

BE SEEN & GET PAID DOING WHAT YOU LOVE ONLINE

HOW TO START A **PROFITABLE** ONLINE COACHING BUSINESS

IN *7 steps*

THE ULTIMATE GUIDE



FROM AMANDA BUCCI

Hey, I'm Amanda Bucci

I'm pumped that you downloaded this guide today.

I'm going to take a wild guess that the reason you wanted to check it out is because you want to create an online coaching biz but not completely sure how.

Don't worry, *I got you.*

Before we take a full dive into the guide (because it's *long*)

I wanted to thank you for being here.



I STARTED MY ONLINE BUSINESS IN JANUARY OF 2015 DURING MY SENIOR YEAR OF COLLEGE ON A WHIM.

I started helping people with their nutrition and training and I didn't even consider it a "business" (*what was entrepreneurship, even?* I was studying to become a nurse.)

And only a few years later, as a mid-twenty something...**my business has generated more than 2 million dollars in its lifetime**, with expected growth of 3-4x PER YEAR as a marker for us.

What even is "us"? I started this business on my own, sitting around making some YouTube videos, and people asked me to help.

I built an audience on Instagram of over 600,000 humans, a YouTube channel that has over 25 million views on it, and a podcast with 3+ million downloads.

But, **this company is bigger now** - we require more brains and minds to make this company one of the most influential and impactful Coaching & Educational companies for entrepreneurs in the world.

WHO WE ARE BECOMING IS MORE IMPORTANT THAN WHO WE ARE.

What we are building is more important than where we are now.

Helping **YOU**, and hundreds of thousands like you, is more important than anything.

So, thank you for being here.

YOU ARE OFFICIALLY A PART OF THE FLOURISH AND CONQUER COMMUNITY.

Which means, you've committed to both *FLOURISHING* and *CONQUERING* in your life and business.

You want to Achieve. Accomplish. Impact. Grow. Sell. Profit.

But you also are interested in Fulfillment. Growth. Happiness. Inspiration.

You want it all, and you will have it all here.



SO READ, ABSORB, INTEGRATE, AND EMBODY THIS CONTENT. I HOPE YOU ENJOY IT, AND I'LL TALK TO YOU SOON.

Flourish & **CONQUER,**
Amanda





“I’M STARTING AN ONLINE BUSINESS”

is a short sentence, with an ominous list of tasks, to-dos, and potential screw-ups attached to it. But **trust me**, it won’t feel nearly as overwhelming once you make your way through this guide.

The truth is, you have a genuine interest in online business, and there is serious money to be made here. And that is precisely what I’m here to teach you how to do in this guide.

The coaching industry is definitely one to be excited about, but you also have to be mindful of any potential concerns that lie in your way.

Isn’t everyone becoming a coach now?

Aren’t there a lot of unqualified coaches, who just pretend to be coaches?

How can I even stand out from all of these people?

Is it even going to work for me?

Are there enough clients?

Do I have to do what X person does to be successful?

ALL OF THESE QUESTIONS ARE COMPLETELY VALID, AND THEY WILL GET ANSWERED HERE.

But before I do that, I want you to do something before diving into this guide.

PRETEND YOU'RE IN THE MIDDLE OF THE OCEAN, ON A SUPER DOPE YACHT ... JUST FOR YOU.

All of your favorite things are there.

Your favorite foods, colors, interior decorating preferences and all.

You imagine the possibility of inviting your audience and clients on board with you.

They can be safely flown out and dropped off on the boat to spend time with you.

But why would **they** want to come out to the middle of the ocean?

Because everything in the boat, is ALSO what they want.

The food, people, design.

IT ALL MATCHES THEM PERFECTLY, TOO.



You've shown them who you are, what you have, the value you can bring, and they accepted.

They're there to listen to you give talks.

Read what you write.

Work with you, 1:1, in groups, or just purchase your courses or ebooks.

THEY ARE YOUR PEOPLE.

But, this scenario **ONLY** can happen in two instances...

1 | *If you choose to bring them aboard.*

2 | *If you believe this is truly a possibility for you.*

See, if you have ANY inkling of hesitation...

That those people may want to be on other boats...

Eating different food...

Listening to different people...

So, while reading this guide and starting your business.

BELIEVE THAT THIS OPPORTUNITY IS REALLY AVAILABLE TO YOU.

Are you ready to take it, & own it?

HOW TO QUICKLY GET MOMENTUM AND KNOW EXACTLY WHAT BUSINESS TO START.

step one

DISCOVER YOURSELF

IMAGINE STARTING A BUSINESS FOR A MOMENT...

Either way, you're looking at what everyone else is doing online, consuming all of the information both actively and passively.

Maybe about 5% of it has been active. You're actively thinking about what each influencer or entrepreneur is doing in their business including..

What questions can I ask them?

What notes can I take on the podcast they just released?

Which of these things can I implement into my business right now?

And the other 95% is passive. You may not have a clue this is happening, but dependent on who you follow and what industry you're in....

YOU ARE IN A BUBBLE.

A bubble that seems like these three to five options are the ONLY options, and that you HAVE to follow this to achieve the success they have.

So you start doing just that - repeating what you've seen work, and trying to become the next "them."

6 months to a year down the road, guess what happens?

You don't even know who you are anymore.

**THE TRUTH IS, IF YOU DIRECTLY TRY
AND COPY OTHERS, YOU'RE ALWAYS
GOING TO BE THE SECOND BEST THEM,
NOT THE FIRST RATE YOU.**

YOUR SOCIAL MEDIA PLATFORM AND BUSINESS SHOULD FULLY REPRESENT YOU.

