

Business Seasons
A natural approach to growing a profitable business.
Plan.Plant.Nurture.Profit



How important is revenue to YOU in your business?

I ask this simple question because it should be at the forefront of your mind when you start your day!

Revenue represents different things to different folks.

On a scale....

It's anywhere from epic lifestyle design to bare bones scraping by.

None the less..

Money, revenue, cash or moolah all have a very special place in our business & our lives.

It should rank pretty gosh darn near the top of your daily actions that you are implementing into your life if you are lacking the funds to make your life happen according to your design.

Here's the killer where people generally go bat ass crazy in their action taking...

Screwing around on Facebook. HUGE, monumental, distracting and disruptive.

Tweaking your website for the 100th time.

Creating cute little posts with no specific intention in mind.

Gabbing on Periscope with no particular topic/theme or CTA.

Getting lost on youtube.

Signing up for the 11th FREE webinar this week.

Downloading another PDF.

Signing up for another challenge.

Joining another group.

Paying for another large group course, when you have 5 unfinished courses.

Listening to Podcasts non-stop.

Buying one more book because that has the secret sauce to your success....

Do any of these sound vaguely familiar?

What will REALLY generate revenue in your business or life?

Create a list of the top 25 things you can do today to make money.

Circle the top 5 that are the simplest, fastest to implement. Do it!

Reach out to old clients. Ask them how business is going? Would they be willing to refer anyone? Give them a kickback if you acquire any new clients through them.

Holy fire....Cold calling is NOT dead! Reach out to folks in groups where your soul-sisters are hanging.

Warm leads. Engage. Build relationships. Offer a FREEBIE. Ask them inquisitive questions. Find out what they are struggling with. Create a low ball, no bull shit offer and send it back to them to help them with their top pain points.

HOT & spicy leads..... Blow them out of the water with a new program sure as sin to provoke and hook them into a new monumental program with you. Make them an offer that is exclusively for your top previous or current paying clients. Think MASTERMIND with only the top 4 clients you are working with right now as an add on to their 1:1 at a special limited price.

Leverage the heck out of your business. Scale it! Most of my clients have similar challenges/obstacles. Rather than doing 1:1 work around the same problem/solution create an inner circle where you are tackling ONLY that one particular issue with a limited number of clients.

Create a simple e-mail sales funnel.

Day 1 sexy intro. to you & your special blend.

Day 2 Warm them up with a FREEBIE.

Day 3 talk about what happens if they stay stuck like they are for 3, 6, 12 MORE months.

Day 4...Show them the peace, sanity, money, happiness & serenity that comes from solving this stressful problem.

Day 5 make an offer on a 4 week program exclusively for what they need NOW.

Create a no brainer pitch.

Offer to do 20 FREE 20 minutes assessments.

How quick can you create a 4-8 module video course? Probably pretty f'n quick if you set your mind to it and scheduled it in. \$97 for a passive income product is a great new stream of income. Add a bonus group call in for the next 8 weeks. \$697 with payment plans available.

Start a mastermind.

Take a bunch of photos and sell them to businesses to use in their images.

Take 20 minutes twice a day and focus exclusively on connecting & relationship building in 5-7 groups that you're potential peeps are in.

Always have a call to action at the end of EVERY post. Even if it's just a question. Get folks to engage with you!

INVITE, INVITE, INVITE...Daily! You should be inviting folks to jump on the phone with you every single F'N day! No excuses!!! Period, the END! No invite, no clients, no MONEY!

What do ya think?

Got MORE ideas that you would love to share...

I'd love to hear them and I'm sure that we can create a killer list that is certain to help someone start generating the revenue they need to really AMP up their business, invest in themselves & take em' to the TOP!!

Tell me what you've got!

1. Killer headliner in your client's words
2. Lead magnet is so HOT they would actually PAY for it
3. Clear not clever (In the right order)
4. Gives VALUE quickly
5. Don't spend MORE than 2 hours creating it
6. In line with your brand...Mel is about sales...Discovery calls, conversions, master money conversation
7. Share your lead magnet..Notice conversations and if you see one that is about your lead magnet. Write a post.75%/25%. Facebook group. Thread ladder.

/3killersecrets

NEW OPT-In

5 Steps to creating posts that convert to CASH now!

Psychic Hour (Card & Song) 9.17.15

The Sun. Time to wave goodbye to the past. Rant. Vent. Scream. Tell the past it's been a bitch. Then move forward, because WAY brighter things are on the way in for you!

You Oughta Know by [Alanis Morissette](https://youtu.be/NPcyTyilmYY) <https://youtu.be/NPcyTyilmYY>



<https://www.facebook.com/shelmcnamaracoaching/posts/622804021155597>

What should your message have?

A powerful point.

Epic results.

Compassionate & empathetic story.

Magnetic call to action.

Truth bombs.

Humor, wit and a twist of YOUR sparkling flavor.

Personality that no-one else can bring to the table, but YOU!

Strength.

Vision for today.

A plan for tomorrow.

Sheer determination!

A solution to a painful problem.

The good, bad & all the in-betweens!

Hope, miracles & magic.

A soul, heart & spirit.

Quick thinking.

Clarity first, cleverness second.

URGENCY to take action ASAP.

Believable.

Passionately expressed from the depths of your inner voice.

Confident in the diamond pedestal you are blessed to stand on!

ULTRA-insanely SPECIFIC. Don't confuse your peeps..lol.

Magical, sparkling, fairy dust and UNIQUENESS.

Re-USABLE. Give LIFE LONG VALUE.

MOST IMPORTANT:

Let your message flow through your veins, pour onto paper, canvas, recordings, videos and monitors. Express from the depths of your soul. Don't hold back. Censoring is restricting.

Restriction cuts the life from your magical, monumental MESSAGE!

Flow, believe, voice, express, show, feel and share YOUR magic in your MESSAGE!