

51 THINGS YOU MUST DO

TO GENERATE

COMMITTED CLIENTS

FROM

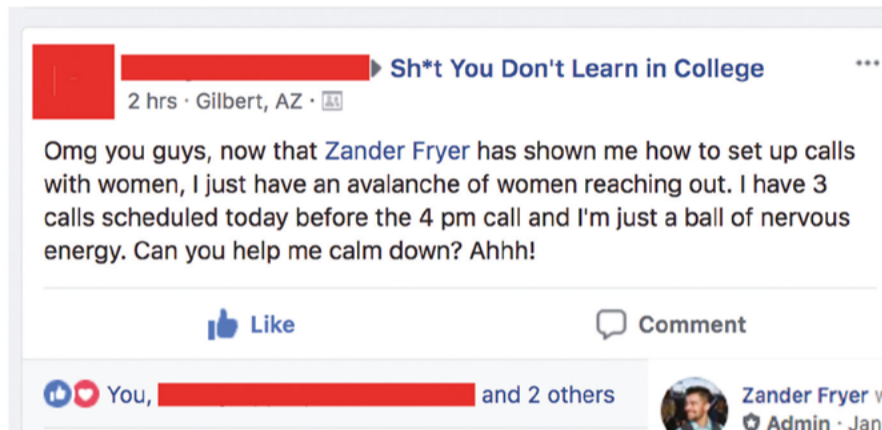
SOCIAL MEDIA



ABOUT ZANDER AND THE HIGH-IMPACT COACHING TEAM

- » Back in 2016, I quit my job in the corporate world making over \$200k a year to start my own coaching business. I went over \$30k into debt to learn from the best in the world in the areas of marketing, sales, online business, and mindset.
- » As scary as it sounds, it was the best money I'd ever spent, because I learned the major shifts and strategies that allowed me to launch my business fast. I had built a 6-figure business within three months and had a team of four and my first 6-figure month within my first year.
- » Now, I've helped hundreds of experts and coaches learn how to build their own 6-figure businesses and increase their impact even if they don't have a big brand or audience.
- » So, pay attention, because the shifts below will allow you to help a TON of people, without the \$30,000 of debt I had to deal with ;)

TESTIMONIALS



Search in Sh*t You Don't Learn i...

ake \$3k a WEEK on the side - LIVE with Alex [redacted]

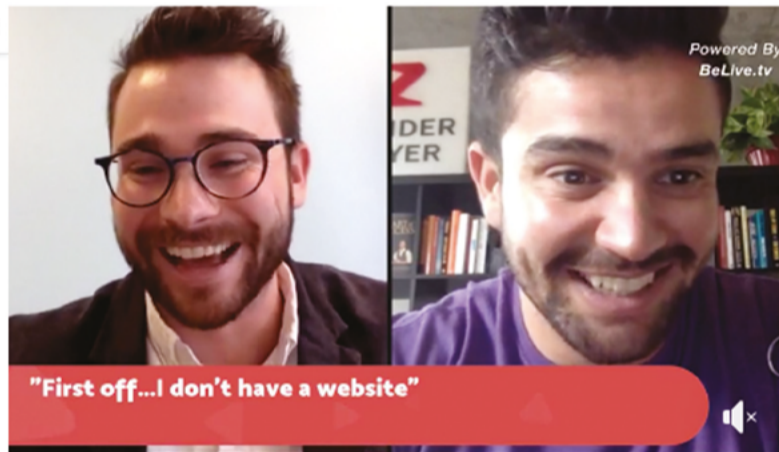
ABOUT DISCUSSION PHOTOS ALBUMS

January 31 at 3:11 PM ·

My mentor [redacted] and I have been working on selling a \$3500 speaking coaching package for the last month with ZERO success. We've spent thousands on Facebook ads built a list and got on 40 phone calls with ZERO enrollments.

So we called Zander for help. After 1 day of working with him we increased our fees to \$5k and enrolled the FIRST person we got on the phone. WTF?! Planning on getting 15 clients this month for a total of \$75k. Thanks for all you do Z man!!!!

P.S. I said "Gentleman" b/c I sent this to Zander and Josh right after the call lol... #STOKED



28

25 Comments 554 Views

How to Make your first \$5000... with Sofia [redacted]



and 10 others

5 Comments 442 Views



MESSAGING (DO THIS FIRST)

1. HAVE A CLEAR TARGET AUDIENCE

You wouldn't communicate with a 50-year-old woman and a 20-year-old guy using the same language. Having a clear and defined target audience is the FIRST step in succeeding online. If you get this wrong, you'll never get your business running, even if you have a great product or service.