Building a platform and a business is no easy feat.

The time, energy, focus, clarity, and creativity it takes to build a successful platform and business....it can take up your entire life.

I've seen so many entrepreneurs create for the sake of safety, knowing something will work based on replication, and they just end up feeling lost and dissatisfied with what they've built on false cards.

Once you're in creation mode...***you live and breathe it.***

It's not just a hobby that you do on the side.

It becomes you.

It is you.

In order to create a social media account and business to match...you NEED to spend time thinking about what you want that to look like.

And for this: I recommend you skip the vision boards, pinterest boards, and "saving" other people's content on Instagram for inspo.

THIS IS ABOUT YOU -

*Use yourself as
inspo*



Ask yourself these questions:

What words represent me?

What do the people who love me most, love about me?

What would my HIGHEST SELF say to me right now, about myself?

What lights me the F up to talk about, create, and write about?

What WORD do I identify with the most, to represent myself?

Coach	Trainer
Author/Writer	Clinician
Speaker/Host	[Therapist, Doctor, etc.]
Consultant	Influencer

What am I REALLY good at?

UNDERSTANDING YOUR IDEAL CLIENT.

step two

DISCOVER OTHERS



WHEN YOU GET ON AN AIRPLANE, THE FLIGHT ATTENDANTS ALWAYS TELL YOU TO PUT YOUR OXYGEN MASK ON FIRST IN CASE OF AN EMERGENCY.

Why?

Because you need to take care of yourself first.

The lesson here is that you **NEED** to take care of yourself first, before taking care of others.

And I get it - as a service provider, a big-hearted human, and someone who loves to **HELP**, it's probably a challenge to shift into selfishness.

But, selfishness is not a bad thing. It's actually immensely important to have a sense of selfishness in life, relationships, and otherwise.

If you don't have a full cup to pour from, how can you expect it to feel truly fulfilling to pour out your own energy for others, leaving you empty and dry?

IT'S JUST NOT SUSTAINABLE.

So: **STEP 1: DISCOVER YOURSELF** must be done **before** **STEP 2: DISCOVER OTHERS** is even started.

NOW.. DISCOVERING OTHERS IS GOING TO LIKELY BE ONE OF THE MOST IMPORTANT PRACTICES YOU DO IN YOUR BUSINESS.

Along with that: it will be a practice you'll pretty much be doing for the rest of your time in business.

If you've learned about this before, you know that you need to figure out who your ideal client is (who you ideally would love to work with, who needs your product, and would gain value from it).

This is typically done by a series of clarifying questions, initially.

However...you don't really ever KNOW your client.

You can fill out the Client Avatar worksheets and determine their age, demographic, current problems, etc., however, **getting to know and keeping in touch with your client is quite literally a daily practice.**



When you first start a relationship with a lover or a partner, you're **asking a lot of questions**.

Slowly but surely, you get to know them.

How does this person act when they meet your family? How are they in social situations? How are they at home? How do they talk about themselves? About others?

What happens when shit hits the fan? How do they react in an argument?

And most importantly: **how are they feeling TODAY? What's going on with them RIGHT NOW?**

This “discovering others” process is an ongoing practice that **you will have to consistently immerse yourself** in as a service provider, coach, therapist, or transformation specialist of any kind.

It takes months and years to get so in tune with this person, that *you can articulate their problems and fears better than they can*.

I personally STILL feel the most inspiration to create content **when I talk with clients** on sales conversations.

I ask them very specific questions, and once I do I am then reminded:

YES. I CAN HELP THEM WITH THIS. THIS IS WHAT SHE NEEDS. HE NEEDS. PEOPLE NEED. THIS IS WHAT I CAN DO TO SERVE.

And BOOM a connection is created!



HERE IS THE SIMPLE PROCESS I USE TO DISCOVER WHAT'S REALLY GOING ON INSIDE OF MY CLIENTS MIND (WITHOUT EVEN SPEAKING TO THEM.)

First, practice this exercise **completely by yourself**, with something that you both DESIRE and are STRUGGLING with. Trying this on yourself twice will provide you a reference point to how to potentially do this for someone else.

Second, **pick a person who you know very well**. Maybe this is a client, a family member. Someone who you definitely already kind of know. Go through this exercise using them as your muse.

Third, pick your ideal client. This might be more challenging.

EXERCISE

Determine the most basic, surface level problem that currently exists:

1. ARE YOU / IS YOUR CLIENT STRUGGLING TO:

LOSE MORE WEIGHT?
MAKE MORE MONEY?
OR HAVE MORE SEX?

^^^ These are the most basic human desires. This is what your offer should be based off of.

Let's use the example of WEIGHT LOSS.

2. Go one layer deeper. Why are you / they struggling to [lose more weight,

→ Jenny doesn't know what to do. There's so much information out there, but she just can't get a grip on what to do to make it happen.

3. Go one layer deeper than THAT. What is painful about this struggle?

→ Jenny has actually tried quite a few things, and none of them have "worked." This is creating the feeling that everything about weight loss is confusing, and it's also creating a lot of self-doubt and decreasing her ability to feel good about herself.

4. Go one layer deeper. What's happening in their life as a result of this painful struggle?

→ Jenny is actually so deep into self-doubt, that she doesn't believe she deserves results. She'll start something, and sabotage herself. Because she doesn't believe she can lose weight, she actually won't until she shifts that. She needs results and validation FAST, and whenever she doesn't get them....she goes deeper down the rabbit hole.

