



# Presence & Profit Playbook:

From Full-time to Slow Living

Learn how to create an **irresistible offer** that calls in your **ideal audience**, **scales quickly**, and **sells on autopilot**, so you can make impactful income without missing precious moments.

# The Way We Spend Our Days is The Way We Spend Our Lives.

Hey There!

I used to bristle when people called me a “superwoman.” I didn’t want to do it *all*—especially not alone.

If you’re here, I have a hunch you get it:

→ You love your work—but you’re exhausted by the hustle it demands.

→ You’re proud of what you create—but you’re wondering if it’s possible to earn *without always being on*.

→ You want to contribute financially—but not at the cost of your presence, your health, or your peace.

You’re not alone. And you’re not crazy for wanting something more sustainable.

This Playbook will help you build passive income streams—rooted in your existing products, knowledge, and services—without starting from scratch or selling your soul online.

You *can* create a business that supports your life, instead of one that drains it.

And I’ll show you how.

But for awhile... that’s exactly what I was doing.

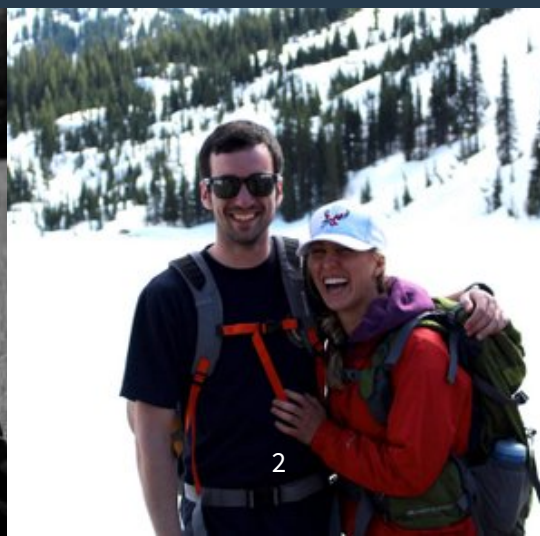
Running a local business. Hauling coolers to markets. Pouring candles late at night. Managing every customer message myself.

All while trying to be present for my family—often failing, because I was too burnt out to enjoy the life I was supposedly building.

I was tired of living for the weekends. Tired of missing family dinners because I “had to” prep for one more event. Tired of the physical grind that left no space for creativity, rest, or joy.

## By the end of this workbook, you’ll have:

- ✓ A clear and profitable niche
- ✓ A fully developed scalable + evergreen offer
- ✓ A lead generation strategy that brings in buyers daily
- ✓ The foundations of a high-converting funnel
- ✓ A roadmap to scaling your passive income business



# What's Inside:

**Chapter 1:** Mastering Your Ideal Avatar

**Chapter 2:** Crafting Your Irresistible + Evergreen Offer

- **BONUS!** 2 Secret Tools to Validate Your Offer Quickly

**Chapter 3:** Create Content That Converts

**Chapter 4:** Mastering Traffic Generation

**Chapter 5:** Assembling Your Tech Stack (AKA build your sales engine)

**Chapter 6:** Freedom Funnels: What makes your offer truly passive

**Chapter 7:** BONUSES:

- 7-Day Launch Strategy
- Fool-Proof 10-Step Checklist for Starting a Legit Business
- Sell with Stories +20 Customizable Templates

**....Special offer!**



# Master Your Ideal Avatar: Target Your Tribe

## The 2-5 Year Rule: Why You Don't Need to Be an Expert

Your audience doesn't need a guru—they need someone just a few steps ahead of them. Think about where you were 2-5 years ago. What did you struggle with? What resources would have helped you back then? **Knowing WHO you serve best will lead you to having a more aligned business. Have you already provided transformations for clients? Validated a product people want? Start there. No need to recreate a brand new offer.**

Have you ever wondered why some products just click with you while others miss the mark?

**It's all about understanding the magic trio:**

1. **Demographics**
2. **Psychographics**
3. **Behavioral Insights.**

Each help you draft your message and your message is what connects your content with your ideal avatar, turning your passion into profit.

- **Connection:** Ensure your avatar aligns with your strengths, expertise, or experience and the traits you value, helping to foster *genuine connections*.
- **Messaging:** Tailor your marketing message to address your avatar's pain points and aspirations or desires based on market research.

# Target Your Tribe: How to Identify Your Ideal Avatar

## Demographics: The “Who” of Your Audience

1. **Age:** Quantitative ranges, Are they millennials juggling toddlers, or Gen Xers with teens?
2. **Gender:** Male, female, non-binary?
3. **Occupation:** Stay-at-home parent, corporate warrior, small business owner? Attorney, Banker, Teacher?
4. **Income Level:** Budget-conscious or luxury seekers? You can also break this down into quantitative ranges: \$50-100k, \$100k+, etc.
5. **Education:** High school diploma, college degree, or PhD?
6. **Ethnicity/Culture Values:** American, Indian, Spanish, Chinese, Western culture, 1st world countries, etc.

**Example:** Western world living moms with college degrees, aged 30-50 who run home-based businesses and make \$100k, combined. Knowing this helps tailor your message to their unique daily grind.

## Psychographics: The “Why” Behind Their Choices

- **Interests:** What are they doing on the weekend? What keeps them up at night (besides the baby)?
- **Values:** Do they prioritize family time over career advancement? Do they value busy or slow schedules? Natural remedies or medicine for every ailment? Home-cooked meals or eat out at a restaurant?
- **Challenges:** Struggling to balance work and home life?
- **Goals & Desires:** Do they desire more vacations? Or mini adventure with their kids everyday? Are they dreaming of a guilt-free spa day or to upgrade their car? Would they rather have a home with property or a maintenance home in a suburban neighborhood?

**Example:** A dad passionate about eco-friendly living might appreciate sustainable, time-saving products that align with his values of respecting the environment and living a fast-paced life, which also means he is willing to spend more.



# Behavioral Insights: The “How” of Their Actions

- **Spending Habits:** Are they bargain hunters or brand loyalists? Do they spend weekly or do one big haul every month? Would they rather spend time at the farmers market or shopping for clothes? At what frequency would they purchase your product/service?
- **Preferred Communication Channels:** Do they hang out on Instagram, Facebook, Pinterest, Reddit, or prefer good ol' email?
- **Decision-Making Processes:** Impulse buyers or meticulous researchers?

**Example:** A busy mom who shops primarily online, trusts peer reviews and is ready to buy after reading a few 4+ star reviews. She will respond well to targeted social media ads featuring testimonials & benefits, as well as UGC (user-generated content).

# Craft Your Own Avatar

- **Demographics:** What are the age range, gender, occupation, and income level?
- 

- **Psychographics:** What are their core values, interests, and lifestyle choices?
- 

- **Behavioral Insights:** How do they typically make purchasing decisions (what platforms online, frequency, time constraints, etc.), and what factors influence their buying behavior (price, seeing an influencer ad, talking directly to owner, time of month/season/etc.)
- 

- **Personal Skills and Experiences:** Which of your own skills, experiences, and/or passions align with the *needs and interests* of this audience?
- 

- **Challenges and Pain Points:** What specific problems or challenges do they face that your product or service can address?
- 

- **Desires and Goals:** What are the primary aspirations and objectives your ideal customer is striving to achieve, both personally and professionally? When do they feel like they have “enough”
-

# Who needs what you have to offer?

## Craft Your Own Avatar

**What informal skills or wisdom do you have that others often ask for your help with?**

- 1.
- 2.
- 3.
- 4.
- 5.

**What professional experience & education do you have that could help others?**

- 1.
- 2.
- 3.
- 4.
- 5.

**What transformation(s) have you gone through (and have you helped others)?**

- 1.
- 2.
- 3.
- 4.
- 5.

**From these lists, start thinking about what type of avatar you will align with and serve best:**

- What can you teach someone 2-5 years behind you?
- Who needs the lessons you've gone through?
- Who do you feel most connected to helping?
- What solution can you provide that is unique to you?

**Your Niche Statement:** "I help [target audience/avatar] achieve [specific outcome] by [unique method]."

**Write Your Niche Statement Below:**

# Crafting Your Irresistible +Evergreen Offer



# Monetize What You Know: Choose Your Passive Model

You already have amazing skills & knowledge you use and people come to you for everyday—whether it's organizing chaos, making numbers make sense, or turning ideas into action. But, the key isn't just what you know, but *how* you share it.

Choose a model that fits your lifestyle goals, so it feels like an *extension of who you are*, not just another job.

Not all passive income is the same. Some methods take **more upfront effort**, while others are **easier to scale quickly**. **Most passive businesses are launched in only 3 months!**

Here are some **proven business models** that work:

## 1. Digital Products (Templates, eBooks, Workshops, Courses, Swipe Files, Checklists, etc.)

- ✓ Low cost to create
- ✓ Can sell 24/7 without manual work
- ✓ Perfect for teaching a skill or system

*Example:* A meal planning template, a budget spreadsheet, or a mini-course on a niche topic.

## 2. Affiliate Marketing (Recommending Products for Commission)

- ✓ No product creation required
- ✓ Can promote alongside other income streams
- ✓ Best for those who love sharing recommendations

*Example:* Sign up for affiliate programs like Amazon, Canva, or Walmart and earn commission for each sale.

