

Three Days to

THRIVE

ONLINE!

How to set yourself up
online with confidence!

By Robynn Anton, The GO-TO-EXPERT

The eBook designed to help you QUICKLY & EASILY look *GREAT* when your prospects look you up online!

Welcome to Three Days to *THRIVE* Online!

The eBook designed to get you set-up online for success with confidence in three days or less!

I am so excited you decided to take the first step to get yourself and your business out there online with confidence! Imagine being ready to promote yourself confidently in just a few days! Getting online can be a daunting undertaking – but if you start with my THRIVE GUIDE – your process will be SO MUCH EASIER and a LOT MORE FUN!

In this eBook you will discover the THRIVE Marketing Method...

- **WHO** should you try to connect with online? (The answers may surprise you!)
- **WHAT** do you *really* want to be talking about (and promoting) online?
- **WHERE** will you find your prospects (LinkedIn, Facebook, Instagram, Twitter, Pinterest, Tik Tok, Clubhouse, etc.)?
- **WHY** will your prospects care about what you have to say?
- **WHEN** and how often do you need to be “talking?”
- **HOW** should you connect with your prospects? (You can’t do it all – PICK ONE to start -- social posts, email marketing, blogging, podcasting, writing an eBook, doing FB Lives, Clubhousing, making videos – what do you like to do? Pick one -and stick with it!)

Broken down into 5 simple to follow projects, with easy to answer questions and corresponding PODCAST, see how easy and FUN it can be to get yourself and your business out there as a GO-TO-EXPERT in your industry or market.

Whether you are a business owner selling products and services, a coach trying to attract more clients, or a new entrepreneur trying to understand what it takes to get online – use this guide to get started building a brand, a name for yourself, and a business you will LOVE!

Take a look at the simple to follow projects outlined below - and *let’s do this!*

ROBYNN

Project #1

Are you ready to get *ONLINE*?

Welcome to Three Days to Thrive with Robynn Anton, the marketing program that turns chaos into clarity and teaches you how to transform your business to become a GO-TO-EXPERT in your industry or market with quick & easy marketing projects.

If you can answer yes to any of these questions, then you are ready to get online...

- Are you a small business owner, an entrepreneur, freelancer, or coach?
- Do you wish there were a simple marketing roadmap to follow to get yourself out there online and move on with your business?
- Have you always been curious about what you could be doing online with your business?
- Do you know you should be doing something online but just haven't taken the time to figure it out?
- Do you have a particular skill that you know people need?
- Do you have a website, but it isn't generating any sales or leads?
- Do you see your competitors doing things you know you should do, too?
- Do you know the importance of email list building but have no idea where to start?
- Do you want to know how to create a landing page, collect email information in forms, and develop an automated email series? (If yes – that's great – you are ahead of most! If not, we will show you!)

As a business owner, I know you are swamped running your business. I also know you worry that you aren't doing the right things to keep your business relevant. But what if there was an easy way? What if there was a simple to follow roadmap designed to help you get where you needed to be – quickly and easily?

Three Days to Thrive is a program designed to help you create VALUABLE content (in three days or less) that your prospects will love, promote yourself as an expert, or GO-TO-EXPERT in your industry, bring in new sales, and build a business that thrives.



Are you interested in...

- ☐ Being a GO-TO-EXPERT in your industry or market?
- ☐ Connecting with your prospects while you sleep (online – whenever they are searching for you)?
- ☐ Creating a podcast or blog series to help your prospects?
- ☐ Promoting a digital product (eBook, course, coaching/training program, etc.) or services online?
- ☐ Creating multiple streams of income?

Imagine waking up next week with new leads in your Inbox, all coming from prospects just begging for you to help them. From eBooks to blogging to writing emails that get attention, if you have LASER-FOCUS and the right guide – you can do these projects in just a few days.

Take it from me, it's never too early or too late to establish yourself as a thought leader in your industry. For the past twenty years, I have been creating content for companies such as Microsoft, Coca-Cola, P&G, Radio Shack, and more, but the problem was I never created content for myself. BIG MISTAKE.

Just recently, I wrote an eBook. It was the best thing I ever did for my business. Practically overnight, it established that I was a branding and content development expert in my industry.

Don't wait another day to start that book, update your website, or blog about the projects you've been meaning to share. Today is the day. Listen up, pay attention, then get busy.

If you are trying to figure out how to take all or part of your business online to generate sales or leads - be sure to join me along MY JOURNEY of turning my traditional marketing agency into a thriving online business – with the goal of helping YOU SUCCEED online as well.

As a result, I created this book with accompanying podcast just for YOU. Like I mentioned earlier, I have been in business for over twenty years. I have always traded time for money. I have always wanted to figure out how to create something to put online that I could sell while I sleep, or bring in new business, while I am busy taking care of customers or running my business.

I know that you feel the same way – there is more to what you are doing. You know you have information you could share to help either generate a new stream of income or allow you to bring in more consistent leads, but you just haven't had the time to figure out how this all works.

You most likely have a business and are successful at it, or you have had the desire to create an online business and get out of the 9-5 grind.

I am here to help you figure out what it is you can create, put online, connect with an audience, and either sell or allow you to generate more leads for your business.

