotion-centered posts

Feels spammy

Problem solving content

Long written posts

Everyone scrolls past

Short videos or posts

Register for freebie

Privacy/fear of spam

Give away NSA

Marketing Pillars

Clarity > Certainty > Trust

- ✿ Be authentic and relatable
- ✿ Offer solutions through content
- ✿ Attract your ideal audience
- ✿ Build relationships



Clarity

Goal: Brand education & rapport building

Create content that teaches & connects to products

50% of your posts

Formats: guides, freebies, infographics, reels

w/product demos, unboxing, in-use, power content

video, reel w/text overlay describing product features

Captions: medium-long content post, 60-90 second

reel, include traffic-driven CTA, "click link" "DM me"



The Elevation Tribe
 August 8 at 2:20 PM · 🌐

If you're struggling to release a past negative experience watch this 6-minute video where Kimmy demonstrates the healing power of Tapping. Type GUIDE in the comments and I'll send you my free EFT Tapping Guide.



Heather Bruce Coaching
 August 11 at 12:15 PM · ⚙️

🌿 Choosing the right cooking oil is essential for a healthy lifestyle! Not all oils are created equal, some can cause inflammation, while others help your body thrive. Opt for anti-inflammatory oils like organic extra virgin olive oil, organic avocado oil (cold pressed or extra virgin if possible), and organic virgin cold pressed unrefined coconut oil. These oils are rich in healthy fats that support heart health and reduce inflammation. Start swapping out those processed oils and nourish your body with the best nature has to offer! 🌱

You can find these at your local grocery store, Amazon, Sam's Club or Costco.

[#HealthyLiving](#) [#WellnessJourney](#) [#AntiInflammatoryEating](#)

Inflammatory Oils To Avoid



Dr Mindy Pelz

Carol Schirr - The Queen of Oils
 July 31 at 3:45 PM · 🌐

Recently I was at someone's house when I opened the bathroom door there were some clothes drying on hangers that had just been washed. Immediately upon opening that bathroom door I was hit with the powerful chemical smell of commercial laundry detergent! 😬 I used to use the commercial laundry detergents myself 23 years ago. Now when I experience that smell my throat hurts, I get a headache and I have difficulty breathing. This is because I have worked hard to remove toxic ... [See more](#)

Think those chemicals have been tested?

Number of industrial chemicals used in household items:	84,000
Number that have been tested by the FDA:	200
Number regulated by the FDA:	5
Last time federal chemical safety law was updated:	1976



Certainty

Goal: Brand awareness & engagement

Find content that connects

Let your audience know you understand them

30% of your posts



Formats: shareable posts, memes, reels, videos, lifestyle imagery, Freebies, guides, solve small problems

Captions: include CTA that drives engagement

"tag someone" "share this" "drop freebie"



When diet is wrong, medicine is of no use.
When diet is correct, medicine is of no need.

COTTON CANDY Diffuser Blends

Cotton Candy

- 6 DROPS TONKA BEAN
- 4 DROPS PERU BALSAM
- 3 DROPS YLANG-YLANG
- 2 DROPS VANILLA
- 1 DROP GRAPEFRUIT
- 1 DROP CEDARWOOD

Candy Floss

- 3 DROPS VANILLA
- 1 DROP YLANG-YLANG
- 1 DROP CEDARWOOD
- 1 DROP GRAPEFRUIT

Simple Cotton Candy

- 3 DROPS TONKA BEAN
- 1 DROP YLANG-YLANG
- 1 DROP GRAPEFRUIT
- 1 DROP CEDARWOOD

DIY EYE SERUM

with essential oils

Why, yes, there is an essential oil for that.

