



30 DAYS TO BRING YOUR BUSINESS ONLINE

And start making money.



Brand Messaging

Focused Message

- To be seen as the authority
- Easy for people to associate you with your theme

Key Messaging

DON'T Do This



DO THIS



www.SowGrowPR.com



Exercise 1. - Messaging (Example)

Item	Considerations	Example
Name & Tagline	<ul style="list-style-type: none"> • Short • Reflect key benefits of your offering • Unique 	IGNITE Your Life (Name of program) ...and Step into Your Best Next Chapter (tag line)
Summary		3 Month Group Program offering you guidance, resources and community to help you to reignite your passion, find your deeper calling and create the Best next chapter of your life!
Description	Key benefit Secondary benefits Solution Credibility Logistics Call to Action	Are You Ready to Discover What's Next for You? Are you open to exploring greater possibilities for your life and tapping into your heart's true longing? Maybe you would like to use your knowledge and experience to make a difference, but don't know where to begin? IMAGINE, receiving guidance, resources and community to help you to reignite your passion, find your deeper calling and create the Best next chapter of your life Learn the Method I Used to Transform My Life that Draws Upon: ✓ 30+ years of business and leadership training and best practices. ✓ My own journey of moving beyond surviving tragedy to thriving in my life. ✓ Personal development/human potential fields of study. 3 Month Group Coaching starts Oct 15th with live sessions in Hudson every two weeks. Online and private sessions are available as well. Learn More: https://designingtransformation.com/ignite/



Exercise 1. - Messaging

Item	Considerations	Complete
Name & Tagline	<ul style="list-style-type: none">• Short• Reflect key benefits of your offering• Unique	
Summary		
Description	Key benefit Secondary benefits Solution Credibility Logistics Call to Action	



Brand Image

Look and Feel

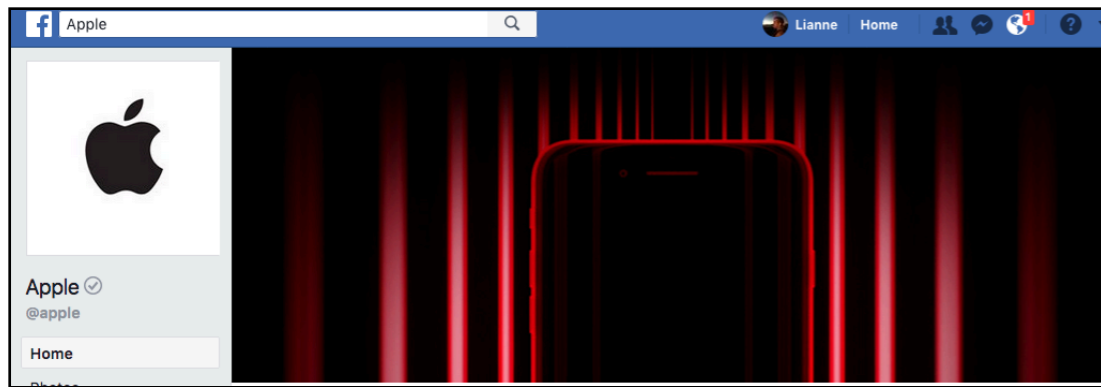
- Mood board and design direction complete
- Brand imagery influenced by:
 - Fonts
 - Colours/textures
 - Layout
 - Images