If you can, for example, explain part of your process and how you help clients and then your clients and prospects understand how you do business a little bit better, making you a little more attractive than a competitor – those are the types of things I am going to help you do.

Let's think about what you might want to talk about or sell online?

1. What questions are people always asking you? _____
2. What is something you have done that helps others get results? _____
3. What do you know a lot about that others need to know? _____
4. What challenges can you help your prospects solve? _____

We are going to start with pretending like you don't have a business at all online, even though some of you may have already attempted to go online – but you weren't able to get where you wanted to be by yourself, and you aren't really sure what you should do FIRST.

Well, it's time for you to get excited because I am here to help you figure that all out.

This program is all about figuring out your FIRST and NEXT step to getting yourself out there online, establishing yourself as a GO-TO-EXPERT in your industry, and creating the business and life you have always wanted.

We will start with determining your niche, finding your online target audience (which may be different from your traditional, offline audience), looking at your Facebook page, website and messaging, creating landing pages, etc.

The list is long, but if you understand the FIRST steps you need to take – you will be amazed at how simple it can be to quickly & easily get yourself out there in your industry.

But I can tell you right now...

You don't have to do it all. You just need to do SOMETHING.

My problem (and I suspect it is yours as well) when I had just my traditional business was I didn't have a digital product or service to sell online, so I just went about my business trading money for hours. I never really created anything to sell online for myself. If I worked ten hours in a day, I was able to bill someone. I always wanted to be able to sell something online, make money while I sleep, and help my prospects and clients THRIVE in their business. But I didn't take the time to do it.

So that is why I put together this program – to help you take the right steps and be excited to MAKE THE TIME. I want to help you determine what it is you need to put online to generate interest. I want to help you be seen as an expert in your industry. That is a critical step for online success. So, then, if you are an expert in your industry and people need information, they come to you. Or, if they need your type of products or services – they come to you.

So how can you get your name out there? What do you need to do?

☐ **Add this to your TO-DO – Listen to the foundational episodes of the Three Days to Thrive podcast series FIRST:**

- ☐ Episode 1: Why should you listen to Three Days to Thrive, and are you ready to get online?
- ☐ Episode 2: Where should you start to get yourself online?
- ☐ Episode 3: Pick a Niche, Any Niche
- ☐ Episode 4: Who is your Primary Ideal Customer?
- ☐ Episode 5: What VALUE do you bring to your customers?

But I don't expect you to figure this all out by yourself. I created project cheat sheets to help you with each step of your start-up journey. The marketing projects are quick and easy. **Although the projects are designed to be simple, they will make a significant impact on your business.** You can create something over the weekend or in the evening. You can start to reach more people, feel like you are doing the right thing for your business, create a new stream of income for your family, and really develop the business and life you want.

I help take all of the marketing chaos and turn it into clarity.

In the THRIVE series, I am going to teach you how to brand yourself, develop your website, create content such as an eBook, a podcast, or a blog series to help promote yourself as a thought leader, or the expert, in your industry.

One of the first things I did to establish myself in my industry was write an eBook on how to write an eBook. In the book I created **an eBook roadmap** – an outline and steps to follow so you can quickly and easily write an eBook in three days or less. Writing that book was one of the best things I have ever done for my business. Instantly it gave me credibility; it also gave me an outline to follow for what I am doing now. When you write a business book, you have to follow specific steps to understand and clarify what you are doing so you can attract the right audience.

To do that, you need to start at the beginning. And that's what I talk about in this program series – setting up the foundational parts of your business—understanding your target audience, your niche, and your VALUE (including the Who, What, Where, Why, When & How). And at that point, you can easily attract your target audience with the right message because you will know who you want to reach, what you want to say, where to find your prospects online, why they will want to hear from you, and how you will continue to communicate with them on a regular basis.)

☐ **Recommended Next Steps:**

- ☐ Go through each of the project cheat sheets in this book
- ☐ Determine your niche
- ☐ Pinpoint your online customer (your Primary Ideal Customer, or PIC)

- ☐ Get clear on your VALUE
- ☐ Create a piece of digital content that will set you up as a thought leader or GO-TO-EXPERT in your industry (i.e., an eBook)
- ☐ Update your website with messaging that attracts your Primary, Ideal Customer (your PIC)

From writing a book, writing a blog, creating a podcast - these are things you can get up and running quickly and easily. I'm not kidding. They aren't hard to do— you just need to have the right checklist and a guide to help you put them together.

I might create a program called "The Scrappy Podcast," mainly because a few of you have asked me for it, but also because putting together a podcast is easy, grassroots, and the cost is minimal (practically free as long as you have a phone and a computer) and it is something you can do in just a few hours!

There might be better ways or more professional ways than how I am doing it – but for now, I have put together my podcast by myself and it works!

The whole idea behind what I am doing is to show you how easy it is to create content to attract people to your business and attract people to YOU. I happen to be in marketing, so that is what I am helping you do.
What is it that you do that you can help someone?

Think about it. What could you be talking about to help your prospects solve a CHALLENGE? What do you do for your clients that will attract your prospects?

Use these worksheets to help simplify and clarify what you should be doing, when you should be doing it and provide the details you need to get it done. Use these worksheets so you don't feel overwhelmed, defeated before you start, or blindly attack getting set-up online.

