

Peggy Leenders

TURN FOLLOWERS INTO CLIENTS

6 FUNDAMENTAL STEPS FOR A PROFITABLE
BUSINESS VIA SOCIAL MEDIA

Build a community
Increase your influence
Scale your business online

HEY ENTREPRENEUR



IF YOU ARE READING THIS, YOU LIKELY HAVE:

- difficulty reaching €10,000 per month online
- you don't have the authority or influence you deserve - your content is invisible instead of attracting customers
- you don't (yet) have an offer, what you can sell behind the scenes all year round.. yes even when you are lying in a hammock in Bali..
- you attract the wrong people who ghost you after you pitch your offer
- you need the exact steps to use social media to generate and convert leads on autopilot... and you need a proven sales system to match

Growing online is not that easy! But with the right help, systems, strategies and automations, it does get a lot easier.

My name is Peggy. I help entrepreneurs with an online service, who are ready to attract their ideal customer as a magnet and want to build an influential and profitable brand via Social Media.

Through this eBook you will learn the 6 fundamental steps to a profitable online business that I have used to scale my business.

Love, Peggy

LET'S GET REAL

You've already spent a lot of time, energy and resources becoming an expert at what you do, but when it comes to getting consistent sales online, what you're doing is NOT working.

Do you have..

... bought the next course and didn't finish it?

... downloaded all the freebies, to fit all the pieces together?

... made some sales, but need a repeatable system that automatically brings in leads..

You KNOW you NEED a process THAT WORKS.

You are READY for a clear step-by-step plan with a step-by-step process.

And that's why you're here. Don't worry, here it comes!

In the next part of this free guide, I'll give you a PROVEN roadmap that has been tested many times and PROVEN to work for you repeatedly as an online service provider, coach or consultant in different sectors and niches.

Let's start!

06

THE 6 FUNDAMENTAL STEPS TO A PROFITABLE BUSINESS VIA SOCIAL MEDIA

*Ready to scale your profits x5, x10, x20 with your
service, coaching / consulting business via Social Media?
Make sure to follow these 6 steps!*

01 *STEP 1 = NICHE*

The first most important step for the foundation of your business is to define a clear niche. You can overhaul your social media and position yourself as an authority in your niche to build a community of real people who know, like and trust you - and who now want to work with you. The most profitable niches are: health, wealth and relationships.

For example, if you want to generate more interaction or sales with your social posts, it is important that you focus your content on your ideal customer. You are talking to 1 person. How do you find this ideal customer? In this section I will briefly explain how you can clarify your niche. Of course you can go deeper into this, but these are the basic guidelines to make it a bit clearer for yourself.

NICHE

1. NICHE

How do you identify your niche

1. Define your industry

Do you have an online webshop in fashion? Then your industry is 'fashion & retail'.

2. Determine your market

Then you will determine your specialty, for example lingerie.

3. Determine your niche

Then you determine who your dream customer is, for example 'women with a special bra size'.

The difference between a niche and a target audience:

A niche market, often referred to by just the word niche, is a specific, defined part of a market. A niche market can therefore be seen as a very specifically defined group of potential customers for a specific offer. A target group usually has a number of common characteristics, such as age, education level, gender and/or ethnicity. So you can have the same target group per offer, but a different niche market.

DIFFERENCE

So the difference is that a niche is a small part of the target audience for which there is a special offer.

BE SPECIFIC IN CHOOSING YOUR NICHE. YOU
CANNOT AND DO NOT WANT TO HELP
EVERYONE. THE MORE SPECIFIC, THE BETTER.

NICHE

1. NICHE

How do I appear in front of my ideal audience?

To get your offer in front of your perfect target audience, there are a number of ways you can consider. Of course you can advertise or try to reach your ideal audience organically. But another perfect way to get the attention of your ideal target group is through collaborations.

Moreover, a collaboration is almost impossible to ruin. You immediately receive a warm introduction, because the person presenting your offer already has the trust of their audience (your ideal customer). The chance of success is therefore very high and the best thing is, you don't need money or an audience for this!

Another reason this works so well is because you can give value first without asking the public to buy from you. Some examples of certain collaborations include:

- Shared a podcast interview on your timeline and stories
- Speak at an event and go live on IG
- Give an IG live to their audience
- Give a webinar or FB live to their audience
- Give an interview + valuable tips and tricks via IG stories for their audience

FIND THE HOLE THAT YOUR 'COLLEAGUE' IS NOT FILLING YET WITH YOUR IDEAL AUDIENCE. THIS WAY YOU PROVIDE VALUE FOR THEIR AUDIENCE AND MAY ALSO GET SALES FROM HERE.

COMMUNITY

2. COMMUNITY

How do you build a loyal community?

The most important step for the foundation of your business is building your community of ideal customers. In this phase you look at your niche, how you can present your personal brand authentically and how you can take your stage as an expert. You have to build a connection with your audience which creates trust.