5. Go one layer deeper. What is the TRUTH about this struggle, versus the story that's being told?

→ The truth is, Jenny likely needs a reason to stick with something longer than 2 weeks. She may have unrealistic expectations set about how fast fat loss will happen

but she's also so desperate for results that anything slow is simply not "worth it." The story that she's telling herself is that she "can't" lose fat, when really....the truth is, everyone can lose fat.

6. Go one layer deeper. How is that story holding you / them back?

→ This belief about fat loss is holding her back from getting any results, ever.

7. Go one layer deeper. What's the kicker that's going to push you / them over the edge? (Twisting the metaphorical knife).

→ If Jenny sticks with this mindset, she will stay the same. Stuck. Forever. She will wake up every morning tired, feeling terrible about herself, and spending 60-90% of her daily energy picking her body apart. In doing this, she will lose out on the beauty of life. The zest and aliveness that's available to her when she finally commits to herself.

THIS IS THE 7-LAYERS-DEEP PROCESS TO UNDERSTANDING YOUR IDEAL CLIENT.

When you can do this successfully,

you will be able to sell your offer easily.




Which leads us to.....

PICK YOUR OFFER, AND KNOW YOU CAN PIVOT.

step three

FILL THE GAP WITH THE RIGHT OFFERS



THIS STEP IS ABSOLUTELY CRUCIAL TO THE FUTURE OF YOUR BUSINESS.

Picking your offer, is essentially like picking your business model.

Do you want to do....

1:1 Coaching?

Group Coaching?

Monthly Subscription with minimal client time?

Online Courses?

Ebooks?

In-Person clinical work or training?

Live events?

Retreats?

Products?

The list of opportunities available to you goes on. Along with that, just because you are choosing something now may not necessarily mean you will keep it in the future.

THINK OF THIS AS DATING SOMEONE.

Choosing your business model is like headed into a committed relationship.

YOU MUST NURTURE YOUR OFFER.

Spend time with it. Enhance yourself, and enhance the experiences you have together.

You must consistently focus on it, and only it - for a long time in order to TRULY understand it.

It takes around 6 months to a year (or more) to really get to know someone you're dating.

Similarly, it takes at least that long to get to know if the signature offer you decide on could truly take off.

Launching it once and seeing it your offer, only in its infancy, is not going to give you a solid gauge of what it could look like in the future - you haven't even given it the chance to grow yet

FOR EXAMPLE:

In March of 2017, I launched the Influencer Academy (now re-named to the Flourish & Conquer Accelerator).

When I launched it, we had 20 people sign up.

It was awesome. Everyone loved it, and it felt really nice to be able to have so much intimacy with those who enrolled into the 3 month business accelerator program and watch **many of them quit their full time jobs and go on to replace their income with their online coaching businesses.**

Little did I know, that sticking with this product would generate my company **1 million dollars in the year and a half to follow.**

It has had it's ups and downs.

It's struggles, it's changes, it's confusions. The thoughts of shutting it down have run through my mind...

BUT, I CONTINUED TO NURTURE IT...AND NOW, IT'S ONE OF THE MOST WELL-RUN 90 DAY BEGINNER BUSINESS ACCELERATOR PROGRAMS OUT THERE.



We have an entire team behind us, working to get our students results.

We've had hundreds of clients enter and exit with the foundational layer of their businesses built...

MANY WHO HAVE GONE ON TO CREATE SIX-FIGURE AND MULTIPLE SIX-FIGURE BUSINESSES FOR THEMSELVES.

Some of them stuck with their initial offer...and some have pivoted in a different direction.

The point is: choosing your offer is important, but you don't need to get married until it's **really** serious.

SO...CHOOSE A MAIN OFFER.

Set it up, name it something epic, and call it a day.

P.S., you don't need to stay married to the name, either. Don't spend more than 1 or 2 days figuring out the name.

Here are some questions to consider when you are choosing your offer:

Do you want to work with people directly?

Do you enjoy working with people?

Do you want to TEACH more than you want to COACH?

Do you want to WRITE or RECORD more?

What is going to generate the most CASH for your business (this is key, your business needs cash to survive and thrive)?

Do you want to spend time creating up front before you collect cash, or do you want to start making cash now in exchange for a service that you deliver on after you receive payment?

ONCE THIS IS COMPLETED, YOU WILL HAVE AN INCREDIBLY EASY TIME WITH THE NEXT STEP.



BUILDING RELATIONSHIPS AND TRUST THAT LASTS.



step four

CALL FORTH YOUR TRIBE

Building your tribe can happen one of two ways. I'm partial to a combination between the two.

1 | **Pick a niche**, and create content just for that niche. Extremely specific and targeted, positioning yourself as the absolute expert.

2 | **Create what excites you**, inspires you, and represents you - and see who shows up.

See, the thing with niching is that it totally works. It works too well, actually.

I know a lot of entrepreneurs who have less than 2,000 followers and have multiple six and seven figure businesses.

Wrap your head around that for a moment.