Trust me; there is so much you could be doing. **But remember – you don't need to do everything – you just need to do something.** You need to start. You need to figure out what it is you would like to do. What would be fun for you to do and DO IT.

Pick the projects you know you will be excited about.

So why should you listen to me? First of all, I have brought in millions and millions of dollars for the companies I have worked with over the past twenty years. I've worked with companies such as Microsoft launching new products (have you heard of Office Live?) where I created a Small Business Webinar Series that had millions of participants. I've helped to create amazing live events for P&G, Radio Shack, Reebok, and more.

I've also worked with small businesses, such as MELT Method. I helped MELT get recognized through social media, define their brand and messaging, appear on shows such as Live with Regis and Cathy Lee

(yes, I just aged myself), and generate millions in revenue. I've helped countless others with their marketing strategy, live events, online events, podcasts, webinars, email marketing campaigns, direct mail campaigns, brand development, radio shows, and so much more.

You name it – I've probably done it. And now, I am here to help share my experiences with you.

If I had someone tell me twenty years ago that I would spend the next twenty years trading time for money – you can bet that I would have stopped to figure out how to create a product or service that I could sell online as an additional stream of income while I was busy running my business.

But it's never too late. NOW, I am doing it. I am taking the steps I need to take to be known in the industry, and I am doing this so I can help TEACH YOU. I want to make it easy for you. I know that you are busy running your business and taking care of your clients. You aren't sitting around thinking – how do I start a podcast or create a blog? Or do I need a blog? I get that you aren't necessarily worrying about those things, but I know you think you should be doing something online. So, I am here to help set you up. Get you started. Get you excited to try something new.

My advice? Follow my podcast, work through these cheatsheets (the easy to follow worksheets & checklists), and let's do this!

[CLICK HERE TO LISTEN TO PODCAST EPISODE 1](#)

About the Three Days to Thrive Marketing Podcast:

As an author and former co-host of the entrepreneurial Radio Show American Dreamers, Three Days to Thrive, host, Robynn Anton takes this **CRITICALLY-FOCUSED** podcast and walks you through the things you should be doing **RIGHT NOW** to connect and engage with your prospects online. No fluff. No drawn-out explanations - just critically-focused information. Take action today, and see your business **THRIVE!**

YOUR NOTES

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9

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Where should you *START* to get yourself online?

Sometimes you just need to take action and get things done. All the planning in the world doesn't do you any good if you don't TAKE ACTION.

So, what's holding you back from taking action and getting yourself out there online and moving forward as a thought leader or a go-to-expert in your industry?

There are three things that I think you would agree are holding you back from getting yourself out there...

1. You think you're swamped running your business, and you just don't have time to do anything else or add one more project to your plate
2. You don't see the value in what you want to do. For example, you know you need to update your website, but you don't think it's really that important
3. You don't make marketing online or marketing, in general, a priority
4. You don't like your current business, but have no idea what you would like to do online.

Deep down - there are typically three reasons that you haven't moved forward

1. FEAR: You are afraid. You are afraid you don't know enough, no one will pay attention, or worse yet, you are afraid you will put all of this work into something, and no one will care.
2. PERFECTIONISM: Another thing that stops you is perfectionism. You don't want to put something out there online that doesn't look good. You don't want to embarrass yourself, especially online.
3. CONFUSION: You have a great idea, but you have no idea how to start, who to listen to so you become paralyzed and uncertain of how you can make this work.

Think about it. If you KNEW that you could create content that would attract your prospects – WHY wouldn't you do it? Maybe you already tried, and it failed. Getting the right formula down is a process. It takes time. It takes diving deep and really thinking about what it is you want to do. You have to be authentic and truthful – with not only your prospects but yourself. And you have to test. Test. Test. Test.



Write out what is holding you back – put it in writing. Then, cross it off!! XXX it out!! This is NOT how you will think moving forward.

- ☐ Now, write out what would happen if you DID SUCCEED? What if people DID listen and participate and purchase? What would that look like? How would you feel? Describe your SUCCESSFUL business...

You will NEVER regret TAKING ACTION. You will always regret NOT TAKING ACTION.

I can tell you right now -you have to start somewhere. Things will get better and easier. You might even think, wow – I am really good at this (right now), and then six months from now, you will look back and laugh and think, oh my gosh, I can't believe I did that. Don't worry about it. Stop. No one cares - and if they do care – they aren't your ideal client.

As a matter of fact, I am the prime example of an x-procrastinator. When I finally convinced myself that it was time to stop putting off creating the business that I have always wanted – and I just needed to get something done – I sat down at my computer, and within a day, I had my first eBook written. Then, I decided I wanted to start a podcast. And my next project? A membership site so we can work together on a regular basis and an online course or two. I always knew this is where I was headed, but I never took the time to actually do something about it, UNTIL I DID. And I don't regret a minute of the blood sweat and tears. BONUS: I am here to help YOU not have to go through everything I had to go through. I'm giving you the FAST TRACK information – if you build the foundation first, you are miles ahead of any one else just starting out.

Do you know how good it feels to set a GOAL and ACCOMPLISH it?

Sometimes you just need guidance– from someone who has been in your same shoes. I know I have been a radio show host in the past, but I had never created my own podcast. I knew I didn't have all of the right equipment, but I did it anyway.

