

# 5 SHIFTS



TO FULFILLING YOUR LIFELONG DREAM,  
BUILDING A BRAND AND MAKING A 6-FIGURE  
INCOME ON YOUR OWN TERMS

**Jacqueline Tsuma**

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# THE 5 SHIFTS TO FULFILLING YOUR LIFELONG DREAM, BUILDING A BRAND AND INCOME MAKING A 6-FIGURE ON YOUR OWN TERMS

## *EVEN IF YOU'VE TRIED AND FAILED BEFORE*

Hi there, my name is Jacqueline Tsuma! And I'm thrilled that you downloaded this guide. Let's just take a moment to make sure this guide is right for you and worth investing your time. This guide is for you...

- This guide is for you if you're an ambitious professional, skilled at what you do, that wants to build your brand and authority, fulfill your purpose and make a good income working on your own terms.
- If you have been wanting to monetize your expertise that you have from your job or business, but you just don't know where to start, are not sure what type of career move you should make, or how to use your skills to get you the financial freedom that you desire
- If you have tried everything you know and just can't seem to make any progress and you are ready to get some help so that you can get moving today...

This is what I'll be laying out for you in this guide

- How to discover the unique brand that is YOU, unlock your purpose and fulfill the dream you have always had to make an impact on society with your skills and gifts, even if you have no clue where to start!
- How to STOP living your life for everyone else and finally start living your life from the inner drive that you have, so that you

never have to burnout, sell yourself short or put yourself last ever again.

- What I learnt about working on my own terms, that finally got me to generate multiple 6-figures in revenue (in dollars) in the past 2 years, and \$44,000 of that was in ONLY the first 2 months, as a total newbie!
- How to stop spending your money on the WRONG things, thinking you will get a magic fix, and finally get a strategy that actually works, that is congruent with what you desire for your life and career.
- The secret sauce that people who are in flow and attracting the right people and opportunities to themselves use (HINT: It's the #1 reason that your brand and marketing is NOT working!)
- How to choose the BEST brand and offer from the selection of skills that you have that will have clients and employers breaking down your door to work with you.
- How to super-speed your outcomes through help from experts, skilled in the areas you are not, and drastically cut down your costs, time and headache spent in all steps of the process.
- How to finally get your money to start working for you, and build a scaling and financial management strategy starting today, instead of living paycheck to paycheck and wondering where your cash goes every month.

# MY PROMISE TO YOU A CRYSTAL-CLEAR ROADMAP TO FULFILLING YOUR LIFELONG DREAM, BUILDING A BRAND AND MAKING A 6-FIGURE INCOME ON YOUR OWN TERMS IN THE NEXT 8 WEEKS ...

But first I just want to take a second and check in with you to see where you are at....

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## Does this sound like you?

- Have you always wanted to fulfill your dream, live your purpose, but just felt there was something missing... and you couldn't put a finger on it?
- Have you spent your life living for your family, your work, and invested hours in others, and now you feel like it's your turn to invest in you... to build you...?
- Perhaps you've done a course, or ten, hoping to get clarity, to start something, to find fulfillment, but nothing has stuck, nothing has worked and they are mostly sitting on your shelf and gathering dust.

- Do you see others continuing to get more and more opportunities, and have more and more impact, profit and freedom, but you have no clue what to do, how to get those results or where to get the help you need?
- Are you frozen by fear, or regret at the decisions that you made for your business or your career because you'd have loved to have more financial freedom by now?
- Does your wallet continually feels like it has a hole in it? Are you scared of the thought that you may lose your clothes off your back if things don't improve and you are not able to pay your bills?
- Do you have a hard time saving up for anything despite earning a relatively good salary by any standards or skills that others need?
- Do you desperately want to turn back the clock, do this differently and hopefully secure your family's' future - but secretly feel like you might mess up again and are letting your family down?
- Do you feel like you are losing valuable time with every passing day that is putting your income and dreams of a secure future and making an impact in danger?

If any of that sounds like you then I have good news, those are not the real problem, they are just symptoms of the problem. The real problem is that you haven't discovered what I call the 5 Shifts, and I'll tell you what they are in a just a second. And ....

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## THE REAL PROBLEM

### YOU HAVEN'T DISCOVERED THE 5 SHIFTS

Once you discover them...

- You will break free from the prison you have been living in, and finally have the peace of mind that you are taking action towards building your brand, your impact, your future worth and securing a career, a business income that you can work on with pride.
- Your fear will be turned into faith and you'll be able to unlock the true gift that lies within, and use it to make an impact in your world, including being able to ask for what you are worth in your career.
- You will instantly be able to make a 5-figure income monthly, without breaking a sweat and drastically cut down your costs, time and headache spent in all steps of the client prospecting process.
- You will be super confident that your brand, your skills, your offer is now attractive and even more, you will soon be able to secure the opportunities, jobs or clients that you've always dreamed of and launch any number of initiatives that you want to, if you want, with the strategy that you now know like the back of your hand.
- You will be confident about your family's future, you will feel ready to take on what life brings, in fact you will be looking forward to retirement because of the income you are making now, and the investments that you will be free to make and set aside for a rainy day.
- You will not be living from paycheck to paycheck anymore your life will be abundant and you will be surprised by just how much you can actually spare from your income monthly.

