EXPAND YOUR REACH AND GROW YOUR REVENUE

TEXTBOOK

NAMS
Novice to Advanced Marketing System

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Table of Contents

Introduction....4
Blog – the Right Way....6
Use Facebook's Features to Target the Right People....8
Tip #1: Start with a Business Page and Group....9
Tip #2: Post Consistently....9
Tip #3: Keep Your Loyal Followers in Mind....10
Tip #4: Include a Creative Call to Action....10
Email Marketing....11
Instagram Can Expand Your Reach Easily....13
The Top Mistake to Avoid....16
The Old School List Building that Still Works....18

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Introduction

Building a community is vitally important to growing your business. Your community consists of those people who hang on your every word, whose problems you solve.

But how often do you work on nurturing that community? Just like any relationship, if you don't give, they won't give back. In this case, they won't give you money for your programs or products.

We'll cover easy tasks that will engage your community and help to grow your reach, all while growing your income. You don't have to do all seven of these every, single day, but we'll discuss the benefits of each, and you can choose which ones work best in your current marketing strategy.

As business owners, we want to be profitable, and we want an ideal, targeted community that craves your products or services. It's natural that anyone who starts a business wants it to be successful, right? But that type of success doesn't just happen by itself, and it certainly doesn't happen overnight.

Building a following and earning money takes proactive work. It's nice to think that Google is sending organic traffic to our sites but it's not wise to sit back and wait for it to happen.

That's being passive about your business instead of taking the bull by the horns and making things happen. Do you want to TAKE action or be REACTIVE? One choice will lead you toward success while the other will cause you to fail.

Instead of waiting for the results try incorporating simple marketing techniques into your daily routine. We'll reveal what those daily tasks should be, but it's up to you to prioritize them and make them happen.

Marketing your business takes time to step out from behind the shadows, or the keyboard for online business owners and get used to the spotlight. How will your

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market know you even exist if you hide in the shadows? Be proud of your offerings, showcase your experience, and learn to answer the age-old question, “Why should I hire you?”

Think of it this way. Even if you have a physical location for your business, how will people know you exist? Will you rely on people seeing your sign as they drive by, or would you prefer to shout from the rooftops that you’re open and looking for clients? You’ll certainly reach more people by marketing, aka shouting from the rooftops, instead of relying on luck when people drive by.

If you feel like you can’t possibly add another task to your daily to-do list, take a deep breath and understand that marketing your business to grow your tribe and income doesn’t require 10 hours each day. Start off with performing just one task a day from this profit planner. Work your way up to spending 30 minutes daily on a different task. Once you prioritize your marketing efforts, you’ll find more time in the day to get those tasks complete, even if it means waking up extra early to get started or outsourcing it to your team.

Also remember that with a larger, targeted audience comes increased income. ‘Targeted’ should really be the keyword here because, as we’ll discuss later, having many followers or email subscribers really doesn’t mean much unless they are interested in your message. Targeted followers will eventually purchase whereas unqualified followers will only want freebies or will eventually stop following you.

These steps require work on your part. There’s no getting around that. But there’s no race so you can proceed as quickly or as slowly as you like. The idea is to form solid connections with your tribe so they will get to know, like, and trust you enough to become a paid client or a customer.

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Blog – the Right Way

Contrary to some arguments out there, blogging is still a worthwhile task for growing the traffic to your site and providing useful, valuable content to your audience. With a few carefully placed keyword phrases, the search engines will reward you with decent search rankings. Naturally, the higher up in the rankings, the more likely your website will be discovered by those searching for those keyword phrases.

For those who cringe at the idea of writing blog posts, don't worry. Experts believe that writing a little bit every single day, whether it's a blog post or in a journal, helps cultivate your writing skills. With daily practice, you'll put those thoughts together more quickly. You'll perfect your writing style and sequences and have more content for your audience. Remember, your audience follows you and trusts what you have to say, so cultivate that relationship by giving them well-written blog posts regularly.

One common mistake business owners make, especially those who don't like to write or who don't make the time to create blog posts, is they just throw a bunch of random thoughts down in a post, simply because they want to complete the task. As we know, there's a huge difference between doing the task versus doing it well.

Instead of rushing through the process, make sure each of your blog posts has a purpose, both for you and for your audience. For example, to grow your reach, write about a topic important to many people. Make it an epic blog post (over 1,000 words) with lots of details and actionable steps your audience can immediately take. These types of posts are most valuable because when they are chock-full of information, they get shared across the internet, outside of your current circle of influence.