1. I'm recording the episodes on my cell phone
2. I'm editing in Camtasia and
3. I'm uploading the podcast to Podbean, where I hosted my radio show after it went live
4. I took selfies on a timer to come up with my photo and removed the background at remove.bg – best tool *ever* for removing your background
5. I created my logo on CANVA.com for free
6. And I created the logo and description box on a WordDoc and saved it as a jpg using the snipping tool

AND BOOM! Now, I have my own podcast. It really is that easy!

I can tell you right now if you take the time to determine your online niche, your target audience, and how you can add value to your prospects and clients - you will nail it. You will meet them where they need you because this is where YOU ARE AN EXPERT. And it will be so exciting to share your information when you know that they can really use what you are creating.

Remember- I'm not asking you to create content on topics you don't know.

You know your stuff. You know what you're good at. The content you will be creating will be focused on something you know and have been successful doing – either on your own or with your clients or customers. I am here to help you figure out what to create and how to create it quickly & easily with step-by-step checklists and guides.

So think about – what it is you're good at? **What comes naturally to you in your business?** Do you give advice, do you develop programs, do you offer products and services that support someone else's life or business? Think about it. I want you to get as excited as I am– I want you pumped up and thinking -- *I got this!*

Think about what information you could share with your prospects to help them be successful, reach a goal, take the next step – whatever it is. If you're an attorney or a business coach – how can you provide guidance or information to people to help them? If you're a fitness, life, or business coach – you know you are needed. There aren't enough coaches out there to reach everyone that needs your help. What is your story? How can people relate to you? Think about it. What are you willing to share? What would you have liked to have known before you discovered your secret to success? What are the shortcuts? Provide checklists, surveys - you name it – your followers will eat up your information. They crave your information.



Try to answer these questions:

1. What is it you do best? _____
2. What comes naturally to you in your business? _____
3. What do you enjoy most about your business? _____
4. How can you provide guidance to help your prospects? _____
5. What is your story that you need to share with your prospects so they know you understand their needs and can help them solve a challenge? _____
6. What would you have liked to have known before you discovered your secret to success? _____
7. Do you have any shortcuts that would help your prospects? _____
8. Is there something that has been itching at you (maybe a new business altogether) – something you have wanted to do but just haven't figured out how or exactly what it is? Give it light here:

Before you take another step - you need to work through the worksheets and listen to the FOUNDATIONAL episodes of the podcast in this series FIRST.

I have set-up lists of questions so you can clearly define the value you bring to the table, your online niche, and your primary ideal customer (or what I refer to as your PIC). **Even if you have been in business for 20 years – you really need to start with the basics.** If you want to become a thought leader or a GO-TO-EXPERT online – you need to have laser-focus on everything you do. There are so many messages and people and programs online – you need to have clarity in your message to resonate with your online prospects and customers, and you can only get that by starting with the basics. PERIOD.

You're wasting your time if you don't listen to those episodes -they are short and sweet – most of them are 10 minutes or less –but you need to start by listening and ANSWERING the questions. I can't state that enough.

And I'll tell you why.

When I first started putting together this program – I wasn't exactly sure who I wanted to talk to. And when I put together the first few episodes of my podcast, I was all over the place. When I did the WORK to truly clarify my value, define my niche, and determined my primary ideal customer, I was floored at how easily I could come up with the right words and the content that made sense. (And then, I went back and re-recorded the first few episodes!)

I make it easy for you. I outline all of the questions you need to answer in these worksheets and cheatsheets.

If you don't make getting yourself or your business out there online a PRIORITY – no one else will make you a priority either.

Meaning, you will be irrelevant, your business will be lost among the masses, and you will be mad at yourself for not doing what you KNEW you needed to do.

You are an expert. You know you are good at what you do. You need to let others know as well. So, figure it out – what are you good at? How can you help someone?

And who is that ONE person you can help? In the target audience foundational episode, I talk about picking one person- your Primary Ideal Client (PIC) - and creating content just for that person. Once you figure that out – you will be so excited to get information out there. Whether you start a podcast, write a blog, write an eBook, or start a Facebook group, once you know WHO you are talking to – the conversation flows.

Don't let the inability to decide hold you back. Not sure where to start? Once you get through the foundational projects, I will help you move forward. For some of you, it might just be updating your website

right now. You know your site looks outdated, and your messaging is vague and confusing, and, more importantly, your site isn't driving new leads or sales.

Stop making excuses. It's time to move forward. Work through the fear that no one is going to pay attention. Because they ARE going to pay attention. And once you realize that, your business will have a new energy like never before.

There is a lady that I've been following on Instagram. She calls herself The Instagram Expert – every day she puts information out there – "Hey try this, hey try that..." -- it's just tips and advice on how to make your Instagram platform better – I don't even market on Instagram (yet), but I follow her and take some of her tips for other things. You don't know who is waiting for you or ready for your advice. (She gave me the remove.bg tip!)

You have no idea who is waiting for you to step-it-up. Step-it-up and share your story. Share the information you know that can help your prospects be successful in their life or their business.

My biggest piece of advice- listen to your gut and intuition. If your gut is telling you, "I could be doing so much more, if I just took the time to figure it out,"– then do it.

If you dream of taking all or part of your business online, it's not too late. It is never too late.