### 3. Memberships & Subscriptions (Recurring Revenue)

- ✓ Predictable monthly income
- ✓ Builds a loyal community
- ✓ Great for exclusive content or coaching

*Example:* A \$10/month private group on Thinkific with exclusive resources or a paid newsletter on Memberful with premium content

### 4. White Labeling & Drop-shipping (No Inventory Required)

- ✓ Launch quickly without upfront costs
- ✓ No need to manage inventory or shipping (with drop shipping only)
- ✓ Easily scale with minimal risk

*Example:* Selling custom-branded skincare products through a white-label service like ViaGlamour, or launching a decor shop using drop-shipped items from Alibaba.

### 5. Drop Servicing (Selling Services Without Doing the Work)

- ✓ Offer high-demand services without specialized skills
- ✓ Outsource tasks to skilled freelancers or agencies
- ✓ Scale quickly without hiring employees, uses your SEO & website building skills

*Example:* Selling website design packages and outsourcing the work to vetted freelancers on Fiverr, or providing social media management by partnering with virtual assistants from Upwork.

After you choose a model, it's time to build out your offer. If you want to build passive income that lasts, your offer needs to be **irresistible, scalable, and evergreen**—meaning **it stays relevant and sells itself over time**. An Evergreen Offer = Scalable Offer

### What Makes an Offer *Irresistible*?

Irresistible messaging + solve a painful problem for a specific avatar quickly and effectively.

## The Perfect Offer Framework

- ✓ **Clear & Urgent Problem:** What's the #1 frustration your audience has?
- ✓ **Fast & Tangible Transformation:** Will they see results *quickly*? (relative)
- ✓ **Zero Overwhelm:** Simple steps they can follow without overthinking.
- ✓ **Bonus or Add-On Value:** Make your offer feel like an easy YES

### Examples of Evergreen Offers That Sell Forever

1. **A Template Bundle** (Plug-and-play Canva templates, ChatGPT prompts, or email sequences)
2. **A Mini-Course** (Teach a *single* quick-win skill like 'How to Make Your First \$1K on Etsy')
3. **A Swipe File** (Best-performing content ideas, ad copy, or lead magnet ideas for your niche)
4. **A Done-for-You System** (Automated funnel, Trello board, or Notion planner)

### Brainstorm Your Offer:

- What's the ONE problem your product solves?
- How does it solve that problem quickly?
- What transformation will your audience experience?

Need more help building your business model and offer?

**Book a Strategy Call** with me and we'll workshop it, together.

# Here's are 2 secret tools to help you validate your offer quickly:

These tools can validate the problems your audience is actively seeking solutions for, leading to more targeted and effective offerings.

Tool	Purpose	How to Use	Benefit	Example/Application
<b>Google Trends</b>	Analyze popularity and relevance of search queries to confirm audience problems	<ul style="list-style-type: none"> <li>• <b>Explore Search Interest:</b> Enter keywords to track trends over time.</li> <li>• <b>Geographical Insights:</b> Locate regions where searches are most prevalent to tailor region-specific solutions.</li> </ul>	Confirms that audience problems are real, significant, and persistent.	Using Google Trends to verify consistent demand for stress-relief products or identifying rising interest in minimalist home decor.
<b>Reddit</b>	Gain authentic insights into your audience's pain points through anonymous discussions	<ul style="list-style-type: none"> <li>• <b>Identify Subreddits:</b> Join communities related to your niche or target problems.</li> <li>• <b>Analyze Discussions:</b> Notice common frustrations, recurring questions, and the specific keywords.</li> <li>• <b>Engage:</b> Ask clarifying questions and drop links to products</li> </ul>	Helps deeply understand audience challenges and language (keywords), and provides early feedback.	Using subreddit discussions in r/Parenting to discover struggles with balancing work and childcare, informing content or product offerings. Use specific keywords in ad and offer messaging.



## Spark Internal Urgency With Your Messaging:

- **Tap into Their Deepest Needs:** Pinpoint the core problem your offer solves—make them feel seen and understood.
- **Craft Irresistible Messaging:** Speak directly to their internal motivations, highlighting the transformation they crave.
- **Emphasize the “Why,” Not Just the “What”:** Show them why this matters. You want to speak to their *deepest desires*, how it changes their life, and what’s at stake if they don’t act.
- **Establish Unshakable Trust:** Position yourself as the guide they can rely on, making it a no-brainer to say yes. More on this as you build out your content.

## Evergreen Checkpoint:

- ☑ Does this problem still exist next year? (If yes, it’s evergreen.)
- ☑ Will your audience always want this solution? (If yes, you have a long-term money maker.)

# Leverage Psychological Triggers

If you want to persuade people to buy your offer, you should incorporate these elements into your **offer, content, conversion tool, and on your sales page**. These psychological triggers enhance the appeal and perceived value of your product or service.

## Reciprocity

- **Offer Value Upfront:** Provide a free or low-cost resource, such as an e-book or webinar, that addresses a specific problem your audience faces. This gesture encourages potential customers to reciprocate by engaging further with your paid offerings.

## Commitment and Consistency

- **Encourage Small Initial Actions:** Invite your audience to participate in a free challenge or a low-tier offer like a mini-course. This initial commitment increases the likelihood they'll continue with more extensive, paid programs, maintaining consistency in their actions.

## Social Proof

- **Showcase Testimonials and Case Studies:** Display positive feedback and success stories from previous clients to demonstrate the effectiveness of your offer. Seeing others' success can influence potential customers' decisions.

## Authority

- **Highlight Your Expertise:** Share your qualifications, experiences, or any media features to establish credibility. Positioning yourself as an authority in your field builds trust with your audience.

## Liking

- **Build Genuine Connections:** Engage authentically with your audience through relatable content, personal stories, or interactive sessions. When people feel a personal connection, they're more inclined to support your offerings.

## Scarcity

- **Create Limited-Time Offers:** Introduce exclusive deals or bonuses available for a short period. The perception of scarcity can motivate prompt action from potential customers.

# Make Saying No Feel Expensive

People don't buy *products*—they buy **solutions**. Use the **3C Formula**:

**1. CLARITY** – Make it clear what they get

*Example:* Instead of “Social Media Templates” → Try “50 Plug-and-Play Instagram Templates to Skyrocket Engagement”

**2. CONVENIENCE** – Make it easy to use

*Example:* Instead of a long course, sell a 10-minute solution (cheat sheets, guides, templates).

**3. CONVERSION** – Make it impossible to resist

*Example:* Add bonuses, a limited-time discount, or fast-action incentive



# Create the Need

Why does your ideal avatar need your solution now? You need to **show them why their current solution isn't enough.**

## The Before & After Map

Fill out this table to illustrate why your offer matters.

Without My Offer	With My Offer
_____	_____
_____	_____
_____	_____

## Examples:

Without My Offer	With My Offer
Cheap ice that melts fast	Glacier ice that keeps drinks cold for hours
Unpredictable income	Consistent revenue from passive income streams
Stressful, chaotic business	Streamlined systems that free up time

**You are going to be able to use all this messaging in your content to show your buyers why they need your offer.**

# Time to Craft Your Irresistible Offer

1. **Find Your Unique Angle** – Differentiate your offer so it stands out.
2. **Create the Need** – Show people why your offer is essential, not just nice to have.
3. **Make Saying No Feel Expensive** – Highlight what they lose by not buying.

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**“Unlike [Generic Alternative], my [Offer] is [Unique Feature] because [Reason Why It Matters].”**

## **Examples**

✓ **Not Just Ice** → “Unlike regular ice, our ultra-purified glacier ice melts slower and preserves food longer.”

✓ **Not Just a Budgeting Course** → “Unlike generic finance courses, my budgeting program is designed specifically for busy moms who want financial freedom without extreme restrictions.”

Unlike \_\_\_\_\_, my [Offer] is \_\_\_\_\_ because \_\_\_\_\_.

# Craft Your Offer Statement

Now, put it all together into a compelling statement:

**“My offer helps [Ideal Audience] go from [Pain Point] to [Desired Outcome] by [Unique Approach]. If they don’t take action, they risk [Consequence of Inaction].”**

My offer helps \_\_\_\_\_ go  
from \_\_\_\_\_ to  
\_\_\_\_\_ by  
\_\_\_\_\_. If they  
don't take action, they risk  
\_\_\_\_\_.

## Example:

“My program helps service-based entrepreneurs go from overworked and trading time for money to running an automated passive business that brings in clients on autopilot. If they don’t take action, they risk staying stuck and losing their most precious asset (time), constantly hustling for income.”

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## Action Checkpoint

### Week 1-2:

- Identify your ideal avatar
- Choose your business model
- Craft your offer & messaging
- Create your product/service

# Creating Content That Converts





If you've ever felt like your content strategy is a jumbled mess or you're posting just to keep up with the algorithm—this is for you. You'll learn how to create consistent, authority-building, conversion-ready content *without burning out* or reinventing the wheel every week.

People buy from those they trust and see as experts. The key to selling *without* sounding salesy or pitching? Creating relatable content that also establishes authority.

## Don't Get Stuck in the Friend-Zone

Don't make this mistake most businesses make. Most creators get stuck in the *friend zone*—entertaining, engaging, and being funny, but failing to showcase their expertise. And that's a problem.

If your content is *all* nurturing, you'll attract people who need months of warming up before they buy. **But you don't have time for a three-month courtship before making sales.** Position yourself in front of buyers *now* by balancing connection with clear authority in your messaging.