Another way to grow your reach through blogging is to share your perspective on your industry. Share relevant tips or how-to's to showcase your expertise. Do you

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see a pattern yet with the “showcasing your expertise” theme? Report from a live conference. Play devil’s advocate with a controversial topic in your industry. Introduce a respected peer to your audience. Let your creativity take over to find other ways to show your expertise via your blog. Over time, showing your expertise and having your audience share your content organically can build both your reach and your income.

Likewise, if you’re goal for your post is to grow your income, you’ll still want to provide valuable information to your audience but also include a strong call to action. Write about a certain problem your audience suffers from and how your product or program will solve it. This is different from a sales page. Talk to them in a very friendly tone rather than a salesy tone. Include the pain points that your product solves. Commiserate with them about those problems and show that you are in touch with how they’re feeling and that it’s your greatest desire to help them.

Blog posts promoting your products, classes, or programs are a great way to spread the word about your new offer. Bear in mind that if your product is NOT evergreen, or is only available for a limited time, you’ll have to do some editing after the sales period is over. Products that are evergreen can earn you some sales for years after you release them, simply because people find the blog post via the search engines.

If you don’t have products yet, write a blog post with a call to action to purchase an affiliate product. Most importantly, relate to your audience and showcase your expertise. They are trusting you to be an expert, so prove it to them, while adding a call to action so they know what to do after reading your blog post.

Calls to action in relation to blog posts that are selling a product but get in the habit of consistently inserting a call to action in your blog posts. Calls to action allow you to continue to reap the rewards from each blog post.

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A call to action answers this question: *What do you want your reader to do next?* Think about calls to action that will help grow your reach or your income in some way. Example calls to action include download a content upgrade (this gets them onto your list), comment on the post (this boosts your social proof), Like or share the post on social media (this grows your reach and puts you in front of potential ideal clients) or check out your new offer with a link to its sales page.

If you forget to add a call to action, you run the risk of your readers clicking away from your blog without giving you a way to stay in touch. Lost readers equal lost prospects and lost income, so give them a way and a reason to stay in touch with you.

As you can see, blogging is still relevant and beneficial. If creating the content is challenging, spend some time creating a content calendar so you always know what you're writing about and what offers you can promote at the same time.

If you want nothing to do with the physical writing, consider hiring a content writer to manage your blog posts. Yes, this is an added monthly expense, but you'll reap double the rewards by keeping your audience AND the search engines happy with new, authoritative content published on a consistent basis. With strong calls to action, you'll reap the third benefit of increased income.

Use Facebook's Features to Target the Right People

Social media opens a range of opportunities that businesses can utilize to capture a significant following, grow their profitability, and build credibility. With Facebook, for instance, you can use its multiple features to build your tribe and grow your income.

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However, as you dive in, you can quickly be overwhelmed with all your choices. You may be unable to establish where to start. Pick features and trends that best suit your needs or know the most efficient approaches to run successful Facebook campaigns. If you are wondering how, use Facebook's multiple features to fill your "dream client" pipeline, here are a few tips to ease your endeavors.

Tip #1: Start with a Business Page and Group

Creating a Facebook business page and group is now easier than ever. The best part about business pages or groups is that you can socialize, learn more about your target audience, and tailor personalized posts that best suit their interests. Don't make the mistake of making your page or group a one-way stream, forgetting the "social" in social media.

While you could be laser-focused on creating brand awareness, you also need to enhance your business's credibility by engaging your followers. Answer questions promptly, react to comments on your posts, and include creative calls to action that trigger your followers to act, such as by sharing your posts with their audience which extends your page or group's reach.

Tip #2: Post Consistently

As you strive to keep your business page or group active, you need to post consistently, preferably daily. This keeps your users engaged, but don't make the mistake of spamming your followers with salesy content. As you creatively post content, don't overthink it. The trick is to make it shareable and straightforward and consistently communicate your business's value and expertise to create brand awareness and enhance its credibility.

With short and precise posts, for instance, your audience can quickly scan through instead of trying to tailor long or fancy content only to be overwhelmed and deliver little to no value. Among successful approaches to keep your audience engaged is spicing the posts with photos, recorded videos, and even Livestreaming.

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Tip #3: Keep Your Loyal Followers in Mind

As you strive to fill your ideal client pipeline you could make the mistake of concentrating your efforts on generating new leads and forgetting your current loyal followers. Keeping in mind that your current followers are more likely to buy from you or make repeat purchases, you need to keep them engaged.