2. SPECIFY YOUR OUTCOME

Most service providers specify a service, but NOT the outcome. People don't buy a service. They buy the outcome they expect to get from that service. Know your outcome so you can use it in your messaging.

3. MODEL THE LANGUAGE OF OTHERS

Don't re-invent the wheel. One of the most important lessons you must learn when generating leads on social media is what connects with your target market. As experts, we make the mistake of thinking the language that connects with us will connect with our market as well. This is not true. They're not as educated as you, not as aware as you, and haven't been exposed to the same information as you. So, look at what language is working in your industry and model those ideas and concepts.

4. RESEARCH YOUR AUDIENCE

Again, as an expert we have what is called the "curse of knowledge." Because of this "curse", our communication might not fully hit home with our target audience. Take a few hours and research your target audience (psychology, likes/dislikes, fears, desire, other interests, and spending habits).

5. CONTINUOUSLY REFINE

Understanding your audience is a never-ending process. They're a living organism within your market and industry, which is always changing. What works and connects now, might not in three or six months. So, keep on top of what is connecting on a regular basis

6. KNOW YOUR AUDIENCE'S DESIRES

Know what your audience desires, not what you desire for them. Know what they would say they want. Know what they're ready to admit they want, NOT what you know they need.

7. KNOW YOUR AUDIENCE'S FEARS

Understanding what your audience is afraid of can be one of the most important things to help you position yourself in a way that will connect.

8. KNOW YOUR AUDIENCE'S EXCUSES

When you understand the excuses your audience makes around why they haven't fixed their current problems, then you can communicate in a way to help them past these excuses.

9. CREATE AUTHORITY

You always want to communicate from a position of authority. If your audience doesn't view you as an authority, then they won't trust you. Anything you can post that implies authority, celebrity, or intelligence (without being braggy) can help you with this.

10. POSITION YOURSELF AS THE EXPERT

When focusing on a specific niche rather than a general space, it helps you position yourself as an expert. You can add to that by doing things like calling out misunderstandings in your industry or why certain beliefs or commonalities in your space are wrong (more on this later)

11. POSITION YOURSELF AS A SOLUTION PROVIDER, NOT A SERVICE PROVIDER

Health coaching, life coaching, fitness training, and relationship experts are all commodities. You need to position yourself in a way that helps people realize you provide a SOLUTION, not a service (refer to the *Specify Your Outcome* section)

CONTENT

12. PROVIDE VALUE

This is Rule #1 in content creation. You **MUST** give value, support, and help before you ask for anything in return. People will only follow you, engage with you, and buy from you if you are providing value to them.

13. MYTH BUST

Myth busting is a great way to provide value **AND** build authority in a space by pointing out common misconceptions in your industry and why they prevent people from getting to their desired outcome.

14. ANSWER COMMON QUESTIONS

This is a great way to provide value and show your audience that you're interested in what they care about. It's also a great way to learn your audience's desires, fears, and language, which helps you define your messaging.

15. INTERVIEW OTHER EXPERTS

Interviewing other experts provides social credibility. Another expert expanding on views or topics you've already discussed adds credibility and validity to anything else you say. It's also a great way to network and build a community of like-minded entrepreneurs.

16. INTERVIEW PAST CLIENTS (CASE STUDIES)

This is a **GREAT** way to show social proof of your results without coming off "salesy." It provides a **TON** of value to your audience because it shows what's possible and gives answers to specific questions, while showing that what you do for others works.

17. LEVERAGE MEMES, QUOTES, AND VIRAL CONTENT

Leverage proven, viral content in your space. It increases engagement from the community and can allow you to get extra exposure to your page, handle, or group.

18. ASK ENGAGING QUESTIONS

This is a great way to 1) create engagement within your community and 2) learn your audience's language, problems, and desires. We often use polls to identify exact verbiage and issues that our audience is facing.

19. TELL STORIES

You **MUST** learn to become a storyteller. We have been evolutionarily programmed to follow, learn, and engage with stories. They pull on our emotions, teach us lessons, and allow us to connect with each other on a deeper level—all things you want with your audience. It's great when you can weave case studies into stories as learning lessons while also providing social proof of your systems ;)

20. SHARE SUCCESS STORIES

Share success stories but do it in a way that isn't "salesy" by focusing on the lesson they can learn from this specific person.

