

Video Transcript

Hi! How are you guys? I hope you are happy, and it's Monday and we're back on form, and we've got to get the businesses started. So what I thought would be a really nice thing to do is set up a day to day live with you guys, and I'll show you some hacks, okay? Some ways to bring your ideal client to you. So if you are here, please let me know if you want to come back on later, hashtag replay later, and maybe give me some comments, some questions to answer and things like that. I will put this in a podcast. I will put this on a YouTube. I will put this everywhere. I'll put it in your membership, wherever you want.

But let's see some progress, guys. Let's see some stuff happening. You are your own boss. You have to generate the clients. You have to generate your income and you have to supply the knowledge to bring your ideal client to you. It is not going to happen without your knowledge and your power.

So I did a course at the weekend with Dean Graziosi. As you know, I am doing a mastermind. It is an online course creator. I know how to do course creating now, I know how to bring revenue to your business, so I can help you guys, if you want it, that is. If you don't want it, that's absolutely fine, and you can put this on hold and do it when you're ready. There's no pressure. Just remember, the reason I coach you guys, it's because I care and I want to help you. I'm not doing it for anything else, but to help you. It's my time. I like to serve you. And I want to make sure that you get your businesses up and running.

Because once I've taught you, I want to make sure that I've taught you well, and I want to make sure that you are actually going to create clients from my business that I've taught you. Does that make sense? So I feel I haven't served you... Hi, Emma! I haven't served if you've you haven't created your businesses yet. So I will push you, as much you don't want me to, I'm going to, you signed up for this. Well, you probably didn't sign up for it. But I'm the Help Fairy so you signed up for it. Hi, Zoe. Anyone else here? I know there's four, so say hello if you're here. Hashtag live, hashtag replay.

Now, I'm going to go through sections today, just small sections to get you started, because if I do all at once, you're going to have probably a bad migraine.

I spent the whole weekend writing up notes for you guys. So there's all here, but you know what? One thing I can't do, and I don't know what it is. I cannot sit down and type it all out and plan it all out. I have to just go for it. And that's it. So things might happen where I go back and forth talking about things, but I'm good for notes, but I'm not very good at planning a live. So just go with it and see what happens. So what we want to do today is you're going to find your 100 ideal

clients. So your challenge is for the next week, and I'll help you all week... So this is just Challenge One, we've got six or seven challenges to do. So it's going to be about six or seven weeks. If you're interested, that is, you don't have to do it.

So let's start writing down number 100. You need to write this down and say it. The reason we do that is because when we think it, it just goes. When we say it, it stays in our mindset. So if we write things down and say them, you are going to create a thought. If we just think it very, very quickly, it's a fleeting thought, it doesn't set. So you have to write something down that you think about, and then you have to say it. Does that make sense? Who's here? Please let me know. Cause there's girls coming and going. Some people freak out when I do a live. It's like a lesson that they probably don't want to do. But if you want to be the best and you want to thrive, put the hours in.

So, how are you going to find your 100 ideal clients?

So Nicola, how are you going to find them? Most people would be just adding people on Facebook. Stop that immediately. Absolutely stop it immediately. I stopped it a long time ago, actually. And I took out everybody I didn't know. You have to stop being salesy. Okay? As soon as you add any ol' person, you are going to get no interaction. So it's all starting today. Your new way of thinking is going to start today. So first of all, you're going to set yourself up a group. Okay? So you're going to set up a group page or you can set up a page. I've got both, but start off in one social media, just a one. I'm going to write this down as I go along so then I'll put it in a nice note for you. Start with one page or one social media. So either Instagram, Facebook, TikTok, or LinkedIn, or wherever you want to go with your business. Do not overkill. It's time to stop using anything else and just focus on one.

If you're established, you've been doing it a little while, then you can have two or three or four. But today, you're going to focus on your page and you're going to focus on your page on the social media, whichever one you choose. Instagram is going to be more businesslike, so you'll get people further a field worldwide. Facebook is going to be very selective. So very difficult to get your ideal client at first, it takes a little while. It's actually very difficult to get your ideal client without what I'm going to say or tell you. So you and your likes and all this malarkey, it doesn't exist from today. Stop thinking about your followers. Stop thinking about how many people you've got on your page. Start today, clean slate.

