

Stand Out for Success
Be Yes! Ready



Women's Prosperity Network

The What

Templates
to Book
Clients &
Gigs

The Where

Find Your
Ideal
Clients &
Partners

The How

Consistency
with Ease
& Flow



Women's Prosperity
Network

The 2x2 System

	Monday	Tuesday	Wednesday	Thursday	Friday
Contacts		Reach Out to 2 New Contacts for Speaking, Podcasts, JV's			Follow Up with 2 New Contacts for Speaking, Podcasts, JV's
Content	Post Content in 2 Places		Post Content in 2 Places		Plan Next Week's Content
Clients					

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Clients		2 Connection Conversations		2 Connection Conversations	

The
What
Template
to get on
Virtual
Stages

How to Ask

First Acknowledge THEN Ask

“I’ve listened to your podcast and have been following you on social. I see that we have a similar mission in serving women entrepreneurs. I am a Marketing & Sales expert and was wondering what it takes to be a guest on your show?”

The
What
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How to Ask

Show Your Experience

- *If you are a published author, have spoken on other podcasts or stages, let them know in your cover letter (email).*
- *Include quotes/testimonials from other event hosts if possible*

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The
Where
Find Your
Ideal
Clients &
Promo
Partners

Research Where - Speaking

- Who else serves your audience?
- Podcasts, Talk Radio Stations
 - Radio.com
 - iTunes, Spotify, Pandora, iHeart
- Live Events, Courses, Content

Think ... “How can I add value to what they are already doing?”

Research Where – Social Media

The
Where
Find Your
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Promo
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Your Ideal Client:

- What's their platform of choice?
- What do they go there for?
- Where do they go when searching for solutions and answers?

The
Where
Find Your
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Research Who & Where

Your Promo Partners:

- Who else serves my ideal client?
- What else does my ideal client spend money on?
- Where do my promo partners spend their time online?
- How can I add value to THEM so that we can add more value to our mutual clientele?

The How
Template
for
Sharing
Content

Attract Clients & Promo Partners with the Content Creation Made Easy Formula

Value Packed Posts that
Position You as the Go-To
Expert in Your Field

The How Template for Sharing Content

Content Creation Made Easy <i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	Quick Tip Formula (AIDA)
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
	Then, introduce yourself
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
Step 4: Direct to Next Step	Step 4: Action to Take

The How Template for Sharing Content

Content Creation Made Easy <i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	Quick Tip Formula (AIDA)
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
	<p><i>Then introduce yourself</i></p>
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
	<p>Be very descriptive, using the words THEY use to describe what's happening in their life.</p> <p>The intention is to have your ideal clients say, "Oh, she really gets me!"</p>
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
	<p>Tip or Suggestion: Simple, actionable step they can take to make progress towards desired solution / result.</p>
Step 4: Direct to Next Step	Step 4: Action to Take
	<p>Varying options for next steps:</p> <ul style="list-style-type: none"> • Join my FB (or LI) group • Ask their opinion or question • Sign up for free gift at ____ • Private message me if you want to talk (have consultation) • Come to my free online class

The How Template for Sharing Content

Content Creation Made Easy <i>Note: Do all steps in this column BEFORE moving on to Quick Tip Formula</i>	Quick Tip Formula (AIDA)
Step 1: Problem / Pain Points / Desires	Step 1: Attention Grabber
<p>Stress, Anxiety</p>	<p>People often come to me when they've been suffering from migraines and sleepless nights</p> <p>Then, introduce yourself I'm Alana Cortez, a holistic wellness expert for the past 15 years</p>
Step 2: Impact (Go Deeper) What else is going on?	Step 2: Interest deepens
<p>Headaches, fatigue, mood swings, poor immunity, blood pressure issues</p> <p><i>Wondering will I ever feel better, irritable and relationships are suffering, spending time and money looking for solution and feeling frustrated</i></p>	<p>When you're not feeling well – especially over a long period of time this often leads to irritability, and crankiness. Because you're in so much pain, relationships are strained, working is difficult, and you may be wondering if you'll ever feel better.</p>
Step 3: Tip, Suggestion or Story	Step 3: Desired Result
<p>Headaches, fatigue, mood swings, poor immunity, blood pressure issues</p>	<p>One of the first things I recommend to bring quick relief is Calming breaths, walk in nature, listen to calming or feel-good music. Too often when you are suffering – you forget you have access to these quick tools within your reach.</p>
Step 4: Direct to Next Step	Step 4: Action to Take
<p>Schedule a free consult with me</p>	<p>This is a great first step towards feeling better. The next is getting to the root cause of your issues – so they can be addressed and resolved once and for all. If you're tired of suffering, go ahead and send me a private message and we can set up a complimentary consult.</p>

Sharing Your Messages & Content – Lead Generation

Your Message & Story at the Heart of It All