- You will be communicating with your partner and spouse in a way that has you attuned and in sync with regards to your family income and investments, you will be growing in the way you make your joint investment decisions and you will be glad at what opportunity presents itself for building your financial future together.



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## WHO AM I?

Now before we go too much farther let me take a second to introduce myself so you know who I am and why you should listen to me. As a career woman, I knew I wanted more, but it took me 5+ years to really get going. I did everything wrong for those 5 years. But when I finally made the shifts, it opened the door for me to make over

My name is Jacqueline Tsuma. I've made in the mid 6-figures in revenue from my businesses and consulting in the last 4 years and now I help other people implement that exact system to do the same with their skills

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## DISCOVERING THE 5 STEPS



I struggled to get started with my journey to impact. As a career woman myself, I knew I wanted more, to make an impact but it took me 5+ years to really get going.

I did everything wrong for those 5 years. I signed up for every course I could get. I talked to everyone about how I wanted to do amazing things one day. My family got tired of hearing about my dreams. I was an intelligent, ambitious young woman, but just couldn't seem to find the ideal place to make my contribution. I tried to work for practically free coaching amazing young people in life change, but I needed more and quit that after 3 years to go abroad for greener pastures. Once abroad it wasn't long until my hard work got me in the door at the UN and I worked long hours, was super dedicated, and rose through the ranks, all while also doing my masters after hours. But I just ended up getting burnt out and feeling unfulfilled and feeling guilty that my family was not getting enough of my time.

My family relocated internationally and I had just switched from an on-location job to a virtual job, and so started my virtual working journey with contracts and consultancies with organizations headquartered from New York, to Montreal, to Geneva.

But I wanted more... I was no closer to knowing what my impact was to be.

I knew I needed my own unique vehicle to change the world. But what did it look like? When I finally an online course seller that articulated what I thought I wanted I jumped in with excitement. But it was short-lived because their approach was cookie cutter, and it just didn't fit my vision. By now I was picking and choosing which jobs and consultancies I engaged in, I was working from home spending as much time with my family that I wanted. Yet still earning a great income.

Until I finally made the shifts, through working with the RIGHT people, and my life changed practically overnight.

I went from lackluster, to on-fire! When I discovered the perfect vehicle for making an impact, was me! That I had a story, that my dreams were valid, that I could teach about my journey, and in just 2 months, sold 44,000 dollars worth of consulting and coaching to those desiring what I desired too! Then I quickly realized that I was not alone, other people were yearning for this information, this strategy, these tools. And there was a yawning gap. See most of the those teaching these are not targeting those like me, so how could they know the solution to what I faced? And moreover, how could they help people like me (expatriates, professionals) reach a global market that was not so easy for those based abroad to access.

So I decided, enough is enough and we distilled the steps we have taken to get success into these 5 Steps.  
and here is Shift #1

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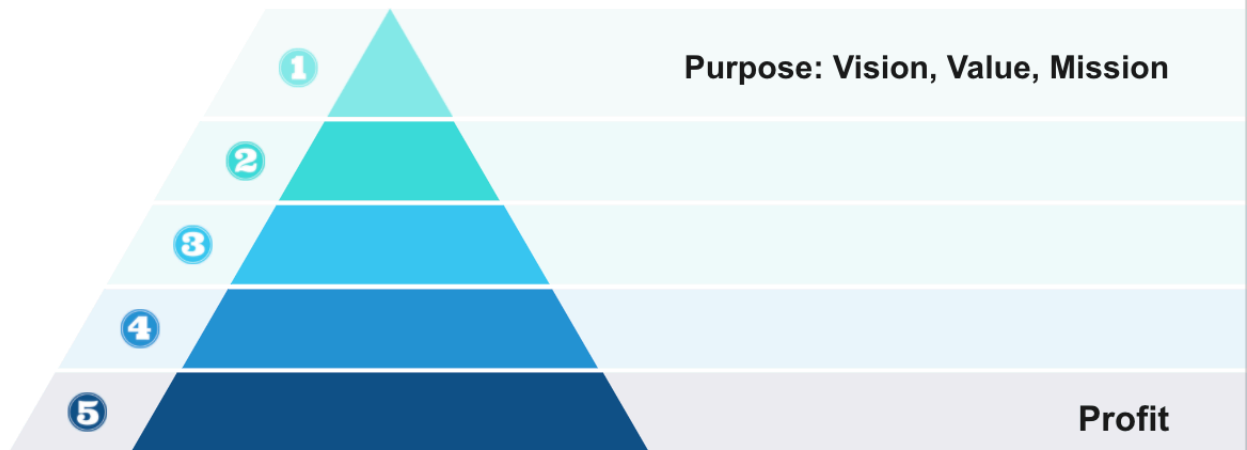
## **#1 START WITH PURPOSE**

### **WHAT REALLY DRIVES YOU?**

Here is where purpose sits on the spectrum of what we find ourselves engaged in day to day, on what i like to call the Brand-Authority-Profit Model right at the top, on our way to profit from our brand, our impact.

And I'm going to show you how this model holds the key to why you have not yet got to where you need to be, and the steps to take getting you THERE where you need to be....

## The Brand-Authority-Profit Model



## PURPOSE IS OUR SUPERPOWER

When we operate from a place of purpose, mission and drive, we can do anything!

Being Purpose-Driven is the biggest reason that I still am in business today.