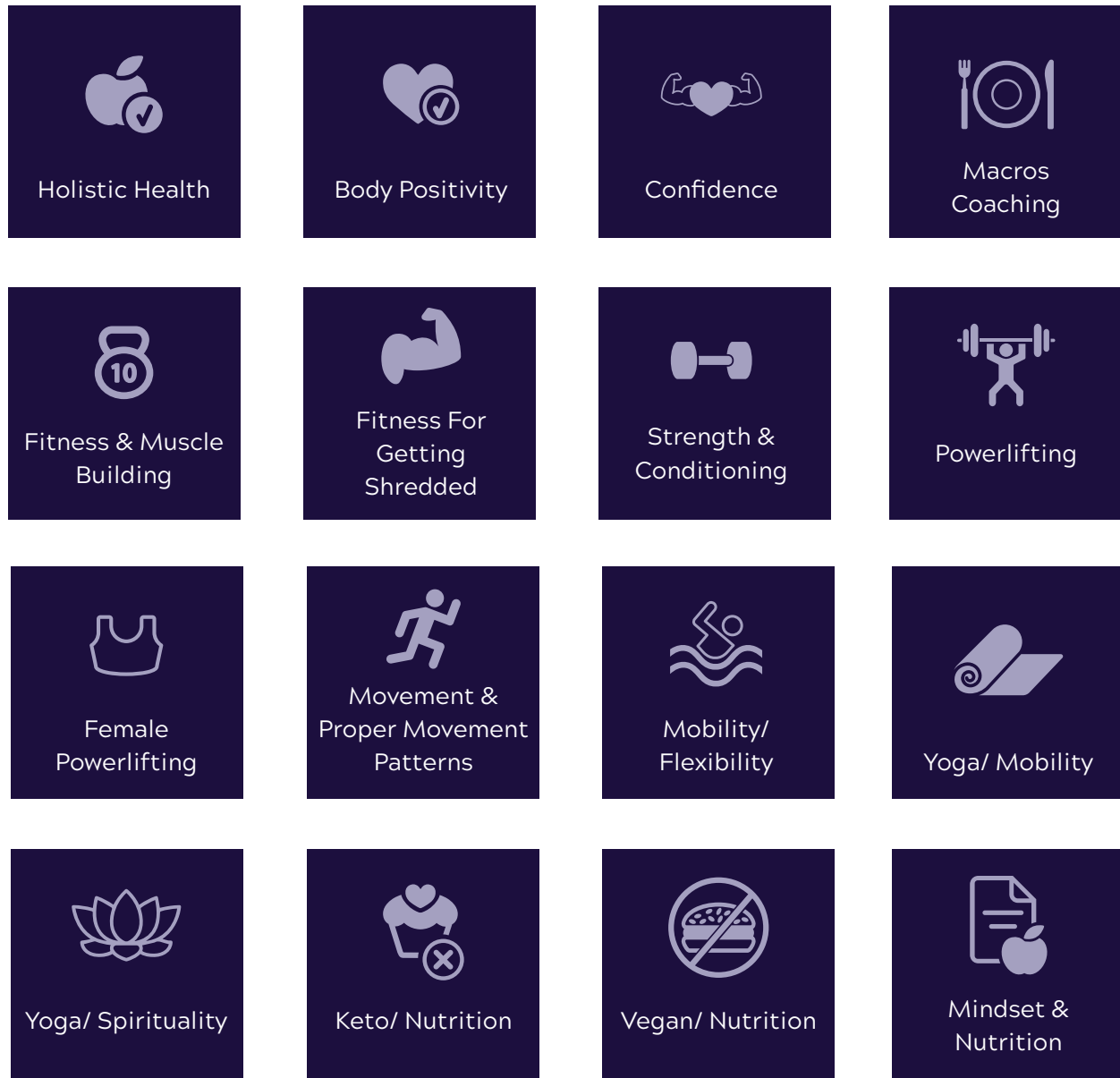
They've discovered the 20% of people who will pay them 80% of their desired revenue. Most business gurus will tell you that if you're focusing on trying to serve 80% of people, they'll only provide you with 20% of the revenue you desire.

And to an extent, that is true.

IF YOU ARE TOO GENERAL WITH YOUR CONTENT AND ATTEMPTING TO SERVE EVERY SINGLE PERSON, IT WON'T NECESSARILY WORK.



IF YOU'RE IN "HEALTH AND FITNESS," HERE ARE 16 DIFFERENT NICHEs THAT I CAME UP WITH OFF THE TOP OF MY HEAD THAT YOU COULD FALL INTO;



^^ there are a lot more than that that exist (literally, over 100 more, potentially 1000's)

If you're just getting started with building both your business and your social following, it's going to be beneficial to be at least 80%+ specific.

Once you've determined what kind of industry you want to be a leader in, how you want to show up, and WHOM you want to serve....

IT'S TIME TO GET DOWN TO THE NITTY GRITTY.

Here's the thing: when it comes to social media, getting started is more challenging than ever.

Don't let that discourage you - **it will simply filter you out if you're not serious.**

And of course, we aren't talking about popularity contests over here. Social media growth without it translating to a business is nothing more than that.

That being said: you building your TRIBE, and your CLIENT-BASE will require something that most people are not willing to spend time doing:

BUILDING RELATIONSHIPS.

Yep, this means communicating with humans on a daily basis.

Having conversations where they are directly involved.

If you check out my Masterclasses: "Raise Your EQ, Raise Your Revenue" and "Enhance Your Writing for Higher Conversions", you'll learn my specific strategies on how to execute on this process effectively.

TO PUT IT SIMPLY, FOLLOW THESE THREE THINGS:

20-30

1 | Message 20-30 new humans a day and start a conversation with them. Most of you will not do this. This is going to be the #1 fastest way to get clients for your business when you have no social proof or trust built.



2 | Always involve your audience/client in the conversation.



3 | Add value to the lives of the humans already following you, and more will come.

In order to grow not only your follower base, but your client base as well...it will require someone to really trust you.

THE FOLLOW BUTTON IS JUST THE FIRST STEP...

THE MESSAGE OR DM IS THE SECOND...THE CREDIT CARD THE NEXT...AND YOUR DELIVERY IS THE FOURTH.

Follow up and follow through? The 5th.

Let's talk about the third step: the credit card information.