For instance, you can tailor exclusive content within your Facebook group and offer incentives, such as promotions with manageable conditions. Forgetting people already in your community could affect your profitability, as it costs less to convert past customers than generating and nurturing new leads. Keeping people already in your community happy further enhances your profitability as they share your business with their own audience, thereby growing your reach, credibility, and brand awareness.

Tip #4: Include a Creative Call to Action

Calls to action are not limited to blog posts. How do you want your followers to react to your social posts? Are you interested in expanding your reach, enhancing credibility, or generating more sales? With a creative call to action, your posts can do more than keep your business page or group alive.

You could, for example, ask your followers to ask questions, leave a comment, share the post, or PM for more information, among other considerations. Leveraging your followers to gain more exposure, such as with a call to action to share your posts, enhances your brand awareness campaigns while improving your credibility as consumers easily trust recommendations from other consumers rather than ads.

While tailoring calls to action to generate more sales, you could include freebies, among other promotions. For instance, you could ask your followers to sign up and share the post to win freebies or entries to a set promotion. Note, however, that you need to offer valuable freebies. If the users feel like they are jumping

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through hoops only to receive insignificant freebies, they won't be motivated to fulfill your call to action's conditions, reducing the effectiveness of your efforts.

Facebook boasts of over 1.5 billion active users daily. With such exposure, your business can quickly fill your dream client pipeline without breaking your bank. As you include Facebook in your quest to enhance your business' profitability, however, you need to employ effective measures to ensure that your business page or groups generate a significant following. No matter which social media platforms you use, remember to keep it social and avoid spamming your followers with salesy posts.

Email Marketing

For some reason, we think of content as the content on our websites and our products but one crucial piece of content which should never be forgotten is your email content. Growing your email list should be equal in importance to growing your following on social media and sending traffic to your website.

Your email list is filled with prospects who want to hear more from you. You should also have a separate list of customers who have already invested in your products or programs and are eager to see what else you produce. Keeping steady communication with these people is a personal way to nurture this relationship so they continue to buy from you, or eventually decide to make their first purchase.

Another big reason to stay focused on email marketing is that it's relatively inexpensive. Yes, you'll have to pay for an autoresponder email service, but you'll find a wide variety of services at varying payment levels. Even the most frugal budget can afford an email autoresponder.

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According to Oberlo: “Average expected ROI is $32 for every $1 you spend on email marketing.” And if all you’re “spending” on email marketing is your time, even better to have more profit in your pocket at the end of the day.

Your email list includes people who already know, like and trust you the most. So much so that they gave away a precious asset – their email address! Something about you has already resonated for them. They liked what you had to say, and they want to hear more. They liked what you were offering, and they want to see more from you. Keep providing them valuable information and insights, while guiding them on a journey through your email funnel to the next conversion point.

What do you send to your email list? Content, of course. In addition to promoting your services and products, your audience still expects useful tips, industry insights, or action steps they can implement right away to solve a problem. Whatever you post on your blog or social media channels, you can also send to your email list.

Think about your content in terms of how you can share your expertise, provide hot tips, share stories, and build those relationships up. When you’re connecting with your audience in their inbox, it’s very similar to having a one-on-one conversation, so it’s the perfect time to be personal and conversational. Some businesses even send out daily emails, but that might not be a good fit for you. Spend some time creating the emails and then you can schedule them to go out in a follow-up series at intervals that are good for you and your audience.

If you cringe at the idea of not knowing what to write – or if that’s the sole reason why you don’t send more emails – set aside time each week to plan out your content strategy. When you have a topic in mind with some bullet points and a corresponding paid offer, you’ll find the process of writing your emails much easier. Before you know it, you’ll be able to sit and plan your content for a month at a time. Real content experts plan out an entire year’s worth of content and make little tweaks as the year progresses!

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No matter how often you send emails to your list, always end with a call to action. Let them know what the next step is. What is the one thing that you want them to do from that email? Where should they go when they're done reading and what should they do when they get there? Just as with blog posts and social media posts, your readers need that call to action. They need that guidance down your funnel.

As we discussed earlier, calls to action can help to build your reach or your profits. Reach-building calls to action include buttons to share on social media, or a PS asking them to forward this email to a friend who might enjoy the information. Profit-growing calls to action include a link to check out your services page if they like what they just read or a PS to whatever you're currently promoting or a service you offer that ties back to something you shared in the email. Don't let them close that email without acting or they might forget about you.

Instagram Can Expand Your Reach Easily

Instagram is another platform with multiple ways to connect with your audience and to put more profits in your pocket every day. Within Instagram, you have many options, such as posts, Stories, IGTV, and even Direct Messages. As with Facebook, you don't have to use ALL these features, but you should experiment with them to test which ones get the most engagement.

