

THE SIX-FIGURE ROADMAP

KNOW YOUR AUDIENCE

- 1. Get to know your ideal client** - Intimately understand who you are selling to and how you help them.
- 2. Don't be afraid to niche down** - it will help the right people find you.
- 3. Excavate those pain points** - Know what's bugging your client and how it impacts on her life, so you can offer her the right solution
- 4. Stay in the engine room** - Remember those hard yards your client is doing right now, so you can stay connected and responsive.
- 5. Understand how you help** - Accept the compliments and understand the difference you make

YOU ARE THE SECRET SAUCE

- 6. You are your secret sauce** - People buy from your personality, values and your story.
- 7. Be willing to repel** - Continuously call in the right clients and let those tyre kickers slope on by
- 8. It's not what you say it's how you say it** - Your voice attracts your people
- 9. Know your message** - Find your consistent message and repeat it over and over again
- 10. Create from connection** - Go within, find out what you have to say and bring the best energy to your content
- 11. Put yourself and your business first** - After health and wellbeing put business growth before everything else - even the client work
- 12. Walk your talk** - Stay in integrity and alignment with your offers

GROW YOUR TRIBE

- 13. Create a lead magnet** - help you client solve a problem and give them a taste of your expertise
- 14. Generate leads every day** - Whether it's showing up in a Facebook group, sharing a lead magnet, or sending a quick message, make time every day to grow your potential client base
- 15. Pay for advertising** - Stop moaning about algorithms and invest some cash in marketing your business
- 16. Show up daily** on social media. Seriously. It's not as hard as you think.
- 17. Create from the place of least resistance** - Make it easy to show up consistently by finding your content sweet spot
- 18. Run with your ideas** - When you get an idea, take action
- 19. Repurpose** blogs, interviews and newsletters to get the most out of everything you create
- 20. Keep in touch** - Send regular newsletters to your database
- 21. Network** - Make a conscious effort to get out from behind the laptop and meet people in the flesh
- 22. Get visible** - Take action every day, week and month to get eyeballs on your work

SALES AND MINDSET

- 23. Master Your Money Mindset** - Learn to take care of your money and see that you deserve to make great money
- 24. No more freebies** - Value your time and your work enough to charge for it, and find other ways to be generous
- 25. Honour your work** - Act from energy and alignment
- 26. Sales is just a conversation** - Sales is a chance to show how you can help someone.
- 27. Think your way to better sales** - Thoughts + actions = results - so take

responsibility for your thoughts

28. Detach your self worth from your sales - It's not about you, it's about the buyer

29. Energy counts - Your audience will sense whether or not you are committed

30. Be clear about what you don't do - Put boundaries around your offers and create a business model that works for you

31. Competition is a good thing - A busy market means your product or service is needed

32. Play the long game - Forget about external circumstances and concentrate on showing up

FOUNDATIONS OF SALES

33. Create a simple sales funnel - Create a pathway to help your clients step deeper into working with you

34. Fall in love with follow up - Following up is an act of service

35. Make the offer - Get over yourself and start inviting people to work with you

36. Know where your client is at - So you can make the right offer

37. Create your sales ladder - Have different offerings for different stages of the client journey and when you see a gap, fill it

38. Sell every day - Yep. No way around this one sunshine

39. The 3,2,1 method - The easy way to systemise your sales activity

40. Remember your repeat buyers - look after the people who love your work and invite them

41. Ask for referrals and reviews - Build up your social proof and evidence of your success