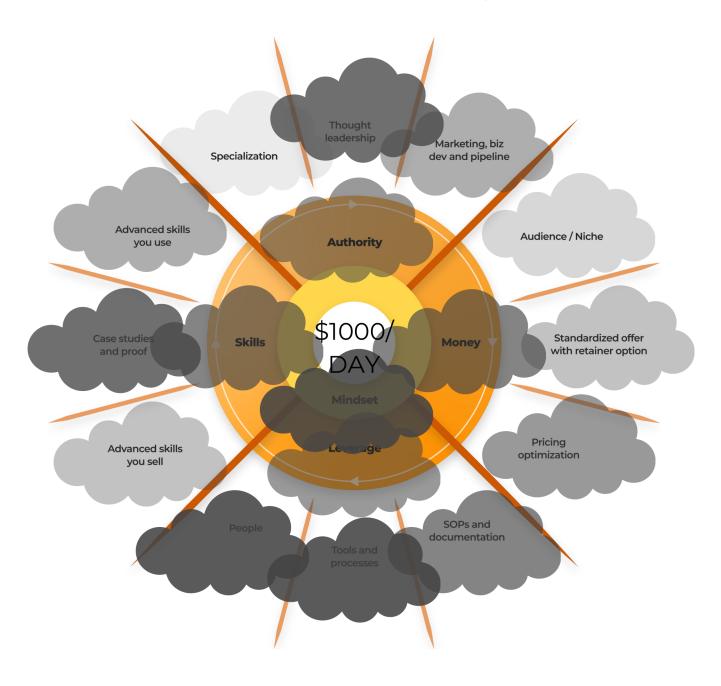


THE FOCUSED FOLLOWERS FORMULA



THIS WEEK'S SECTIONS OF THE SUNSHINE GROWTH MODEL

Week after week, we will reduce the clouds for several sections of this growth model.





BUILDING ON WEEK 1 WORK...

I SPECIALIZE IN	FOR
I believe I can and will become a thought le	eader in this area of specialization
My ICP (ideal client persona) is	
They value my specialization They are reasonably reachable	They have budget / ability to hire & retain me They seem to align with my values
My standardized offer, based on my specialization, is	My retainer offer, based on my standardized offer, is
I can sell this for at least \$10,000 I can standardize 50-75% of this work I can establish expertise in this work This work is measurable	I can sell this for at least \$5,000 / mo I can standardize 50-75% of this work This work allows me to optimize my SO This work is measurable



BUILDING ON WEEK 4 WORK...

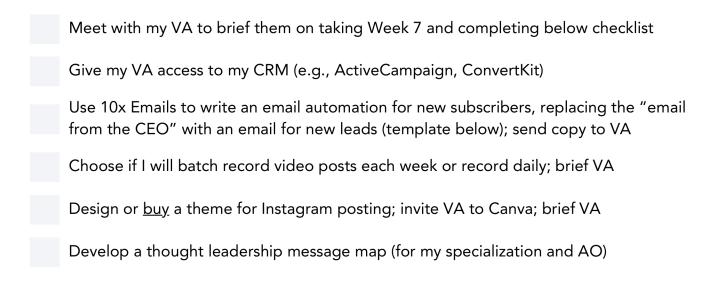
I have established an Instagram account: @
I have identified a simple lead magnet that people on IG will DM me to get
I have established a ManyChat account for Instagram automations
I have identified a KEYWORD to trigger an Open sequence in ManyChat
I have established a ConvertKit or ActiveCampaign account for email marketing
I have established a Boards account for DMing leads
I have established a Calendly account for simplifying appointment setting
I have established a Zoom account, or the equivalent, for lead calls
I have purchased vanity domains and redirected them to Calendly and Zoom
I have published a New Lead Video Intake Page with video embedded

Because I'll want to hand this off to a VA or team member soon, the Sell by Chat SOPs I need to create are:

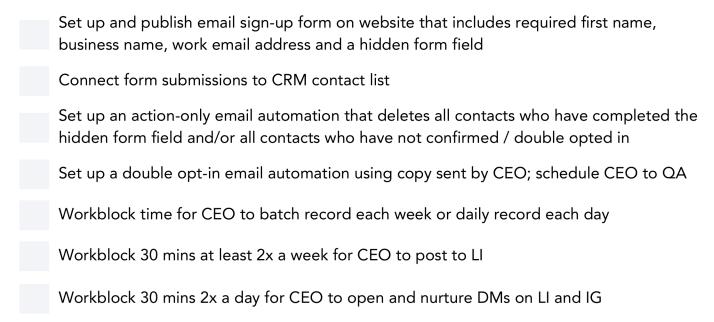


END OF WEEK: TASKS COMPLETED

CEO tasks



VA / Associate tasks





Mindset shift:
Quantity is vanity.
List size and number of followers are not the point.
I use social media to attract and nurture real leads, not to prove popularity.



