

*Amanda Moxley's*

**FIRESTARTER**

**RAIN MAKER**

MASTER MIND MONEY AND BIZ MENTORING

Money & Business Mentoring  
with Amanda Moxley

*Month Four: Marketing Plans*



# Your Monthly Check In

## Review Last Sessions Action Steps

Before we dive into this month's topic call, it's really important that you track your progress each and every week so that you can be accountable to your intention and desire. So please review last session's action steps and check the boxes if you completed the action steps. If you have not completed them, please go back and work through the guidebook and complete all of the Action Steps so that you will have a solid foundation to build upon. Fair enough?

- Finish this form in its entirety, taking time to answer every question!
- Own Your Value
- Design Your 3 Packages – name them, price them and package them.
- Determine Your Hourly Rate
- Be the Expert
- Connect with us in our private forum

*Welcome to Month Four in the Fire Starter and Rain Maker  
program!*

This month you are going to create your marketing plan!

See it  
Feel it  
Believe it  
Receive it

**Before we dive into marketing plans, we need to get into alignment with money and your mission.**

You need to vibrationally align and attune yourself to the frequency of the money you desire. You need to be and act as if you already are in possession of the money you desire. The acting part is crucial and you must cast out all fear and doubtful thoughts as soon as they creep into your consciousness.

In order to help you cast out fear and doubts; we're going to talk about how you can bring in your next 3 clients (or more) in the next 30 days.

Ready, set, go!

**By now you know:**

Why you want clients  
Your messaging focus  
Your purpose  
Your packages  
Your vision

Please write your intention for the next 30 days. Intention is everything. Example: I am easily and joyfully attracting and receiving 3 ideal and wonderful clients in my X program! Thank you!!

**Write your intention here: Then place your intention in several locations throughout your house that you can look at multiple times per day. Repeat your intention/mantra 400 times or more each day until you make your mark!**

## *Let's brainstorm how and where you can get these clients!*

**1. Start Locally-** research all of the local networking events where you and your ideal clients hang out. Schedule at least 2 networking events into your calendar today. Then plan on regularly attending your networking event each month. Business is built on relationships and knowing people. It's all about making these local connections and showing up as the expert in your field. Do it!

**2. Book one local talk/workshop in your local area this month.** And make a plan to book a talk or a workshop with at least 7 other venues this month. Meaning book them for the rest of the year! Get out there and meet centers of influence who share your ideal clients! Call them up. Introduce yourself. Ask them if they would be open to you sharing a free talk/workshop on your signature topic. Book it!

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*Tip: Ask them if they have any other contacts they can connect you with. Then call them and tell them that they referred you!*

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**3. Offer your free talk/workshop locally.** Give a ton of value. Take a sign up sheet for peeps to sign up for your free gift and for you to stay in contact with them. At the end of your talk, invite the audience to sign up for a breakthrough session around your signature topic. Get ready to enroll new clients after this!



**4. Write a warm letter of introduction** to all of your friends, family, colleagues and anyone else you feel connected to! Even if you've been in business for awhile please email or mail your warm contacts and tell them what's up!!

Example:



Dear ,

I am very excited to update you on my nutrition counseling business, Eating for Energy!

I am happy to say that Eating for Energy is growing quickly into a solid and thriving business!!

My specialty is helping people who struggle with emotional eating, sugar addiction and low energy. After working with me, my clients report having more consistent energy, are clear about the best foods to eat for their specific needs and goals, their food cravings are under control and they lose weight naturally. What distinguishes my approach to nutrition and wellness is my in depth focus on my clients' relationship with food. We focus not only of the science of food but the soul of nourishment.

Here is why I am writing. My client base continues to grow steadily, mostly through referrals. Would you please be on the lookout for friends or colleagues that are currently expressing a deep desire to gain back control of their health, and want to have more energy and balance in their life? I work with people in my area in person AND with people out of state over the phone.

If you see a match, will you let them know about me? I would love to talk with them to see if I could help. They can call me directly with questions at 801-599-9194 or visit [www.eating4energy.com](http://www.eating4energy.com). If I am not the right person for their needs, I have colleagues who may be able to better help them and I am happy to refer them.

Thank you SO much for your help! If there is anything I can do on my end to help you, please let me know.

In Health and Happiness,

Amanda



**5. Identify other centers of influence who share your target market.** Establish a relationship with them. Get to know them. Example: a health coach connects with a image stylist, a massage therapist, an esthetician, a relationship coach and a yoga studio owner.  
Or a money coach connects with a business coach, a copywriter, a sales expert and an energy healer.

Write out a list of 10 centers of influence and make a connection with them today. Always ask and see how you can support them and help them. Create a great connection that will serve both of you for years to come.

