



UPGRADE
YOUR BUSINESS
WITH JOY BUFALINI

**Get Three
New Clients
NOW!**

YOUR 30-DAY ACTION PLAN



Welcome!

I'm so glad you are here and I'm excited to share with you how to get clarity and focus so you can start getting new clients right away. It's actually easier than you think when you follow the steps I'm sharing with you in this guide.

I've been coaching women for over 7 years and am blessed to have won multiple awards for coaching and speaking. My focus is to help women entrepreneurs upgrade their inner and outer game so they can make more money and make a difference with less effort. Using my signature Upgrade Your Business Blueprint, I quickly scaled my business from 20K to over 100K in less than a year and now I teach other women how to multiply their income while staying in alignment with their personality, passion, and purpose. I am also the founder of Pittsburgh Women's Mastermind for Entrepreneurs, a fast-growing and engaging group with chapters located throughout the Pittsburgh area.

My favorite thing to do is to spend time with my husband, three cats, and three teenagers, including my special needs daughter, Amber, who is my continual source of inspiration.



Your 30 Day Action Plan

Week One



“I achieved my goal of getting three new clients enrolled in my program!”

~Imogen Ragone

FOLLOW-UP WITH THE LEADS THAT YOU ALREADY HAVE.

You know you have some that you have been procrastinating! This includes people you have met in person who have expressed interest, people who have commented on your social media posts, and people who have had a call with you, but have not yet committed. Make a phone call if possible (I know....not your first choice...but it's important to connect in the most personal way possible), and then have a secondary modality if phone outreach isn't possible or you can't reach them (email, text, FB msg., LinkedIn msg., etc.). Start doing this right away!

HAVE AN AUTOMATED CALENDAR WITH A LINK SO IT'S EASY FOR PROSPECTS TO SCHEDULE WITH YOU. This avoids the back and forth of trying to match schedules, but most importantly it subtly builds a “trust” factor that you have systems in place and a structure to your business. Potential customers feel safer and more comfortable working with you when you have systems in place. Create the calendar and start sending that link out ASAP. Consider including limited time offers and time-bound bonuses to encourage people to schedule quickly.

Your 30 Day Action Plan

Week Two

SCHEDULE A FACEBOOK LIVE VIDEO OR ONLINE WORKSHOP WITHIN THE NEXT WEEK TO SHARE YOUR SIGNATURE MESSAGE AND HIGH-LEVEL TIPS and then invite attendees to schedule a call with you within a week. Make sure you have plenty of options for them to schedule with you the week following your invitation.

PUT A LOW-COST OFFER OUT TO YOUR AUDIENCE (\$97 OR LESS). Use something you have previously created that is relevant to your target audience, or re-purpose other content to create a small deliverable. Spotlight it at a high level in various ways throughout week two. Offer a Bonus that anyone who purchases by “x” date (by the end of that week), also gets a Bonus call with you. Come up with a clever or interesting name for the call. After they purchase, deliver the low-cost item and include the online link to schedule with you. That call becomes a bridge for them to get to know, like, and trust you at a deeper level.



“I was in a complete fog before – all of this was a direct result of working with Joy! Best thing I ever did for my business!”

~Patricia Cimino

Your 30 Day Action Plan

Week Three



“If there was one change I’d make to my business, it would be that I would have hired Joy sooner as my coach!”

~Shelly Hower

SHARE VALUABLE CONTENT IN FACEBOOK GROUPS AND LINKEDIN GROUPS WHERE YOUR IDEAL CLIENT IS SPENDING TIME. Include a CTA at least 1x a week (where allowed by the group rules) in your sharing. Continue the conversation via messenger to go deeper and invite them to a call to go another level deeper if they maintain interest and engagement with you.

HAVE A STRUCTURED PACKAGE TO OFFER YOUR POTENTIAL CLIENT. Create a great name that gives the perception that they are signing up for something special and that is well thought-out. In addition to the main offering, also include how much access they get to you and any other deliverables and the benefit/value of each. Structure this for the period of time you feel would be needed for lasting success. Create a price point that sets a high value in the client’s mind and connect the package offering to the outcomes that they desire.

Your 30 Day Action Plan

Week Four

MASTER THE SALES CONVERSATION TO CONVERT LEADS TO BUYERS. This is the most important step. You must feel clear on the value of what you are offering them and that you are helping them step into something that will make their life better. Make sure you stay focused on outcomes vs. processes in the conversation.

CREATE A QUICK DECIDER BONUS (such as an additional session or a access to another program of yours) for those that enroll within 48 hours of having a conversation with you. This invites them to make the change they want sooner rather than later (this is being of service to them – not pushy).

FOLLOW-UP IF IN TWO DAYS VIA PHONE IF THEY NEED MORE TIME. Schedule a time to meet via phone and invite them to email you with any questions they think of after the call. If when you have the call, they are not ready to move forward, invite them to a smaller step that will still be of benefit to them such as a group program, an online training, or an e-book. Keep the relationship positive and stay in touch with them in a way that is supportive and being of service. You want them to succeed whether they work with you or someone else in the future.



“I’ve never made so much progress in my business until I started working with Joy!”

~Andrea Wetherald

Conversation Templates

TEMPLATE FOR INVITING A POTENTIAL CLIENT TO A SALES CONVERSATION

“Hi _____. You had expressed interest in learning how to/learn more about _____ (the outcome you provide/the solution they want). Let’s schedule a time to chat so you can start moving toward that quicker!”

TEMPLATE FOR INVITING A POTENTIAL CLIENT TO CONSIDER YOUR PACKAGE/PROGRAM

“So what are you saying is that you want _____, but _____ seems to be standing in the way of that. Is that correct? (Yes) My _____ (name of your package/program) could potentially be a great fit for you. It is designed to help _____ (your ideal client group) move from _____ to _____. May I share the details of the program with you?”



“Since working with Joy my business has really taken off!”

~April Ebeling

Secrets for Staying Focused on Getting New Clients

- Have dedicated time each day (at least one hour) to focus on client attraction.
- Create “pretend” time in your calendar for working with clients. Want to have 10 clients on your calendar each week? Put slots in your calendar and “act as if” you have clients during those times by focusing on client building activities during those slots.
- Declare your goal to supportive biz friends.
- Start saying “no” now to the things that you won’t have time for once you have more clients (too many networking meetings, too many volunteer activities, etc.).
- Create a tracking sheet for all of the leads you will follow up on and include dates and results and next steps.
- Set income goals that are in alignment with what you would make when you have three new clients in a month at your price point (for example, 3 new clients at \$5K equals an income goal of \$15K). Create lots of positive energy and focus around that income goal!
- Create a system for tracking/following up with your clients. This will be invaluable once you have multiple months of new clients and many clients to manage. Remember to “act as if” right now in all areas!



“In my third month of working with Joy, I had my highest month ever!”

~Megan Shane

Next Steps...

As you finish up your 30 days, congratulate yourself for taking action consistently and also celebrate your new clients!

If you desire to move toward consistent 5 figure months, you need a comprehensive strategy to UPGRADE your business from the inside out.

In my free group, the **Upgrade Your Business Online Community**, I'm sharing valuable tips and insights each and every day about the Clarity, Strategy, and Mindset necessary to move to your next level of business with ease (and not overwhelm).

We'd love to have you join us: <http://bit.ly/UpgradeCommunity>

Here's to you!

Warmly,
Joy