Test out which works best for you and your audience, and don't be afraid to mix it up a bit. You could choose to do one or more types of content every single day based on the type of content your audience tends to consume and enjoy the most.

As the name suggests, it's an excellent place for instant communication, feedback, and engagement with your followers. It's nice and even encouraging to have many followers, but the follower count isn't necessarily what you want to track.

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Likes, or in this case hearts, are a great indicator you're doing something good in your feed, but comments are even better.

Another thing to test in addition to post types is the best time and frequency to post without overwhelming your followers or losing track of the conversations. Most people report midday being the best time overall, but some audiences are more active in the morning or in the evening. For frequency, anywhere from one to five posts per day can be the sweet spot, depending on how active the conversations are and how much you want to share.

Use your caption hashtags to your advantage. Hashtags are important because they do a variety of things on Instagram. They can bring you new followers, help you connect with like-minded people, and give insight into what's going on across an industry or niche. Seeing what others are posting across those hashtags can give you new ideas for fresh content, too.

I know you're excited to try out all these different types of posts, but don't overdo it. Just because you can use 30 hashtags per post doesn't mean you must fill all those slots. While that used to be a good practice, the algorithm has changed and evolved so a long list of hashtags is now like keyword stuffing a page on your website, and too many hashtags can come off feeling spammy to the readers. Instead, just pick a handful of focused and relevant hashtags to use in your posts. You may even want to test out a few posts with no hashtags at all and just have a nice tidbit of written content.

Another creative strategy for growing your following is to create branded hashtags for your Instagram posts. They can be as simple as your brand or business name, or they might be the name of a group challenge or program that you're running. These sorts of hashtags provide an easy way for people to follow what you're doing, of course, but they'll also provide a way for your audience to follow and connect with each other, naturally building a true sense of community.

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Don't forget the call to action. While calls to action on Instagram are a little bit different than other places you create content, there's a lot you can do. Keep things simple and be clear about what you want them to do next.

Some examples of calls to action on regular posts include 'Comment below, DM me, drop an emoji, etc.' Calls to action for Stories might include Swipe up to check out an outside link (available to those with 10k or more followers), DM me for more info., polls, multiple-choice polls, responding to the "questions" feature, using the slider feature, and the "chat" function, which creates a group chat in your DMs others can join in on.

If you're not over 10,000 followers to have clickable links available, that's totally okay. Instagram users are used to seeing URLs that aren't clickable. They'll copy and paste or type directly into a browser if it's something they want to see more about.

Use a link shortener like the NAMS Simple Click Tracker plugin for WordPress to direct them to a specific landing page or product. You can also just let them know "link in bio" as part of your caption and they'll know to click on the link in your Instagram bio. You can change out the link that you use in your bio, or you can use the Linkin.Bio service from Later if you want more than one link and other options available.

Lastly, don't fret if you don't have many thousands of Instagram followers yet. Even the most popular influencers started off with few followers. You can't compare yourself starting off with someone's success who's been working at growing their following for years. Also, the final number of followers isn't as important as the engagement you receive. Smaller, more targeted followings that engage with you daily will yield more sales than larger followings with zero engagement. The same is true with email marketing. The more targeted your subscribers are, the more purchases they will make.

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The Top Mistake to Avoid

The theme of this next step is ENGAGEMENT. How you interact with your followers, prospects, and customers is vital to whether you're growing these business relationships successfully. Every relationship contains some give-and-take. If you give your followers content that continues to educate and help them, they in turn will grow to trust you and will give you their hard-earned money for products or programs.

Engaging with your followers, via your content, your social media conversations, and your email marketing efforts, is what makes you a real person in their eyes. It helps prove to them that you truly care about their struggles and your engagement will help show your passion for helping others.

However, for those who are only concerned about earning instead of serving their audience, their engagement will usually be very limited. If they decide to answer questions on social posts, they will usually be very short and likely answer many days after the question is asked. They may even engage in arguments with followers or they may craft snarky answers to those who call them out on their lack of engagement. These people don't care about relationships. They just want to take the money and run. Which situation do you want to see yourself in?

The obvious way you can give to your audience is by giving them content. Let's say you've written a killer blog post and you're now promoting it on social media. Once it publishes, what do you do next?

One mistake many people make is doing nothing. I like to call that the "spray and pray" marketing method, or Wishful Marketing. You make a post and cross your fingers that people will see it and give it some love.

After you've created your content for the day, don't just let it sit there! This is one huge mistake lots of people make. They simply post and run, and then wonder

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why their content creation and “growth-building” activities aren’t paying off. This is merely the first step in engaging your audience.