— HOW TO INSERT YOUR OWN MAGIC AND UNIQUENESS INTO YOUR CONTENT.

step five

CONTENT IS QUEEN

Why queen, not king?

Not because content is second in priority to everything.

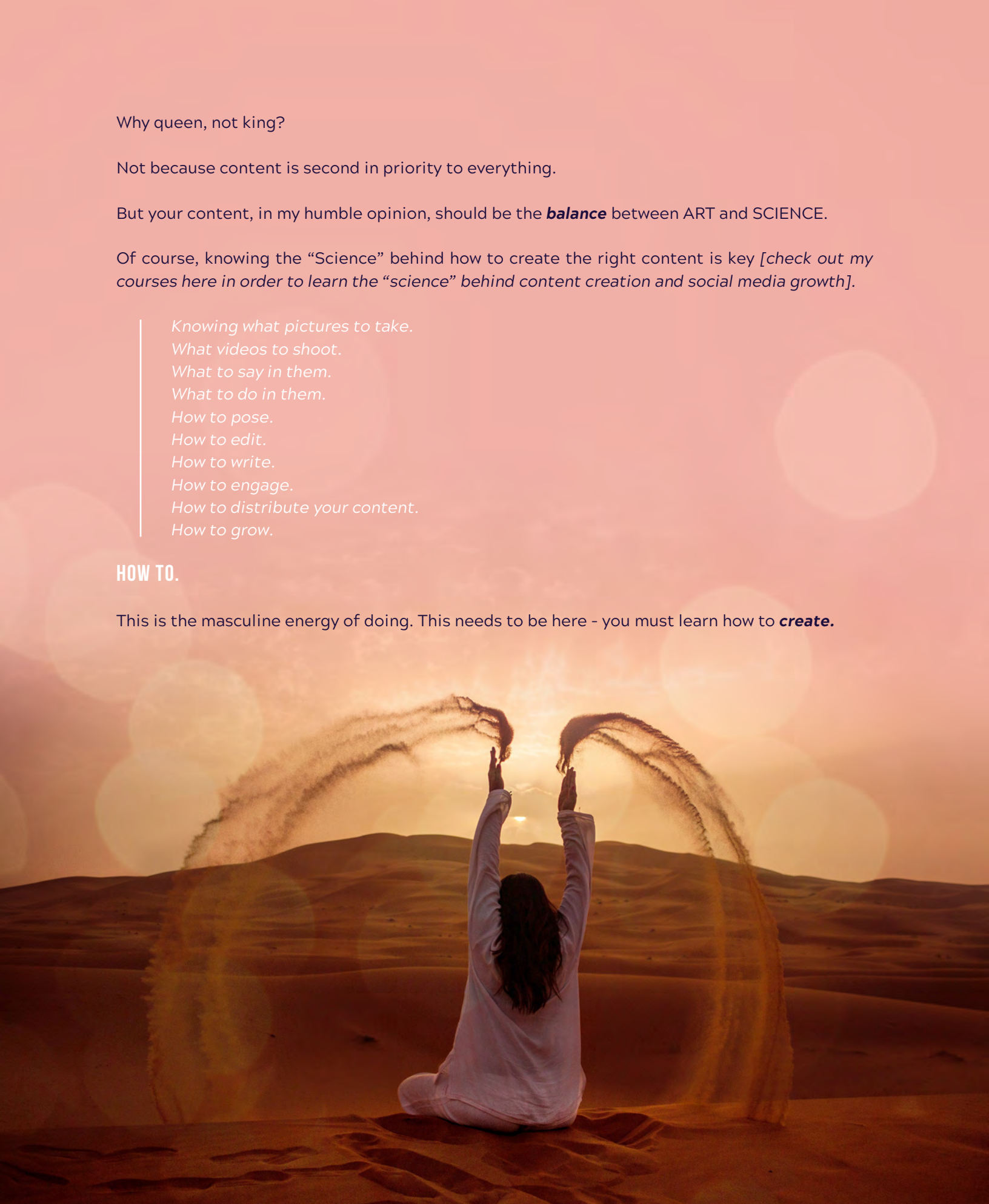
But your content, in my humble opinion, should be the **balance** between ART and SCIENCE.

Of course, knowing the “Science” behind how to create the right content is key [*check out my courses here in order to learn the “science” behind content creation and social media growth*].