someecards
MEME CARDS

10 Essential Oil Blends to improve your focus

6 SINGLE OILS IN 18 RECIPES FOR DIFFUSING OR ROLLER BOTTLES

<p>wake up</p> <ul style="list-style-type: none"> 2 drops peppermint 1 drop lavender 1 drop lemon 	<p>energizes</p> <ul style="list-style-type: none"> 2 drops grapefruit 1 drop peppermint 1 drop lemon 	<p>eye opener</p> <ul style="list-style-type: none"> 2 drops rosemary 2 drops ylang ylang
<p>breathe deep</p> <ul style="list-style-type: none"> 2 drops lemon 2 drops rosemary 	<p>concentrate</p> <ul style="list-style-type: none"> 2 drops lemon 1 drop ylang ylang 	<p>balance</p> <ul style="list-style-type: none"> 1 drop ylang ylang 2 drops lavender
<p>invigorate</p> <ul style="list-style-type: none"> 3 drops peppermint 1 drop grapefruit 	<p>unity</p> <ul style="list-style-type: none"> 2 drops grapefruit 1 drop lemon 1 drop rosemary 	<p>exhilarate</p> <ul style="list-style-type: none"> 2 drops peppermint 1 drop lavender
<p>stimulate</p> <ul style="list-style-type: none"> 2 drops lemon 1 drop peppermint 1 drop rosemary 		

AFTER I APPLY MY OILS...

5 ESSENTIAL OIL BLENDS to diffuse throughout the day

<p>8:00 a.m. <i>Wake-up Blend</i></p>	<p>5 drops Lemon Essential Oil</p>	+	<p>3 drops Peppermint Essential Oil</p>		
<p>10:00 a.m. <i>Focus Blend</i></p>	<p>3 drops Grapefruit Essential Oil</p>	+	<p>4 drops Sweet Basil Essential Oil</p>	+	<p>3 drops Atlas Cedarwood Essential Oil</p>
<p>12:00 p.m. <i>Smooth Lunchtime Blend</i></p>	<p>2 drops Peppermint Essential Oil</p>	+	<p>3 drops Clove Bud Essential Oil</p>	+	<p>3 drops Roman Chamomile Essential Oil</p>
<p>2:00 p.m. <i>Energy Blend</i></p>	<p>5 drops Sweet Orange Essential Oil</p>	+	<p>2 drops Eucalyptus Essential Oil</p>	+	<p>2 drops Cassia (Cinnamon) Bark Essential Oil</p>
<p>8:00 p.m. <i>Bedtime Blend</i></p>	<p>4 drops Lavender Essential Oil</p>	+	<p>3 drops Clary Sage Essential Oil</p>	+	<p>2 drops Roman Chamomile Essential Oil</p>

I'VE GOT 99 PROBLEMS AND CBD OIL SOLVED LIKE 86 OF THEM.



Trust

Goal: Brand connection/community
create content that shares your mission/values
Nuture long-term customers

20% of your posts

Format: Educational reels or carousels,
testimonials, case-studies, client wins

Captions: short & witty, personal storytelling,
Authentic message, behind the scenes, personal
journey, w/CTA to comment, book a call or share





Pivot2Boss Coaching

July 21 at 3:25 PM · 🌐



I love working with clients like Carol and hearing the updates of how her business is growing. We worked together to build her new website and now she's one of the leaders in our Coaching Program. Carol, thank you for sharing your journey with us!

CLIENT TESTIMONY
★★★★★



“My experience working with Kimmy in the Revitalize Coaching Program has been outstanding on many levels. This is one of the best investments I've made in my business. I'm more confident than ever that I will be able to help others on my team reach their goals plus keep my customers up to date and I can't wait to watch my business grow!”

Carol Schirr

www.pivot2boss.com



Kimberly Stairs

Admin

Top contributor

August 4 at 1:31 PM · 🌐



I love celebrating Epic Wins! Congrats to [Thomas Fisher](#) for launching his GetOiling website!

SHOUT OUT TO: TOM

FOR HAVING THIS *Epic Win*

He launched his new GetOiling website! →





Pivot2Boss Coaching

July 24 at 8:08 PM · 🌐



I'm excited to share a success story from one of our incredible coaching clients.

Meet [Heather Bruce!](#)

Heather is a supermom who's been on a mission to elevate her health and wellness coaching business, while simultaneously launching her financial coaching program. As a Young Living Brand Partner, she has faced many challenges while building her team but dreams of one day being able to support her family's household expenses.

Like many moms, she struggles to balance her personal growth with family commitments, often staying up late to push her business forward. As a Young Living Leader, standing out in a competitive market and creating an organized marketing plan were constant hurdles for Heather—until she found our Next Level Coaching program.