# Cold vs. Warm Leads: How to Talk to Each Audience Differently

Not all traffic is created equal. The way you speak to someone who's just discovering you (*cold leads*) should be different from how you talk to someone who already knows, likes, and trusts you (*warm leads*).

**Cold Leads** – *They don't know you (yet). You need to capture their attention fast.*

These are the people scrolling past your content with zero awareness of who you are. They need clear, concise messaging that immediately tells them:

- ✓ Who you help
- ✓ The problem you solve
- ✓ Why they should care

**Warm Leads** – *They trust you. Now, guide them to buy.*

Warm leads are the people already in your audience—engaging with your content, on your email list, listening to your podcast, or in your DMs. These people need more *depth* in your content to move them from interested to *ready to buy*.



# Content Pillars: Your Foundation

**Before you post anything, define 3-5 content pillars. These are your core brand themes.**

Examples:

1. Passive Income Education
2. Slow, Intentional Living
3. Personal Brand/Behind the Scenes
4. Systems & Automation Tools
5. Offers & Client Wins

## 3 Types of Content That Converts

- **Connection Content - builds trust & relatability**

Ex: Your personal story, why you started, behind-the-scenes, triumph, Vlog, day-in-the-life, memes, struggles

- **Buyer Psychology Content – addresses objections, reframes beliefs.**

Ex: "Why your budget isn't broken—your money mindset is."

- **Conversion Content – drives action with CTAs, urgency, or offer clarity.**

Ex: "Doors close Sunday. Get in before the bonuses expire. DM me 'Passive' and I'll send you the link"

# Weekly Posting Framework

Your passive business still needs a pulse on social. Organic content is one of the easiest ways to reach the right people with minimal spend.

Ads (Meta + Google) are great for launches or quick cash boosts, but 24/7 ad spend doesn't work for everyone. I run ads year-round—but I adjust based on my business season.

Organic is still queen. I personally *hate* content creation, so I batch weekly and stay 1–2 weeks ahead. I use a simple strategy that keeps things running on autopilot with just 2–3 hours a week. Plug this into ChatGPT for your own done-for-you plan:

- **Monday: Authority Content**
  - Client results, screenshots, expert insight, bold opinions, stats, expert opinion, insider knowledge
- **Tuesday: Connection Content**
  - Day in life, memes, your WHY, relatable moments
- **Wednesday: Buyer Psychology Content**
  - Shift their thinking, bust myths, validate their pain points
- **Thursday: Conversion Content**
  - Scarcity, urgency, direct CTA, offer stack, sales page reminders, new offer launch, updates on current offers
- **Friday-Sunday: Interactive & Engagement Strategies**
  - Comment on others' posts, answer DMs, post polls/stickers in stories, engage in the DMs and comments

**Each day's content can rotate between:**

- A Reel
- A Carousel (*best for converting/selling*)
- A Still Image (*gets 30-50% less engagement*)
- A Story Series

# Content Frameworks That Convert

You can start using these frameworks and plug them directly into your ChatGPT to make content ideas feel more manageable and tried and true.

## 1. AIDA (Attention, Interest, Desire, Action)

### Template:

- Attention: Grab them with a hook.
- Interest: Relatable story or stat.
- Desire: Paint a picture of transformation.
- Action: CTA (DM me, comment, buy now).

## 2. HHBC (Hook, Hold, Benefit, Call-to-Action)

### Template:

- Hook: First line to scroll-stop.
- Hold: Expand on the problem.
- Benefit: What's in it for them?
- CTA: Direct and clear.

## 3. Storytelling Framework

### Template:

- Relatable setup (“I used to struggle with...”)
- Journey (“Here’s what happened...”)
- Transformation (“Now I... and my clients...”)
- CTA (“This is possible for you too. DM me 'start!'”)

## 4. Call-Out Framework

### Template:

Call out your ideal client

Describe their pain/problem

Offer a fresh take or controversial opinion

CTA to your offer or conversation

## 5. Value Stack Framework

### Template:

- Here's what you think you need...
- Here's what you *actually* need...
- Let me show you how (insert offer/lesson)
- CTA

## 6. Teach, Tease, Tell Method

### Template:

- Teach: Drop a tangible lesson
- Tease: Hint how your offer helps apply it faster
- Tell: Invite them into your offer (story or CTA)

## 7. Objection-Busting Post

### Template:

- You think [limiting belief] is true?
- Here's why it's actually costing you more.
- Let's reframe this: [new belief]
- CTA: Let me help you shift for good.

Use these plug-and-play methods:

# Content Recycling: The 1-3-5 Content Method

If you feel like you're constantly reinventing the wheel with your content, this method will change everything. Entrepreneur guru, Justin Welsh created a genius system to multiply your reach without multiplying your workload. It's perfect for us parents trying to get AWAY from social media and off our phones to be more present with our family and in our life.

## STEP 1: Create 1 Pillar Piece of Content

Start with one strong, in-depth piece of content each week. This should teach or explain something valuable to your audience. It could be:

- A detailed email (in story form, people!) to your list
- A blog post
- A 5–10 minute video or podcast episode
- A long-form Instagram post or carousel

**Example:** If you teach slow business for moms, your pillar could be: **“The 5-Minute Morning Routine That Saved My Sanity As A Mom”**

This becomes your *anchor* for the week.

## STEP 2: Pull 3 Core Ideas from That One Piece

Look at your pillar content and ask: What 3 mini-lessons or golden nuggets can I break out on their own?

**From the morning routine example, your 3 ideas might be:**

1. Why burnout-proof routines start the night before
2. The myth of ‘early bird equals success’ for moms
3. My exact 5-minute checklist that sets up a productive day

**These become the *themes* of your social content for the week.**

## STEP 3: Create 5 Pieces of Micro-Content for Each Idea

Now you build *small*, punchy posts around each of those 3 ideas using the frameworks in this guide. Here's what that could look like per idea:

**Two written/text overlay posts** (short captions on still/reel posts): *“You don’t need a 5AM wake-up. You need a rhythm that respects your energy cycle.”*

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**One short video** (Reel, TikTok, Stories, YouTube Shorts): *60-sec video sharing your real-life 5-minute morning routine in action.*

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**One carousel or infographic:** *A 5-slide post breaking down the myth of productivity vs. intentionality.*

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**One poll or question box:** *“How long is your current morning routine? Under 10 min / Over 30 min?”*

That's 5 small pieces x 3 ideas = 15 posts from just **one anchor idea**. Post them over a few days or reuse them in the future—it all builds momentum.

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### Why This Works:

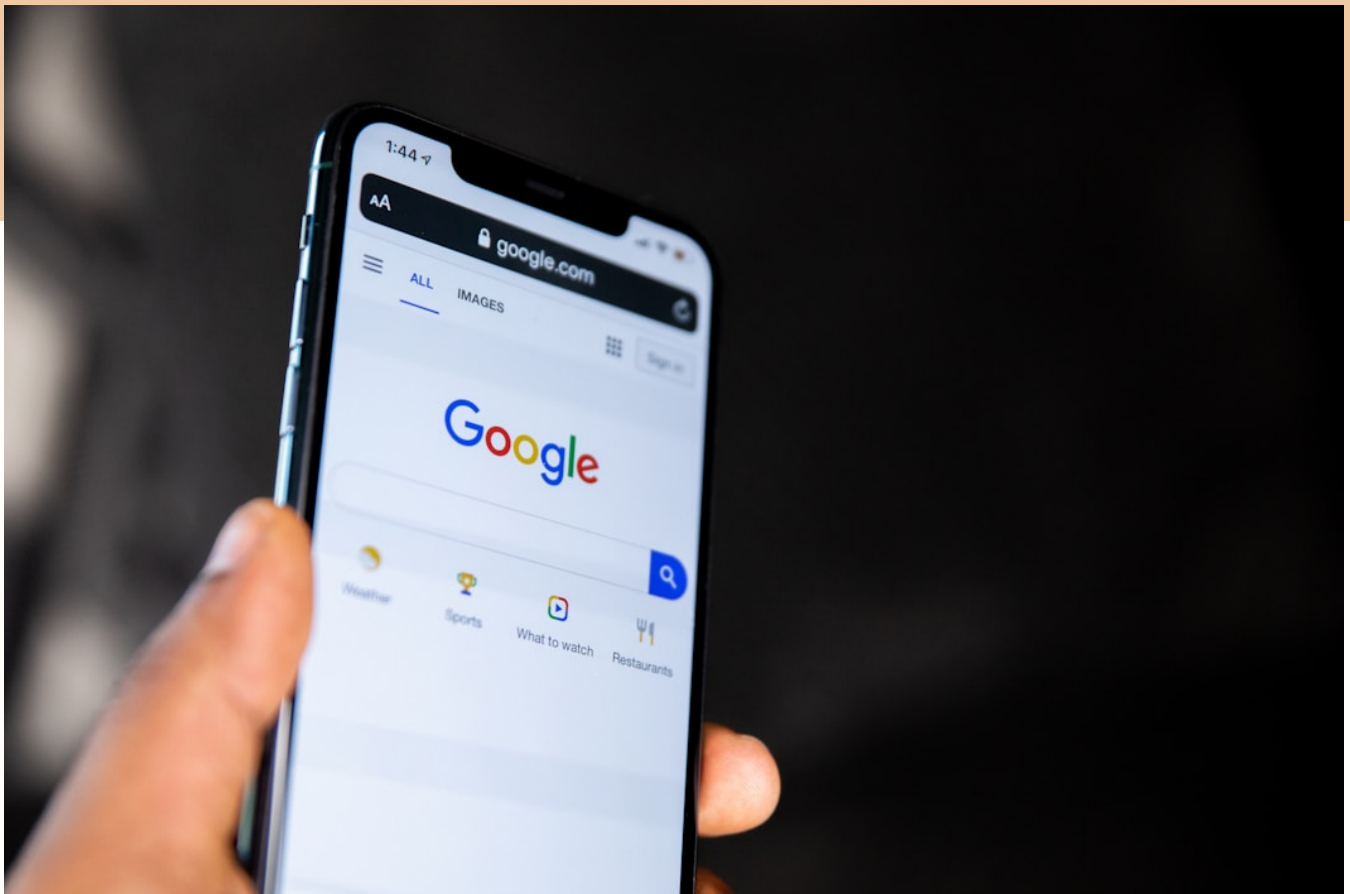
Reinforce your messaging without sounding repetitive

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Speak to your audience’s different learning styles (some read, some watch, some engage)

# Mastering Traffic Generation:

There's More Than Just Social Media Leads



# The Quick & Dirty of Generating Leads

The goal isn't just "more eyeballs" but *better* eyeballs—ones that actually buy.