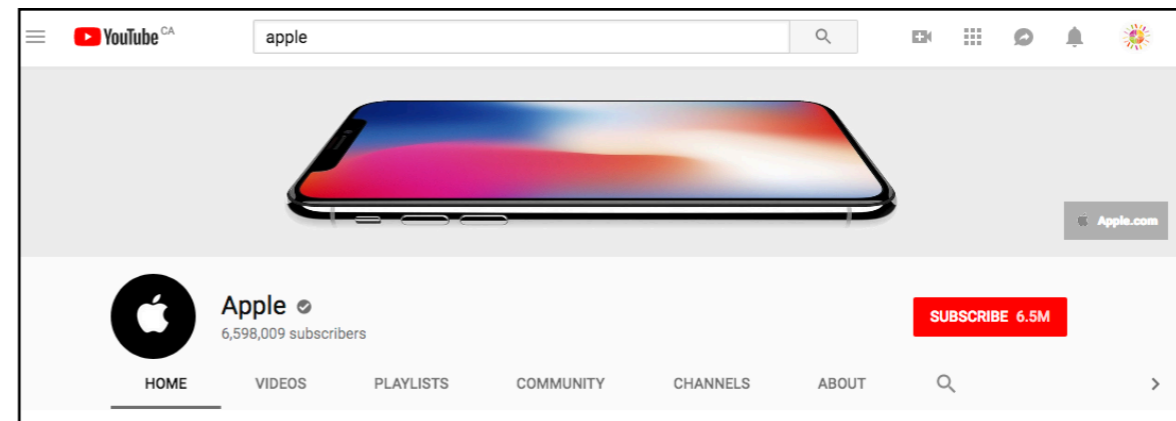
Consistent Design

Name, Look and Feel

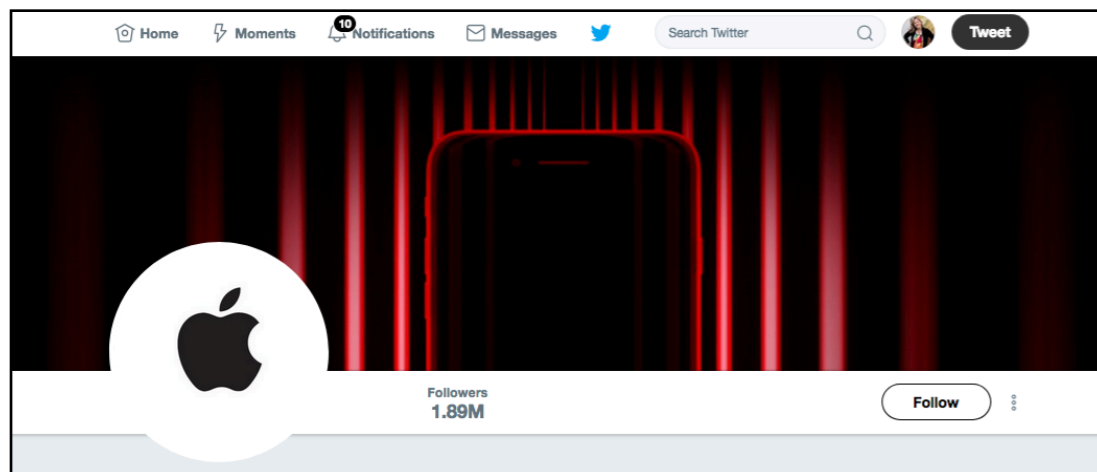
<https://www.facebook.com/apple/>



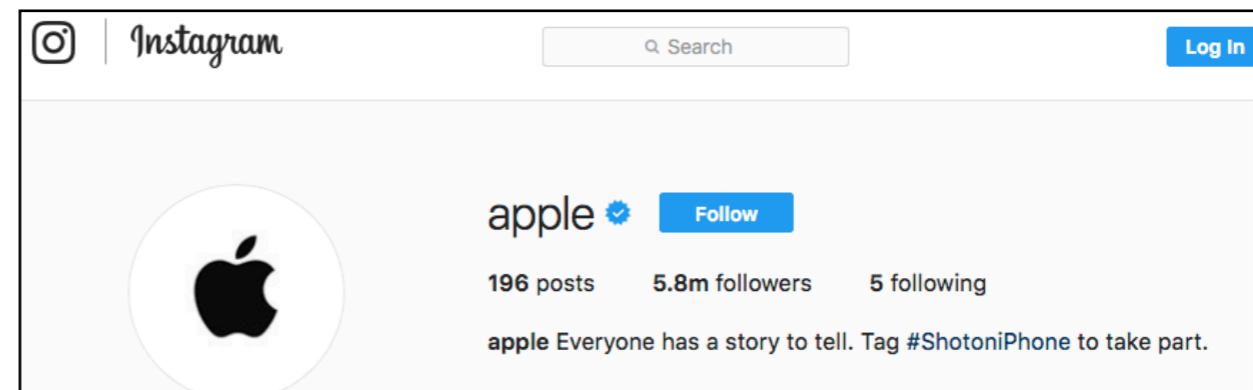
<https://www.youtube.com/user/Apple>



<https://twitter.com/apple>

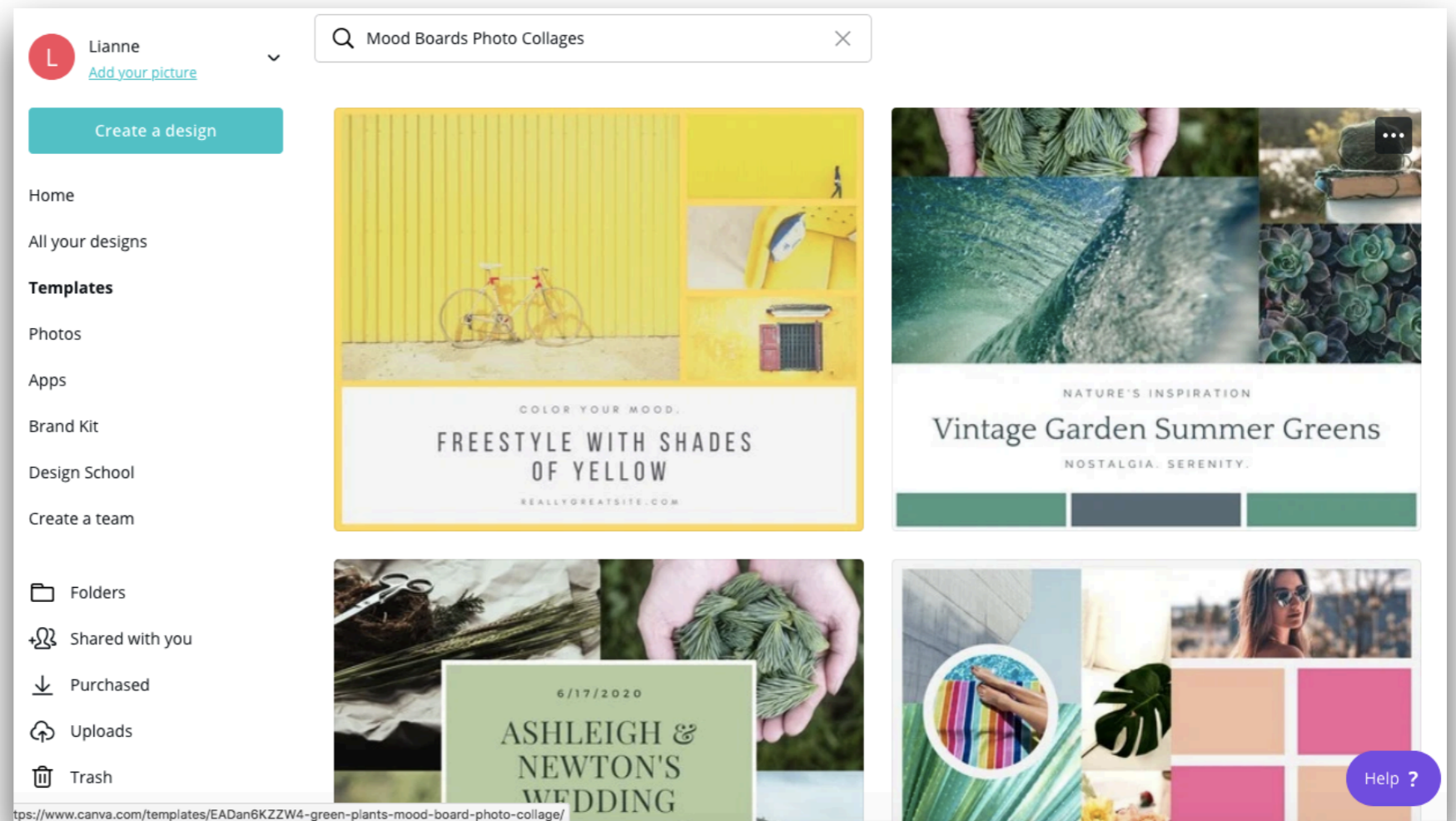


<https://www.instagram.com/apple/>



canva.com

- Templates, images
- Mood Boards
- Logos
- Business Cards
- Banners
- Flyers



Exercise 2. Identify what do you need to develop

Mood Board

Logos

Business Card

Website

Banners

Social Media Posts/Ads

Flyers

Other_____

Marketing Sales Funnel

Awareness

Blogging, Social Media, Advertising, Public Relations, Events, Sponsorships, SEO

Interest

Landing Pages (with detailed information), Lead Magnet (Free Stuff: ebook, newsletter, case study) to capture email