I learnt this the hard way, after driving to get my 2nd business to 7-figures within the first year, I realized the missing piece was instead of doing it for the money, I needed to do it for a much deeper and longer lasting reason, I needed to do it because I could and would be helping people transform their world, change their thinking and get to achieve their purpose.

Don't get me wrong, money is amazing to have. Yet when we do what we do for money alone, that's a recipe for burnout! Being Purpose-Driven is the biggest reason that I still am in business today.

Because I DID burnout once a upon a time. and I'm here to help you avoid it.



I once watched "Late Night" the movie, about a talk show host that's on her last legs, and in once scene, one of the male writers invites the new and only female writer to watch his after-hours stand-up show at a nearby dive bar. And afterwards he asks her how it went. And she says, "you were

very natural, like you were doing it for you, not for anyone else" And that right there is the best business advice I have ever heard "Do it for you", be internally driven, don't let others dictate your why.

We can't help but be reactive, so we need to pause, breathe in and breathe out ... and know that we WILL fulfill our purpose, despite global pandemics! In fact, maybe more so now than ever!

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## #2. CONTINUE WITH PASSION AND GO WITH WHAT YOU LOVE

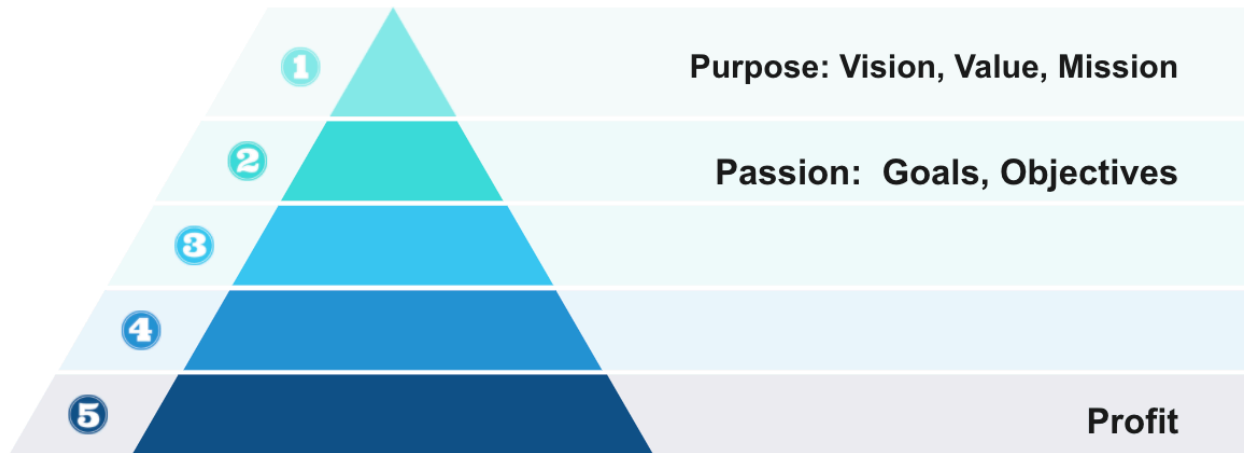
### What's the difference between Purpose and Passion?

Purpose is the reason, or the why behind what we do.

Passion is about the motivation and what makes us feel good.

It's come in just below the Apex on our Brand-Authority-Profit Model on our path to profit

## The Brand-Authority-Profit Model



Passion is what we love right now! And truth be told, it can be all over the place, wild and exciting.

Purpose is much more focused and longer term. And that's why we need a foundation.

Have you ever known people that seemed to be all over the place? Some people call them Multi-passionate? Others call them scattered and over-ambitious.

But I can bet you the ones that succeeded are the ones who were grounded by purpose.

See, passion is also inwardly focused, on us, whereas purpose is outwardly focused on the greater impact you have on others and on your surroundings.

You can have Passion without Purpose, but having Passion with Purpose is infinitely more powerful.

## **STOP SETTLING FOR LESS**

We have a dream, but we let other people tell us that dream is impossible - our mum, our spouse, our friends, they all are experts when it comes to OUR life

Look, if you want to teach people how to play piano, do it. Go for the skills that make your heart sing. It's going to be something you do for a long time, so don't settle.

Remember, your first passion MAY not remain your passion or your pursuit for life, but it will NOT be your last one either. Because we change and we grow, and that is life

That was where we were too. We had a dream, but we were not sure that we could attain it. It was pure luck that we did, but now, it's a system that you can replicate. And if that passion is ALSO your skill, then bonus points!

See, it's a well-kept secret, and I'm here to give you the 411. It always seems like it's for someone else more courageous, or not for you for this or the other reason.

But once you get your first taste of working in something that you are passionate about, you'll have the bug, because you'll realize the impact freedom, the financial security, the return that you can get through it.

What you will have tasted is the dream. And you'll never want to let it go.

Anytime you can couple passion with skill, you have a winning formula. Ask Serena Williams, Mozart and Tiger Woods!

If you work on your dream you will do it with a passion, and passion with hard work pays off.

This is something you will be working on for perhaps the next 2 to 10 years. Do you really want to be working on something you don't enjoy?

A lot of people wonder if they should do either something they're passionate about or something they're good at. I'm here to tell you that it doesn't have to be an either/or question. The magic happens when you figure out a way to align your purpose, your passions AND your talents.