So what you're going to do is First, you're going to look at all your friends on your Facebook. Are you starting with Facebook? Tell me what your favorite place is. Cause let's do Facebook today, shall we? Let's focus on Facebook. So you're going to go onto your Facebook and you've got your friends in your area. Now, your

friends and your families are your ideal clients, okay? Even if they don't want to know about your business, they know somebody that might, and they might tell a friend of a friend. So you want to keep your Facebook page as your personal page, your groups and your advert page, okay?

So this is your place for you to find your ideal client. Now, some people you've got on your Facebook page that you don't know who they are, I want you to reach out to them today. I want you to start reaching out 10 minutes a day, okay? 10 minutes a day. That's all you're going to do from today. It's never going to be a 10 hour thing like I've been doing for the last two, three years. Which is, after I've done this course, I was like, holy my God, what have I been doing? So this course is like, oh God, you're just going to love it. So 10 minutes of your time, you're going to go, and you're going to write a list. I'm going to show you how to do that list.

You're going to write a list of all the people in that category that you think that might be interested in beauty. Now I can't show you how to do it on my laptop due to the fact it's broken. So on Wednesday or Thursday, I'll show you how to do them lists. We're not going to do them today. We're just going to talk about where you can put them and I can do a screenshot and send it to you, yeah?

So, first of all, you're going to reach out to all the people that you've never spoke to in the whole time you've had your Facebook and you're going to just say, Hello, how are you? And that is it. And if they come back, you just talk and have a general chit-chat. I don't want you guys to discuss your business at any point at this time. You're just reaching out to people and finding who is your ideal client. Your ideal client is going to be someone who wants beauty, nails, lashes, facials, aesthetics, whatever you're doing, okay? So you're just going to reach out and you can just start manipulating the situation. "Hi, how are you doing? What you been up to? It's been ages. But yeah, you've been on my Facebook a while. What actually are you here for?" You know, in a nice way, not, "The hell are you doing?" So we're going to focus on that today.

I'm going to start with Facebook, just focus on Facebook. We're doing Facebook today. Let's focus on that. Then you know exactly where you are.

So you're going to start to actually add yourself into every single group that would serve you. What group would serve you or have your ideal client? So you would have women needing support, maybe, moms, people that want beauty. And you don't want to start doing competition. You don't want to start being in people's groups that might be doing the same thing. So you want to sort of set yourself away. Women that lunch, networking for women, whatever it is, but always go to a group that maybe have some of your... Are you writing this all down? I hope so,

some of your clients and your Facebook members. I suppose they're called members, aren't they, friends.

You want to see how many friends you've got in them groups, and then you're going to put them into the list. Now I could tell you where this list is, but it's very difficult. So if you go into Friends, in your Friends list, you've got Custom, you've got Friends list, you've got Restricted and blah, blah, blah. I want you to go into Custom and where you find the groups and they've got your friend members in there, I want you to put them members in your custom friends list. Do you know what I'm talking about? I haven't looked in a minute. Cause when you do just put Beauty. I got Beauty, I've got Aesthetics, I've got Health Care, I've got Mental Health and all of them are in there. And then I just generate a conversation with them people. So all your friends that are in that group, just mainly that 10 minutes, is go through them and put them in your list. And in that 10 minutes, you're going to reach out to five or six of them a day.

And you're just going to go, Hi, I see that you're on this group and how are you doing? You've got something in common. You're going to get people that are never going to invest in you. You're going to have people that are interested in you. Don't worry, if people are not going to invest in you, that's absolutely fine. So you just take them out of that list. And then that list is, you know where them people are who are your ideal clients. Because you'll get a list of about a hundred, which you're going to get a hundred ideal clients in them lists. And you're going to be able to manipulate them in to a group eventually. But first, today, it's all about seeking out your clients by your friends and your groups.

So add yourself onto like five or six groups today, but make sure some of your friends are on them groups. Then you're going to add them friends into your list, which is on your Friends side. You click on Friends and then you go down to Custom and you're going to put Beauty and you're going to start adding them into that area. Does that make sense? Please say yes. Please say yes. I will do a demo. I will do a Zoom. I'll see if I can do it, but I've got a cracked screen at the moment. So when I move things over, you can't see it. It's not clear. So I'll do it on Wednesday, but if you can do it beforehand, brilliant. And then you can just say, "Yeah, I've done it" and I don't have to do it, but I will do it anyway.