Decision

Webinars, Seminars, Free Trials, Free Consultation, low cost product (loss leader), Email Marketing

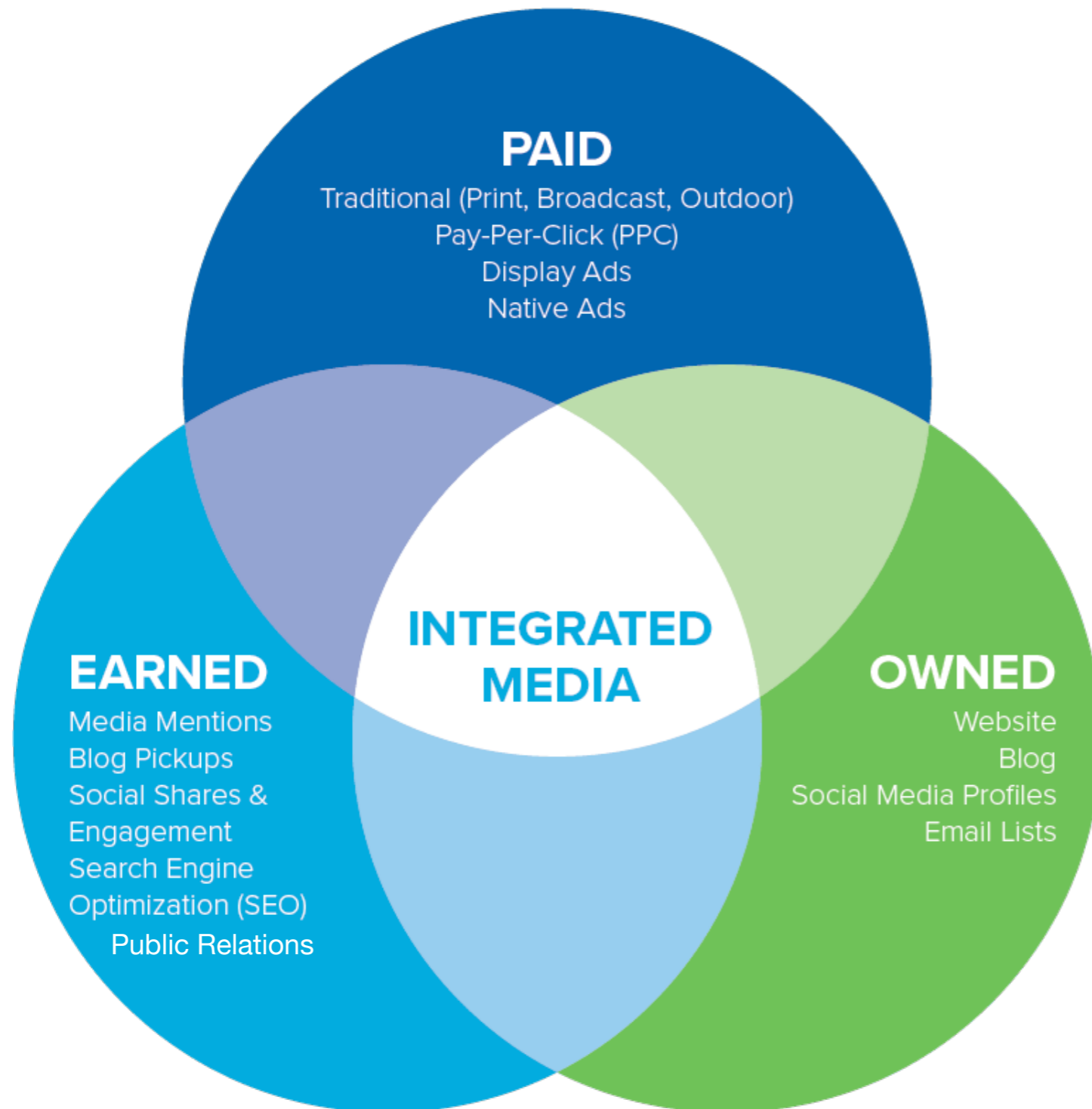
Action

Payment System, Shopping Cart, Reviews and Referrals