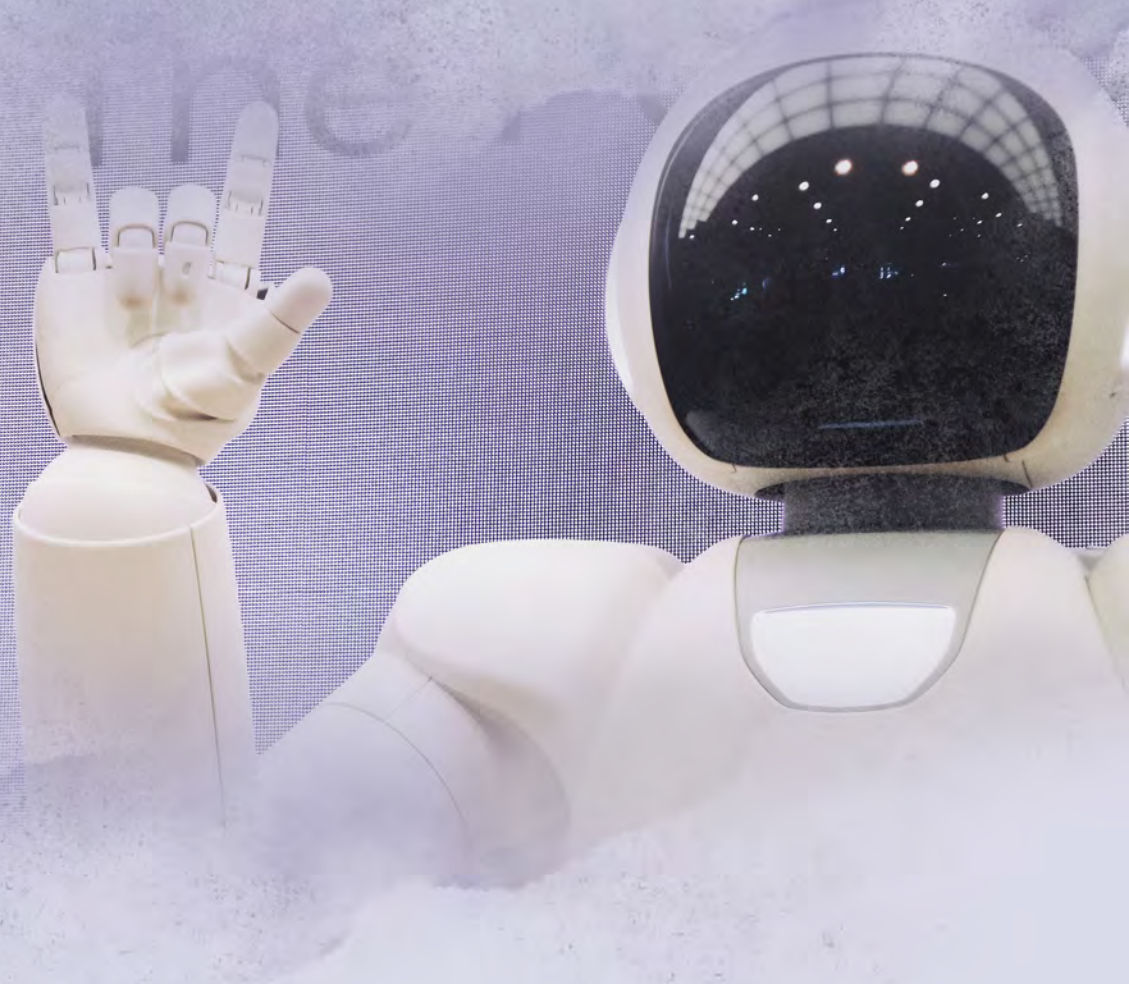
*Knowing what pictures to take.
What videos to shoot.
What to say in them.
What to do in them.
How to pose.
How to edit.
How to write.
How to engage.
How to distribute your content.
How to grow.*

HOW TO.

This is the masculine energy of doing. This needs to be here - you must learn how to **create**.



HOWEVER...THE MAGIC OF YOUR BUSINESS ISN'T GOING TO COME FROM BEING A ROBOT AND A SLAVE TO THE "STEPS" OF SOCIAL MEDIA BUSINESS GROWTH.



It's not going to come from you copying someone else who has had success and replicating their content.

It's not going to come from posting viral photos and videos because you know they'll get you followers.

It's going to come from the art. The creativity. The brand. The you-ness. The queen.

WHEN YOU CAN START INSERTING YOUR OWN MAGIC AND UNIQUENESS (REMEMBER STEP 1?) INTO YOUR CONTENT....THAT'S WHEN THINGS REALLY START TO HAPPEN FOR YOU.

However, this process will come through **TIME. PRACTICE. AND CONSISTENCY.**

*Think of something right now
that you're really good at.*

*That you can do with your eyes
closed.*

*Is it driving a car (well, maybe
not this one with your eyes
closed...please.)*

*Remember how long it took for
you to get good at it?*

*How long it took to truly
understand it to its core...to the
point that you can put your own
spin on it?*

And now...you're able to teach it with
YOUR own spin on it (life experiences,
personal opinions and methods) with
ease.

THIS IS THE SAME EXACT THING WITH CONTENT CREATION.

Will you be able to write captions in 5
minutes that are beautifully worded,
super connected to your ideal client,
and unique to your own voice?

Not so much.

Not yet.

However, the more you:

Learn the basics.

Practice the basics.

*Level up in your creation
expertise.*

Try new things.

...YOU'LL GET GOOD. LIKE, REALLY GOOD.



I have written long captions at least 5 times a week (more than likely 7) everyday for the last 4 years on Instagram.

I've created **500 YouTube videos**, which have been **viewed nearly 30 million** times.

I have **recorded over 150 podcast episodes** and interviews speaking alone, and with some of the most inspiring experts in the world (Lewis Howes, Andy Frisella, Gary Vaynerchuck, Bedros Keuilian, Steve Weatherford, Lori Harder, Chris Harder, Libby Crow, Angie Lee, Ashley Stahl, Drew Canole, Lisa Bilyeau, and more....).

Safe to say I've gotten pretty good at this whole...thing.

AND YOU CAN TOO!

ON CONTENT CREATION:

PRACTICE THE FOUNDATIONAL BASICS



Writing - Write captions that add value (more on this below). If you're not writing, you are missing out on an opportunity to connect to someone through your feed. Unless your photos and videos are epic, there won't be a whole lot of reason for a follower or client to keep coming back to your feed unless there is something to read that's serving them.

Recording Videos - Video is a must. Showing your face in your Instagram stories is going to be the easiest place to get started practicing on here. Don't worry. NO ONE is amazing on video the first time. No one is judging you. Don't stress.