## Traffic Rule #1: Social Media is the Side Dish, Not the Main Course

- Use Meta Platforms (IG & FB) & TikTok as brand awareness, not your entire sales strategy.
- Your content should drive people **off the app** and into your world (aka your email list)

## Traffic Rule #2: Google is Your Bestie

- SEO = free, high-quality leads without the hustle.
- Blogs & Pinterest aren't dead; they're just ignored by people who don't like money.

## Traffic Rule #3: Own Your List, Own Your Leads

- Email marketing converts **4x higher** than social media.
- Your emails should feel like a convo, a story (not a corporate memo or sales pitch)

## Traffic Rule #4: Pay to Play (Smartly)

- Ads aren't evil; bad ad strategy is. Shoot for 3X+ ROA. Refine your ads until you get here (\**ahem*\*, A/B testing)
- Retarget website visitors = the easiest money you'll ever make.

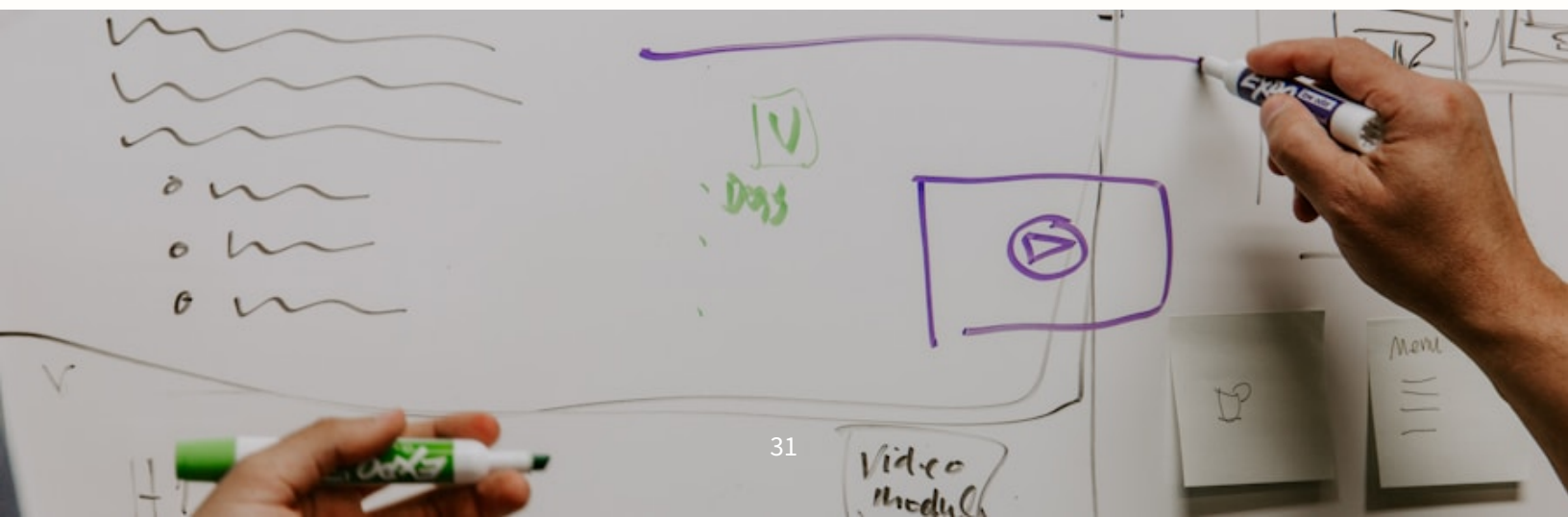
# We Saw What Happened to TikTok

Driving traffic to your business isn't just about chasing social media algorithms —it's about creating a *sustainable system* that brings in leads from multiple sources.

Relying solely on Instagram or Facebook can leave you vulnerable to platform changes (and we saw what happened to TikTok), but when you diversify, you build long-term stability.

## Here's how you can expand your traffic strategy:

- **SEO & Blogging:** Get found on Google and drive organic traffic without constant posting.
- **Email Marketing:** Turn warm leads into buyers with nurture sequences that convert.
- **Partnerships & Referrals:** Leverage other audiences for exponential growth.
- **Paid Ads:** Scale faster with strategic ad placements beyond just social platforms.
- **Podcasting & YouTube:** Build authority while attracting high-intent leads that are NOT social media. Think: **Google Ads, Blog SEO, Reddit, and Pinterest.**



# 1. Email List Building (Your Business Lifeline)

Why it matters: **You OWN your list. No algorithm can take it away.**

- Offer a **freebie (lead magnet)** that solves a real problem.
- Promote it everywhere: social media, blog, podcast, collaborations.
- Use a simple **welcome sequence** (automated emails that warm up new subscribers).

# 2. Partnerships & Networking (The Fast- Track to Growth)

- **Collaborate with complementary businesses** – E.g., If you teach on real estate investing, team up with someone teaching budgeting.
- **Guest features** – Pitch yourself for podcasts, guest blogs, or summits. Backlinks in your blogs and other's can be key drivers to your SEO.
- **Referrals** – Set up a system where happy clients refer you to others. There are a lot of ways to do this, but what's important is being able to track these through discount codes or, maybe, a special URL link that can be analyzed to optimize.

**You'll get done-for-you lead magnet frameworks, sales pages, and collaboration DM's, email templates for onboarding, upsell, and down-sell sequences in my [Freedom Funnels Cohort](#)**



# 3. Google Ads: Accelerate Your Traffic + Re-engage Browsers

Google Ads is awesome because it lets you reach people who are *actively* looking for what you offer. Maybe you've tried Google Ads in the past and did not see a great ROA (Return on Ads), but honestly, Google can give you the highest ROA because of the insane traffic it gets from search and YouTube.

The trick is understanding which keywords really connect with your ideal customer and then optimizing your ads. Once you hit around 1,000 visits to your landing page, you'll have enough data to fine-tune things. If you've got a passive product, you've got the world at your fingertips—and Google's the fastest way to reach it. Don't limit yourself to just advertising in the U.S. You can tap into markets in India, Canada, Japan, and beyond!

- **Keyword Targeting:** Utilize tools like Google Keyword Planner or Google Trends to identify high-volume, low-competition keywords relevant to your audience. You can even tap into Sub-Reddit discussions and pull relevant keywords from there. Get creative and go back to where your ideal avatar is hanging out online (Behavioral Insights).
- **Compelling Headlines:** Craft attention-grabbing headlines that address your audience's needs and speak to their desires. *You only have 30 characters to do so.*
- **Retargeting:** The best way to land leads. Implement retargeting campaigns to re-engage visitors who have interacted with your site, but haven't yet converted. You can find how to do this all over YouTube. There are some really great tutorials.
- **Evergreen YouTube Content:** There's that word again. Google owns YouTube, which is why Google Ads is also a super powerful lead generator. When you post a video to Google Ads, it distributes it to Youtube. SEO from YouTube videos can establish evergreen sales for years to come. One of my client gets 60% of her sales from a tutorial video she made 7 years ago! Really powerful stuff.

**Pro Tip:** Begin with a \$2-5/day budget, monitor performance, refine keywords, and scale successful campaigns based on ROA's. Shoot for 200% ROA (*that's what Googles says is average!*).



# 4. Blog SEO: Sustainable Organic Traffic

One blog I wrote 5 years ago for a previous company I started still sends people to my Etsy store for sales every week. I just looked and it's sent over 900 shoppers to my store just this month! Blogging is a powerful way to create evergreen sales and content that convert years later.

- **Keyword-Rich Titles:** Incorporate relevant keywords naturally into your blog titles to improve search visibility.
- **In-Depth Content:** Develop comprehensive, valuable content that thoroughly addresses your readers' questions and concerns.
- **Internal Linking:** Strategically link to your products or services within your blog posts to guide readers toward conversion.

**Pro Tip:** Utilize tools like ChatGPT to generate content ideas and streamline the writing process. Be sure to prompt ChatGPT to write in your "voice" (formal, informal, humor, educational, etc.) so that content begins to sound more and more authentic to who you are.