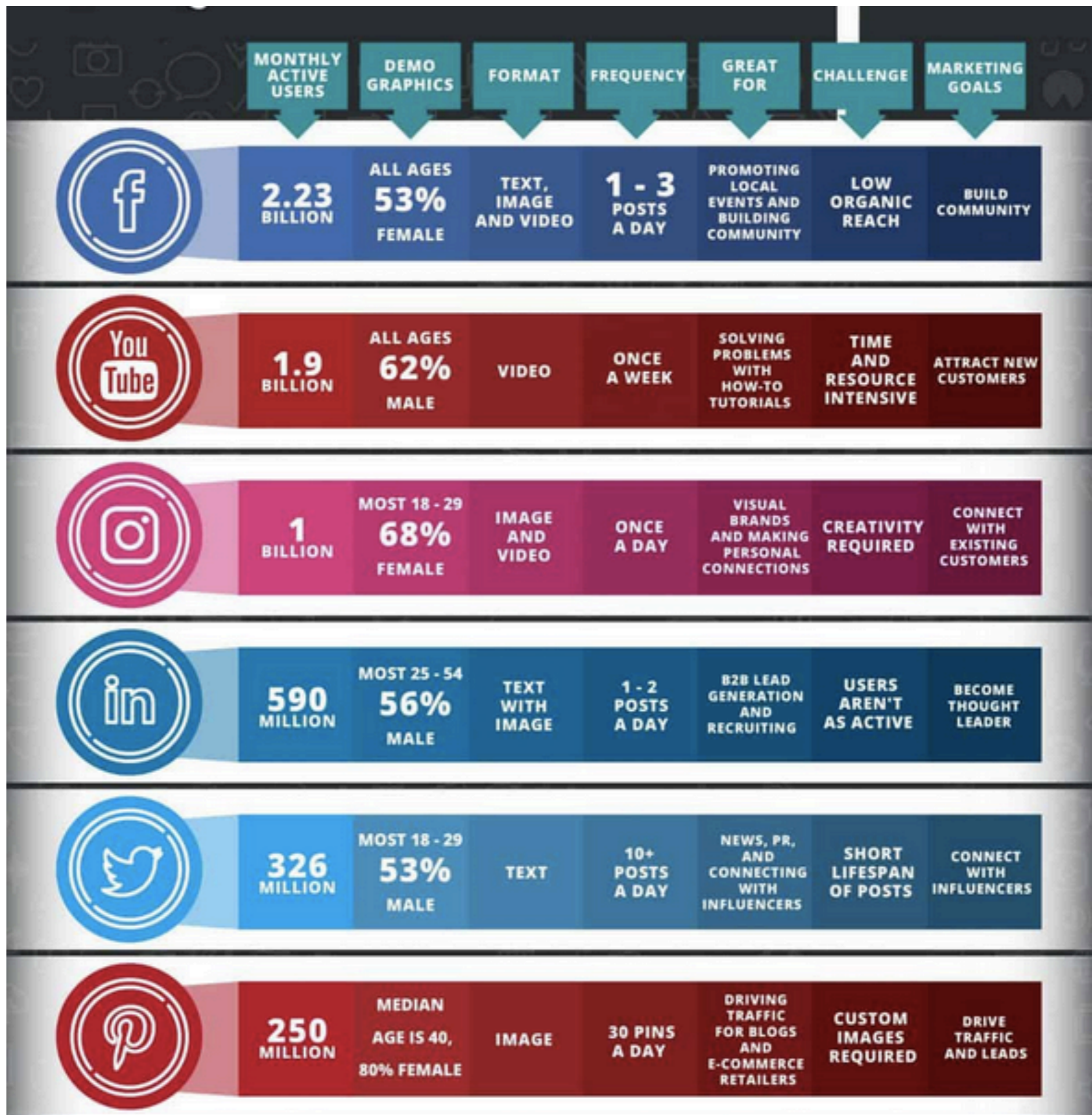
Creating Awareness

3 Ways to Generate Awareness



- **Owned** - Greatest control over
- **Earned** - Increases credibility and reach (new potential customers)
- **Paid** - Increases reach