So Dawn...So go onto your Facebook right now. Can you do that? You probably can't and if I'm live, can you? I'll do a little demo. Okay, so what you're going to do is your going to... This is all I'm telling you to do today. It's hardly anything at all. So you're going to set your Facebook page up. You're going to add me to it. You're going to set your group and add me to it. You are going to go and add five groups today that you haven't done before, that would serve your business. Moms, stressful moms, local God or men group, whatever, Funcom group, whatever it is.

Go and add five or go onto the groups that you've already been on and you are part of and click on members that are your friends, yeah? Do you understand that? Does that make sense? Please say thumbs up if you've got that. Please say thumbs up, please. Yes. Yes, yes, yes, Emma! Very easy.

This is going to be the biggest thing you've ever done. I've done it and already started to generate an intimate clientele base. Who knew? So I'm just waiting. So Dawn, I don't know if you've... Yes and no.... Nicola, do you understand? Do you want me to help you? Do need any more support in this?

So remember...Let me take a look at my notes. I've got so many. I can't even tell you how many notes I've got for this. So many! So you're going to collect people, okay? That's what you want to do. Is that under my personal Facebook? Yes. This is all your personal Facebook, okay? So you're going to make a group, you're going to make a page and you're going to find five groups in your personal page. And then on there, there should be your family or members that are in that group. You know, when it comes up at the top, yeah? And then you're going to bring them in. You're going to put them in the Friends area. So when you click on, it's the F, I think, on Facebook, comes down with Restricted, Custom or Friends on your page. So you want to click on Custom and you want to make your own up, Beauty. Does that make sense?

So what we're going to do is really focus on that mainly today, but I want you to reach out to people with a question. I don't want you to reach out to people with a friend request or whatever, or rubbish. You want to ask them a question. If you're going to go on a group, maybe even ask the question on the group or on your personal page. Something like, "Who else has done this? What are you using to solve this on your personal page?" So today, not only are you going to add the client to that area, you're going to, on your personal page or a group, wherever you want to put it, a question and you want people to answer it. Okay? I don't know if you've been noticing that I've been doing that. I want you to follow my lead. When I'm doing all these things on Facebook, it's because I've learned all this. So follow my lead, okay?

"Have you ever noticed that? How do you feel about this? What would you do if this could happen? What's your best alternative to?" So milkshake to somebody else, whatever. "We need to save money on this. What could, what would you save money on?" You know, stuff like that. There's loads. Do you want me to screenshot these questions for you guys? So you've got them in your folder and then you can just use them when you want to. You want to ask the audience something. And when you've asked that question to your friends on Facebook, you're going to pick them out, the likes and the comments, and you're going to put them in the box as well, in the list, okay? And they're your people. The people

that are interacting with you all the time are your clients. They might not be your clients to do nails with, but they're your fans, they're your raving fans, okay?

So then fans, people, are going to talk about you to others. Does that make sense? So what you're going to do is you're going to collect all these lovely little people. Lovely, juicy strawberry people, yeah? Just imagine them all, lovely, tucked away in this lovely little area you've got secured. And then you're going to reach out to them, but that's going to come in a couple of days.

So what I want you to do today, please, if that's okay with you guys, if you want to thrive, is to set that up. Set your group up, set your Facebook page up and add me to it. I want you to write out, make up a question to put on your personal page, which I'm going to screenshot. One of them questions, okay? Make it up though your way. Christ, they'll think what the hell's going on if you do something really weird and random.

Be yourself, start producing the likes and the lives and things like that soon after that. But what you're going to do is you're going to get your collaboration together and you're going to get 100 people on that list by the end of the week, okay? I think I'm on about 40. So it's quite difficult. It's a bit time consuming. 10 minutes a day is good, or 20 if you really want to. But just do this. It's really important. But you have to do it on your desktop, if you can. Can't do it on mobile phone, doesn't work.

So what we're going to do is recap on this tomorrow, but I want to just send you some bits and pieces. So what I am doing is, supposed to be writing notes, but I haven't. I've just written squiggles.

So what you want is your profile. This is called Priming, okay? So you want to make sure that your profile's up and running. Now, write down Prime, okay? And that is posting questions, P, right? So posting questions into your profile groups and pages. Are you writing this down? Thumbs up if you are, because it'd be really cool if you are, and I'd be really, really proud and happy because you know, I've been to see Joey State. I'm so proud of myself, I can't even tell you how proud. I can't even tell you. Makes me emotional. Sorry. It just meant so much. And I actually got up and did it. I nearly didn't go and my anxiety was like, No, you're not going. You can't go, you can't go by yourself. But have you wrote this down? Have you wrote everything I'm telling you down? If not, don't panic because I'm going to do this into a podcast. I'm going to do this into a transcript and I'll do it on YouTube.