## **WE ARE LIVING IN A NEW ERA**

This system lets you make a tidy income from your service. And reach a market you never even imagined existed before, way beyond that you have always known.

This system lets you grow the authority and make the impact that you deserve to from your story and skills. And reach an audience, reach organizations you never even imagined needed you before, way beyond what you have always felt limited to.

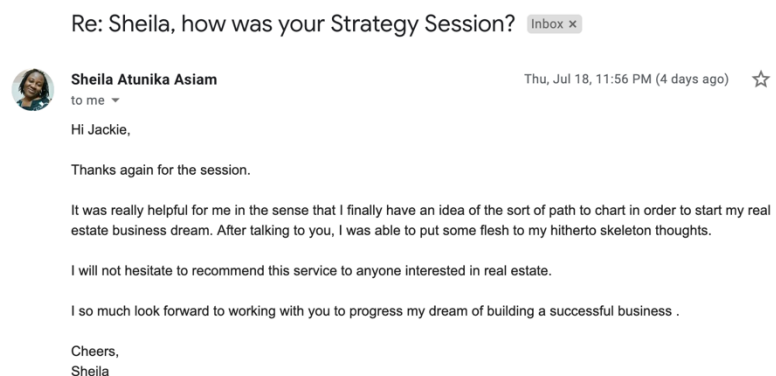
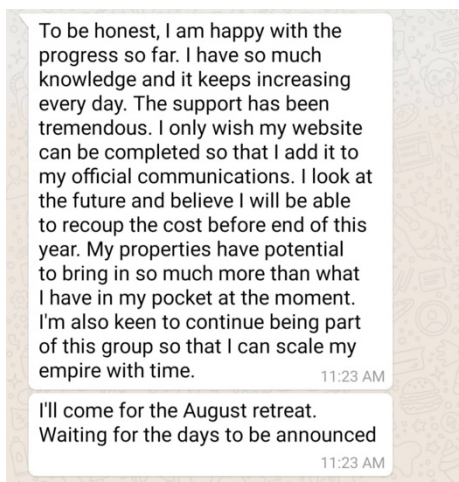
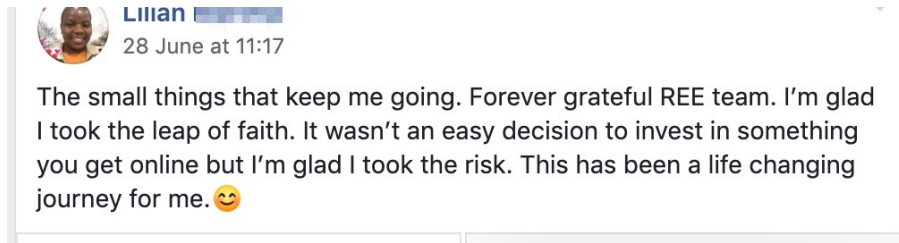
What worked 10 years ago in most sectors is not working today. Today we have online job sites for anything from human resources, to counselling to business and health coaching, work from home, telemedicine...

Sure, your friends mean well, but playing it safe is not what's going to get you results. Plus ask yourself, if they are struggling themselves in their jobs, lives, careers, businesses, how in touch do you think they are with the world we live in today?

## **DO THE UNCOMFORTABLE**

We are taught to do the safe, do the comfortable, but there's a reason that not everyone is making it in this market.

## OUR COMMUNITY IS NOW BELIEVING IN THEIR DREAM...



## HOW TO MAKE YOUR PASSION RELEVANT TO OTHERS?

SOLVE A PROBLEM.  
ASK, WHAT ARE PEOPLE PULLING OUT THEIR HAIR ABOUT?  
APPLY IT TO OTHERS

When we apply our skill and passion to others, it's a winning formula.



Ask yourself:

What skill or accomplishment do you have in your life or business that you are most proud of?

What are you truly passionate about?

What skill, talent, or knowledge do you have that people often look to you for help on?

What skill can you consult on for others that would make them the money, help them get healthy, or improve their relationships?

What skill or knowledge will you front to build your brand, authority and as a vehicle for your impact?

## **THE MISSING LINK...**

And once you've done it, how do you go from unknown, to a brand and authority to reckon with that draws the right type of people to what you do?

This brings me to number secret #3

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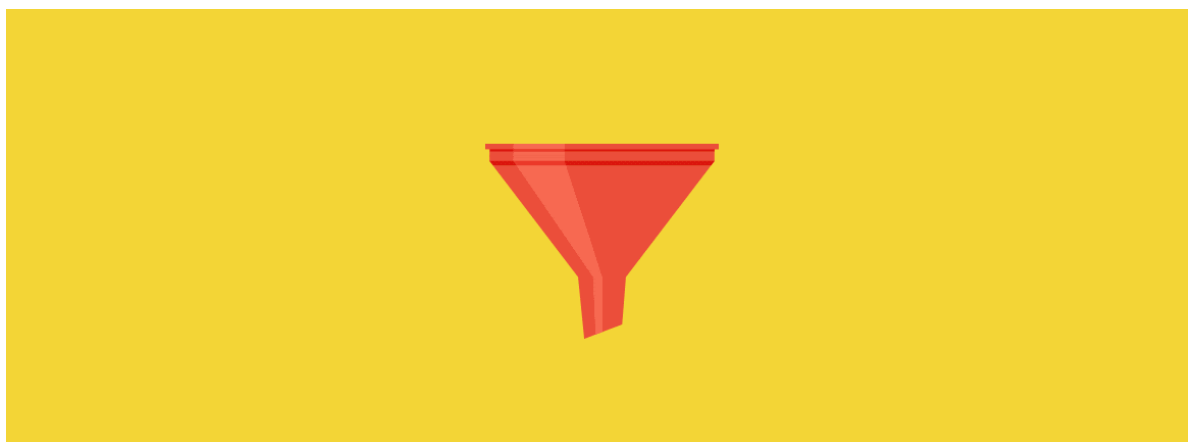
## **#3. OUR SECRET SAUCE: OUR BRAND, AUTHORITY AND CLIENT GENERATION MODEL**