If you know you have information to share with your prospects that could help them AND help YOU grow your business – you need to figure out what you want to do. And you need to figure it out today. Not tomorrow, not next weekend. Today. You need to listen to the ideas I share with you, pick a project, and just do it!

There are some foundational pieces that you need to have in place before you put yourself out there online. I have projects in this series that I labeled FOUNDATIONAL PROJECTS, so you know that those are the ones you need to do FIRST. These projects force you to answer questions to help you develop a strong foundation for moving forward online. **The projects will give you the clarity you need in your business online - and off.**

This program is set-up to give you simple marketing projects that will get you excited, keep you focused, and build your drive.

Be sure to listen to the foundational episodes and finish the worksheets before moving forward with ANY online project:

- #1 Three Days to Thrive Introduction and Are You Ready to Get online?
- #2 Where Should You Start? (And what is holding you back?)
- #3 Pick a Niche, Any Niche! (Get precise!)



#4 Who is Your Primary Ideal Customer? (Online) Who is your person?
#5 How Do You Add VALUE? (We really need to know!)

* * *

[CLICK HERE TO LISTEN TO PODCAST EPISODE 2](#)

YOUR NOTES

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Project #3

Pick a NICHE, Any NICHE!

Today we are going to talk about defining your online niche. In most cases, as a business owner, you already have a well-defined niche. But for online purposes and to become a thought leader or go-to-expert and attract prospects online, you may need to narrow down your niche and be more focused than you have been traditionally. For some of you, you may not have ever really thought about your niche – you just do what you do. In either case, and for the purposes of starting at the beginning when you are taking your products and services online, play along with me, and let's dive deep into determining your niche.

First, let's define NICHE vs. your PRIMARY, IDEAL CUSTOMER (PIC)...

Your niche is the topic or content you specialize in and focus on online (or off). Whereas your PIC, or your primary ideal customer, is the person you are trying to attract or talk to online.

YOUR NICHE should be focused on your deepest passion.

☐ **What are you most passionate about in your business? What's the one thing you LOVE to do in your business?**

Do you strive to be a GO-TO-EXPERT in your industry or market?

As a THOUGHT LEADER or EXPERT in your field, you need to figure out what you want to be known for in your industry.

Choose a topic that resonates with you the most. To be successful online, you will be busy working on this topic and sharing more and more information about this topic with your prospects, so make sure it's a topic you LOVE. Make sure it's something you care about and get excited about because then when you know you need to work on something for your prospects or customers– you are thrilled to take the time to do it.

For example, a lot of us work with different types of businesses or clients. If you are a business consultant - you may have technology clients, education clients, or financial clients. If you are an attorney, your client

base could be very diversified, depending on your field or practice. Same for a doctor. In my case, I am a marketing strategist. I've worked with all types of businesses. But for my purpose of taking information online, I am focusing on helping small business owners, coaches, and entrepreneurs who haven't taken their business online yet. You have ALWAYS been my deepest business passion.

I love meeting business owners for lunch and helping them talk through ideas and strategies to grow their business. So, I knew, when I finally decided to take the leap and go online, I would focus on small business owners or someone who has a specialty they want to share - meaning you know your stuff, but you just aren't sure where to start to get your business online or to get yourself out there as an expert in your industry.

What comes to you naturally? You might think that people don't really need this information because it just comes naturally to you, but it doesn't come naturally to everyone else. That's kind of how I feel about marketing and helping small businesses. I just naturally understand marketing and branding, and I can read something and know if it's going to resonate with an audience or not, that's just me and how I operate. I assume everyone can do that, but they really can't, so it's really fun when you meet someone who needs your service or needs what you provide.

For other people, they have been busy doing it is what they do – and they haven't figured out the piece of their business that you can help them with – so they are looking for answers from you.

So, where do you start when you are defining your niche? Start with your PASSION.

Your driving PASSION is the one thing that excites you the most.

☐ **Before you think about anything – what are five things you are most passionate about in your business?**

1. _____
2. _____
3. _____
4. _____
5. _____

To help you, here is how I answered this question:

1. Helping business owners and entrepreneurs
2. Writing and creating new things that don't exist
3. Creating ROI for my clients – to prove what I do helps them
4. Learning new ways of doing things and keeping everyone informed
5. Being recognized as someone who knows what they are doing

6. Making money – it's okay to be passionate about making money, but you also need to be passionate about what you are doing if you want to be AUTHENTIC.

Now, think about your GIFT. Your gift is a little different than your passions.

Your GIFT is the one thing that you do best with the least amount of effort.

That is your GIFT. My gift is inspiring people. That's what I absolutely love to do, and think I do it well. I make people excited to get involved and move forward. I ignite action.

☐ What is the one thing you do with the least amount of effort?

Now, you need to use this information, and you need to define your WHY. Some of this may seem redundant, but if you answer all of the questions – you will easily be able to narrow down what you are doing, why you are doing it, and the message you will use to attract your prospects.

☐ Narrowing down your niche

1. Why are you in business? _____
2. Why should anyone care about what you do? _____
3. Why are you good at what you do? _____
4. WHY do people come to you for help? _____
5. What is your story? You have your own unique story and how you help your prospects – whether it be with a product or a service. Write down yours. _____
6. List the problems that you solve for your customers or clients:
 1. _____
 2. _____
 3. _____

Here's also something to think about that we always hear - why are you the best at what you do? And, what makes you stand out from the competition?