You do this on the basis of your content. You nurtured your audience. You warm them up to eventually buy from you. Use these 6 pillars for your content and you can be sure that you have a good basis for your content strategy.



1. The Human Element

Ever heard of the saying that people don't buy from small businesses, but from the people behind these companies? It is certainly true and showing your audience the person or people behind the company in a strategic way will create results. It's about being real, open and authentic.



2. The Trust Factor

Increasing the trust of your audience is very important. It makes people start working with you or buy from you. Talking about things that have been proven to build trust will build trust between you and your audience.



3. The Expert

This is where you add value to your customers. You don't write about what your company does here, but about what you know. Show your audience that you are an expert in your field, show them that you are credible and that they should choose you (because you really know your niche). Give them information they can use and be their GO-TO for the industry.



4. The problem solver

Show your audience that you really know them well. And also help them overcome any barriers, questions, or fears they may have about your brand or service. Give them solutions to their pain points and really tell them how your service will benefit their lives. (Transformation) If they can see that you understand them and can solve their problems, they are more likely to work with you.

COMMUNITY

COMMUNITY

How do you build a loyal community?



5. The sales / service post

Highlight and promote your service in your organic content without sounding too pushy. It's important to balance your 'sales' posts with your other content, but don't forget to tell people what you do and what you sell. It's time to show people why your service is perfect for them.



6. Engagement posts

Get people to interact and create meaningful relationships. These are messages designed to help people interact with your brand, customers, and other businesses. This is good for the social media algorithm AND great for your interactions.

HOW DO YOU USE THESE PILLARS?

A good way to use these pillars is to mix and match them. The best ratios for sales and content value are:

Main feed: 75% growth content and 25% sales content

Stories / Highlights: 50% growth content and 50% sales content

IGTV: 25% growth content and 75% sales content

Reels: 85% growth content and 15% sales content

IG Shop tab: 100% sales content

PRO TIP: CONTENT GOALS

Make sure your content always has a purpose. This can be: *Selling, growing or building a community*. When you know what the purpose of your post is, you can keep track of this via the statistics. Is your goal: to grow? Then you can check your statistics to see whether your profile visits have improved and whether you have gained more followers after posting your content. This way you can use your statistics to see if you are achieving your goals.

3. OFFER

How do you build a contiguous product suite?

Make sure you have a unique offer. Your signature framework, your systems or proven method with which you solve the problems of your ideal customer. With free as well as pre-sale and repetitive launch strategies and a product suite, you can sell for any price. From live coaching program to course, the outcomes, features, benefits and everything in between play a role in selling your offering. With this you deliver the most important asset, namely: **Transformation**.

It starts with the question: is there a demand for my offer?

Suppose you come up with an offer that you want to sell via social media, among other things, because you think that your ideal customer is waiting for this. You write everything out, then shoot 50 videos, put it all together, spend hours on it and then nobody buys it!?

How do you ensure that the offer you have in mind also resonates with your ideal potential customer? How can you create, validate and sell your offer without spending all your time and no one else buying it?

Suppose you have a topic that generates a lot of traffic or engagement, that does not mean that it is a topic that your target group pays for.

For each subject for which you want to make an offer, ask these questions:

- Is your target audience already spending money and trying different solutions to solve their problem?
- Does the solution of their problem require specialized knowledge?
- Is solving their problem labor intensive, frustrating or otherwise difficult to do with free information and content?
- Is this actually a big problem for them compared to a minor inconvenience that they complain about but don't care enough about fixing it?

If the answer to any of those questions is "Yes," keep that topic on your list. If the answer to all of these questions is "No", drop the subject.

LEADS

4. LEAD GENERATING

How do you ensure an automatic lead system?

