


Visionary Ignition Switch

 Fire Up Your Message, Money and Meaning In The World

with Amy Ahlers and Lissa Rankin, MD



Module 1 - How to Build Your Platform: Build Your List, Rock Social Media & Attract The Tribe That Will Help You Amplify Your Message

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BREATHE.

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Let's start at the beginning...

Who are YOU?

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Who are you here to SERVE?

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**Give Your Ideal Client
a Name & Story**

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**Now it's time to attract your tribe
(AKA list building!)**

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The simple thing that quadrupled
Lissa's newsletter subscriber list
in 1 month....

A GREAT OPT-IN FORM AND GIFT!

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How to pick the right opt-in

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Sell them what they want,
give them what they need

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The golden ticket Amy used to attract over 8,000 people to her newsletter list almost overnight =
TELE-SUMMITS & TELE-SEMINARS!

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Get The TRUE STORY About How To Quit Being Hard On Yourself & Start Being Happy!

21 World-Class Experts Disclose Their Secrets And Share Like You've Never Heard Them Before...Really!



It's Time to Get Unlimited Access to these Powerful, Profound Interviews and Tools that Will Dramatically Increase Your Self-Love & Self Compassion NOW!

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**Create a list building,
high content call with a partner.**

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Create a 28-40 Day Challenge

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Gather awesome teachers and share them with your audience via teleseminars, telesummits, webinars, Skype calls, live streaming video, Google hangouts

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**The surefire way to train people to
NOT buy from you=**

**Teach Your Tribe To Expect
Everything Free!**

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One gigantic mistake I made is that I spent two years offering my audience TONS of content without ever once asking them **to pay for it.**

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Wisdom Spotlight:

Give away LOTS of free stuff but
make sure you sell *something* ASAP

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Why e-zines could be costing
you thousands:

Because giving people too many
choices can make or break a sale

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Wisdom Spotlight:

Know the purpose of your emails. When you give people too many choices, they often will do nothing. Give people only one click choice if you want to drive traffic somewhere.

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The most important secret you
MUST, MUST, MUST embrace in
order to attract your tribe....

you must be authentic!

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**Transparency engenders intimacy,
loyalty, and sales!**

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**It's a fine line between being
authentic and being a train wreck!**

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Don't lie.

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Embrace the Paradox!

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Wisdom Spotlight:

Tell the truth even if it's
“unprofessional.” If you're teaching
something you have yet to heal,
teach as the student.

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Let's talk Twitter!



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**Tweet from your real name,
not your brand**

Do not auto-DM!

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The winning Twitter formula Lissa
paid \$5000 to learn...

For every 10 tweets, tweet like this...

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The #1 most important thing to do on Twitter is ENGAGE YOUR COMMUNITY.

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DON'T only tweet quotes or self-promotional tweets

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**Tweet 1: Something relevant you did
that day**

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**Tweet 2: Share something you think
your audience will appreciate**

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**Tweet 3: Retweet someone else
(ideally one of your followers)
to lift them up**

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**Tweet 4: An inspiring quote from
you or someone else**

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**Tweet 5: Something to engage your
audience
(like a question, contest, dare)**

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Tweet 6: A self-promotional tweet

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**Tweets 7-10 Respond to @messages
(engage your community!)**

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If nobody is messaging you personally, post questions to encourage dialogue.

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Don't go a week without tweeting.

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Use Hootsuite, Tweetdeck, or
Timely.is to schedule tweets

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Make Twitter lists.

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**Social Media is the
Law of Attraction in Action!**

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Be fearless.
Leave room to retweet.
Give stuff away.
Have fun!
Have a Twitter party!

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**Get creative-
Use Instagram, Blip.fm, Twitpic,
YouTube, etc.**

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Let's Talk

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

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The two mistakes Amy and Lissa
made on Facebook that you'll want
to be sure to avoid

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**Facebook Mistake #1:
Avoid letting your personal page
become professional without
understanding the pros and cons**

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**Facebook Mistake #2:
Don't hesitate to get a fan page for
your business PRONTO!**

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Keep abreast of Facebook rules.



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Facebook converts.

Post at least once or twice a day on
Facebook, but make it count.

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What kind of content is likely to get shared for your audience?

Think multi-media.

Facebook parties & creativity.

Facebook Groups

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Other things you might be inspired to use:

INSTAGRAM - link to Twitter

YOUTUBE

VINE- YOUTUBE for the ADD crowd, 6 second

looping videos

Pinterest

Stay up to date!

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The best way to drive traffic and list
build =

BLOG or VLOG!

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How do you communicate best?
Writing, video, podcast, radio show
Blog or Vlog so you can build your
community and make Google happy.

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Blog or Vlog about trending current events.

Play nice in the sandbox with other bloggers

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**Use social media to attract your
tribe to your blog**

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Engage your readers in the
comments section

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Play nice in the sandbox with
other bloggers

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Unleash your heart

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Create a community forum where
your tribe gathers.

Syndicate content on other
blog sites.

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Wisdom Spotlight:

Drive people to your website by
Blogging/Vlogging with fresh,
unique content

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**INSPIRED ACTION 1:
Put up your freebie opt-in**

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INSPIRED ACTION 2:
Figure out who you might
collaborate with & schedule a
teleseminar/ webinar/ one off call

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INSPIRED ACTION 3:
Start selling something - anything

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INSPIRED ACTION 4:
**Revamp your newsletter so people
only have 1 click choice**

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**INSPIRED ACTION 5:
Get a Facebook fan page NOW!**

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Inspired Action Meditation:

What have you received today that feels inspired. What gives you a full body yes? What feels delicious?