I'm here to tell you - don't worry about everybody else.

There is always someone out there that you might think is doing it better than you. Don't let fear hold you back. Just make sure you are offering the best service or the best products that you can – do everything to the best of your ability, and you will attract the people who need your help.

Just like someone will always have more money than you – that doesn't keep you from wanting to earn money.

Go out there and get what you want.

☐ **Now, think about what inspires you each day?**

1. What makes you tick? _____
2. What gets you excited to get out of bed in the morning? _____
3. What is your motivation for building yourself up as an expert? _____

Your ideal niche is determined by the intersection between your **PASSIONS**, your **GIFT**, and the **VALUE** you bring to your prospects.

☐ **Now, think about what makes you feel successful and why...**

1. What it is that people ask you for help with? _____
2. What makes you think you are an expert? _____
3. Where have you seen success? _____
4. When was the last time you **FELT** successful and **WHY**? _____

You need to take all of this information in and clearly define your niche. Look at what you wrote down as your passions, think about how that relates to your gift, and think about where you **ADD** value. (We dive deeper into your **VALUE** on Project #5.)

☐ **Sample **VALUE** questions to review:**

- What it is that you're good at, what it is that people ask you for help with? _____
- Where have you seen success in your business? _____
- If a client would rave about you - what would they say? (If you don't know - it's time to ask!) _____
- Why do people come to you? Convenience? Price? No one else does what you do? _____
- Do you get referrals? If so, **WHY**? If not, why? Be honest with yourself so you can truly find your perfect niche. _____
- How do you find your new customers right now? _____

Think about these things and keep these answers handy, so you can refer to them often and keep yourself on track and focused on your niche and your results.

Now, start to think about the one thing that you should start with to promote yourself online.

☐ Getting more precise on your niche...

- First, and be specific - what comes to you naturally? _____
- What type of product or service should you focus on that really works towards your strengths? _____
- What ONE challenge can you help solve that can result in a transformation in someone's life or in their business? _____

Think about how you can help someone or a business succeed, change, or solve a lingering problem. That's how you get people to follow you – creating magnetic information that makes them feel better about themselves or a situation. If they connect with you, they will improve XXX about their life (from the smallest thing to a huge transformation).

If you have a product or service that helps somebody fix a challenge or solve a problem, that's how you're going to relate to an audience. If you've already solved this challenge for yourself - even better. For me, that's where I've come in for you. As a marketing expert, I am here to help you get yourself (or your business) set up online to attract your prospects. My one thing (where I started) was helping people create valuable content –writing their first eBook.

Pick one thing you can do to help someone succeed.

To start online, you need to pick one thing you can do to help someone succeed -it shouldn't be five different things. You need to have a clear, defined message. One issue you can help someone solve. It needs to be one thing that you're good at that you want to share.

Review your passions. Review why people come to you and ask you for help. Pinpoint what it is you should be doing or talking about online.

☐ Now dig deep and narrow down your niche: (Your answers may change as you have worked through this document.)

What can you do to help people? _____

What can you do to solve a challenge? _____

What can you do that you're passionate about and you're excited about, and you know you're good at? _____

Now that you have defined your niche, you are ready for the next step! Keep me posted on your progress, and let me know if you have any questions!

[CLICK HERE TO LISTEN TO PODCAST EPISODE 3](#)

YOUR NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Project #4

Who is Your Primary Ideal Customer, or your *PLC*?

As a business owner or entrepreneur, you most likely have already determined your target audience. Still, in today's online advertising world, you need to be very, very specific in who you target. With that in mind,

it's time to pinpoint your Primary Ideal Customer, or your PIC - the ONE person who truly needs what you have to offer. This is the ONE person that, if they knew you, they would be thrilled to see you or hear from you.

Online marketing is a lot like meeting someone new at a party. You need to ease into the conversation.

Think of a time you went to a party and saw someone who looked interesting. Let's assume you wanted to meet them and get to know them. I would venture to say you didn't just go up to them and invade their privacy or intrude upon a conversation they were already having. Most likely, you eased your way into their presence and started by making small talk. Maybe you asked a question like, "Are those your children over there?" Or maybe, you said something like, "I see that you were looking at that painting. Do you like to paint?" These are statements and questions that show that you are interested in THEM.

That's how you have to think about online marketing. With all of the advertising and messages out there, you need to be specif. **You need to TALK specifically to ONE person to grab their attention.** Think of it like saying, "Hey Robynn, I see you have your own business, you have a house full of kids and pets, and no time to yourself – I can relate!" This is a little direct, but hopefully, you get my point.

If you just said, "Hey, I think you will like what I am selling," I would probably ignore you online.

So, before you do anything, you need to determine WHO you want to talk to online.

☐ **Here is a list of questions designed so you can narrow down and really get to know your PIC (Primary Ideal Customer):**

1. Who do you think will buy your product or service? List the top 5 groups of people you think would buy your product – executives, working moms, coaches, side hustlers, small business owners, etc.
 - _____
 - _____
 - _____
 - _____
 - _____

☐ **Now, of those 5 – let's narrow it down.**

2. Think about this – of those groups listed, who has money to spend on your service?
 - _____
 - _____
3. Who do you think you can attract the easiest (who is most likely to approach YOU at a party?)
 - _____

- _____
- 4. And finally, who NEEDS your product or service the MOST?
- _____
- _____

Now, you need to get more SPECIFIC than ever. Think of it like this – if you had a magic wand and could pick the ONE PERSON who would buy everything you have to offer – who would that be?