### **THE OLD WAY**

See, the way that people that people start their journey to impact is varied. Most people immediately think, I need to start a blog, start a podcast, do a live stream, start a YouTube Channel, anything to get visible. But it usually doesn't help or pan out how they expected...

OR...you've been in business; you've heard it said you SHOULD be doing online marketing... and you were like "Online what?"

## **"WHAT'S A funnel?"**



See the old way has people signing up for professional development course after professional development course, enrolling for coaching, trying to get their head on straight. And when they are done, they are no closer to their goal.

Because they are experiencing 'The Abyss', the seemingly insurmountable gap between where they are and where they KNOW they can be.

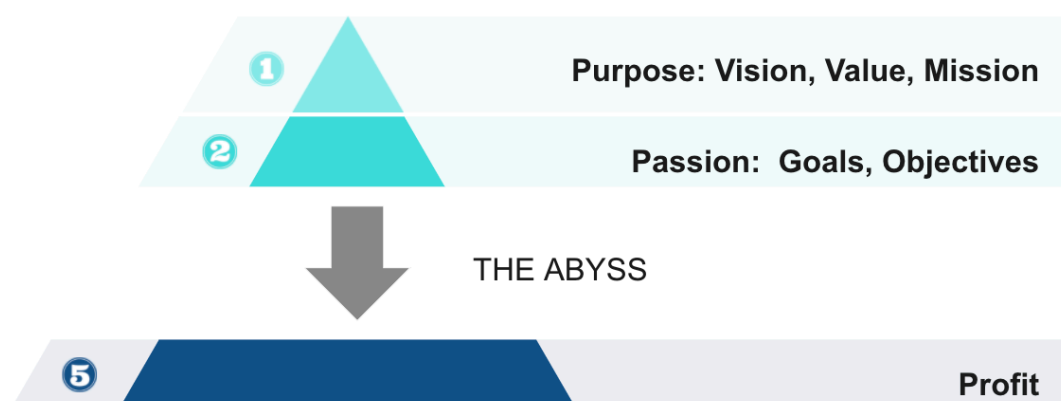
And they keep going round in circles, wondering why... they thought just putting themselves out there was enough. And most times if you track them after 1 year, most will have abandoned their blog, their YouTube Channel, and their dream along with it. Sigh....

But then if it's that simple, WHY aren't more people getting the results they need? Well...the majority of coaches focus on the elements in "The Abyss", that is, the Process, those that most people gravitate to...

...that is the Actions and Approaches, the People, the Systems and the Resources. Because they are visible tangible, easy to have preliminary success in...

And that leaves a terribly un-focused pyramid... just with no impact point, no defined outcome, no clear direction a blunt-ended pyramid...

The Brand-Authority-Profit Model



And we are right back where we started.

We keep going. We study till the highest level, keep seeking promotions in or 8 to 5 job.

Go in to work even if you feel you are underpaid, under appreciated and not getting any closer to your financial freedom.

Working for your family even though you feel it's your time now...

Knowing we are one breakdown away from losing everything we have worked for our entire life.

Or slowly dying inside, numbing ourselves as we resign ourselves to the fact that this is it.

Never mind our end goal to transition to Profit. We remain stuck in the days of yesteryear, where only people like Tony Robbins could be a brand, could have influence. And we conclude that we have no hope in heaven to be that person, that brand, that authority...

It doesn't have to be this way. I know, I have been there, and come out the other side.