# 5. Reddit: Engage with Niche Communities

Reddit hosts numerous communities where you can connect with targeted audiences. You can pull real-time trending keywords and market research from these discussions. It's how my clients and class do a lot of their in-depth research before launching a new business. It's also a more personal way to share your resources and link your products as solutions to real-time problems.

- **Identify Relevant Subreddits:** Participate in communities that align with your niche to reach potential customers.
- **Provide Value:** Engage authentically by sharing insights, answering questions, and contributing meaningful content.
- **Natural Linking:** Share your resources or products contextually within discussions to add value without appearing promotional.

**Pro Tip:** Consistent, genuine engagement can lead to increased visibility and traffic over time.



# 6. Pinterest: Visual Discovery and Traffic

Pinterest serves as a visual search engine, ideal for showcasing your products and driving traffic. Most people don't think of Pinterest as way to advertise, but if you have invested in some solid visuals for your brand, it can be leveraged as a lead generator easily. You'll need to play around with what hits and it's worth looking to see what competitors are doing. You don't need to reinvent the wheel.

- **Create Engaging Pins:** Design visually appealing pins using tools like Canva to attract attention. It's really important to dive deep into the psychographics and behavioral insights of your ideal avatar here to really hit what your audience is searching for.
- **Keyword Optimization:** Incorporate relevant keywords into your pin descriptions to enhance discoverability.
- **Join Group Boards:** Collaborate on group boards to expand your reach within your niche. This might take up more time than you want, but it's another option to expand your reach to a brand new audience.

**Pro Tip:** Regularly pinning fresh content keeps your profile active and increases engagement.



# Integrate These Strategies Without the Overwhelm

There are so many ways to reach an audience to sell your products, but you're going to get overwhelmed quickly if you try to master and/or be on all of them.

***Focus on mastering two or three strategies initially, then expand to others for compounded growth as it feels right...And maybe that's not until next year.***

In addition to social media and emails, each of these platforms offers unique benefits:

- **Google Ads:** Delivers immediate, targeted traffic.
- **Blog SEO:** Builds sustainable, organic traffic over time.
- **Reddit:** Engages highly focused communities.
- **Pinterest:** Leverages visual content to attract and convert users.

Platforms I'll Use Right Now	Platforms I'll Use in the Future
_____	_____
_____	_____

# Your 3-Step Game Plan to Sell Your Offer on Auto-Pilot Today.

## 1. Social Media + Blogging = Long-Term & Short-Term SEO Growth

Posting on social media is great—but it's *temporary*. The average Instagram post lasts 48 hours, while a well-written blog post can drive traffic *for years* (remember my story above about my Etsy product?!).

**The strategy:** Post short, engaging content on **socials** to get quick visibility, while also creating **SEO-friendly blogs** that rank on Google and increase searchability for longer.

- ☑ **Action Step:** Write a blog post answering a top question from your audience, then repurpose it into multiple short-form social media posts with the help of ChatGPT.

## 2. Reddit & Niche Communities = Instant Visibility

If you're not using Reddit, you're leaving money on the table. Subreddits are filled with *highly engaged* people actively searching for solutions. Remember, it's also the perfect place to help you validate your offer and the problem you're solving.

**The strategy:** Find subreddits related to your niche (r/Entrepreneur, r/WorkFromHome, r/PersonalFinance, etc.), answer questions *genuinely*, and occasionally drop your freebie or link where it makes sense.


- ☑ **Action Step:** Find 3 relevant subreddits and engage in discussions for 10 minutes a day. Don't *sell*—just provide value and link your offer when it makes sense. Solve people's problems.

## 3. Email List = Your Secret Sales Weapon

I make 60% of all my sales through my email list. Mailchimp says the average monetization across newsletter industries is 36%. You're almost never going to get a better return anywhere else if you write your emails right. If Instagram shut down tomorrow (like we saw TikTok do), would you still have a business? If you don't have an email list, you're playing on rented land.

**The strategy:** Offer a **valuable lead magnet** that solves a *specific* problem, then nurture your list with emails. Segment your list based on engagement activity then add upsell/downsell options to consistently turn buyers into loyalists. Learn exactly how to create a valuable Lead Magnet as your main entry point to your offer funnel. You can learn how to build out that funnel in my **Freedom Funnels Cohort** or by booking a **Strategy Call** with me.

- ☑ **Action Step:** Create a super powerful, evergreen Lead Magnet from your main offer and set up a funnel into your email list. Advertise this over and over again. **Pro tip!** Ask ChatGPT to turn one of your best performing posts, webinars, speeches/lesson plans, or blogs into a lead magnet that attracts and converts for you. The goal is to provide unique and upfront *value to position you as an expert*.

A photograph of a family of three walking away on a dirt path in a field at sunset. The father is carrying a baby on his shoulder, and the mother is walking beside him. The scene is bathed in the warm, golden light of the setting sun, with long shadows cast across the path. The background shows a line of trees and a clear sky.

# The 5 Essential Tech Tools You Need

*(to avoid overwhelm)*

AKA Your Sales Engine



# Work Less. Play More.

Before having my first baby in 2021, I was drowning in my e-commerce business. If I wasn't constantly posting or sending emails, sales flatlined. The pressure to market daily was exhausting. Then our first baby arrived and I knew something had to change—I couldn't keep missing precious moments with my newborn to make another sale.

I wanted the 6-figure lifestyle we grew to love, but not at the cost of my time with my family any longer. So, I built an automated sales system that let my new business grow without me being glued to my phone. Now, after teaching hundreds of entrepreneurs, I know these systems work for almost any business.

Passive income isn't about mastering tech or juggling endless software—it's about building a system that lets you work less and earn more. This guide walks you through **exactly what tech to use to start automating your business and sell on repeat.**

# Your Passive Product Tech To-Do List

## Step 1: Choose Your All-In-One Platform *(optional but highly recommended)*

Pick *one* to simplify your launch process:

- **Kajabi** (Premium, all-in-one, best for course creators)
- **Systeme.io** (Affordable, good for digital & physical products, great all-in-one starter option)

**Pro Tip:** This will replace the need for multiple tools like sales pages, checkout, email, and even hosting in most cases.

## Step 2: Set Up Your Digital Product Hosting

Only do this step **if you're not using an all-in-one like Kajabi or Systeme.io.**

- Choose a file hosting platform:
  - **Google Drive** (beginner-friendly & free)
  - **AWS** (more advanced, for large file storage)
  - **Gumroad** (simple hosting + built-in sales tools)
- Upload your product files
- Organize and link them properly for delivery (via email or after checkout)

## Step 3: Build Your Sales Page

There is a very specific way to write high-converting sales page. I'll teach you this in our **1:1 Strategy Call** or you can get on the waitlist for **Freedom Funnels Cohort.**

- **Choose a tool:**
  - **Systeme.io** (the all-in-one tool)
  - **ClickFunnels** (robust sales funnel builder)
  - **Leadpages** (easy drag-and-drop design)
- Write your sales copy (focus on problem, solution, benefits)
- Add testimonials or reviews (if you have them)
- Connect your sales page to your checkout system

## Step 4: Set Up Your Checkout & Upsell Flow

Again, if you're using Kajabi or Systeme.io skip this step and create these within their platforms.

- Choose a checkout platform:
  - **ThriveCart** (advanced upsell + bump features)
  - **SamCart** (easy to use, beautiful checkout pages)
- Add your product(s)
- Set up bump offers, upsells, or downsells
- Test the checkout flow

## Step 5: Set Up Your Email Automation

- Pick an email platform:
  - **Klaviyo** (great for ecommerce & segmentation)
  - **Mailchimp** (beginner-friendly & reliable)
  - **ConvertKit** (similar to Mailchimp, more options)
- Create a welcome sequence for new buyers
- Tag your subscribers based on behavior and clicks
- Set up follow-up emails for abandoned carts or upsells

## Step 6: Create Marketing Content

- Set up a **Canva** account
- Design 5–10 branded graphics for social, emails, or your sales page
- Create a content plan (how often will you post or email?)

## Step 7: Drive Traffic to Your Offer

- Decide your traffic source(s):
  - **Meta Ads (Facebook/Instagram)**
  - **Google Ads**
  - **Organic Content** (Instagram, TikTok, blogging, Pinterest, Reddit, Youtube)
- Write ad copy and launch your first campaign
- Schedule organic posts and plan engagement strategies

**Reminder:** You don't have to set this all up in one day! Once your product is built out, this will take 1-3 months to build-out, realistically, but do a little bit everyday and utilize all the frameworks here to have ChatGPT or Gemini (Google's AI assistant) do 90% of the work for you. Progress > Perfection

# Set It Up Once, Let It Sell Forever

This tech stack is **your foundation** for a **passive income business that scales itself**. Start simple—set up **one step at a time**, then optimize as you go. Here's a **visual breakdown** of how your tools work together to create an **automated, high-converting sales funnel**:

- Entry Point:** → *Sales Page*
- Step 1:** → *Checkout Page*
- Step 2:** → *Upsell/Order Bump*
- Step 3:** → *Product Delivery*
- Step 4:** → *Automated Emails*
- Step 5:** → *Countdown Timers*
- Step 6:** → *Traffic*

## **The Freedom Funnels Cohort includes:**

- ✓ How to create an irresistible, evergreen lead magnet from your offer that speak directly to a cold & warm audience
- ✓ Done-for-you pipeline templates (sales page, checkout, offer & segmented email sequences)
- ✓ Funnel models frameworks
- ✓ Pre-launch strategy checklist
- ✓ Post-launch upsells

