# Next Level Coaching Marketing Workshop

### BECOME YOUR OWN SOCIAL MEDIA MANAGER

August 19 - 21, 2024 Live & Zoom each day at 12pm EST

## **Ouick Announcements**

SCHEDULE: MONDAY, TUESDAY & WEDNESDAY 12-1PM EST

REGISTER TO RECEIVE YOUR RESOURCES & REPLAYS: WWW.PIVOT2BOSS.COM/WORKSHOP

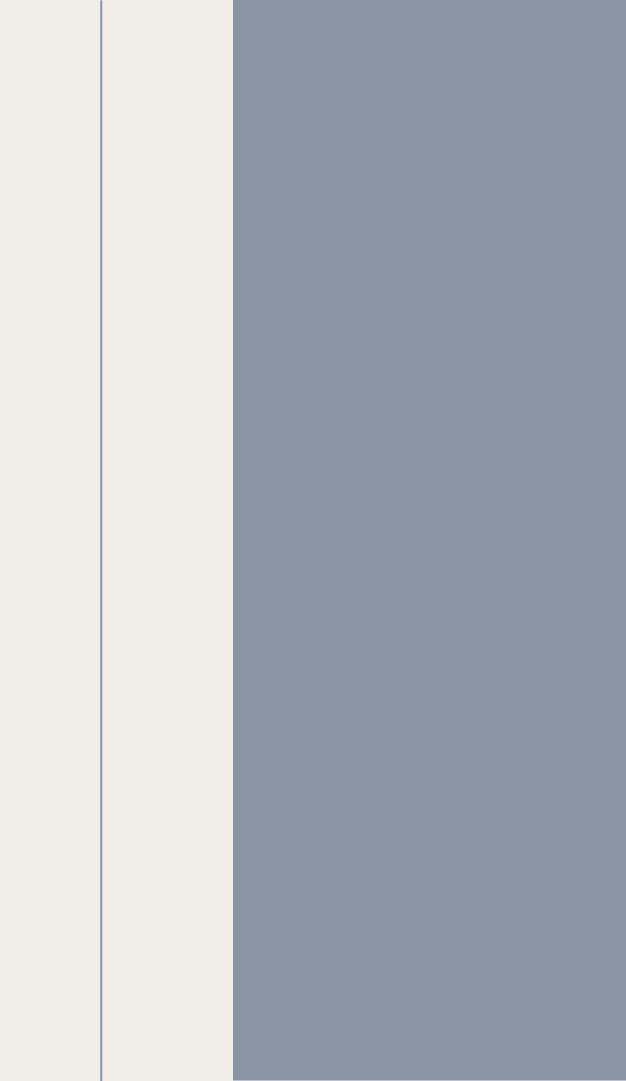
WE'RE STREAMING THIS WORKSHOP LIVE IN OUR NEXT LEVEL COACHING FACEBOOK GROUP

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



#### ()ne DavYOUR 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

IMPLEMENTATION: SET UP A NEW 2-STEP FUNNEL

CONTENT CREATION WORKSHOP TIME

CHATGPT CONTENT CREATION PROCESS DEMONSTRATION

GETOILING WEBSITE FAST START SETUP

PUT YOUR BUSINESS ON AUTOPILOT WITH AUTOMATION

### Day Ihree AUTOMATION



## Marketing Strategies

## OLD METHOD - FRICTION

Cold messages

Long trainings, webinars or masterclasses

Sales or promotion-centered posts

Long written posts

Register for freebie

Immediate skepticism

Too long/too much commitment

Feels spammy

Everyone scrolls past

Privacy/fear of spam

## NEW METHOD

Influence/attraction

Small bite-sized training w/simple action steps

Problem solving content

Short videos or posts

Give away NSA

## Marketing Pillars

## Clarity > Certainty > Trust





Attract your ideal audience





# 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"

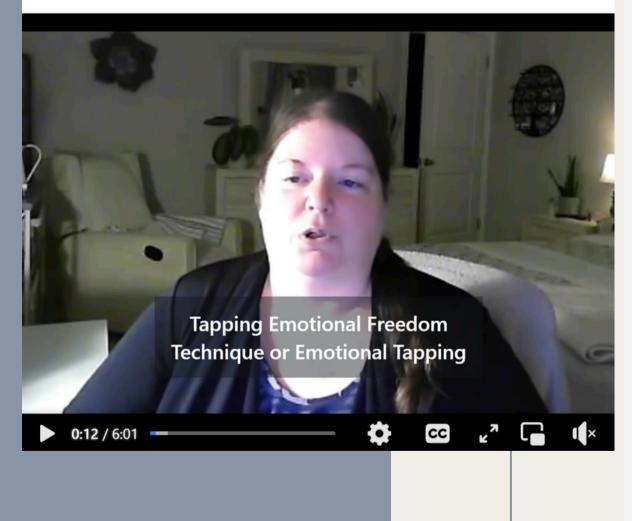




The Elevation Tribe August 8 at 2:20 PM · 🕤

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If you're struggling to release a past negative experience watch this 6minute 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 · 🔅

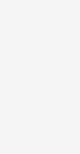