Before joining us, Heather was unsure how to build her audience, struggled to make her website work for her, and felt overwhelmed by the process of creating content.

Fast forward to today, and Heather has now launched her new automated website, armed with customer education and automated follow-up plus she's harnessed the power of AI and Canva to create stunning, eye-catching content which she's seamlessly incorporated into her social media, attracting her ideal customers.

At Next Level Coaching, we specialize in helping Young Living Brand Partners like Heather, find their voice and elevate their businesses through the power of Attraction Marketing, advanced AI tools, and expertly designed automated websites. Our comprehensive coaching program is designed to ensure you stand out in the market, attract more clients, streamline your operations, and achieve growth and success.

Heather's dedication to learning and facing new challenges head-on makes her a dream client and we couldn't be more thrilled to be a part of her journey. Heather's success is just one of the many we've been fortunate to witness, and we can't wait to see where her journey takes her. Thanks for trusting us to help you Heather!

Want a peek at Heather's beautiful website? I'll drop the link in the comments or you can find her over at [Heather Bruce Coaching](#).



Your Marketing Brand

What is your POV?

Who do you help?

What problems do you solve?

What is your message?

How do you share your message?



What is *your* POV?

WHO ARE YOU TRYING TO HELP?

WHAT PROBLEMS CAN YOU SOLVE FOR THEM?

USE YOUR JOURNEY AS INSPIRATION

WHAT IS YOUR UNIQUE NICHE?

WHAT GAP DO YOU FILL IN THE MARKET?

WHAT DO YOU STAND FOR?



Find Your Ideal Client

DESCRIBE YOUR PERSON

DAY IN THE LIFE OF YOUR PERSON

DIGITAL BEHAVIOR:

WHO DO THEY FOLLOW? INTERESTS?

WHERE ARE THEY ON SOCIAL MEDIA?

WHAT PROBLEMS ARE THEY UP AGAINST?



Problem/Solution

IDENTIFY THE BIG PROBLEM YOU SOLVE

BREAK IT DOWN INTO SMALLER PROBLEMS

HOW CAN YOU HELP THEM BETTER THAN ANYONE ELSE? (WHAT IS YOUR NORTH STAR)

CONNECT IDEAL CLIENT TO THEIR WANTS AND WHAT YOU OFFER

PROVIDE CONTENT & RESOURCES TO HELP THEM SOLVE THEIR PROBLEM QUICKLY



What is *your* Message?



YOUR MESSAGE:

SUCCINT + MEMORABLE = SHARPER MESSAGE

ATTENTION FOR THE RIGHT REASON

NOT JUST NOISE-EMOTIONAL RESPONSE

TIE EVERY MESSAGE TO YOUR IDEAL AUDIENCE



Craft Your Brand Message

I HELP _____
TO _____
USING _____
SO THEY CAN _____

I HELP WOMEN STRUGGLING WITH CHRONIC ILLNESS FROM PAST TRAUMA TO UNCOVER THE ROOT ISSUE USING NATURAL STRATEGIES LIKE MEDITATION, ESSENTIAL OILS, AND HERBAL SUPPLEMENTS SO THEY CAN FINALLY FEEL CONFIDENT ABOUT THEMSELVES AND THEIR RELATIONSHIPS.

Create Your 30 Second Elevator Pitch

TEMPLATE:

YOU KNOW HOW SO MANY PEOPLE ARE DEALING WITH _____ ?

I HELP THEM _____ BY _____

DO YOU KNOW SOMEONE DEALING WITH _____ ?

EXAMPLE:

YOU KNOW HOW SO MANY PEOPLE ARE DEALING WITH CHRONIC ILLNESSES?

I HELP THEM GET TO THE ROOT CAUSE AND SHOW THEM HOW THEY CAN TREAT THEMSELVES WITH NATURAL SOLUTIONS LIKE HERBAL SUPPLEMENTS, ESSENTIAL OILS AND MEDITATION. DO YOU KNOW SOMEONE DEALING WITH A CHRONIC ILLNESS?

Questions,
Coaching
& Workshop
Session

& Homework!