When promoting something on your blog, don’t just post a link to your website. That’s not connecting with your audience; that’s posting a link for no apparent reason. Always include a more personal intro to the link, such as, “I know a lot of you have asked me about this topic over the last few weeks, here’s my take on it.” Or give them a call to action to leave their thoughts after reading the article.

Make it a habit to engage with your audience every single day. You can ask daily questions or simply offer them support. Give them helpful tips or share inspiring quotes. Most importantly, do your best to make every person who posts or responds to your daily content feel special and heard, even if it’s just replying with a quick “Thank you!” or “Glad it resonated!” Sometimes those simple comments will lead to a longer conversation, which is wonderful, but the vast world of social media, makes everyone feel like they matter instead of making them feel invisible.

If you have trouble remembering to engage, set a reminder alarm on your phone or schedule time on your calendar. Within one hour is when your post is the “hottest” with the most people liking or commenting on it and interacting with them in real-time can yield a great conversation. That first engagement may even get more people to comment on your post. The more comments you receive on any post, the higher it’ll get pushed in the algorithm and the more people will see it. It’s a fun cycle but requires YOU to interact with your followers.

How have you been engaging with your private clients or group program clients? Do you have a way to interact with them daily? Do you have exclusive content reserved just for those paying clients?

Don’t focus solely on wooing prospects. Your most loyal customers are those who have already bought from you, so it behooves you to treat them like gold. One

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bad experience – such as feeling ignored – will convince them to spend their money elsewhere.

Make sure to engage with these clients. Follow up with them and check in with them every day. You can do this via a private Facebook group or with the Voxer app on your mobile phone. They're the people most likely to sing your praises, aka grow your reach organically, and buy from you again and growing your income.

The Old School List Building that Still Works

In the age of social media and marketing automation, sometimes we forget that putting aside the instant gratification of social media and the "set it and forget it" aspect of automation in favor of simple one-to-one sales conversations is the easiest and fastest way to sell our services. It's called good old-school business networking.

There's certainly nothing wrong with online networking. We've talked about Facebook and Instagram and Facebook alone has over a billion users, so it makes sense to use these platforms to network. But instead of reaching out to the masses, reach out to individuals to learn more about them and their business.

Remember, networking is simply having a conversation. It's not the time to drag out the PowerPoint slides to make a hard sell. You're asking about their life, their business, their needs, and possibly their struggles. In return, they will likely ask you those same questions to learn more about your business.

You may discover that this person doesn't fall into your target market, in which case you can chalk up this effort to making a new connection. Or you may find out they are your ideal client in which case you can try to entice them into your funnel. Either way, you're making a personal connection with a real person, and

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that connection should be valued. You never know if this connection will become your client or a customer in the future.

Don't discount the value of networking in person. Lots of stereotypes exist with spammy business owners shoving business cards into everyone's hand. While that person does exist, in-person networking is still a simple conversation, sometimes in a small group depending on how large the event is. Practice your strong handshake and direct eye contact. Prepare your elevator speech ahead of time and bring along your business cards for those who ask for it.

Networking takes real work on your part. While it's nice to think people will search you out when they need your help, the simple reality is that most people need firm reminders about who you are and what you do. As part of your morning routine, make it a point to follow up with old leads or reach out to new people and offer them a free strategy/clarity/discovery call. Even those who said 'No' in the past may be in a position this time to say 'Yes' but you'll never know if you don't ask.

When doing this type of prospecting, keep a running list of whom you speak with and when you should follow up with them next. The old marketing rule of the seven touchpoints still holds true today. It takes approximately seven touchpoints for someone to feel ready to work with you. Touchpoints are the times that you reach out for that personal interaction. Consider each phone call or personal email one touchpoint and just keep rotating through that list of prospects.

If you want an 'easy' sell, contact those who have already worked with you. If they had one good experience with you, they'll probably spend their money to have another good experience. You've sold this group on your expertise and passion to help them. Now it's just a matter of showcasing the benefits of your latest product.

People you should reach out to include potential clients, past clients, potential JV partners, possible collaborations, people you admire, Facebook group members,

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people who've responded to your social media posts, especially on a regular basis, and people who've responded to your email marketing, even if it's just a note of admiration.

Networking and prospecting never end. If anything, these processes should work like a well-oiled machine, always turning its gears to get people into your sales funnel. If you don't have a steady list of prospects calling to speak with you, get started on your daily routine of reaching out proactively to people and getting to know them on a personal level.

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