



5000 Targeted Leads in 90 to 120 Days

What The Program is All About



- **Session 1: Understanding our Prospect Better**
- **Session 2: Building Your Bait.**
- **Session 3: Traffic (Online Methods)**
- **Session 4: Traffic (Local Business Focused)**
- **Session 5: Building a Repeatable Process.**

We're Going to Work Together.



I Have a Brand New Fitness Business that we're working on Called "GOYA".
We're Ready to Get Into Lead Generation so that we Can Build a Prospect List.
I'm going to be building this from the ground up along side you as we go through
This program.



DAILY POINTS

DIET	- 1 POINT
CARDIO	- 1 POINT
SET 1	- 1 POINT
SET 2	- 1 POINT
SET 3	- 1 POINT

GET OFF YOUR ASS

www.goya.io





Session 1

Using Empathy to Become Attractive

The Goals of This Session



- Understand Exactly Who Your Audience is and what they Really Want.
- Understand The Thing They Want the Most as it relates to their Problem.
- Lock Down Exactly How We're Going to Get Their Optin with Just 3 Bullet Points and a Headline and Tagline.

What We're Covering:



- The 4 Step Empathy Formula
- How to “Paint Past Mistakes” for maximum uptake.
- Finding and Taming the Alpha Buyer
- The Optin Bait Mockup
- How to Get Ready For Session 2.



The 4 Step Empathy Formula

The 4 Step Empathy Formula



What is It?

This formula is 4 powerful questions that you high ticket coaches and high level product creators ask potential clients to help them “sell themselves” on the product or service.

Whenever I create a product/software/optin bait, I always structure them around these questions and the answers my ideal client would give.

The 4 Step Empathy Formula



QUESTION 1:

Where is Your Audience Now?

The 4 Step Empathy Formula



QUESTION 2:

Where is it They Actually Want to Be?

The 4 Step Empathy Formula



QUESTION 3:

Why do they want to be There?

The 4 Step Empathy Formula



QUESTION 4:

**What Can You Give Them to Bridge
That Gap?**

The 4 Step Empathy Formula



**Need Help Digging In:
Go Read This Post And Do The Exercise.**



<http://www.fearlessocial.com/blog/3-simple-steps-to-reading-peoples-minds-so-you-can-turn-them-into-customers/>

The 4 Step Empathy Formula



**Let's Go Through the Empathy
Exercise together using our Fitness
Business as a Model.**



Painting Past Mistakes

Painting Past Mistakes



**One of the Biggest Keys to Selling
Someone on Buying from you or Opting
into your email List...**

**Is Convincing Them You Really
Understand What They've Been Through.**

Painting Past Mistakes



Let's Talk About the Past Mistakes that our Prospects Have Made in a Very Specific Way.

(name 3)



Our Prospect Has Tried _____ to Solve their Problem and it Failed because _____.



The Alpha Buyer

**Everyone Talks about Avatars...
But... I think making up an ideal
customer is crap.**

**You Should Personally KNOW your
ideal Customer.**

Could you Call Your Ideal Prospect on the Phone or PM Them on Facebook?

We Call This Person the Alpha because they are the beginning...

You're Going to Sell to A ton of People that Don't Fit this Exact Model...
But this is Going to Be The Person that you're aiming for.
One Person... One Set of Needs... Everything is tailored to Fit Them.

They are the Beginning and they are your Most Important Focus.

So... Let's Ask Some Personal Questions.

We Call This Person the Alpha because they are the beginning...

You're Going to Sell to A ton of People that Don't Fit this Exact Model...
But this is Going to Be The Person that you're aiming for.
One Person... One Set of Needs... Everything is tailored to Fit Them.

They are the Beginning and they are your Most Important Focus.

So... Let's Ask Some Personal Questions.

The Alpha Buyer



- 1. Their Real Name.**
- 2. Exact Age**
- 3. Male or Female**
- 4. Their Job**
- 5. The Favorite Hobby**
- 6. The Most Important Thing to Them.**

Does This Person Still Fit the 4 Questions From Earlier?



The Optin Bait Mockup

The Optin Bait Mockup



Now... We're Going to Answer all of the Questions we need in order to start building things in Session 2.

The Optin Bait Mockup



Question 1:

What is the Name of your Optin Bait?

This shouldn't be obvious.

It shouldn't explain what they are getting or the Problem Solved.

THIS SHOULD BE A PATTERN INTERRUPT

Examples:

"The Whale Method"

"The Clarity Program"

"The Howitzer Technique"

"The Iron Elephant Secret"

The Optin Bait Mockup



Question 1:

What is the Name of your Optin Bait?

This shouldn't be obvious.
It shouldn't explain what they are getting
or the Problem Solved.