K Choosing the right cooking oil is essential for a healthy lifestyle! Not all oils are created equal, some can cause inflammation, while others help your body thrive. Opt for anti-inflammatory oils like organic extra virgin olive oil, organic avocado oil (cold pressed or extra virgin if possible), and 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









Canola Oil

Vegetable Oil









Soy bean Oil

Dr Mindy Pelg

Safflower Oil



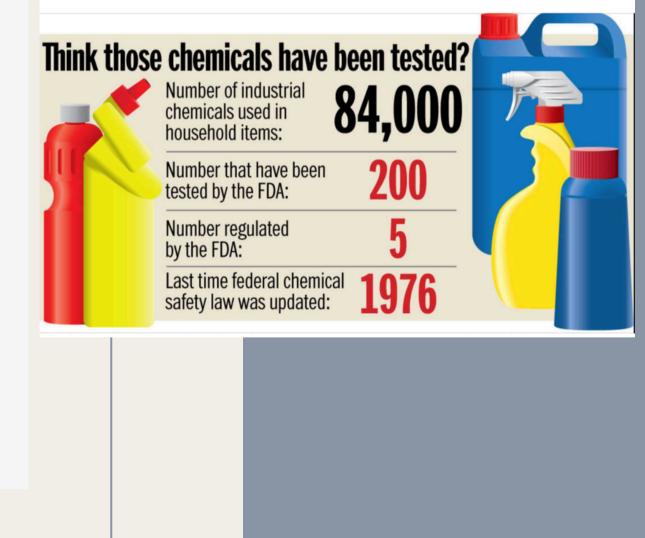
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Carol Schirr - The Queen of Oils July 31 at 3:45 PM · 🕤

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









**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.

#### **Essential Oil Blends to** improve your focus

#### SINGLE DILS IN HE RECIPES FOR DIFFLIGING OF ROLLER ROTTIES

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breathe deep 2 drapt hannn 2 drags resemany

invigencie 3 drops pappermint 1 drag grapefrait.

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2 drops plang plang

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## COTTON CANDY Diffuser Blends

#### Cotton Candy

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



attenu co



#### **5 ESSENTIAL OIL BLENDS** to diffuse throughout the day



3 drops Clary Sag

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





drops Roman Chai Essential Oil







**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

## IUSt



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!

www.pivot2boss.com

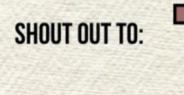




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Kimberly Stairs Admin Top contributor · August 4 at 1:31 PM · 😁

I love celebrating Epic Wins! Congrats to Thomas Fisher for launching his GetOiling website!



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 DO YOU STAND FOR?

