

## P3 Academy of Social Entrepreneurship

### 10-Step System to Build Your P3 Biz Success Blueprint

#### **Step 1: Find Your Higher Purpose**

Expressing the deeper meaning behind your work will make your marketing 1000 times more powerful and irresistible. What cause can you and your business align with that will show you care?

#### **Step 2: Identify the people you're passionate about serving ... your niche**

Focus and simplify your marketing when you get clear on the specific type of ideal client you're meant to attract.

#### **Step 3: Choose a specific problem to solve in service**

Make it easy for people to see your value when you clearly describe the main, urgent problem your business solves. Connect your story to their problem and establish a deeper rapport.

#### **Step 4: Pay Attention to the Pain**

Tap into the pain and frustration that will make your ideal clients wake up, pay attention and say YES to your solutions. Linking more of your story while doing this step leads to a heart to heart connection.

#### **Step 5: What would they rather have instead?**

Describe the delicious outcome your ideal clients are craving – and the results that happen after they work with you. It's not about the how. It's about the why ... because of the results.

#### **Step 6: Discover the key words your ideal clients are searching for**

Millions of people are online looking for help right now. Draw them to your website by optimizing the power of search engines and key words that get sprinkled throughout your marketing material.

#### **Step 7: Awaken the desire for your solution**

Raise awareness so your solution stands out and catches attention. Give people a compelling reason to join your list and invest in your offerings.

#### **Step 8: Share valuable tips and make people hungry for more**

With an irresistible marketing strategy, you'll know exactly how much to share for free while piquing curiosity so your potential clients want more from you. Save time and money, leverage your opportunity while you expand your reach and visibility by repurposing your content in different forms and sharing it in strategic hot spots online. Remember to keep it simple and write short, sweet online ads, emails, articles and blogs that have an element of your story and attract 1,000s to your website.

#### **Step 9: Create an irresistible gift & opt-in page**

Use the P3 formula for creating an irresistible opt-in page that has proven to convert up to 75% of website visitors into subscribers. Your irresistible gift will be a special report, article series, video series, or audio class that builds trust in your value and expertise.

#### **Step 10: Create your P3 Sales Funnel**

Fulfill your purpose and reach your milestone goals by clearly defining what packages and programs you can invite your ideal clients to. Use the P3 template to go from a free gift, to a small cost item, to your highest priced program. When you decide it and define it, you do your purposed work with ease.