THIS SHOULD BE A PATTERN INTERRUPT

Examples:

"The Whale Method"

"The Clarity Program"

"The Howitzer Technique"

"The Iron Elephant Secret"



The Optin Bait Mockup



Question 2: Tagline on Optin Bait

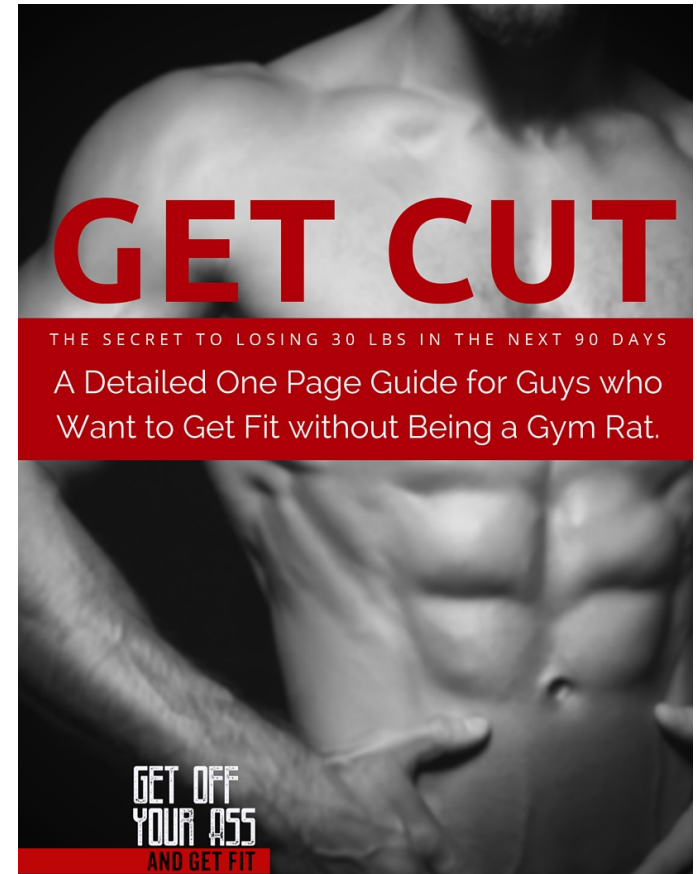
What is the Tagline of your Optin Bait?
(this should explain the big benefit of the report.)

How to _____ in _____ and _____.
(main feature) (time period) (main benefit)

MAIN FEATURE:

TIME PERIOD:

MAIN BENEFIT:



The Optin Bait Mockup



Question 3: Headline for Optin Page?

What is the Headline on Your Optin Page?

(this can be almost identical to the tagline of your optin if it's a pdf)

EXPERT STATUS: _____ **Reveals...**

How to _____ **in** _____ **and** _____
(main feature) (time period) (main benefit)

The Optin Bait Mockup



Question 4: 3 Features and their Benefits

Features and Benefits of Getting Optin:

(read these as "FEATURE and that is Good For them Because of BENEFIT".)

Feature Benefit #1:

Feature Fancy Name: _____
(Pattern Interrupt)

You'll Learn How to _____
(Feature)

and this is good for you because _____
(Benefit)



Do This Before Session 2

The Optin Bait Mockup



Fill Out the Empathy Worksheet.

**It should take you
A couple of hours if
You do it Right.**

**Finish it in time to
Sleep on it and come
Back to it.**

Session 1: The Empathy Formula



THE 4 STEP EMPATHY FORMULA

Use These 4 Questions to Unlock What Your Customers Really Want.

Note: If you have trouble answering these questions, you don't know your audience as well as you think and you need to research further (see link at bottom of page)

Question 1: Where is Your Audience Right Now?

Men who work 40hr+ weeks and are 30-60 lbs overweight but used to be in good shape. They hate the way they look in the mirror and their lack of energy.

Question 2:

Where is it that they actually want to be?

They want to be able to walk around with their shirt off and have visible abs.

Question 3:

Why do they want to be there?

- 1) They want to be attractive to the opposite sex.**
- 2) They want to feel confident in themselves again.**
- 3) They want to feel in control of their own body and be the envy of other males around them.**

Question 4:

What can you give them to bridge that gap?

**A Complete Diet Plan.
A Step by Step Workout Plan.
An Accountability Group to Keep them Focused and Motivated.**

Need Help Locking in Your Audience to Answer These Questions?

Read This Post and Download the Fearless Social "Core Creation Formula".

<http://www.fearlessocial.com/blog/3-simple-steps-to-reading-peoples-minds-so-you-can-turn-them-into-customers/>



Questions?