

100k VA

Voice Amplifier
Package Pack



Introduction



If I ever get a strong negative response when I suggest a client add videos to their marketing plan (usually due to fear) my next go to option is podcasting. Totally less confronting and scary and such a simple way to extract content out of ones head and into a consumerable format. Podcasting will be perfect for any coach or expert who wants to magnify their voice and amplify it's reach. To add something to their marketing plan in a way that MOST people aren't so they can stand out and be different. To tap into a global market and broaden their reach. To position themselves as an expert in their field. Podcasting in my opinion is very interchangeable with videos – so if you ever see a package that contains a video element, you can easily swap it around with podcasts because after you edit it, the publishing and sharing element is exactly the same. Similarly, podcasting can be chunked with videos so be strategic how you incorporate this awesome package into your biz!

Donna

Xx



Sales Funnel Overview

FREEBIE

*Refer To
Training
Video*



LCC

Podcast
Leverage
Planner



Package

Voice
Amplifier
Pack



Freebie

Voice Amplifier Pack: Refer to included video that guides you on what to use in your funnel. I encourage you to add your own flavour!

- Your Voice matters. Your Message matters. The only way people are going to hear your magic is if you start recording your thoughts, knowledge and expertise. If you can dedicate 1 HOUR to recording a voice memo on your smart phone of your top 12 tips to x (*pick something applicable to your target market*) then you would have enough content for at least 8 podcasts! Download my free x so you can y today (x = name of freebie and y = what they will end up with).
- Talk under water (insert tick/check), Chirpy and Bubbly (insert tick/check), Passionate about helping people get results (insert tick/check) – lady why aren't you recording that voice and sharing it globally? Get your mobile out, record your expertise and then download my 12 Ways To Leverage Your Podcast – so you can leverage that mp3 file to the max!
- You know you have to do something different from your competitors but videos are too freaking scary – so it's time to get comfy on a couch with your phone. Talk and let your heart pour out through your voice and into your voice memo app and book yourself in for a podcast leverage planning session so we can map out all the ways we can transform your voice into something phenomenal.
- If I ask you today for help in your field of excellence over the phone you would know the answer straight away – all I am asking is imagine now someone is stuck at home, needing help but too afraid to call from the other side of the country. Not sure how to start? Download my x... and please record and share – I am listening.

*Example Posts To
Generate Interest!*



LCC

Your Low Cost Conversation (LCC) is the perfect step between the freebie of your choice and your package offering.

It's a chance for you to help them get over any fears of putting out tons of content (I can't write, I can't record videos, it's too hard etc etc) because 99% of us can talk about something we're passionate about to anyone who cares to listen! Stroke their ego and show them that a) they have SO much value for the world and b) NO ONE is going to invest with them if they don't know they exist! Too many people hide away behind their computer wondering how they are going to find clients when really they should be concentrating on education marketing. Podcasting is a cool, fun EASY way for them to get into the habit of marketing regular in a non confronting way.

You need to make sure that **they understand** that the most important thing is getting content out there. Nothing beats educating ones market with valuable information (aka not fluff) to help build trust and credibility. PLUS from my own personal experience when client hear my voice (or see my face from videos in my case) on a sales call (aka LCC) **they feel like they already know me**. This REALLY helps with the conversion process because they recognise my voice like an old friend or colleague. This is super powerful and not to be underestimated. Remember the 80/20 split of actions when performing the LCC – that is you're doing MOST of the work for them to achieve all the results.

I suggest an investment of \$37 would be sufficient for this kind of LCC. When you have someone sign up for this offering be sure to obtain as much information as possible about the reasons behind their intention to podcast, what industry they are in, who their target clients are as this will help you pre-brainstorm with

If a client doesn't sign up for your package be sure to stay in touch and wait to see if they implement the plan you designed on their own. If they don't – get in touch with them again. Some will have to feel pain (not just imagine it) before they are willing to release 😊

Remember after EVERY LCC...**ASK FOR A TESTIMONIAL**

Package

Voice Amplifier Pack

- ✓ Monthly Planning Of Podcast Episodes: Mapping out the next 90 days of 13 episodes days book tour and lead generation activities to help fill your coaching and consulting program.
- ✓ Weekly Podcast Edit & Broadcast: Edit audio file, insert intro and outro and uploading to podcast hosting software including creating a custom episode thumbnail.
- ✓ Share Podcast On Social Media: Share link on Facebook, LinkedIn and Pin To Pinterest
- ✓ 3 Social Media Images: 3 posts per week based off your episode converted into custom branded quote images to be shared on various social media platforms.

Your Investment (starting from): \$150 per week.

Bonus

- ✓ Convert Into Opt In: After 3 months of episodes, convert audio files into a downloadable opt in on your website.

Donna Brown

work from home revolutionist



Use your judgement when designing your package. This is a guide to help you design something more specific to your business. Adjust the inclusions, pricing and LCC to suit your business where necessary but **ALWAYS** work out your theoretical hourly rate to ensure that its profitable.

