

New Renaissance LIST BUILDING Playbook

7 STEPS TO ATTRACT DIVINELY
ALIGNED CLIENTS ONLINE.



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THE MAGICAL MARKETER

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BY JULIA STEGE, THE MAGICAL MARKETER

You want to automatically attract people who really get your complexity, those people who are divinely aligned with your essence and your offerings. You desire clients who are fascinating, conscious individuals on a mission, but when you try to do marketing the old-fashioned way, it doesn't work for you.

Typical marketing techniques often ask you to water down your offering for one very limited niche, or simplify your message till a second grader could understand it. But what about the highly creative, cutting edge, multi-talented, spiritually motivated people out there who don't fit that mold? What if you are a Renaissance Person?

This New Renaissance List Building Playbook will take you through five simple yet soulfully deep steps to discover your divinely aligned Soul Tribe and create an out-of-the-box irresistible freebie that authentically grows your list with potential ideal clients. This process allows you to follow your intuition instead of the misguided advice of marketing gurus who don't get you.

To support you in this process you are invited to attend my upcoming live online New Renaissance List Building Playshop where I reveal 3 reasons why marketing the 'normal' way is sabotaging your heart-based business, along with magical marketing strategies to attract your tribe online. Watch your inbox for details on how to participate.



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INTRODUCTION

Creating Your New Renaissance List Building Funnel

The key to attracting the right potential clients is to create a high-value free offer (Irresistible Freebie) that helps your people begin solving their problem, showcases your expertise AND that leads seamlessly into your products and services. This free offer helps you grow an email list of potential clients who are interested in your products, programs and services. In my example below, a funnel that has been bringing me high-end branding and website clients for over 15 years, I am solving the problem my clients have of not attracting enough of the right clients. Starting with a free Attraction Plan, leading into a free webinar training, then either an "Easy Yes" group training or a private consultation.

EXAMPLE OF A SOUL TRIBE-ATTRACTING FUNNEL



In this playbook I will guide through the steps to ensure that your freebie is a great expression of your uniqueness and that inspires your Soul Tribe to give you their name and email. Follow the steps below to create a freebie your tribe will love.

INSTRUCTIONS:

Take the time to eliminate any distractions, get quiet, and come to the present moment. Forget everything you have heard about marketing and business and let go of needing to know how this will go. Just allow your intuition to guide the process. Read the questions in this Playbook and contemplate your answers as if your higher self already knew (which it does.) When in doubt, go with your 'gut reaction.'

STEP 1:

Identify Your Guiding Principles (Your Point of Attraction)

What is guiding your soul? What qualities of life do you most value? Make a list, or write freehand what comes to you as you ask the question: What am I really about? This will inform the essence of your marketing and help you express not only what's important to you, but also a key point of attraction for your Soul Tribe.

What are the words that reflect your essence, your soul? Use these words when sharing your freebie and your Soul Tribe will recognize you as a kind of 'kin.'
MY SOUL WORDS:

STEP 2:

*What are the key steps in your process?
What results will they produce for your clients?*

First clarify what you do and how you guide your clients to get the transformation you promise. Identify the steps your clients take, number them and describe them in the space below. Then next to each one, write down the key result or benefit of this step for your clients. When you unite your unique steps with your tribe's core needs, you have an offer they can't refuse!

THE FIRST STEP: _____

PROMISED RESULT: _____

THE SECOND STEP: _____

PROMISED RESULT: _____

THE THIRD STEP: _____

PROMISED RESULT: _____

THE FOURTH STEP: _____

PROMISED RESULT: _____

STEP 3:

Clarify who you were born to serve. This is your Soul Tribe.

Each of us came here with a mission to serve the people who need us. We may be able to help almost everyone (we're that diversely talented) but there are people we are uniquely qualified to help. Those are our Soul Tribe. Write about their important qualities, characteristics, and attributes here. Imagine you can attract anyone you want (because you can.) Who do you most want to attract?