DO NOT OVERTHINK THIS –who do you WANT to work with or sell to the most? By picking ONE person you aren't eliminating the others – you are just giving yourself the freedom to TALK to that one person online to help you get started. Talking to only one person simplifies your messaging and makes it EASY to create the content you need to attract the right people to your business. Don't get me wrong, others will still LISTEN and buy, but you need to be SPECIFIC in order to attract the right buyers.

- ☐ **Evaluate your answers above and then PIC - who would you WANT TO WALK UP TO at a party and start talking to first? THAT IS YOUR PRIMARY IDEAL CUSTOMER. (Drum roll, please!)**

AND THE WINNER IS.... (place answer here!)

AWESOME!!! Now you are ready to dive deep and really get to know your PIC!

- ☐ **Now, take your PIC, and let's get even more specific**

1. How old are they? _____
2. What is their status: married, single, divorced? _____
3. What is their income? _____
4. What type of education do they have? _____
5. What is their gender? _____
6. Do you know their political and/or religious affiliation and would this matter? _____
7. Are they a stay-at-home mom? Or do they have their own business or work for a company? Do they work from home or in an office? Or are they unemployed? _____

- ☐ **Then, let's look at the behaviors of your PIC**

1. What does a typical day look like for them? _____
2. What do they worry about? _____
3. What excites them the most? _____
4. What is their biggest fear? _____
5. What is holding them back from feeling successful? _____

☐ **Next, think about how you will find your ideal customer online.** (A lot of your answers might be guessing at first, don't worry about it - assume for now. You need to start somewhere!)

1. Where do you expect to find your PIC online? (Facebook, Instagram, Pinterest, Twitter, Tik Tok, YouTube, Other?)_____
2. Are they on LinkedIn?_____
3. Do you think you will be able to attract them on social media? (Are they scrollers?)_____
4. Who are their influencers? (Where do they get/find inspiration?)_____
5. What types of books or magazines do they read?_____
6. What types of blogs do they read?_____
7. Do they listen to podcasts?_____
8. Where else do they like to hang out online?_____
9. What type of Facebook Group might they be a part of? _____
10. Are they involved in networking groups?_____
11. What do they like to do in their free time?_____
12. Have you "hung out" with them online – in groups, following the same influencers, listening to the same podcasts, etc?_____

If you answer these questions, it will change your business. It could change your life and definitely how you feel about online marketing.

Remember, think of your customer as one person – YOUR PIC – *your* primary ideal customer.

☐ **Make them real. Pretend you are talking to one person at a party...**

1. Who are you talking to? (What's his/her name?)_____
2. What do they look like? (tall, short, heavy, thin, black, white, Asian, freckles, green eyes, brown hair, etc.) DESCRIBE THEM!_____
3. What are their interests?_____
4. What would you want to say to them?_____
5. How would you want them to feel about you?_____

[CLICK HERE TO LISTEN TO PODCAST EPISODE 4](#)

YOUR NOTES

[illegible]

How do you define your *VALUE*?

When someone asks you what do you do, are you excited to answer that question?
Do you know how to explain what you do?

Have you thought about what you do in terms of the explicit VALUE you bring your customers? Or do you respond randomly and blurt out whatever is on the top of your mind at the moment?

Being able to define your VALUE is a foundational step in creating a profitable business – whether you're online or offline. So, how do you decipher exactly what it is you do for your customers?

If you are an IT consultant, some of you might say – I work with you to determine what software solutions would help solve your challenges. If you are a business coach – you might say I help you with business growth strategies.

But think about it - anyone can say that, right? I would assume all consultants or even businesses in general say that in some form or another.

But your VALUE isn't just in recommending or providing strategies or solutions –

Your VALUE is in your ability to determine and identify the correct PROBLEMS that are causing the challenges your prospects are facing.

Just like Ford always said – if he had asked his customers what they wanted – they would have said a faster horse. Your clients don't always understand what they need.

You are an EXPERT. You understand what causes problems and how to solve them at a deeper level than your customers – that is why they NEED you.

☐ **So really think about that. What is your VALUE?**
(Come back to this once you read through the document.)

First, I want to make a distinction between VALUES and VALUE...

Your values are the things that you believe are important in the way you live and work. They (should) determine your priorities, and, deep down, they're probably the measures you use to tell if your business is turning out the way you want it to.

For example, my CORE Values for my business are...

1. Customer Obsession
2. Disruptive Ideas/Creativity/Innovation
3. Fun!
4. Impactful and Passionate
5. Working with Integrity
6. Simplicity- Quick & Easy

Some of your core values might include:

Leadership
Mindfulness
Openness
Professionalism

Quality
Respect
Diversity
Results-oriented

Service
Speed
Transparency
Sustainability



What are YOUR CORE Values? List them here.

1. _____
2. _____
3. _____
4. _____
5. _____

Outlining your VALUES is critical when developing your business. But what I want to focus on today is determining the VALUE you bring your customers.

