

## Day 2 Worksheet

### Build the Marketing Engine Behind Your \$10K/Month Business

Design a marketing system that works for you — so you can consistently attract aligned leads, build trust, and convert your content into income.

#### TRAINING FOCUS:

Today's goal is to give you the simple, duplicatable content-to-customer engine that helps you go from invisible to irresistible — with content and outreach strategies that don't burn you out or waste your time.

#### 1. The Content-to-Customer Blueprint

Let's turn your social media into a lead-generating machine — without the hustle.

Your goal is to consistently attract the right people, build trust, and guide them toward your offer with ease.

The 3-Phase Flow:

1. Attract – Content that stops the scroll and speaks to your perfect customer's heart
2. Engage – Build connection through value, stories, and conversations
3. Convert – Move from free to paid with aligned, clear invitations

✨ Action Questions:

- What does your perfect customer need to hear today to feel seen?
- What do they need to believe about themselves to say “yes” to your offer?
- What's one story you can share that builds trust and shows what's possible?

#### 2. Grow Without Social Media (Yes, It's Possible!)

✨ Strategy 1: Outreach on SKOOL (30 Minutes a Day)

## Steps:

1. Find 3–8 groups where your audience already hangs out.
2. Join to serve, not pitch. Add value in comments or start thoughtful conversations.
3. Show up daily with intention. When people resonate with your value, they check out your profile and find your offer.

✨ Action Step: List 3–5 groups to join and outline what value you'll bring this week.

🔧 Commitment: Will you commit to 30 minutes a day for the next 14 days?  YES  NO



## Strategy 2: Invite Guest Experts to Build Community & Authority



### Your Dream 100 List

List experts, creators, or professionals who could bring powerful value to your community and that align with your mission.

1. Brainstorm 10 names today.
2. Spend 3 hours this week reaching out.
3. Invite them to do a 20-minute free Zoom inside your community.
4. Use a VA to help with outreach or tracking.



### Vision-Based Outreach Email Template

Hi [Name],

I've been following your work around [insert topic — e.g. branding, mindset, etc.], and I truly admire the heart and impact behind what you're doing. 🙌

I lead a purpose-driven community that's all about helping\_\_\_\_\_. We're building something special: a supportive space where everyday people are learning how to \_\_\_\_\_.

I'm curating a series of guest trainings from inspiring leaders like you — and I'd love to feature your voice.

Here's what's in it for you:

- ✨ Introduce your mission and expertise to a growing, engaged audience
- ✨ Get in front of new potential clients, customers, or collaborators
- ✨ Share your freebie, offer, or lead magnet — we'll spotlight you
- ✨ Position yourself as a trusted authority in the digital growth and legacy space

Would you be open to doing a short (20–30 minute) value-packed training (live or recorded)?

It could be a teaching session, a Q&A, or even a behind-the-scenes of your story and strategies — whatever feels aligned.

Let me know what you think — I'd be honored to share your brilliance with this incredible community.

Warmly,  
[Your Name]

 **DM Version:**

Hey [Name]! I've been following your work in [area] — love your mission and message.



I lead a community helping families build passive income and legacy online. I'm bringing in guest experts to share short, powerful trainings — and I'd love to feature you!

You'll get exposure to a super engaged audience, space to share your story or offer, and we'll spotlight your zone of genius 🙌


Would you be open to chatting about it?

### **3. What to Post to Attract Buyers (Not Just Browsers)**

The difference between browsers and buyers? Buyers feel seen.

Buyers ask:

- "Can they help me?"
- "Do they get what I'm struggling with?"
- "Can I trust them with my time or money?"

 Here's what to post to attract buyers:

- Belief Shifts
- Behind the Scenes
- Transformation Stories
- Step-by-Step Tips
- Customer-Led Wins

## Here's the 3-part post formula:

1. Hook – Grab attention fast (emotion, curiosity, relatable truth)
2. Story or Value – Give real insight, experience, or teaching
3. Call-to-Action – Clear direction that speaks to what they want now

### ✨ Action Questions:

- What belief is holding your audience back right now?
- What story can you share that shows them a better way?
- What CTA will feel like a next aligned step (not a pitch)?

### ✨ TODAY'S ACTION ITEMS:

- ✓ Write 1 post that speaks to a belief shift, transformation, or behind-the-scenes moment
- ✓ Spend 30 minutes doing outreach (SKOOL or Dream 100)
- ✓ Invite 1 expert to your community this week
- ✓ Use your ChatGPT Content Boost

### JOURNAL REFLECTION:

1. What part of content creation has felt hard — and what's one shift I can make to simplify it?
2. What's one story or belief I can share today to connect with someone who needs this?
3. Who is already in my circle that I can collaborate with?