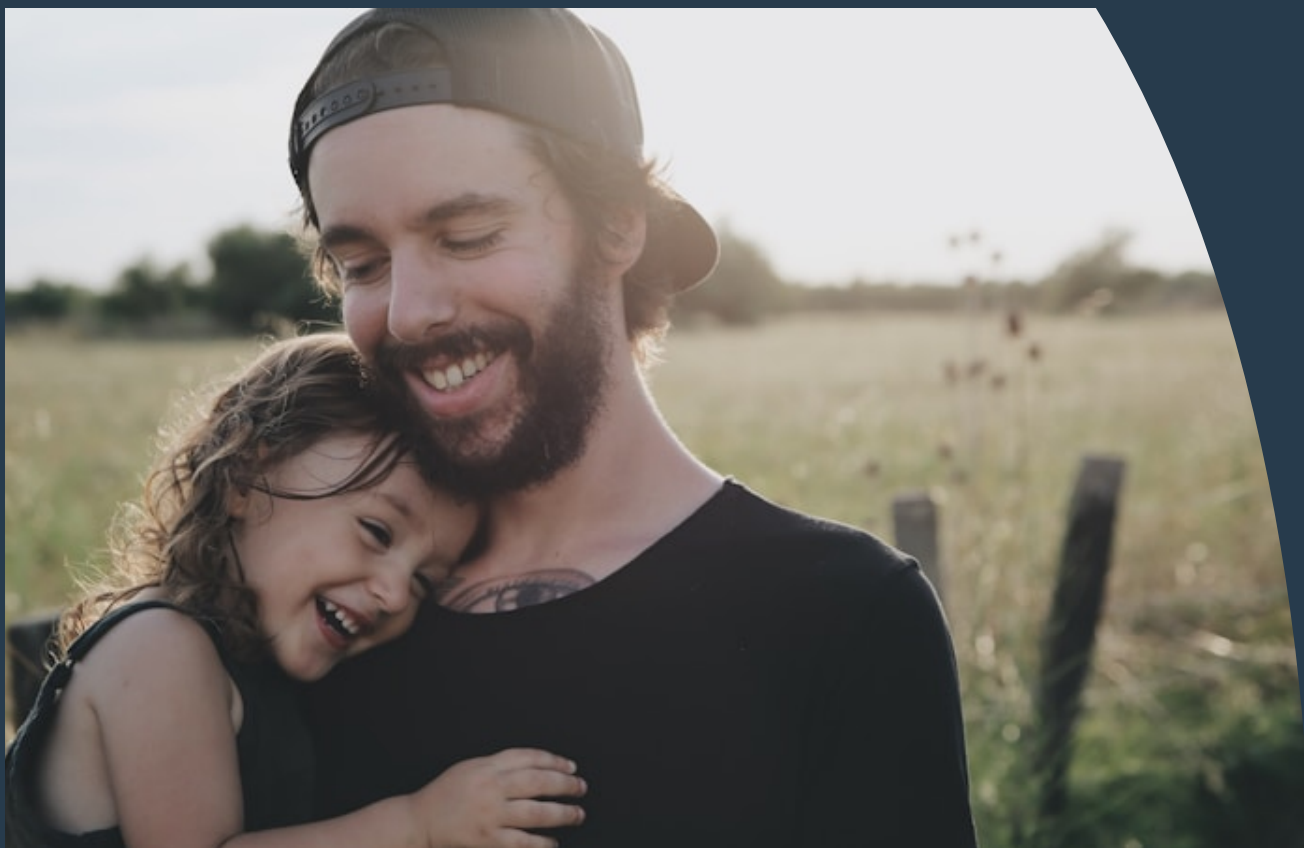
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**Book a Strategy Call** if you're ready to set-up your funnel.

# Build Your Sales Engine to Sell 24/7 for You

(because you have more important ways to spend  
your time)





# What is a Funnel?

## Why Do You Need One?

You're at the park with your kids, but you take a minute to check the time on your phone, only to see 7 notifications showing you sold 15 budget templates in the last half hour at \$97 each. Back to playing. :)

No client calls, no chasing leads, no stressing over social media. That's the power of a **sales funnel**—a system that sells for you, even when you're offline.

Most business owners (especially parents) are stuck trading time for money, hustling for every sale instead of building a **system that turns strangers into buyers automatically**. A sales funnel isn't just a marketing term—it's how you wake up to *sales notifications* instead of *wondering where your next sale is coming from*.

““

*“I thought passive income was only for real estate moguls or content creators until I built my first funnel last fall. I finally surpassed my salary as a teacher! After I set up my systems, my courses and e-books sold themselves. I'm so excited for this next chapter to be home more with my family!” - Shawn*

# Think of funnels like dating.

1. **First interaction:** They see your free content.
2. **Flirting:** They grab your freebie & join your email list.
3. **Going steady:** You nurture them with emails & content.
4. **Marriage (sale!):** They buy your offer.

## Types of Funnels & When to Use Them

- **Lead Magnet Funnel** (Best for list-building)
- **Tripwire Funnel** (Best for tiered-cost offers)
- **Webinar Funnel** (Best for coaching/courses)
- **High-Ticket Funnel** (Best for services & premium products)

Funnels = your 24/7 salesperson.  
Instead of chasing leads, a funnel guides them step-by-step to buying from you.

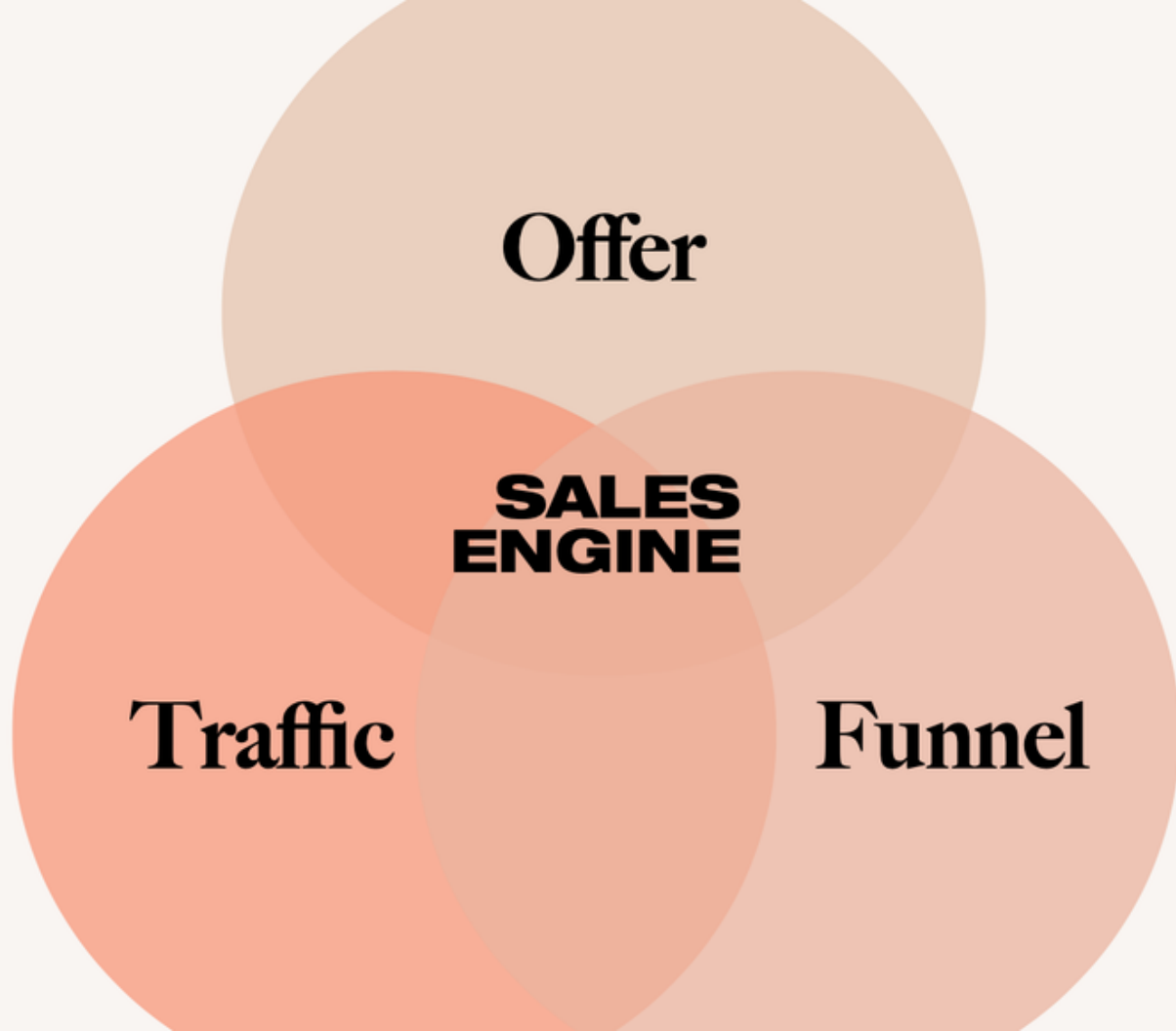


# Build Your Sales Engine

1. Understand what qualifies an ideal avatar
2. Pick a conversion event model
3. Build + deliver conversion event
4. Build out & automate your funnel

DISCLAIMER: Your funnel is the key to building your sales engine and making your business completely passive. This is where the majority of mistakes happen. I teach you tried & true strategies in the **Freedom Funnel Cohort** Or simply, [book a call with me.](#)





## You've Got the Plan... Now Let's Build the Sales Engine

You just worked through the **Presence & Profit Playbook**—mapping out a passive business that works *for you*. Now it's time to build out the tech and funnels to start automating the business.