21. TESTIMONIALS CAPTURED "IN THE WILD"

When you can capture a testimonial "in the wild" it's one of the most powerful forms of social proof. Take screen shots of text messages your clients send you thanking you and details of their results, or posts on social media raving about working with you and anything else that you can highlight that is not a canned testimonial.

22. LEARN HOW TO WRITE COPY

Copywriting is a skill that combines everything outlined above into written or spoken content in a way that can help influence and persuade your audience to take purposeful action to move forward and work with you. This is **VERY** different from ordinary writing skills. Copywriting is part psychology, part persuasion, part sales, and a little bit of skill as a writer. We have included some basic copy formulas below:

23. AIDA

Copywriting Formula 101

- a. Attention - often a headline or a “lead” to hook them in*
- b. Interest - first full statement to keep them interested*
- c. Desire - engage their heart so they want what you’re talking about*
- d. Action - ask them to take a next step*

24. PAS

referred to by Dan Kennedy as THE most reliable sales formula in copywriting

- a. Problem - present a problem your prospect feels*
- b. Agitate - poke at the problem to agitate it, until its visceral. Show them what it REALLY costs them*
- c. Solve - present your solution to this agitated problem*

25. 4PS

Credited to Henry Hoke - popular formula based around the promise

- a. Picture - create a vivid scene prospects can easily put themselves in either emphasizing a pain or desire*
- b. Promise - state how a solution will end that painful scene or bring the desire to fruition*
- c. Proof - support the promise. Express consequences, use social proof/ testimonials, demonstrate to skeptics*
- d. Proposal - propose the client acts to move forward in some way*

DELIVERY

26. BE CONSISTENT

When it comes to building a brand, audience, and following you **MUST** be consistent. Most people won't move forward with you after just one engagement on social media. It's scientifically proven that it takes 4-11 engagements before a buyer trusts you enough to want to move forward with something you have to offer. So be consistent. Your audience is watching, but they're slow to act most of the time. The people who start following you now will be your buyers in 2-4 months.

27. CONSIDER THE PLATFORM

Consider which platform you're using and how it affects your best delivery method. Delivery on Instagram is very different than Facebook, which is different from YouTube. You must consider the platform and the psychology behind it. People can watch a 30-minute Facebook Live and stay tuned in but on Instagram keep live streams under 5-10 minutes and stories under 90 seconds (or 6 frames). It's much more ADHD friendly ;)

28. USE VIDEO

I know it scares you. But if you want to be a successful entrepreneur you **MUST** be a leader, and a leader doesn't hide in the shadows. You must show your face to connect with your target audience, build your authority (and authenticity), and lead others.

29. VARY DELIVERY

While video is King, it's not the only delivery method. Varying your content delivery is important to keeping things fresh. Some people won't watch a 5-minute video, but they'll read a 1000-word post. Some won't engage with either, but they'll comment on engaging memes or thought-provoking questions. Varying delivery is key to connecting with the whole market.

30. ASK FOR ENGAGEMENT

Whether over video or written post, all social algorithms favor content with more engagement, so ASK for it. When you ask people to comment, like, respond, etc., it boosts the content rankings, allowing it to be viewed by more people.

31. BE PASSIONATE

In any industry there are dozens, hundreds, even thousands of competitors. If you don't bring energy, passion, and enthusiasm to your topic and your area of specialty, then it becomes easy to get drowned out in the noise.

32. BE AUTHENTIC

“Be you, everyone else is already taken.” This couldn't be truer on social because people can smell BS from a mile away. The only successful people moving forward on social are authentic, real, and truthful. But, remember it's not about being you to be you just for the sake of it. It's about being authentic in a way that brings value to your viewers.

33. PRACTICE

Delivering your message is an art that takes time to learn. Just like painting or becoming a musician, you could probably get the basics quickly, but learning to hone the fundamentals and getting good takes time, practice, and feedback. It took me months of consistent posting and taking feedback from mentors to get comfortable and confident in my delivery and content.

THE ASK

34. JUST DO IT

So many people focus on growing “likes” and comments and this becomes their only goal. But likes don’t put food on the table. At some point you must ask your potential clients to move forward with a program, opt-in, or connection with you for a conversation. Some of our lowest performing posts from an engagement standpoint also gets us the most clients. So, don’t be afraid to make the “ask” even if it costs you likes.

35. “PROGRAM THE CLICK”

If you never ask an audience to do anything, then you’ll get pushback when you finally do. You want to program your audience to act when you ask them to. Always ask for something (comment below, like this post, DM us, etc.). Whatever the ask is, your audience needs to be familiar with you asking for some type of action in exchange for your STELLAR content.