FB personal wall, Group and Fan Page

Prospects Know You

Friends & Contacts



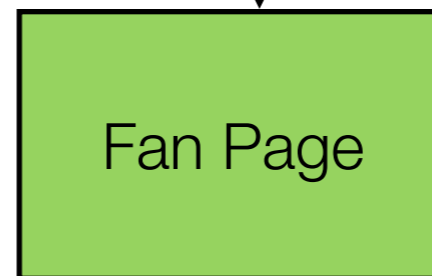
Invite FB Friends to Private Group



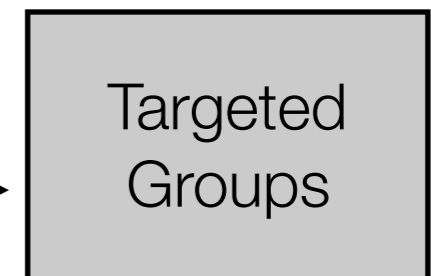
Share Posts to **engage** followers

Prospects Don't Know You

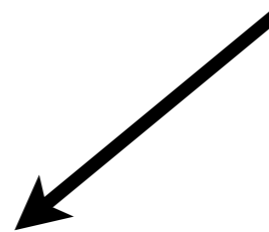
FB Advertising or from Friend's Feed



Share Posts to **attract** new followers

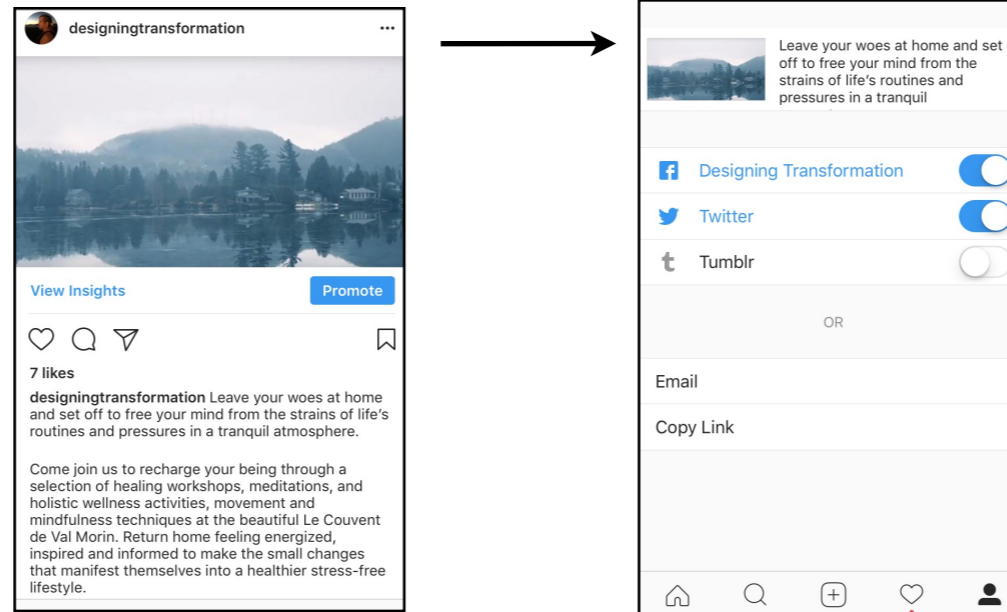


Encourage Fans to Join Private Group

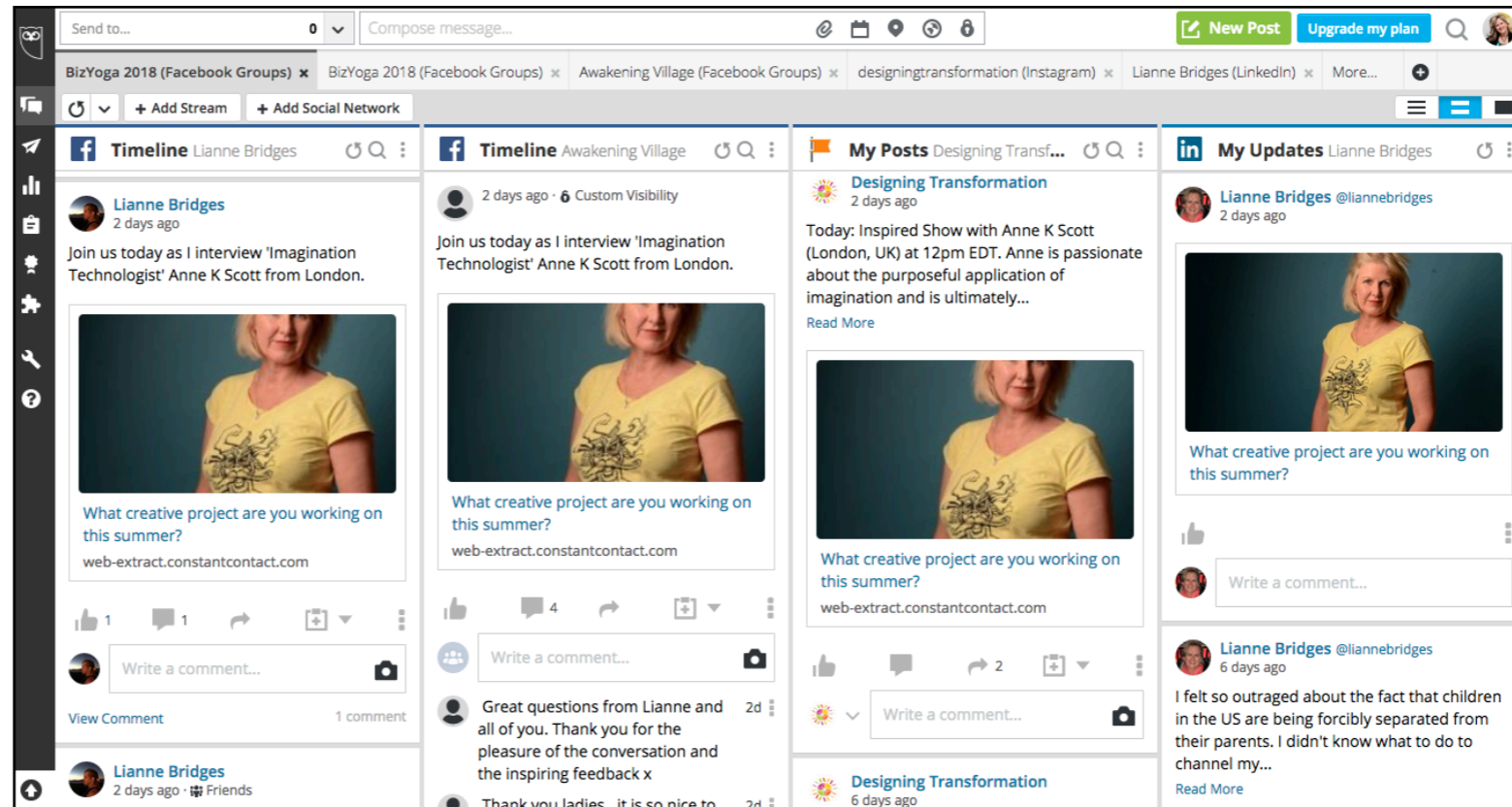


Use efficiency tools

Simple: Post on Instagram and share on FB, Twitter, email



More Sophisticated: Use Social Media Efficiency tools like Hootsuite.com



Capturing Interest

Landing Page

Where does your promotion send people?

Sales Page on your Web



Change Leader Mentorship™
Inspire. Impact. Prosper.

Career Transitions,
Entrepreneur Coaching
and Leadership Development

Download Your Guide to Building a Conscious Business and Community of Supporters!

Live the Life You Were Born to Lead!

What is your BIG Vision for your life?

Are you living it?

You're meant to live vibrantly, with passion, beauty, abundance, and no limitations. You're meant to shine your light and share your unique gifts so that others may do the same. This is your birthright! That's the purpose of your life.

This is the secret to living a regret-free life.