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*Tip: Whenever you connect with anyone, always ask them if they have any other connections/friends that you could connect with.*

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**6. Connect with center's of influence online.** Scope out who's hot to trot and invite them to a "virtual green drink" chat. Before you connect, have a strong intention for why you're connecting with them. Connect, learn more about them and their biz. If they feel like a good fit, ask them how you can support them?

**7. Create a "X recommends" section in your newsletter.** Once you meet ideal centers of influence you click with introduce them to your peeps in your newsletter. Tell your center of influence you'd love to share them with your peeps and ask them to share their bio, photo and a link to their free offering in your newsletter! Hopefully, they'll want to do the same for you!

**8. Once you have a good number of peeps on your email list you can send out a 4 part email campaign** inviting ideal clients to book a strategy session with you. Here's how it works:

**Step 1.** Come up with a juicy campaign theme that solves a problem that people desperately want! Example.. a Release up to 50 lbs in 5 Months Session. Or a Get 3 Clients in 30 days session or a Autumn Breakthrough Session or a Make 10k in 30days session. Choose a theme that the reptilian brain can get excited and motivated to take action about!

**Step 2.** Create an application for your clients to fill out and qualify for.

**Step 3.** Write 4 solo emails all around the campaign theme you created in step 1. Be sure that you have these 2 limiters!

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*Limiter #1 .. how many breakthrough sessions you have available. Example 7 only*

*Limiter # 2.. when the offer expires.*

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**Step 4.** Send email #1.. something along the lines.. something BIG is coming. Then share your big and exciting news and give the CTA for 7 spots which must be applied for by X date.

**Step 5.** 3 days later send email #2 ... with the theme.. did you see this? Then restate in a different way what you shared in email # 3.

**Step 6.** 2 days Send your ezine and give a CTA to your offer.

**Step 7.** 1 to 2 days later send solo email #3 .. with the theme.. 24hours left to get yours. Then explain the offer and why it's so juicy. And definitely share how many spots are still available.

**9. Host a teleclass.** Next month we will be diving deeper into how to run and host a teleclass.

**10. Pick up the phone and call all current and past clients!** Just connect in with them and see how they are and see if/how you can support them.

**11. Make a list of all of the places your ideal clients hang out.** Get in your car and go visit these places. Get to know the owners of the establishments. Share a little bit about you and your passion and mission and how you could support them. You can always offer a referral fee for any referrals. Who knows they may become clients!

**12. Create an affiliate program.** Tell your friends, family, colleagues etc that you have a referral program. You can decide what number feels best to you. Most people want to help you out and won't want a referral fee. Be sure to always send a thank you note for any referrals!

**13. Call up everyone you know.** Old friends, family, previous co-workers and colleagues share with them what you're up to. Share your mission, your passion and your message and ask them if they know of anyone who could benefit from your services! Don't be shy! ASK!

**14. Get on TV!** Call your local news stations and ask for the TV producers emails/phone numbers. Come up with 10 segment ideas that you can pitch to the producer. They are dying for new content and you could really be helping them out!! Keep trying until you get on. You can even go down to the station and ask for the producer and then pitch them your ideas. Yes! I've done all of the above! You've got to want it bad!

**15. Attend live networking events for your industry.** There you will meet affiliates, JV partners and make life long friendships.

**16. Invest in a Facebook ad campaign, targeting your ideal clients.** The ads lead to an opt in page for a free call or a free gift or a free strategy session. Be ready to spend time, money and focus in tweaking these ads to be profitable. You can hire a qualified VA to help you with this.

**17. Set yourself up on a blogging schedule and give away valuable** and well branded content several times a week. You can repurpose these blog posts in social media, ezine articles, article submission sites and eventually turn them into an e-book or a free report.

**18. Be your brand!** Walk your talk. Exude confidence and know that God's got your people. Be in a high vibration and your clients will be magnetized to you by you being you!

**19. Get on a mission!** Seriously, it takes massive inspired action to carve your way into the world. You have to want this badly enough to get and be seriously and significantly uncomfortable. You have to put in a lot of work and effort with action in order to get the results you crave. The good news is that action kills fear. So get into some serious action.

**20. Get your calendar out right now and schedule in when you will meet with your new clients.** Book them all the way out 3 to 6 months into the future. Also, get all of your contracts and other materials ready as if you're client is starting today!

Let's plan out your next 30 days.

Write out your detailed 30 day action plan to get your next 3 clients or more.



## Action Steps

- ✓ Create your 30 day action plan for marketing.
- ✓ Make up your mind that you're going to bring in your next 3 clients or more this month
- ✓ Take one inspired major marketing movement every day and report about it in our private facebook group.
- ✓ Go through the 20 ways to get your next 3 clients or more and identify which one you have the MOST resistance to then TAKE ACTION on this one first!
- ✓ Get focused and get ready to receive your next 3 clients
- ✓ Connect with us in our private forum

