

# WELBEEING STRATEGY – ONE

An introductory stream of random thoughts from Graham

**Like many millions of ‘solopreneurs’ around the world, you face similar issues in trying to run, sustain and grow your business.**

- There is only one of you to do everything
- You are your ‘product’
- You can only sell your product once within a specific time frame; to earn, you must be available, as your customer interaction and earnings are limited by your availability.
- Who is your market, and how do you attract an audience?

## **The ‘old’ world way of doing things...**

- Work out who your market is
- Build a product for them
- Build a website to host your business values, credentials and products sales
- Market through ads, social media, etc., to attract likely customers
- Wait for orders

All of this is commendable, yet it requires significant effort, offers no assurances of a successful market or product, and consumes a significant amount of time. You also need to be an expert in various technical aspects.

**The ‘new’ approach to doing things reverses traditional methods by emphasising the importance of engaging an audience, building trust with them, and then monetising (selling or offering) products or services.**

**ATM = Audience, Trust, Monetise.**

In essence, the approach is to engage with people who have a problem you can solve and who need your help. If they recognise that you can provide assistance, they will willingly give you their attention, allowing you to continue the dialogue and demonstrate your understanding. They will help you, which can lead to them accepting an offer for a product or service.

## So what is the 'product' in this 'new' approach?

It could be any or all of the following:

- Your personal services (yoga therapy, etc.) – in person or tele-presence
- Online courses are structured, self-paced, and designed for customers to complete without your presence.
- Digital products include e-books, small PDFs, guides, 'cheat sheets', how-tos, and various audio, video, and podcast formats.
- Self-running webinars are events that appear to be happening in real-time, but they are actually pre-recorded.
- Physical products – books, equipment, etc.
- Affiliate products – you could also sell other people's products and take an affiliate fee. I am not sure yet what these would be in your world, but there will be something, I am sure.

## What does the 'new' approach look like - a Sales Funnel approach

1. Choose a single platform to **regularly SHARE CONTENT** with the world, focusing on a small but meaningful topic that is not overly ambitious. It could be video, audio, a blog, or social media (Threads on Instagram are quite good, I am told). **BUT DON'T TRY TO DO EVERYTHING EVERYWHERE**
2. Have a link to a **LANDING PAGE**. This is where you can capture email addresses and simple personal data so that you can **OFFER** something either ...
  - a. **Now**, "Here is my little free PDF guide, 'How to meditate on public transport'."
  - b. **or later**, email campaign "Special offers on 2 new courses running in September below" - link to **SALES or ORDER PAGE**
3. Have a **THANK YOU page** – honour the client's permission to email them – they are raising their hand for you to help them
4. Utilise the email list you have collected to communicate with your clients through various formats such as newsletters, audio messages, videos, blogs, or simple emails; it doesn't need to be elaborate or sophisticated.
5. Run **CAMPAIGNS** using your email list and client's attributes to send out **OFFERS** for other products and services
6. **REPEAT!**

## How does this work, and why is it better than the old way?

Let us break it down...

- In today's world, most of us will look online for help with our problem.
- The **SHARED CONTENT** you put on your social media platform will be used by search engines and AI tools to draw the client to your content.
- You don't need to identify your target audience; they will discover you!
- If you are authentic and have solutions for people's problems, they will willingly follow you, and that may translate into people signing up to your email list and possibly taking up an offer.
- People love **SOCIAL PROOF**. This concept suggests that we are more likely to commit to something when there is evidence of support from others.
- Your **SHARED CONTENT** is likely to be based upon your own personal experiences and testimonials from others. This is powerful **SOCIAL PROOF**.
- Product design flows from the problems or questions people pose to you.
- As time goes by, the responses to your shared content will indicate which **PRODUCTS** people desire and their preferred methods of consumption.
- Platforms to support the approach do exist—some of the best actually have free tier offerings to start with. And the paid tiers start at something like £20/month. They are designed to be really simple but powerful. Clifford and I are looking at a platform called SYSTEME.IO

## Real-world example of this approach

Recently, Clifford and I have been following the exploits of an American chap, Adam Dukes.

You don't have to like his products, but it's his approach that we both like.

It is not salesy, or hypey - it's based around simplicity, focus, connection, authenticity, honesty and regularity. This is what he does. He is not a get-rich quick person.

### **He only uses THREADS on Instagram as his primary social media platform.**

- This is for short posts about something he wants to talk about today
- Often multiple posts during the day
- It is not used for selling directly, but there will likely be a link to a LANDING PAGE
- He will use it to respond to DM's and repost things he likes.
- It is simply a personal communication tool, not a business one.
- He does not repost on ALL the other usual suspect platforms.
- This regular activity keeps his followers engaged.
- The content is picked up by search engines – so choosing good keywords is a must
- The content here will help future clients find Adam. Those seeking help will find their solutions.

### **He uses YouTube to post a daily short and hosts 'courses' and guides**

- Nearly every day Adam walks around his neighbourhood with his handheld recording kit, peaked cap on back to front and wearing a weighted vest. It's his exercise time.
- Adam records a short video in one take, without a script, and it lasts for a maximum of 15 minutes. It gets posted with no or minimal editing.
- In the YouTube video, there will be a set of links to remind anyone watching it of things Adam is offering or selling. Some things are little freebies – tiny PDFs or videos, etc.
- The content is picked up by search engines – so choosing good keywords is a must
- The content here will help future clients find Adam. Those seeking help will find their solutions.
- Adam also puts up 'how-to courses' – free, but of course they contain links to stuff he would like you to see and buy.

### **What is it that Adam 'sells'**

- Several small PDF books – that's it really.
- Oh, I think he does one-on-one coaching and has run online courses in the past
- He also is an affiliate for the software tools he uses and therefore gets a commission for promoting them.

# HERE IS A SUMMARY OF ADAM'S GUIDANCE ON 'JUST GETTING STARTED'

The speaker's core advice for aspiring online creators is to **"just start."** They emphasize that **perfectionism and over-planning lead to paralysis.**

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## Content as the Starting Point

Instead of waiting for a perfect plan or niche, the speaker advises picking a platform and **creating content around topics you genuinely enjoy and have stories about**, even if seemingly unrelated to a business idea (e.g., selling weed, quitting alcohol, love for eggnog). The goal is to **build a following and community by sharing who you are** and the problems you've solved in your own life.

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## Identifying Your Niche Through Audience Interaction

The speaker suggests that a niche or product idea will naturally emerge from audience engagement. By consistently sharing content and **answering people's questions** (whether through DMs, comments, or Q&A platforms like Reddit/Quora), you'll start to **notice patterns in what people are asking for**. This organic feedback can then guide you to create relevant products or services, as happened with their "Threads Unleashed" ebook, which was created in response to repeated audience requests, not a pre-planned strategy.

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## Actionable Advice

To begin, the speaker recommends:

- **Pick one social media platform.**
- **Answer three to five questions daily** (e.g., in Facebook groups, Reddit).
- **Turn those answers into content** for your chosen platform.
- **Share personal interests and stories** to build connection.
- **Assess after 30-60 days** to see which content resonates most and then "double down" on those topics.

The speaker highlights that **consistency, discipline, patience, and "fast messy action"** are crucial, even if it means starting with unpolished, unedited content. Their own success, including YouTube earnings, stemmed from this iterative and responsive approach, proving that you don't need a perfect blueprint to begin.