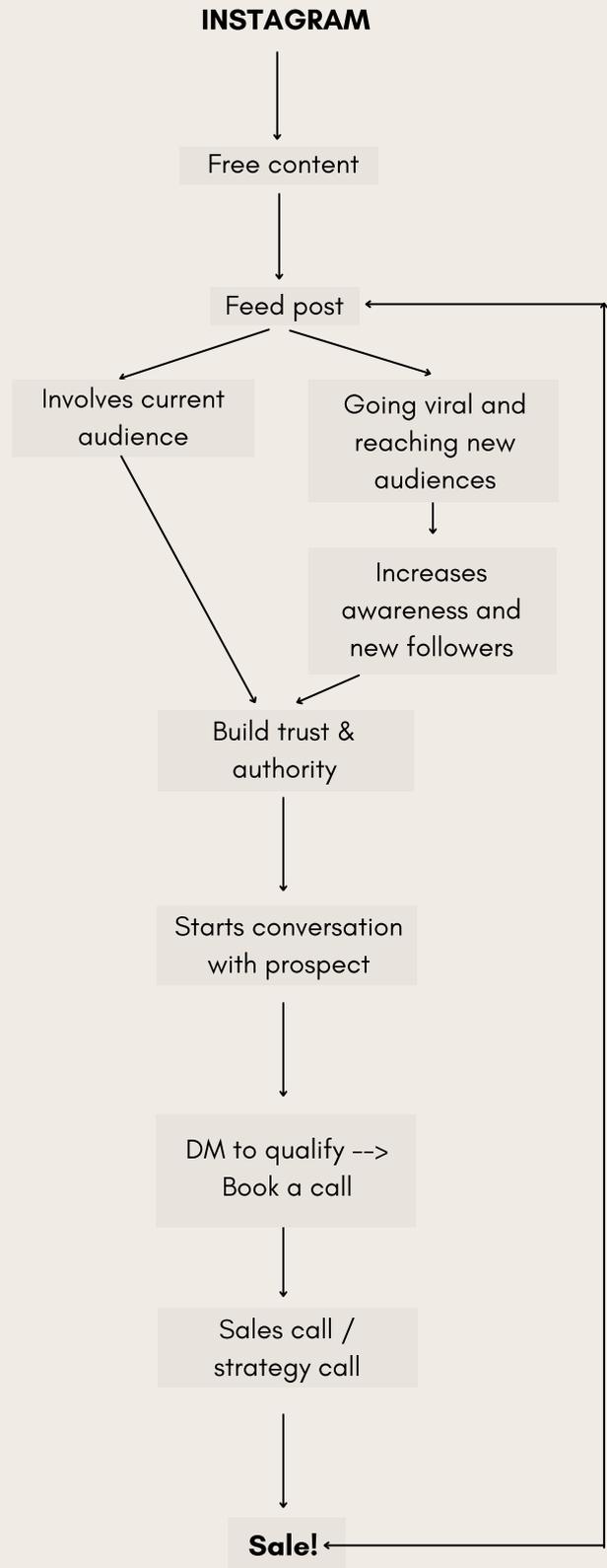
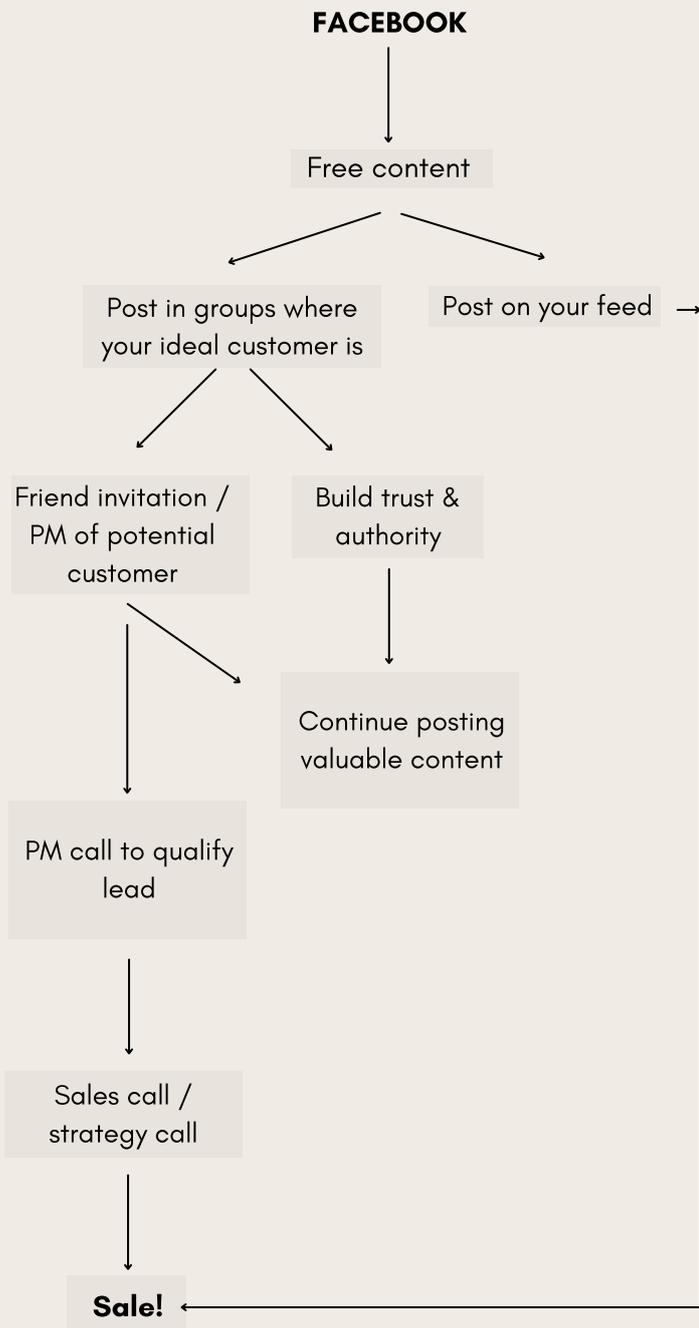
So what is that system that takes online service providers, coaches, consultants, course creators from (wherever YOU are now) to consistent X revenue per month?

