

LEVERAGING YOUR INNER GENIUS

A Guide To Help You Make Your First \$50k



ASHA | *Soul + Business. Go Perfectly Together.*

COACHING

Pricing: based on level of expertise and on results you have offered. With pricing you typically have two choices; sell lots for little, or sell little for lots.

\$50,000 / 12 Months = \$4,167 / Month

PRICING EXAMPLES

First six months: 3 month or 6 month packages at \$500/month. Based on this price model to achieve your mid-year goal you need 17 clients.

Once you set your pricing and determine your sales goals, you will need to figure out how to attract your ideal clients. Especially in service based businesses your potential customers will want to hear reviews from former clients. Gather testimonials that will resonate with your ideal client and their pain points.

Second six months: 3 month or 6 month packages at \$1,000/month. Offer \$500 off for client who pays upfront. At this price point, you will only need 9 clients (at one time) for 12 months to meet your \$50k goal.

One day intensives: a compilation of a 3 month program in one day with pricing at \$1,000-\$2,500.

YOUR GENIUS

Uncover what you are good at. This is the key to creating a business that you love, where work doesn't feel like work.

How To Get Your Ideal Clients:

- Free opt-in that addresses your ideal client's pain points to build your email list (example: <http://ashaisnow.com/MiraclesWorkbook>).
- Build relationship via teleclasses, webinars, social media, blogging.
- Actively promote either rolling admission, or open membership at specific times.

MARKETING

Become a marketing machine! Talk to everyone you know and those you don't know, as if your life depended on it. Because it does.

Leads: *Diversify.*

- Facebook ads
- Facebook groups
- People in networks. Yes, even friends can be clients.
- Networking events
- Referral rewards program. Get past clients to speak to what results you give. Know that as you do this work, the referrals will come in.
- Google Ads
- Instagram

ENROLLING

Become a master at having confidence in your offering.

CONTRACTS

Have your clients sign via hellosign or echosign for simple, electronic contracts.

SUPPORT

Find a mentor. Someone that can help guide you as you leverage your inner genius. Someone that can offer advice and support based on experience and mutual admiration.

Build a Team. The phrase "it takes a village" does not only apply to raising children. It also applies to building a successful business. Determine your strengths and weaknesses and start building your team to fill the gaps. This can be in the form of an assistant, technical support, copy writing, etc. You will also need to factor in how much assistance you will need and how much you can afford to pay.

Do not complicate the process. Stick to one product and one model of selling. After you've hit your \$50k goal, then you can start mixing up the products and packages.

BONUS

[The Post That Made Me \\$80K In Sales](#)
[Happiness Challenge](#)