Taking Pictures - Fortunately and unfortunately, photo quality matters nowadays. This doesn't mean you need to get the iPhone X or pay a photographer a few hundred bucks for 8 photos, but it does mean you may need to spend some time watching YouTube tutorials on how to pose and get the best lighting for your images. My biggest advice to everyone: BE IN YOUR PHOTOS (mostly, dependent on your brand). The biggest mistake I see is people hiding their face or body, not really being engaged as the main part of the photo. Be the centerpiece. Be the chandelier. Let yourself be SEEN.

WHAT YOU SAY:

Well, there's a lot. Dependent on your niche, you're going to have to determine what your own expertise is, and what kind of content your people will connect with the most.

That being said, there are **7 major categories of content ideas** that I teach my students to utilize when coming up with their plan.



Personal Story - Stories from your life that teach a lesson or connect.

Personal Opinion - Your stance in the marketplace.

Pain Points / Future Possibilities - Client pain points and what their future could look like if they made a change.

Teaching / Methodology - demonstrating authority, adding actual value and providing the answer to real questions.

Invitation [Soft or Hard Pitch] - Direct invitation to join, sign up, apply.

Testimonials / Social Proof - Client wins / PR pieces.

Lifestyle - You living the lifestyle.

Within these categories, you can come up with **hundreds** of ideas for content.

And when you consistently hit on all of these using different mediums of writing, photos, video, and audio [this would be podcasts], your page becomes CLEAR and WELL-ROUNDED.

SALES ARE THE LIFE FORCE OF YOUR BUSINESS.



step six

FOCUS ON SALES

BUSINESS ('biznəs): the practice of making one's living by engaging in commerce.

A business exists for the sole purpose of generating money.

Although you may not be passionate about, engaged in, and creating for money itself - if you do not generate money inside of your business, it isn't a business.

Furthermore: if your business doesn't generate money on a consistent basis that is specific, measurable, and predictable...you don't have a "real" business, you have a very well-paying job.

Don't be alarmed - a VERY small percentage of businesses make it to the point of having predictable revenue and can operate like a machine.

The goal with this conversation is to remind you of the importance of generating SALES in your business - actually talking about your product, marketing it, and SELLING IT...

... MAKING YOUR BUSINESS MONEY!

Depending on where you are at while you're reading this, the amount of money you feel like you "need" to be making will vary. And truthfully, you can create a side-hustle online business and make plenty of cash.

It doesn't need to take up your whole entire life. It doesn't need to overwhelm you. It can be extra funnies. And that's amazing.

But either way - I don't want you to forget the importance of sales in your business.

There are many different ways to generate sales:

Phone conversations for a high-ticket service (will require Sales Training, which you can learn in my masterclass: "How to Powerfully Sell Your Offer," solid positioning as an expert, a qualification process like an application of some sort, a payment processor, and the program or service to deliver on itself).

Transactional / Ecommerce Sales (selling digital or real products, requires a website or landing page, someone to respond to customer support emails, a payment processor, a transactional platform, etc.)

Digital conversations (DM, Messenger, Email) for a medium-priced service (requires a payment processor, mild sales training, positioning as a solution to their problem, and a payment processor).

Now, sales is different from MARKETING.

Marketing is just how you get found - where you get your leads, and your prospective clients.

TYPICALLY, THE QUICKEST WAY TO MARKET YOURSELF IS:

Referrals / Word of Mouth. This is simple: do such a great job, that people send you referral after referral. This is actually more powerful than many people believe, so don't take this one for granted.

The next quickest way is likely: Ads.

You can get super specific, and target an audience directly, and pay to target them.

This also requires the most skill, potentially hiring an expert to run the ads for you, and learn how to navigate a funnel that will provide you a return on your advertising spend.

FINALLY, SOCIAL MEDIA.



Instagram | Facebook | YouTube | Podcast | Blogs | Twitter

All of it is available for you to create ANYTHING that will add value to the lives of your potential clients, to the extent that you understand them, understand yourself, and understand how to drive the audience who follows you to a sale. All of the above is far too complicated to explain in this guide, but we cover everything (aside from advertising) head-to-toe inside of both the Flourish & Conquer Accelerator, and the Flourish & Conquer Mastermind.

Flourish &
CONQUER

MASTERMIND

CLICK TO APPLY



A 6-Month Group Program, + 1:1 Program with Amanda to help level 2 clinicians, trainers, writers, speakers, & service providers skyrocket past their current level of success, scale your business, & build the impact of your highest potential

ACCELERATOR

CLICK TO APPLY



A 90-Day Group Program to help beginner coaches, clinicians, trainers, writers, speakers, & service providers build the foundation of their businesses, craft their entire plan, & accelerate all of their future success.



And at the end of the day....sales IS where the transformation begins, my friends.

Think about it.

When someone offers you something for free...***how do you treat it?***

Do you feel like because you didn't pay, you don't *really* NEED to stick to it? To commit to it? To follow through on it?

I know I have.

Have you ever provided a free service to a friend, a family member, or very heavily devalued yourself in order to just "get some experience?"

Or maybe, you were worried that they wouldn't pay you, so you offered it on the house.

Or maybe, it was just too uncomfortable to give this person a dollar value attached to you, so screw it, you like making programs anyway.

AND LET ME ASK YOU...HOW MANY OF THESE PEOPLE TRULY COMMITTED TO THEIR OWN TRANSFORMATION?

See, the sale doesn't need to be a manipulation. It actually never should.

A sale should feel like a WIN-WIN for both you and the client. They should be PUMPED that they're sending you money.

Why? Because in a really empowering sales conversation, they know that their FIRST STEP to truly transforming with you is **paying you.**

They know that whether they're purchasing an expensive package for body work, a coaching program, or a course...that they're going to benefit, get their problem solved, and finally make the change that they've been needing to make in their life.