You don't just need a passive income stream.

You need a system that **sells for you**—without you manually posting, DMing, or chasing leads.

### Enter: The Freedom Funnels Cohort

A plug-and-play system designed for busy parents & entrepreneurs who want to build an automated sales system **without sacrificing family time**.

This works for almost any type of business—service or product-based. This has been validated with both a physical and digital product in my own business and hundred's of entrepreneurs.



✨ Peek inside your new biz bestie:

## The Freedom Funnels Cohort

This is your plug-and-play system to automate sales, save time, and build a business that runs while you play!

🔄 **The 4-Tier Offer Funnel Strategy** → Discover why most people are leaving money on the table and how to build lead magnets that maximize your offer sales.

✉️ **Done-for-You Email Sequences** → Nurture, sell, and upsell your offers on autopilot. No “just checking in” emails. We're here to sell through storytelling and make real money (and relationships)!

📺 **High-Impact Conversion Events:** How to integrate webinars, challenges, and workshops into your funnel, optimizing each step to effortlessly convert curious leads into paying customers.

⚙️ **Tech Walkthroughs for Seamless Automation** → From setting up automated DMs to running Google Ads and webinars, you'll learn how to use the right tech to sell your offer to the person who's ready to buy now.

📄 **Sales Page Templates** → So you're not sitting there rewriting your sales page, emails, and DM copy 9X. It's done. You plug it in. You profit.

# Build Your Automatic Sales Engine.

**This is for the parents & entrepreneurs who:**

- ✓ Are done with spinning their wheels in content creation mode.
- ✓ Want to make money without having to sell their soul to Instagram.
- ✓ Are ready to set up a simple, smart system that does the heavy lifting (and sales) for you.

Because here's the thing: *Funnels = Freedom*. And if you're serious about passive income, a funnel isn't optional—it's *essential*.

## One-time setup = sales forever.

**So instead of wondering where your next sale is coming from, you'll:**

- ✦ Wake up to new payment notifications.
- ✦ Spend your time with your family, not on your phone.
- ✦ Finally have a business that runs while you play!

## The Next Step? *Simple.*

You've got the Playbook. You've got the vision.  
Now let's build the system that actually runs it.



**LET'S BUILD THE DAMN THINGLET'S  
BUILD THE DAMN THING**

# FAQS

## **Q: Do I really need a funnel, or can I just sell on social media?**

**A:** If you love hustling for every sale and relying on the algorithm's mood swings, then sure, keep doing that. But if you want a system that captures, nurtures, and converts leads while you're offline, a funnel isn't optional—**it's the missing piece to your passive income strategy.**

## **Q: Is this a live program, or can I go at my own pace?**

**A:** This is 100% self-paced. You get instant access to everything inside the **Freedom Funnels Cohort**, so you can start setting up your funnel today and go through it on your schedule.

## **Q: What if I don't have a lead magnet yet?**

**A:** No problem! **The Freedom Funnels Cohort** walks you through exactly how to create a high-converting lead magnet—one that actually attracts buyers, not just freebie seekers. You'll get plug-and-play templates so you're not stuck staring at a blank page, plus a strategy to make sure your lead magnet naturally leads to your paid offer (because a lead magnet that doesn't convert is just extra work for no reason).

## **Q: What kind of business is this funnel system good for?**

**A:** Whether you sell digital products, offer services, or run a coaching business, this toolkit works for any small business that wants to generate leads, nurture buyers, and make sales on autopilot.

## **Q: I'm not tech-savvy. Will this be too complicated?**

**A:** Nope! **The Freedom Funnels Cohort** comes with step-by-step tech set-up and you'll get support in 'Office Hours' every week to help walk you through each step.

## **Q: How soon can I start making sales?**

**A:** That depends on how fast you implement! Most people see results in about 1-2 months after they launch. But once it's running? Your funnel works 24/7—no extra effort required.

# Time for Your Bonuses

(and more playtime)



# 7-Day Launch Strategy

Creating a structured 7-day launch content schedule can effectively build anticipation and drive engagement for your product or service. **Here's a tailored plan you can plug right into your ChatGPT.** **Pro tip:** Be sure to always ask it to use your branded voice for consistency. Run this launch schedule across all of your communication & marketing channels:

## Day 1: Teaser Announcement

- **Objective:** Generate curiosity and buzz.
- **Action:** Share a mysterious teaser about an upcoming launch on your social media platforms and email newsletter, hinting at something exciting without revealing details.

## Day 2: Highlight the Big Problem

- **Objective:** Connect with your audience by addressing a common pain point.
- **Action:** Publish content (blog post, video, or social media post) that delves into a significant challenge your target audience faces, setting the stage for your solution.

## Day 3: Share a Success Story

- **Objective:** Build credibility and relatability.
- **Action:** Present a case study or testimonial showcasing how someone overcame the highlighted problem, emphasizing the transformation achieved.

## Day 4: Discuss the Cost of Inaction

- **Objective:** Emphasize the urgency of addressing the problem.
- **Action:** Create content that outlines the potential negative consequences of not resolving the issue, motivating your audience to seek solutions.

## Day 5: Introduce Your Solution

- **Objective:** Reveal your upcoming product or service as the answer.
- **Action:** Announce your offering, detailing how it effectively addresses the problem. Highlight key features and benefits to build interest.

## Day 6: Offer a Sneak Peek

- **Objective:** Provide an exclusive preview to entice your audience.
- **Action:** Share behind-the-scenes content, demos, or early access opportunities, allowing your audience to experience the value firsthand.

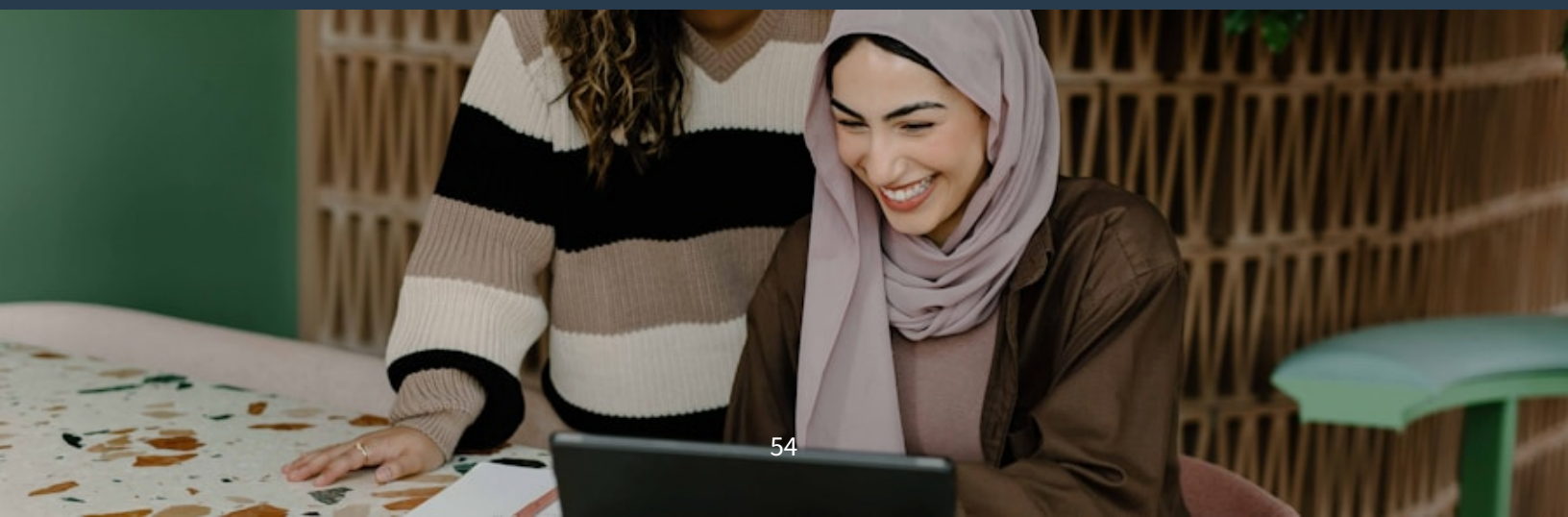
## Day 7: Launch with Urgency

- **Objective:** Encourage immediate action.
- **Action:** Officially launch your product or service with a limited-time offer or bonus for early adopters, creating a sense of urgency to prompt quick decisions

# 10 Fool-Proof Steps for Starting a Legit Business:

1. **Clarify Your Avatar & Value Proposition:** Clearly define your biz concept (model), your ideal customers, and the specific problem you'll solve for them. The transformation your ideal avatar goes through needs to be solid.
2. **Validate Your Offer:** Validate your idea by researching competitors, market demand, and opportunities (Google, Reddit, niche FB groups—do your homework!).
3. **Set Up Your Biz Foundation:** Pick a name, register your business legally, snag your EIN (IRS loves legit businesses), and open a business bank account.
4. **Create a Simple Offer:** Craft a straightforward, high-value offer your ideal clients actually want—no fluff, just results.
5. **Nail Your Pricing Strategy:** Determine pricing that feels good and makes sense financially (no guessing games allowed).
6. **Set Up Your Online Presence:** Launch a clean, simple website or landing page, plus your core socials—nothing complicated, just clear positioning and a strong call-to-action.
7. **Build a Funnel to Capture Leads:** Use a simple lead magnet and automated email sequences (your “biz bestie” that nurtures sales while you sleep).
8. **Implement Easy Sales Automation:** Leverage simple tech at first (think Canva templates, Calendly bookings, automated checkouts) to save time and convert clients effortlessly.
9. **Choose a Clear Marketing Channel:** Pick 2-3 marketing channels (Google Ads, Meta, Pinterest, blogging, or podcasting) and show up consistently—skip overwhelm, focus on results. Use frameworks to make this simple.
10. **Start Selling + Get Official:** Launch quickly, sell confidently, then refine based on real feedback—no perfectionism paralysis here. Once you start making sales, you need choose the right legal setup (LLC, Sole Proprietor, etc.) and snag those licenses to keep things legit from day one.