36. BE CLEAR IN YOUR ASK

Remember, people won’t act unless they know exactly what to do, how to do it, and what will happen when they do it. So, if you’re asking people to DM you for details to your program, make sure that’s CRYSTAL CLEAR in your ask.

37. TELL THEM WHAT THEY GET

Your audience needs to get something out of it or they won’t do it. Expand on exactly what they get by taking the action yourself.

38. TELL THEM HOW TO GET IT

Tell them exactly how to get it. Ex: “DM me with XYZ” or “click the link below to go straight to our application page.”

39. EXPRESS WHO IT'S FOR

Be clear who this action is for, so they understand if they fall into that market: “If you are a [audience] who is ready to fix [XYZ issue], then DM me directly.”

40. EXPRESS WHO THIS ISN'T FOR (QUALIFY)

Also be sure to clarify who it's NOT for. This helps people connect more. “If you aren't someone who is ready to be an action taker and just wants to gather information, then please don't reach out.”

DON'T DO THIS

41. DON'T POST POINTLESSLY

Posting no content is better than posting sh*tty content.

42. DON'T POST EMOTIONALLY

The more you put yourself out there the more haters you will get. It's inevitable. When you push for change, you'll always encounter opposition from mediocre minds. Be sure not to post/respond emotionally.

43. DON'T BE SPAMMY

There is a fine line between being persistent and being spammy. And sometimes it's a line that you won't notice until you cross it a little 😊. But be sure not to be spammy. If you're coming from a place of good intentions and service, then you'll learn how to keep on the good side of this line.

44. DON'T FORGET THE LAWS OF RELATIONSHIP BUILDING

Don't ask someone to marry you the first time you meet them at a bar. Don't ask them to work with you as soon as they follow you on IG.

45. DON'T BRAG ABOUT YOURSELF (TOO MUCH)

Find creative ways to post about success stories and testimonials but do it in a way that doesn't come off spammy. Rule of thumb: if you can find a way to do it while bringing value (teaching a lesson or showing a mistake) to your audience, then you're good.

46. DON'T USE JARGON

Remember most of your audience is several levels behind you in terms of their understand of the problem (and possible solutions), so you have to communicate with them where they are at, not where *you* are at.

47. DON'T GIVE OUT BAND-AIDS

Often, potential clients will reach out looking for solutions to small problems that are part of bigger issues. As experts, we always want to help with answers, but we might end up giving out Band-Aids for gunshot wounds. Don't give out help until you fully understand someone's bigger situation. When this happens, you lose a potential client and they walk away worse off than before.

48. DON'T LEAVE NEXT STEPS IN YOUR PROSPECT'S HANDS

I see this SO often. You want to be the expert or coach where people are constantly reaching out to you, but that almost NEVER happens, until you are at Oprah's level. You'd think if someone has a problem, then they would reach out but reaching out for help is scary, so most potential clients will never act if you leave the ball in their court. Reach out to them and make it easy to say "YES" to next steps with you.

49. DON'T FORGET TO FOLLOW-UP

Life happens. Don't take a 'no response' as "I'm not interested." Life happens and people forget to respond. Some of our best clients started working with us because we followed up with them over 2 or 3 weeks, or even a few months, before they got on the phone with us.

50. DON'T FORGET THERE ARE PEOPLE OUT THERE THAT NEED YOUR HELP

If you have a service or program that people need BADLY, then it's your responsibility to find those people and get their hands on your service. Most of the time they won't find you, unless you're knocking down doors to find them first.

MOST IMPORTANT

51. ENROLL CLIENTS AFTER ENGAGING WITH THEM

If you can't enroll clients at high levels and command your true value, then no amount of lead generation on social media can help you. I was able to bring in my first \$13k month as a coach with a Facebook group of 47 members and an Instagram following of 300 with nothing but the tactics above and the ability to communicate my real value on enrollment conversations, without ever feeling sales or awkward.

Grab a free business audit with one of our business coaches [here](#) if you don't have a clearly defined offer or if you have trouble enrolling clients. We'll take 45 minutes to dig into where you are at, what's working, what's not, and figure out next steps that will get you moving forward and enrolling more clients, even if you don't have a big brand or audience. This call is completely free, but you often book out in advance, so if there is anything available grab a spot that works for you. It'll be the best 45 minutes you've spent on your business to date.

HIGH IMPACT
COACHING