Lianne Bridges - Founder Designing Transformation

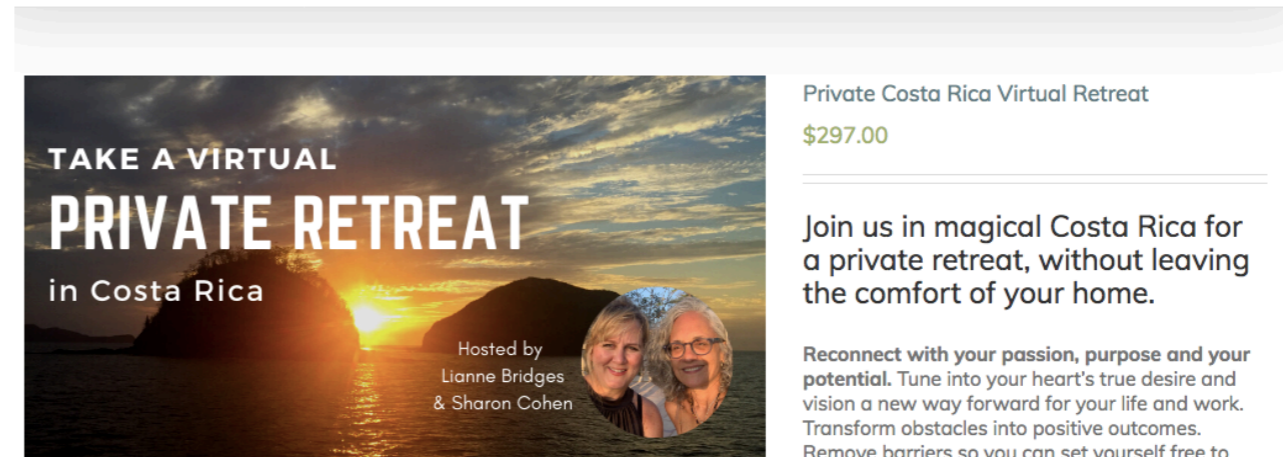


Become the fullest version of You!

- Do you find yourself with questions and wondering about the direction of your career, business or leadership?
- Are you called to better the world with your gifts, skills and/or experience?
- Do you wish you could get some ongoing support and guidance as you build your business or career?
- Would you benefit from the accountability and the opportunity to bounce your ideas off of an expert, while getting ongoing inspiration?
- Would you like to master the leadership techniques that will help you become more effective, while maintaining a better work-life balance?

"Leadership is about creating change you believe in." - Seth Godin

Product on your shop or 3rd party



TAKE A VIRTUAL PRIVATE RETREAT
in Costa Rica

Hosted by
Lianne Bridges
& Sharon Cohen

Private Costa Rica Virtual Retreat
\$297.00

Join us in magical Costa Rica for a private retreat, without leaving the comfort of your home.

Reconnect with your passion, purpose and your potential. Tune into your heart's true desire and vision a new way forward for your life and work. Transform obstacles into positive outcomes. Remove barriers so you can set yourself free to

Event (FB, EventBrite, meetup.com)



APR 27 Bring your business online in 30 days
Public · Hosted by Designing Transformation

✓ Going ▼



Your response is visible to the hosts and Friends ▼

Monday, April 27, 2020 at 12 PM - 1:30 PM
about 1 week ago

online

Hosted by Designing Transformation
Typically replies within a day

Message Host



Decide on **One** type of Lead Magnet

- Ebook/
- PDFAssessment/
Questionnaire
- Fun Quiz/Poll
- Contest
- Online tool/App



Nurturing Decision

Gaining Credibility and Trust

- Webinars
- Seminars (Women's Circle)
- Free Trials/ Consultation
- Low cost product (loss leader)
- Email Marketing



Exercise 3. Marketing & Sales Design (example)

Awareness

- **Blogging**
- **Social Media**
 - FB
 - Instagram
 - LinkedIn
 - Youtube
 - Other
- **Advertising**
 - FB
 - Instagram
 - LinkedIn
 - Other
- **Other**
 - PR
 - Events
 - Sponsorships
 - SEO

Interest

- **Landing page**
 - Webpage
 - Product in online store
 - FB Event
 - Third party website or directory
- **Lead magnet**
 - PDF
 - Newsletter
 - Other

Decision

1. **Webinars/ Seminars**
2. **Free Trials/ Consultation**
3. **Low cost product (loss leader)**
4. **Email Marketing**



Exercise 3. Marketing & Sales Design

Awareness

-

Interest

-

Decision

-



Homework

1. Complete exercises 1 to 3