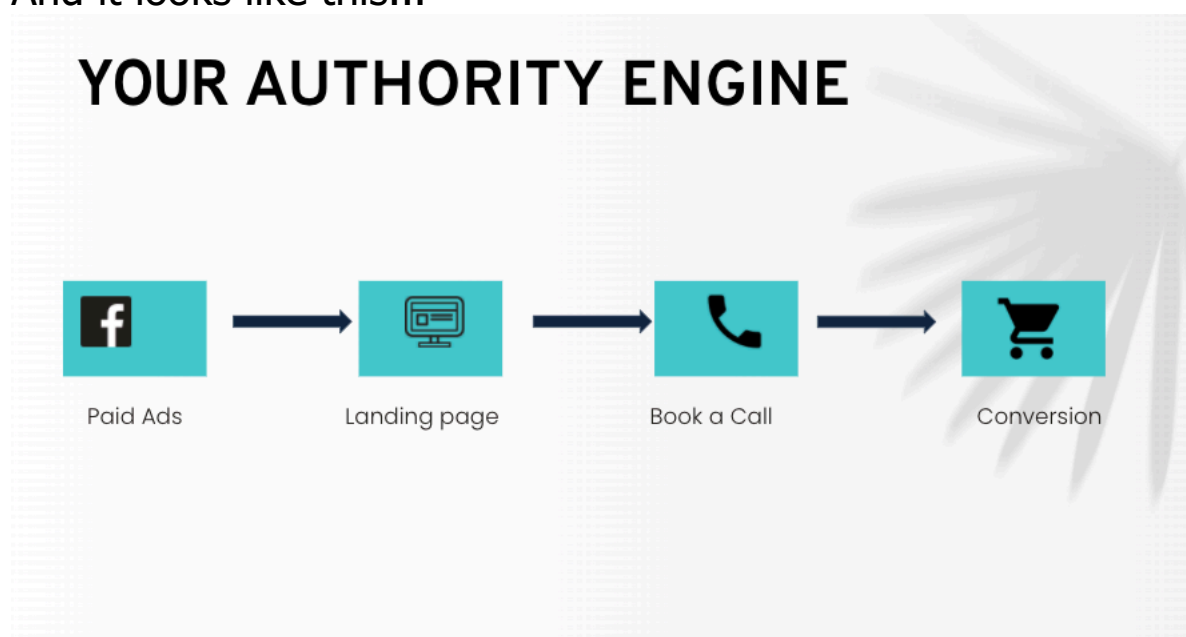
It can be different.

There's a new way in town...

## **Introducing our Secret Weapon....**

You don't need to have a blog, you don't need to chase after referrals, give free consultations.

One great brand authority marketing system can replace all of that. And it looks like this...



Strategically targeted, optimized and compelling Facebook ads that deliver potential client leads to a sign-up page, who then register for

your video presentation or download your report by giving you their name and their email.

And then they watch the webinar, or download the report at a convenient time.

So why is this system is so brilliant.

Well, it's brilliant in its simplicity, but maybe deceptively so it may be simple.

But guys, it's not easy.

There are literally 1,000 ways to mess this up.

But the really cool part is you don't have to worry about any of that.

## **OUR BRAND AUTHORITY PROFIT MODEL**

Because we handle everything for you.

From script and report development to developing the presentation or laying out the report.

We manage the Facebook ads, we set up the technology, and we coach you on how to optimize your system, and close leads at premium fees.

Because we handle everything for you.

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We manage the Facebook ads, we set up the technology, and we coach you on how to optimize your system, and close leads at premium fees.

## **THE PEOPLE YOU NEED TO REACH ARE ONLINE**

Because now, people go online to find the professionals that they work with.

Research shows that 96% of people seeking professional advice search online.

## **LEVERAGE THE INTERNET**

NOW is the time to make a mental shift and realize that virtually everyone is online that most people turn to the internet to find a what they need, and that all this is great news. To build your authority, commit to it, and you're on your way.

Now I'm going to share with you some statistics that were gathered before the pandemic broke out.

These are some things you may not have known about consumer behavior online.

74% of consumers, visit a professional services website to take action, not to get educated, not to learn more, but to hire a professional.

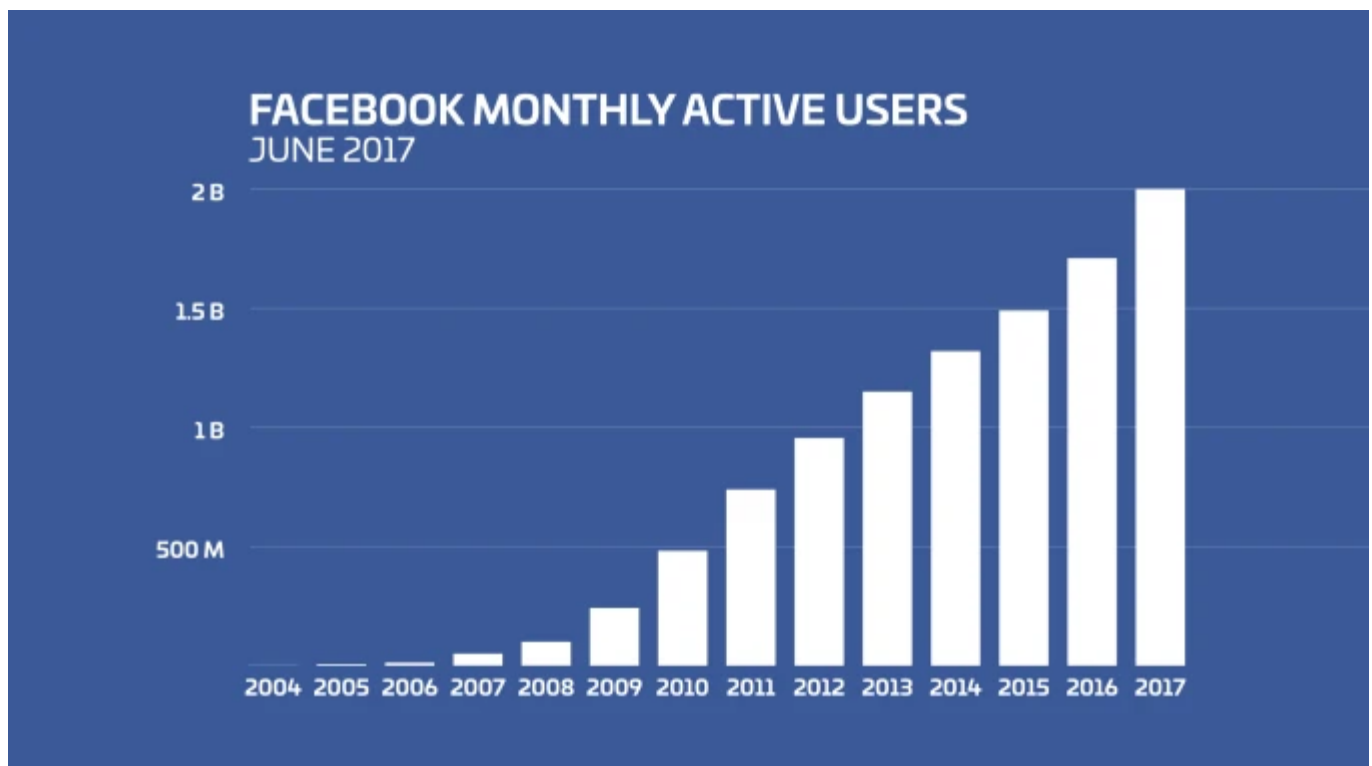
If you are a professional on Facebook it's a wide open blue ocean for you there, because your competition hasn't woken up to this yet.

