

Principles of Client Attraction



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QUEEN OF SALES

GROW YOUR DIVINE
FEMININE FORTUNE BY
LEARNING HOW TO
SELL LIKE A QUEEN
-NICOLE GAYLE



Customer Journey

Your Buyer

Becomes aware of pain

Gets interested in finding a solution
Begins to discover trends, products, brands

Evaluates specific products, willing to engage

Commits to a specific solution

Expects good product performance and great customer service

Interested in expanding use of goods and services

Your Actions

Focus on problems and pain points. Use big picture in your content

Focus on solution and educate to help evaluate buying criteria

Show what it's like to work with you, offer demos, trials, case studies

Validate their decision. Make the buying process easy. Offer live training, Facebook groups.

Continues learning, offer loyalty programs, affiliate opportunities, get feedback, testimonials, case study. Make them feel cared for and safe.

Stay in touch. Add new products, send newsletter emails.



What will you offer in

Awareness Stage: Ex. Blog Posts, Social Content, Video, Infographics

Interest Stage: Ex. eBooks, Webinars, Reports, PDF Downloads

Consideration Stage: Demos, Trials, Case Studies, Success Stories, Emails

Purchase stage: Live training, Loyalty programs, continues learning



Audience + Offer + Copy

Audience

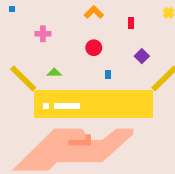


Demographics
Goals
Challenges
Pain

Example:

35 years old
Female
Mother
How to start a blog
How to create a course
Works full time
Needs side income to support family

Offer



Lead Magnet
Low Ticket Offer
Workbook
Bonuses
High Ticket Offer

Example:

Topic: Keto diet
Lead magnet: Keto Plan
Low ticket offer: Keto Meal Plan
Workbook: Keto Challenge Step by step
Bonuses: eBook
High Ticket Offer: Consultation

Copy



FB Post
Sales Page
Email Sequence
Upsell Page

Example:

Optin page for Lead Magnet: Keto Plan
Sales page for Keto Meal Plan
Email Sequence to Give Value
Upsell page for High Ticket Offer or Service

Client Acquisition

Market Research



Lead Magnet

Yes!

Low ticket offer

Yes!

No

Followup series

Yes!

No

Bump offer

Yes!

No

Followup series

Yes!

No

Upsell

Yes!

No

Followup series

Yes!

No

Follow Up

Email Sequence

Retargeting Ads

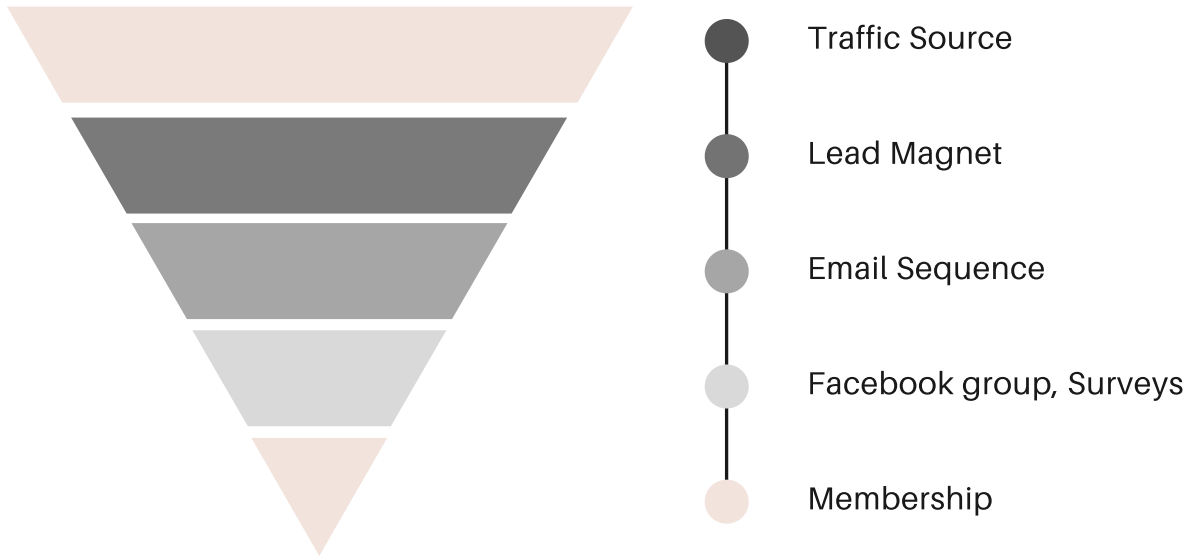
Facebook Group

Blogging

Custom Audiences



Promotion Funnel



What is your end goal? What do you want the user to buy?

What is your current email list?



What is your target email list?



NEXT *steps*

Get Queens, Clients, and Cashflow for 20% OFF

I'm giving every woman the chance to get 20% off now when you register for the most powerful client attraction and boss lady profits program I've created so far!

Click below to get instant access to the Queens, Clients, and Cashflow Program now!

REGISTER HERE!

You also get a bonus six-figure Bootcamp program when you register now.
Use coupon code: QCC at checkout to get 20% off now

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Get Instant Access

Make this year your cashflow year!

Get 20% off when you use coupon code: QCC at checkout.

Limit

05:33 58:35 ZOO

REGISTER FOR QCC NOW!

thank you!

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