They use this system / roadmap to convert followers into customers. And you get to see the first step (part one) of this secret system! The roadmap for social media. This shows you exactly how to use social media as a lead marketing machine... without using spammy 'cold approach' tactics.

- see next page!

START HERE

Pick your social media



SELLING

5 SELLING

How do you sell in an easy way?

You have your community and 'no brainer' offer. Time to launch your offer via Social Media. Leverage viral content, organic Facebook and Instagram growth strategies, conversion copywriting, sales strategies, to build a strong business foundation. This is also about your content strategy and how you can make an IMPACT with your content. Because of your content, your ideal customer will follow you and you ensure that he/ she is cherished and warmed up.

By **using funnels**, you ensure that you automatically warm up your customers to your offer.

A funnel is an important part of your marketing strategy. A funnel expands your mailing list through a free giveaway. The lead magnet. That is step 1 of the funnel. Then you will introduce an 'mid level product'. With this you will straighten out the costs it costs to advertise your free giveaway. This also ensures that you remain top of mind with your (potential) customers.

Ultimately, this funnel should ensure that customers find you the expert for the topic you write and talk about. This ensures that they want to do business with you.

It is therefore best to combine your organic lead system with a paid lead / sales funnel. However, for each type of offer you also have different types of funnels. You have low-ticket funnels, mid-ticket funnels and high-ticket funnels.

Each type of offer requires a different type of approach. Selling an offer of € 5000 requires much more personal attention (strategy call) than a free e-book.

6 SCALING

How do you ensure that you can scale your business?

Using the best systems, tools and programs (from setting up recurring payments, application forms, Calendly set-up, your sales funnel, tracking sales statistics and much more) ensures that you keep your business up to date every day.

Make sure you automate your systems so that your lead systems run on autopilot and you don't have to deal with this on a daily basis.

Besides, we all want to get rich while sleeping, right? Waking up in the morning and you see a payment for a course or a registration for your mastermind? In the background, your funnel has persuaded a customer to make a purchase from you.

As long as your lead and sales funnels are optimized in all areas, it is also possible for you to scale up to 5 figures per month.

DO YOU WANT MORE REVENUE VIA SOCIAL MEDIA?

Business Growth Accelerator is a 180-day business mentorship where I help you scale up to €10 k/m + with your own profitable online business (as a coach, consultant or expert) using social media.

In this trajectory I will identify together with you the most important factors that you need to solve now in order to reach €10,000 / month + as quickly as possible.

WE ARE GOING TO EXTEND YOUR OFFER

We are going to develop your product suite. You are no longer dependent on 1 type of offer and, in addition to your main offer, you create a 'passive' offer that you can sell throughout the year.

YOUR CONTENT GETS MAGNETIC

We will work out your social media plan. Make your content magnetic to your ideal customer so that your inbox overflows with requests. HELLO DMs!

YOUR SALES PROCESS IS AUTOMATED

We will optimize your sales process, implement automatic systems & develop scale-up techniques. Your life is instantly a lot more relaxed.

Together we will extensively review and optimize the 6 steps I described here before. 6 months of intensive coaching with 1:1 sessions.

Who is this suitable for?

Online service based providers (designers, coaches, course makers etc.) who are not yet getting the most out of their company / offer and Social Media and know that they can help many more customers! Schedule a free and non-binding explore call!

With my proven methods I was able to scale up to a consistent 30k months within 1 month. I'd love to help you achieve the same!

[FREE STRATEGY CALL](#)

[READ MORE](#)

THANK YOU

THANK YOU

Again, thank you for downloading my eBook.

I hope the tips and tricks in this e-book have helped you! Do you have questions or do you need extra help? Don't hesitate to send me a message.

You can do this via info@peggyleenders.nl or via Instagram [@peggyleendersnl](https://www.instagram.com/peggyleendersnl)

You can follow me here for even more tips and tricks.

p.s. are you already a member of the free Social Media Business Academy?

- ▶ You will become part of an environment where you can continue to develop and grow in business and social media (online marketing).
- ▶ Take paid courses on the subject that interests you.
- ▶ Stay up-to-date with the latest developments in social media and online marketing.
- ▶ Follow other entrepreneurs' blogs to learn and be inspired.
- ▶ Ask your questions in the community and learn from other participants.
- ▶ Read and listen to interviews from experts in every field.
- ▶ Take part in assignments and challenges and keep developing yourself in this way.
- ▶ Access anywhere via the app.

BECOME A MEMBER