It should feel like excitement for them.

And as a business owner who is going to make sales for their business, there is something very important about humans to be aware of:

PEOPLE LOVE TO BUY, BUT WILL TALK THEMSELVES OUT OF THINGS THAT THEY NEED.

It's not that they don't want a fitness coach...

To pay for the chiropractic sessions...

To go to the hair salon...

To buy the InstaGrowth course....

They all want it, but **they need to understand the VALUE before they buy**, especially if it's going to be a higher priced product.

UNDERSTANDING THE VALUE MEANS THAT THEY NEED TO KNOW THES 9 KEY THINGS:

 <p>That you CARE about them</p>	 <p>That you UNDERSTAND them</p>	 <p>That you HEAR them.</p>
 <p>That you can HELP them.</p>	 <p>That you've helped other people LIKE them.</p>	 <p>That it will be WORTH IT to them.</p>
 <p>What the DETAILS are.</p>	 <p>What the PROMISE is.</p>	 <p>What their FUTURE looks like.</p>

HOW DO YOU ENSURE THAT THEY UNDERSTAND THIS BEFORE THEY BUY FROM YOU, YOU ASK?

1 | Let your clients speak, without interrupting them with your advice or story to relate to them. Clients are coming to you to be coached and get their problems solved, but **FIRST**, they want to be heard, loved, and supported. When we start inserting ourselves into someone else's experiences, it tells them we don't care more about ourselves than we do about them.

2 | Set them up for success by setting realistic, yet uncomfortably challenging goals, for them. Clients will typically down-play their capabilities, so showing them that you believe in them more than they believe in themselves, will inspire and empower them to live up to that.

3 | Show up for yourself like you'd expect your clients to show up for themselves. When you take massive action in your OWN life, it inspires your clients to take massive action in theirs. If you have an enrollment call with us for the Flourish & Conquer Accelerator, we explain to you that the first step toward energetically stepping into leadership is understanding how your clients will be **FEELING** when they sign up with you, and take scary, massive, vulnerable action. As a coach, it's imperative to understand what this feels like. As a client - they're looking for a coach who understands this too.

And my friend; this step is essential - in every sense of the word - **to master in business.**

You may launch a program once, make sales through from the **HOTTEST** of leads (the people who are dying to buy) and breeze through it....

...But what happens after 6 months?

8 months?

1 year?

3 years?

If I may repeat myself, for the sake of nailing this down to the headboard of your soul:

SALES IS THE LIFEBLOOD OF YOUR BUSINESS.

Live it. Learn it. Love it.

Inside of the Flourish and Conquer Accelerator, SALES is one of the main pillars you will be educated on, practicing, and executing on.

IMAGINE WHAT COULD HAPPEN IN 90-DAYS FOR YOUR BUSINESS IF YOU GOT INCREDIBLE AT SALES?

2x your monthly revenue? 3x? 10x?

The best part,

It's all up to you.



APPLY FOR FCA HERE

step seven

REPEAT. OVER, AND OVER, AND OVER.

So, to answer your question of “*how do I get people to find me online?*”...

IT IS WAY MORE CLICHE AND ANNOYING THAN YOU MAY THINK...

Funny enough, It's not the hashtags, although they help.
It's not the follow unfollow tactic.
It's not the B.S.

But the BEST, most OVERLOOKED and UNDERRATED tactic?

CONSISTENCY AND PERSISTENCY.

Don't stop reading, this is important!

How many of you have friends who reach out when they need you?

Cool, same. Sometimes we are that friend too. Which is fine.

Those kinds of friends are still good to have for the right place and time.

But who do you go to when you need something?
Who do you talk about all the time?
Who can you not shut up about how amazing they are?

*...the friend who shows up for you.
The friend whose consistently there.
The reliable friend.
The friend who is constantly checking up on you.
The friend who gets you random gifts for no reason.
The friend who Cares about you.*

DO YOU WANT TO BE THAT FOR YOUR POTENTIAL CLIENTS?

If yes, cool. Things are looking good for you.
Instagram wants you to be that for them too.
See, the instagram algorithm is highly based on human behavior and psychology.

If you show up like a BFFL would, the algorithm knows (side note: is the Algorithm SANTA?)
More people are INTERACTING with you, seeing you, messaging you, and liking your posts.
And then...you show up in their feed.

ALL. OF. THE. TIME.

Not only does this manifest in the algorithm of most social media applications, but it shows up with how often clients message you and buy from you.



If you are leading with VALUE and consistently ADD to their lives, who do you think they're going to go to in one year when they can finally afford your program?

I launched the Flourish & Conquer Accelerator in March of 2017...and am JUST NOW getting messages from my followers saying that they're **saving up SPECIFICALLY to enroll in this program.**

If I only talked about it once, back in March of 2017....do you think they still would be saving their hard earned money to invest into this program?

That's going to be a strong NO.

But the consistent-value-adding via podcast episodes, YouTube videos, Instagram Stories and Instagram Posts have been adding SO much value, that it's now hitting people who are ready to receive it, and have worked their way to being ready to invest.

**WE CARE ABOUT PEOPLE WHO CARE ABOUT US.
WE SHOW UP FOR PEOPLE WHO SHOW UP FOR US.
ARE YOU COMMITTED TO SHOWING UP FOR YOUR PEOPLE?**

IF SO, YOU WILL COMMIT TO BEING CONSISTENT AND PERSISTENT.

Flourish &
CONQUER

MASTERMIND

+

ACCELERATOR



AB

BUCCI BRANDS