FOLLOWER GOALS:
Get connection requests.
Get bookmarked.
Get a DM.
Get shared (w/ teams).



YOUR PERSONAS BECOME YOUR FOLLOWERS

Although we often talk about ICP and personas as if they're interchangeable, they're not. For starters, ICPs don't hang out on social media and don't sign up for lists. Consider your ICP (from Week 1), and loosely flesh out the personas, at the ICP, who will consume your content.

My ICP is		
	Persona A:	
	LinkedIn	Instagram
	Persona B:	_
	LinkedIn	Instagram
with the second	Persona C:	
	LinkedIn	Instagram



EXAMPLE: AD FUNNEL AO, FOR PERSONA A

You will likely need a larger space than this, like Whimsical. Start with this space. Define buckets or groups of topics, based on problems; identify your solutions (AO). Draw lines to connect the map.



SOLUTION:

Engage on month to month basis

SOLUTION:

creatives' expertise

Embed in team and share expertise

Wants to explore outside Meta

SOLUTION:

SOLUTION:

Get copy for TikTok or LinkedIn



START YOUR MESSAGE MAP, BY PERSONA

You will likely need a larger space than this, like Whimsical. Start with this space. Define buckets or groups of topics, based on problems; identify the solutions. Draw lines to connect the map.

SOLUTION: SOLUTION: SOLUTION: SOLUTION: PROBLEM: PROBLEM: Persona A: **SOLUTION: SOLUTION: PROBLEM: PROBLEM: SOLUTION: SOLUTION: SOLUTION: SOLUTION:**



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START YOUR MESSAGE MAP, BY PERSONA

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FOCUS!

When you focus your content on what your personas care about most, you attract good-fit followers.

Your specialization x 1/day What persona wants





FOLLOW UP EVERY DAY, WITH EVERY NEW FOLLOWER / CONNECTION

Instagram DM with new followers

FIRST LAST! Thanks for following. <enter>

Funny you did - I have a cool idea that could work (what you do) for BUSINESS. I can fire it your way, or we can hop on a call. <enter>

You around? <enter>

LinkedIn DM with new connections

FIRST LAST! Thx for the connect. Love what you do. <enter>

Funny to hear from you - I came up with this cool idea that could work (what you do) for BUSINESS. I can fire it your way, or we can hop on a call. <enter>

You around? <enter>

EM2 Day 0, New Sub Automation

FIRST! Just saw you signed up. I'm honored.

Actually, kinda funny timing - I have this cool idea I think could work to (what you do) for BUSINESS.

Any chance you wanna see?

signoff

The free offer here (call or Loom) will open a loop only your standardized offer can close. This doesn't need to be ready yet! You can figure it out when you get your first yes.



WHERE WE'RE AT, WITH ONE WEEK TO GO

Appreciate how many decisions you've made as a CEO. And get excited about what's to come.

✓ Identified a high-value specialization you can build thought leadership around, with an ICP and personas who will value it

 \checkmark Standardized an offer that can be measured, so you can sell an ongoing retainer that results in monthly recurring revenue

✓ Crafted a message map for each of the personas you've developed, so you do not have to guess what to share on social media or in other content you may craft

 \checkmark Crafted a sales-driven funnel to move leads swiftly toward booking a call with you, including setting up ManyChat and adding scripts to Boards

✓ Crafted a reusable proposal to sell your standardized offer and open the conversation about your retainer offer

 \checkmark Developed systems, processes and - in turn - SOPs to deliver the standardized offer and retainer offer and/or get your VA / assistant to do it

 \checkmark Hired (or intentionally chose not yet to hire) a VA / assistant to free you up to deliver only the high value work and otherwise work on your business, not just in it

✓ Established everything from my CRM to my social media presence

✓ Blocked my calendar for incredibly valuable work I'd otherwise been putting off, like posting short-form video content and starting sell-by-chat / DMs

✓ Developed my org chart and made strategic calls around whom to hire first and next, on the path to better leverage, greater profitability and more time

Week 8 is all about planning my thought leadership approach + tactics

Need to better research my ICP / personas to flesh out these guesses

Need to get a system + scripts + tactics for sales calls so I can sell my AOs

Need proof, like case studies and testimonials

Gotta update my website to reflect my new stuff

Need to give some thought to my brand overall headshots?

Upcoming meeting with your coach

In your final 1:1 meeting with your coach, you'll learn if you're ready to graduate to Copy School Professional or if it's best to cycle through The Intensive: Freelancing once more.

MY THOUGHTS AS WE HEAD INTO WEEK 8



Stuff that	s's getting in my	y way		
Stuff I'm	excited about.			
Questions	for coaching			

MY THOUGHTS AS WE HEAD INTO WEEK 8