#### WHAT GAP DO YOU FILL IN THE MARKET?

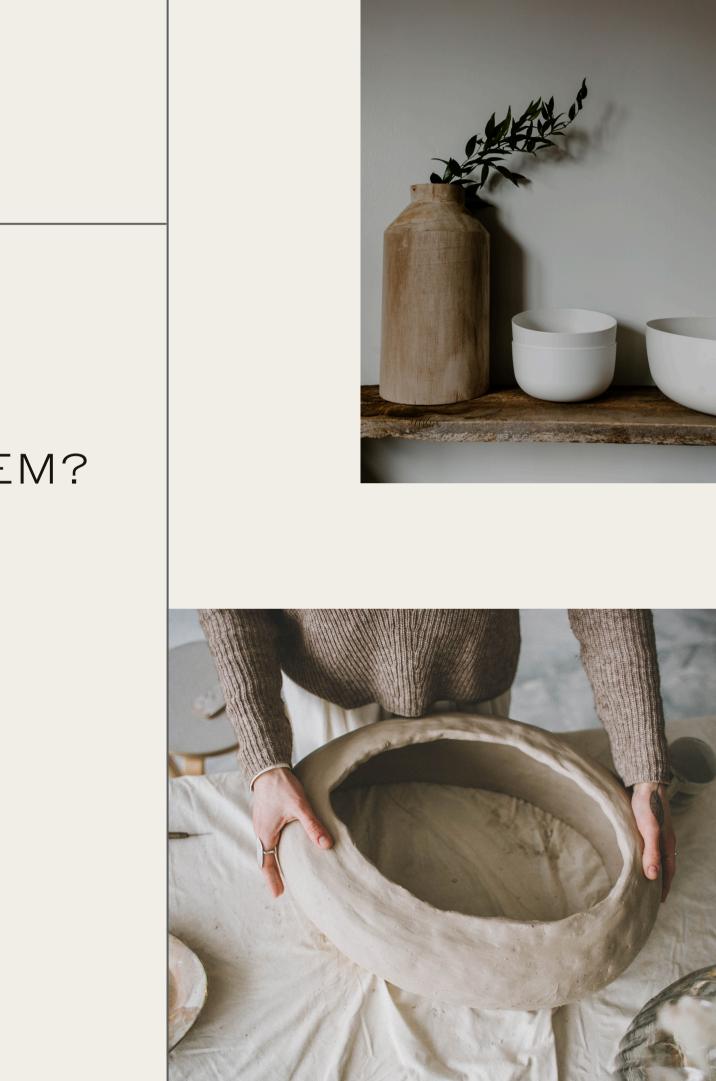
#### WHAT IS YOUR UNIQUE NICHE?

### USE YOUR JOURNEY AS INSPIRATION

### WHAT PROBLEMS CAN YOU SOLVE FOR THEM?

#### WHO ARE YOU TRYING TO HELP?

# What is your POV?







### 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?

## Find Your Ideal Client

## 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)

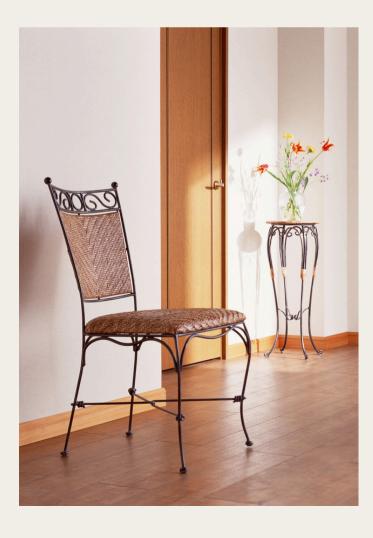
CONNECT IDEAL CLIENT TO THEIR WANTS AND WHAT YOU OFFER

PROVIDE CONTENT & RESOURCES TO HELP THEM SOLVE THEIR PROBLEM QUICKLY











## TIE EVERY MESSAGE TO YOUR IDEAL AUDIENCE

### NOT JUST NOISE-EMOTIONAL RESPONSE

### ATTENTION FOR THE RIGHT REASON

### YOUR MESSAGE: SUCCINT + MEMORABLE = SHARPER MESSAGE

# What is your Message?

# Craft Your Brand Message

I HELP	
то	
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!