Only 30% of professionals (lawyers, doctors, dentists, architects) are on Facebook, there's a tremendous opportunity for professionals there.

As a matter of fact, Facebook, not LinkedIn is your strongest ally in reaching your current and your future clients to massively expand

your market reach and get the best return for your marketing investment.

Facebook is the most popular social network worldwide. With more than 2.4 billion active users monthly, and a 70% market penetration.

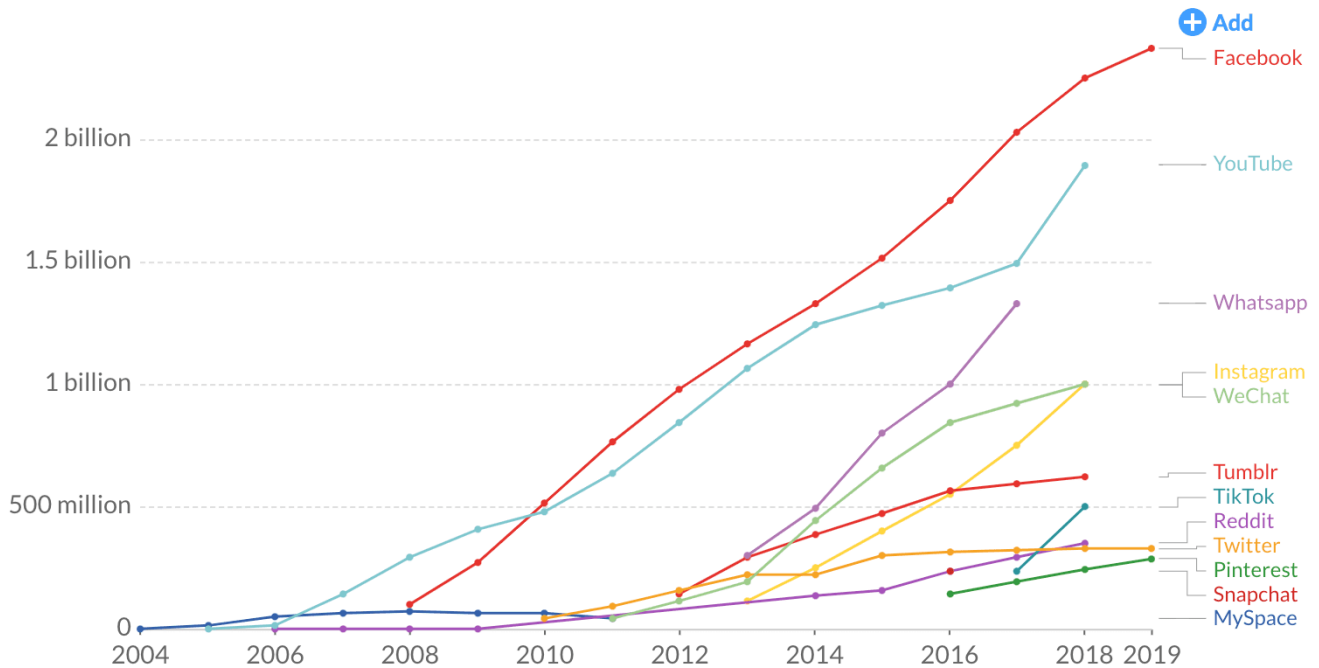


- Facebook is an amazing tool! this graphs shows number of people using social media platforms. Consider this against a world adult population of about 4 billion! Mind Blowing
- There has never been a better time to target people online.

## Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World  
in Data



Source: Statista and TNW (2019)

CC BY

Now all of these numbers were collected before the pandemic broke out what's happening right now.

Well, Facebook usage in the US and globally has absolutely exploded in fact Facebook reports, a 70% increase in usage.

These numbers are huge, and you just simply can no not ignore them when it comes to building your brand.

Something else to know about consumer behavior online as consumers are increasingly staying home now, their usage is shifting strongly away from accessing Facebook, on their cell phones from mobile traffic and back to the desktop.

This has strong implications for the type of content you can deliver online right now.

Whereas mobile users were primarily looking for short I mean like less than a minute short video desktop users are more interested in long form content.