STEP 4:

Identify How You Solve Your Tribe's Problem or Desire

To make your freebie irresistible, you want to make sure it addresses your tribe's top of mind problem or desire, and starts solving it in a unique way ... YOUR way. Use this space to clarify what your tribe really needs, what they desire, what they're struggling with, and how you are uniquely qualified to help.

What is your perfect customer's greatest top-of-mind pain or desire?

Who are others in your industry & what are they doing to solve this pain?

How Are You Different? What makes you uniquely qualified to help your tribe?

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How does your freebie solve their problem?

What results can your tribe expect from your freebie?

The other product/s or service/s you will lead to with this freebie are:

STEP 5: *Select Your Freebie Type*

There are a wide variety of kinds of freebies you can create to grow your list with the right people. The best way to choose your ideal freebie type is to use your intuition and select an option that YOU like, that will be fun, fulfilling and sustainable for you. Here is a tickler for ideas. Check the ones you like best:

- ☐ Action Plan
- ☐ Audio Book
- ☐ Audio Recording
- ☐ Checklist
- ☐ Consultation
- ☐ Desktop Wallpaper
- ☐ Discount Code
- ☐ E-Book
- ☐ E-course
- ☐ Email Challenge
- ☐ Facebook Challenge
- ☐ Guidebook
- ☐ Infographic
- ☐ Instruction Manual
- ☐ Journal
- ☐ List of Tips
- ☐ Live or Evergreen Webinar
- ☐ Mobile App
- ☐ Online Community
- ☐ Planner
- ☐ Printable Art
- ☐ Quiz
- ☐ Recipes
- ☐ Recorded Meditation
- ☐ Report that Reveals Cutting Edge Solutions
- ☐ Resource Library
- ☐ Template
- ☐ Toolkit
- ☐ Video Training
- ☐ White Paper

FIRST FREEBIE TYPE: _____

ALTERNATE FREEBIE TYPE/S: _____

STEP 6: *Name Your Freebie*

To select a name for your freebie, use this unique method I've devised to support your intuition. Make a list of your Soul Words from page 3 and another list of Offering Words or words that reflect the products, services and results that you provide. Combine them to come up with titles and taglines that reflect your essence and attract your tribe.

SOUL WORDS

OFFERING WORDS

POSSIBLE TITLES

STEP 7: *Put It All Together.*

Do your best to consolidate your thoughts into concise nuggets in the space below:

3 words that best reflect your essence:

1. _____

2. _____

3. _____

Who is your Soul Tribe (Ideal Client) in 5 words or less:

Freebie Type:

The top-of-mind problem your Soul Tribe is facing now:

The promise of your freebie:

Your freebie invitation (where the freebie leads):

Possible freebie titles:

Your Next Steps...



Now you might be wondering how to market your freebie, especially if marketing the 'normal' way hasn't worked for you and you don't want to be hypey or try to brainwash anyone...

Perhaps you are curious how you can unite your freebie to your brilliant, often complex offerings under one cohesive umbrella that reveals your essence and expresses your unique value...

And while you're at it, you might like to know about my secret to attracting divinely aligned clients online over the last 24 years that most marketers will tell you isn't important. I'll be revealing my answers to these queries and more at the New Renaissance List Building Live Playshop.

Attend this playshop to learn:

- 3 reasons why marketing the 'normal' way is sabotaging your heart-based business
- Insight into why so many of your prospects and potential partners are confused about what you do, and what to do about it!
- What is the seldom used secret ingredient for attracting divinely aligned clients online?

Watch your inbox for details on how to join this special event designed to help cutting-edge entrepreneurs, coaches, healers, psychics and creatives to authentically attract the right clients online.

Love,

Julia Stege, The Magical Marketer

Notes:

[illegible]

* the Strategic Attraction Plan is shared with permission by Perfect Customers, Inc