



from freebie ~ to fabulous new client

an overview of how all the pieces connect & work for you



1

We start with **your freebie**.

Your Magic Bean!

A gift you give to your potential clients. Something to help them take a small step in the direction of what they desire, on the road to working with you. Could be an e book, a video, checklist, a meditation, a template. Something that makes them say, "OH, I want that!". And so great to offer on interviews, podcasts, posts, blogs, in give-aways, everywhere.

Next step is a **landing page**, the page that tells your potential client what this gift is, and why they should have it. This is also where your client will give you their name and email address they will 'opt in' to get your free gift. This page gives you your 'url', the link you use to tell people how to get your freebie.

Tip: choose a url 'slug' that says what it is: yourname.com/getmygift

2

GET YOUR FREE GUIDE & COURSE!

SHOOT FOR YOUR STAR

10 THINGS TO KNOW
BEFORE YOU VIDEO
AND DON'TS YOU NEED TO KNOW
TO SAVE YOU TIME,
HELP YOU SHINE,
AND LOOK LIKE
THE PRO YOU ARE.

Yes! Send My Guide



50% Complete

Where should I send your guide?

You'll also receive the matching mini video course,
and my Muse Letter!
you may unsubscribe at any time

First & Last Name

E-mail

Send it to me !

100% Secure.

3

This is the all important **opt in form**. This is how you capture your potential clients' info...so you can have them on your email list. And then nurture them, so they become your tribe. Your peeps.

Tip: Keep it simple on this page. We just want your person to fill out the form.

After they fill out the opt in form, a **thank you page** comes up, letting them know their sign up was successful, and the gift is on it's way to their email. They can also download it from this page, if you choose. And their name and email is automatically sent to your email list!

Tip: A thank you page can be used to invite them to other steps with you, too.

4

Here's Your Guide!

10 Things to Know Before You Video

Just click the green button and it will download.
(I'm also sending it to your email)

Click!



Sheryl Bernstein's

**SHOOT FOR YOUR
STAR**

10 THINGS TO KNOW BEFORE YOU VIDEO ~ THE COURSE

5

Hi Sheryl,

Have you ever heard the phrase "Measure twice, cut once"? Smart advice for being careful in all kinds of work.

Today's tip is sort of in that column.

I'll admit, it's kind of basic, and not very sexy, but it could save you a hunk of time and extra set up! (Always a win in my book.)

Their name and email has now gone to **your email list**, and your nurture sequence will begin! This is a series of emails we write and pre-set up to send automatically, once someone opts in to your gift. This list becomes **your tribe**, the people that will know, love & trust you. After the sequence completes, you can send emails to your group as you desire.



from freebie ~ to fabulous new client

It's give first, nurture, build a relationship.



6

Your nurture email sequence will offer value to your clients, show your expertise, let them get to know you more, and each e mail can have an invitation to have a call with you: Your 'call to action.' Inviting your client to take another step with you.

Tip: For a sale offer, wait until at least the 4th or 5th email. It's like dating...don't rush it.

Before you get on a call with a potential client:

1. Know your packages and prices, and feel comfortable with them.
2. Have a way to accept payment, and decide on your payment structures. Pay in full? Split pay? Pay over time?
3. Practice your strategy call several times, get comfortable making your offer. Speak it out loud til the numbers feel very natural to you.

7



8

In your emails, you can make offers, invite your people to live trainings on zoom or in your fb group, invite to webinars, workshops, visits with you in your fb group, group Q&A, repost an fb live. Tell your list about offers for events and limited time specials. It's your 'hub' for sharing info, stories, and opportunities to work with you.

Tip: Think of it as your very own Lifestyle or News Show. Or...just keeping in touch.

Videos are great to include in your emails, next best thing to being there in person! Good audio & lighting, 'jewel case' setting, editing, uploading, embedding, screen shots....all good things to make your videos look great, and be seen.

tip: Use a tripod. And lighting is everything! (next to timing)

9



10

The main goal of all this is for you to create beautiful relationships with new and existing clients, to nurture those relationships....and invite them to work with you, to create success for all. Good business is built on good relationships, showing up, and having & making offers that serve.



Tools & Systems I like and use

Leadpages.

For landing pages, opt-ins, web site pages.

\$25 - \$37 a month, (depending on billed annually or monthly.)

my affiliate link: (14 day free trial)

<http://leadpages.pxf.io/c/1249784/466534/5673> (14 day free trial)

Convertkit

For email. Easy to use, great look, fun to create with.

\$25-\$29 a month. (billed annually or monthly)

My affiliate link:

<https://convertkit.com/pricing?lmref=kgP90w> (14 day free trial)

Thrive Cart

for payments. Can create pro looking payment pages.

Lifetime Special on right now. \$495 for lifetime, pay once! for standard version. Great!

\$195 add-on for up grade to pro version.

Please use my affiliate link:

<https://sherylbernstein--checkout.thrivecart.com/thrivecart-standard-account/>

PayPal

Easy to send a link. Can create invoices. Integrate with Thrive cart.

paypal.com

Stripe

To integrate with payment systems. This is the processor that actually handles the transaction. Many use both Stripe and PayPal. Stripe gives your customer the ability to use credit cards w/o going to PayPal.

stripe.com

Canva free

For creating all kinds of graphics, social media posts, fb covers, email banners, infographics, programs, meditation "CD" covers, e-books, pdfs, anything you want to create!

canva.com

Calendly free (upgrade available if you want more than one calendar.)

For scheduling calls, Discovery Sessions, meetings.

Integrates well with leadpages, Thrivecart, Zoom

calendly.com

Zoom free

for video calls, trainings, group calls.

free for 2 people unlimited time (you and your client.)

free for 3 or more people for up to 45 minutes.

\$15 to upgrade, to go over 45 minutes with 3 or more people.

(Or just restart your meeting.)

Other upgrades available for webinars, and more great stuff.

zoom.us

Youtube free with upgrades avail

platform for uploading videos.

youtube.com

Vimeo, a slight upgrade. Nicer look. can start at \$7 a month. different packages avail.

platform for uploading videos.

vimeo.com

To check out my freebie used in the graphics above,

and see how it looks and works, go to <https://sherylbernstein.com/star>

To connect with me, to talk about how to do this for you,

set up a Virtual Coffee here: [talk to sheryl](#)

My mission is to help you shine yours.
To create programs and marketing pieces in a way that's
easy, fun and fits you.