The VALUE you bring to a customer is obviously supported by your business values but is defined by how you help them solve a challenge, how you make them feel after they use your products or services, and how you help society or your industry improve or progress because your business exists.

I recently posted the question to a few of the Facebook Groups I am a part of – here was my prompt:

SPARKS NEEDED! I am working on my podcast, and I thought you guys would have some AMAZING stories I could share to SPARK and ignite my listeners. Can you tell me what you do and the VALUE you bring to your customers?

One thing to remember -

What you DO doesn't necessarily portray the VALUE that you bring.



Here were the questions I asked them to answer:

(After you read their responses, I recommend you answer these questions as well)

1. What is it that you do? _____
2. What's your secret sauce? _____
3. How do you help your customers? _____
4. How do they feel once they work with you or buy your products or services? _____
5. How does it make YOU feel to help someone? _____

First, let me say, I really appreciated all of the responses I received. The people in my Facebook groups are so passionate and are truly trying to make a difference with the products and services they are offering.

Several responses were very thorough – here are a few of them to help you spark some ideas and help you to really think about what you do, what you have to offer, why you are different, and HOW your clients think and feel after working with you or buying your product or service...

Sandy Sanders: I help you discover your passion so you can live life on purpose, achieve the career of your dreams, and actually wake up excited about going to work each day. I do that by taking you through a simple, proven, step-by-step system that will jumpstart your path to fulfillment, meaningful work, getting paid to do what you love, and enjoying the quality of your life.

My Coaching System is called the 3 P's to Success: Purpose, Plan, and Preparation, and this easy strategy will help you clearly define your life's purpose (goal), create a specific action plan to get there, and help you prepare to walk into your destiny and achieve your desired goal!

Although I serve both men and women, the majority of my clients are women who need help finding their voice and combatting fear in order to earn that well-deserved promotion, land that dream job, or build that dream business!

We turn FEAR (False Evidence that Appears Real) into FAITH (Focused Action that's Intentional Transformational & Helpful), which eliminates the paralyzing effects of fear and creates the confidence & internal momentum needed to achieve the career and business of their dreams!

This is an amazing and very thoughtful approach. The only thing I would suggest is you try to make it more conversational.

I know when you write, sometimes you become more professional and formal – and sometimes that, okay, but you really need to consider your audience – so keep it simple, easy to read and follow – just as if you were talking to a friend.

For example, it's great to have the FEAR and FAITH analogy written out with the acronyms -that shows the system she follows. But I would also include something like – we help take the fear out of asking for what you want and help you build or regain the trust and have faith in yourself in knowing that you deserve it— something that reaches them emotionally – more conversational.

Hollie Drake I help coach women Who want to be healthy and avoid prescription medication. After been diagnosed with breast cancer and MS I have learned six healthy living habits to help people avoid the use of prescription medication like I have and truly live with health!

Robynn Gultice Anton to **Hollie Drake** How do/will your clients feel once they incorporate your healthy habits?

Hollie Drake They will notice changes in their energy, weight, sleeping, mindset, and, most importantly, their blood work. I have an anti-inflammatory blood test that I encourage people to get as a starting point for my coaching services to help people get healthy! (and ultimately prove it!)

I think this second part is PERFECT for defining the VALUE she brings to her clients. She talks directly to her prospect – I help you with your energy, weight, mindset, etc. Right away, you know whether or not her products and services are a good fit for you.

These are the things I want you to think about when you are defining your value. If you aren't sure exactly where to start - talk to your clients or someone you consider a Primary, Ideal Client (your PIC).



Ask them...

- What attracted you to my business? _____
- Why did you first contact me? _____
- What was the challenge you thought I could help solve? _____
- Did I help you solve this challenge? _____
- If so, how did you feel once you solved this challenge? _____
- If not, why weren't you able to solve this challenge? _____
- What were the results you received from working with me? _____
- Would you recommend others work with me? _____
- What did I miss, or what other challenges would you like for me to help you with? _____
- What were some of the things you think I could have done better? _____
- What was it you like most about working with me? _____

ABOUT ME



Robynn Anton
The Go-To-Expert Marketing
Consultant
Owner, RGA Creative
Your Brand Is Our Business

Whether you need a **MARKETING COACH** to guide you in the right direction, or you need specific marketing initiatives taken care of --
- I specialize in

BRAND BUILDING STRATEGIES
that ENGAGE and ATTRACT your
PROSPECTS.

Specialties include:

- Creating content that converts to paying customers
- Making you a **GO-TO-EXPERT** in your industry and getting you in front of your prospects
- Building your **BRAND** by working with you to develop integrated sales and marketing initiatives
- Updating your **WEBSITE** copy ensuring it is user-friendly and engages your prospects
- Getting you active on **SOCIAL MEDIA** - on the right platforms, at the right time
- Creating & promoting your **EVENTS** (seminars, tradeshow, webinars, event sponsorships) that attract prospects and engage your customers

I am dedicated to giving you new insight, fresh, innovative ideas, and keeping you in the loop on the latest marketing trends.

Previous client roster includes Tony Robbins, Microsoft, P&G, Coca-Cola, Cold Stone Creamery, Sibcy Cline, and St. Elizabeth Hospital & Physicians.

Any questions? Reach out to me directly: Robynn@RobynnAnton.com