So P is for posting questions, okay? So that's what you're going to do. Write Prime across your house, somewhere, just prime, prime, Amazon prime, whatever. P is

for posting questions and you're going to do that today. That's your task. You're going to collect clients, put them in the box, make them crazy, nice little strawberries. Into that box, you're going to post questions. I want to see your group set up today. Then R is for reply chain. So R is for reply chain. That means if people have answered your question on Facebook, you're going to reply to them immediately. You're going to put a thumbs up, you're going to put an emoji, you're going to attach, share, you're going to do whatever you have to, to start replying to people, okay? I think we'll leave it there day, but just write down Prime. I want you to just write down these five things and we'll start with Prime tomorrow.

Cause I think I'm probably going to overload you. I'm not. Because I'm attempting to do lashes. So I'm just listening. [inaudible 00:20:57]. That's fine. I'm going to make sure that you've got it all anyways. So write down Prime, write down these: P for posting, R for reply, I for interests and interested, M for message, and E is for entice, and we'll leave it there. So as today is starting on a high, you're going to feel amazing after you've done this, because you're going to start to connect into a place where you know that you can get ideal clients. It is so important you pick up the ideal clients. I've got people on Instagram, I can't even tell you why they're there. Why they even, how do you feel about having that done? Nothing. How do you think, what should I do about that?

Always posted a question, to people to do polls. It is dire. You've got to sort of almost sift them out, funnel them. They're called funneling. So you're going to put loads and loads of people in a funnel and slowly, one or two ideal clients going to pop out of that. So you're my ideal clients. You show up, you do your courses, you do your training. I keep giving. I keep giving more. You keep coming back. You tell your friends, I keep giving more lives like this, more keep coming back. Now does that make sense? So that's what you're going to do. You're going to be me. You in five years are going to be in the same situations I am. You'll be training if you want to train, you'll be starting your new beauty empires everywhere, but you've got to put the work in now. It's going to take you a good year.

So what you want to do today is what? Yes, you're going to set up your page. You're going to set up your group. You're going to put your friends in a special little place that you know, that are going to communicate with you. If they don't communicate with you after a follow up, whatever, you just take them out of the group, out of the area. And also, you can just see I've got loads to tell you. We're not going to do that today. So, and then you're going to post a question on your personal page. Then the people that answer you, you're going to throw them over into that area and put them in that custom links. Okay. And anyone that replies up, anyone that does anything, make sure you put an emoji a heart or thank you,

or How are you? It's been ages. What are you up to now? Ask people how they are. You'll get so much back. How are you today?

Jesus Christ. Haven't heard that for a while, yeah? People love to hear that because none of us are very sociable anymore. We've all lost our social skills. We're all becoming reclusive and we're all becoming, well, just indifferent. So we need to get ourselves back into the social scene. We need to get networking and we need to start pushing ourself to the max because people are really struggling with this. And beauty therapists are closing down because people are not following the way it is these days. It's so fast paced and people can't keep up. So people are pulling back, okay? And quite a few people are losing their businesses. So this is the time to get yours out because there's so many beauty salons and things closing.

So this is your time to get out there because there's no fear with me. You're going to do it, okay? You're going to do it. But there's a lot of people that live in uncertainty and limiting beliefs and they close it because it's too uncertain and we don't need that. So don't worry. I'm going to help you all the way. But you've got to put in a hundred percent of your time, 10 minutes a day, 20 minutes a day maximum. You're going to put in on your Facebook social media. That is it. Hallelujah. How'd you feel? Was that a good pep talk or what?

Okay. Now, because if I turn this into a social chat, it won't work as a podcast. I'm going to transcript all this for you. Put it in here, give you as much information as I possibly can, because one day I'm going to retire and I need to make sure that you fairies are going to take my place. Cause that's what I want, okay? Please do it for me. Do it for me. Promise me today, you will get your arses into gear and get that page sorted out and show me, screenshot me, your little friends and post that question and tag me in it so I can interact as well. So have a lovely day and I'll speak to you all soon.