If you need more help on learning how to find funding capital, get started, or get things up and running, book a [Clarity Call](#) with me.




# Sell With Stories Templates

If we've learned anything from 2025 so far, it's that storytelling hooks are what's creating high engagement and conversion. **Plug these fill-in-the-blank story-based sales templates into ChatGPT right now to cut hours building content.**

## IG REELS:

1. **“You’ll never believe what happened when I finally [insert pain point resolved]...”** → (Tell a story of you or a client reaching a milestone. Add suspense. Then pitch the product.) **Caption:** Ready to skip the chaos and get results like this? [Product name] is waiting. **CTA:** Drop “YES” if this sounds like your dream outcome.
2. **“I was [today years old] when I realized [relatable mistake they’re making]...”** → Share a funny realization, then educate. **Caption:** Don’t worry, you’re not alone. I teach [better way] inside [Product name].
3. **“The biggest lie I believed about [insert common industry myth]...”** → Bust the myth, then sell your truth.
4. **Caption:** You deserve better. Get the real results here → [Product link]
5. **“What I wish someone told me before I [insert relatable moment]...”**  
**Caption:** If you’re stuck in [their current situation], let this be your sign. [CTA]
6. **“Here’s how I went from [low point] to [high point] without [insert thing they think is required]...”** **Caption:** You don’t need [thing they think they need]. You need a system that works.
7. **“POV: You’re still [insert struggle] while [client] is over here [insert transformation]...”** **Caption:** This could be you in 30 days. Click the link in bio.
8. **“3 signs you’re ready for [transformation your product gives]...”** **Caption:** If you’re nodding yes, stop scrolling & get inside [Product].

# IG STORIES:

9. **“This used to be me”**  Slide 1: Photo/video of your messiest moment Slide 2: “I thought [insert limiting belief]” Slide 3: “But then I tried [Product name]” Slide 4: Now I [insert dream scenario] — and you can too.” Slide 5: Poll sticker → “Want the link?” YES PLEASE / DUH
10. **“True or False: [insert belief they probably hold]”** Slide 2: FALSE! Slide 3: “Here’s what actually works...” Slide 4: [Insert product that delivers that result] Slide 5: CTA — Link sticker or DM keyword
11. **Behind the Scenes of a [transformation]** Slide 1: “Let’s talk about how [Client] went from [before] to [after] in [timeline]” Slide 2: Key moment Slide 3: Emotional moment Slide 4: Unexpected win Slide 5: Want in? DM me “[codeword]”
12. **“Here’s what I would do if I had to start over...”** Slide 1: “If I had \$0, no time, and a baby on my hip, here’s what I’d do ↓ ” Slides 2–4: 3 clear steps Slide 5: “I teach all this inside [Product name]. Want it?” Link/DM
13. **Poll Story: Build Curiosity + FOMO** Slide 1: “Would you rather: Hustle 24/7 or make money in your sleep?” Slide 2: “Because that’s literally what [Product] helps you do.” Slide 3: “Want in on this?” YES / TELL ME MORE Slide 4: Answer with a link + short pitch

# CAROUSELS:

14. **“I used to think [limiting belief] — until this happened...”** Slide 1: Hook Slide 2–5: Share your story Slide 6: New belief Slide 7: “That’s why I created [Product name]” Slide 8: CTA (DM me “GROW” or tap link in bio)
15. **“How I [achieved goal] without [common pain point]”** Slide 1: Big bold result Slides 2–6: Story format Slide 7: “Want the shortcut?” Slide 8: Pitch your offer
16. **“3 reasons your [current strategy] isn’t working (and what to do instead)”** Slide 1: Hook Slide 2–4: Mistakes Slide 5–7: Better ways Slide 8: “Or skip the guesswork & join [Product]”
17. **“If you’re doing [common behavior], read this 🙌”** Slide 1: Bold callout Slide 2–5: Story + lesson Slide 6: Offer invitation Slide 7: CTA
18. **“Client Spotlight: [Client Name]”** Slide 1: Before/after quote Slide 2–4: Emotional turning points Slide 5: Transformation snapshot Slide 6: Offer link
19. **“Here’s the moment everything changed for me...”** Slide 1: Hook Slides 2–6: Honest breakdown Slide 7: “You don’t have to wait for rock bottom” Slide 8: CTA
20. **“The day I almost gave up...”** Slide 1: Story hook Slides 2–5: Vulnerable story Slide 6: The turning point Slide 7: “Here’s what I did instead...” Slide 8: Offer invite
21. **“You’re not stuck, you’re just missing this one thing...”** Slide 1: Hook Slides 2–5: Mini story + light teaching Slide 6: “That’s why I built [Product name]” Slide 7: CTA

# MORE CAROUSEL TEMPLATES:

## **Slide 1: Eye-catching curiosity hook**

- Use a “stop,” “how to,” “ditch this,” “what your \_\_\_ really says” headline

## **Slide 2: Relatable setup**

- Personal moment or pain point that creates “ugh, same” energy

## **Slide 3–5: Belief-shifting lesson**

- Reframe, bust a myth, teach a principle, offer contrast

## **Slide 6: Soft transformation or story**

- Mini moment that models what’s possible (not preachy)

## **Slide 7: Tangible takeaway or tiny action**

- Make it doable, make it aligned with the vision

## **Slide 8: Confident CT**

- Example: “Comment PLAY and I’ll send you the tool I used to get my time back.”

-

## **Slide 1: Head-Turning Hook**

- Simple, bold phrase that directly names the desired transformation.
- Ex: “How to sell like a natural >>”

## **Slide 2 – Myth-Busting Truth**

- Disarm with a truth your audience hasn’t heard phrased this way.
- “Selling naturally isn’t innate—it’s a learned skill.”

## **Slide 3 – Mini-Framework Preview**

- Introduce a 3-step or key concept.
- “Here’s our 3-part framework for closing sales...”

## **Slide 4 – The Pitch (What your offer solves)**

- Define what your offer *actually does*.
- “Our toolkit teaches you how to sell—even if you never want to be on camera.”

## **Slide 5 – The Logic (Why now)**

- Justify the offer

# EMAIL: SELL WITH STORIES

## Subject Line Ideas

- “I almost quit the day before this happened...”
- “The one lie that kept me broke”
- “From burnt out to booked out (no gatekeeping)”

## Email Format Example:

1. **Hook with a bang.** "I was crying in my car while my toddler screamed in the backseat. I was *this close* to giving up."
2. **Vulnerable reflection.** "I thought I had to be 'on' all the time. That if I just hustled harder, the money would follow. But the truth? I was just exhausted."
3. **Moment of change.** "Then I built one funnel. One. That made \$412 overnight. And I thought — wait. What if it's not *me* that's the problem... it's the *system*?"
4. **New truth.** "Turns out, freedom isn't found in working more. It's found in automating what you can and focusing on what actually moves the needle."
5. **Offer solution.** "And that's exactly what I teach in [Product name]. The same step-by-step system I used to go from stressed AF to making sales on autopilot."
6. **Call to action.** "If you're done with the chaos and ready for calm cash flow, grab [Product] here. You're gonna want to start this before next Monday."

# One Last Note From Jenny...

Think back to when you first wanted to start your business. *What did freedom look like to you?*

*Here's some real talk:*

- ✗ You didn't start this business to be up all night glued to your laptop (instead of spending time with your lover)
- ✗ You didn't start this business to miss precious moments with your kids because you're chained to your inbox.
- ✗ And you definitely didn't start this business to feel constantly stressed about where your next sale is coming from and unpredictable paychecks.

**You started for FREEDOM.**

- ✦ Freedom to wake up when you want and set your own schedule.
- ✦ Freedom to choose how & when you serve customers
- ✦ Freedom to book spontaneous trips, enjoy slow mornings, and take a random Tuesday off (just because).
- ✦ Freedom to trust your business is running smoothly in the background—earning while you live.

But if right now your business feels more like a never-ending hustle and unpredictable income rollercoaster?

**That's not freedom, friend. That's a job you can't clock out of. (And let's be real: it's a nervous system nightmare.)**

But it doesn't have to be this way. You don't have to work so hard, away from your family & kids, to not make the income you deserve from skills & knowledge that have taken years to learn.

**This is your moment to create the business you dreamed of—with support every single step of the way. Ready to reclaim your freedom?** [Freedom Funnels Cohort](#)[Freedom Funnels Cohort](#)



**BUILD YOUR FREEDOM BUSINESS**