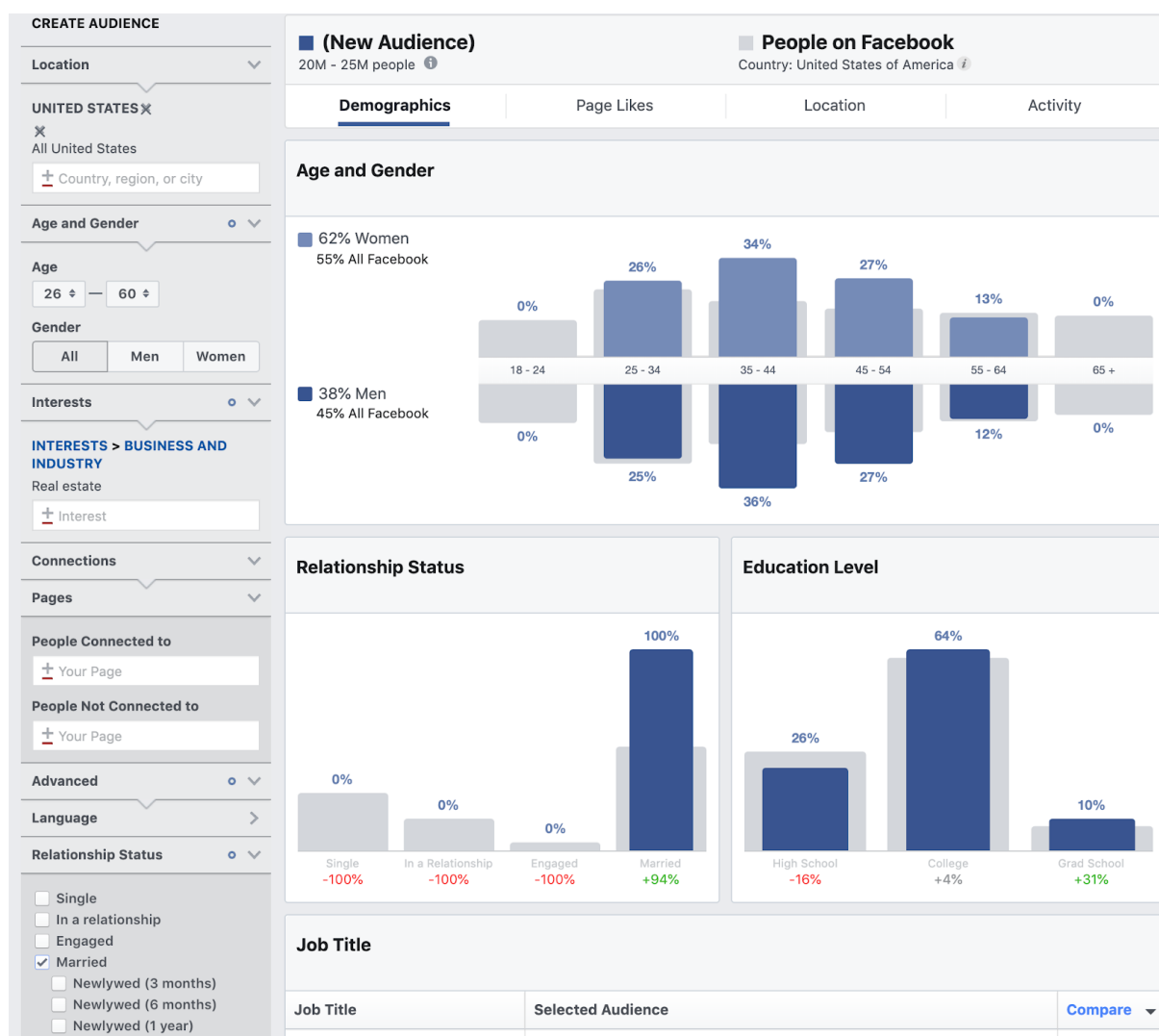


As long as it is engaging and valuable and relevant.

This is something that's very important for you right now, to understand that more people are accessing the internet from their desktop computer, rather than from their cell phone, as we're in these stay-at-home and work-at-home days.

And so you have an opportunity to bring a little bit longer content. And that's something that we want to tap into.

What makes Facebook so powerful for you right now. Facebook advertising allows you to easily reach audiences beyond your local market at an affordable price.



And using facebook, you can target the exact client that you'd like to hear about you

Say you are in real estate investment and want to target potential clients?

We'll go to Facebook and out in the client's location, and interest, say Real Estate. Then we'll specify their age, gender, and maybe marital status

What makes Facebook so powerful for you right now is that Facebook advertising allows you to easily reach audiences beyond your local reach at an affordable price.

The other thing is with Facebook; you don't have to have a huge email list of qualified prospects.

Now sometimes if you do have that list, that would be a great thing for you to use in conjunction with your other digital marketing, but I find that most people starting out on their brand authority journey don't have a huge list of prospects.

They may have a pretty good list of clients they have worked with in the past, but they don't have 6,000 qualified prospects on their email list.

When you're marketing on Facebook, you don't need that, you don't have to have that.

In fact, Facebook can help you grow your email list and automatically remarket to those prospects who have shown interest, even if you don't collect their emails, even if you don't have their email, you can still market to them based on their behavior, and based on their having shown interest in your messages.

So, with Facebook you can really massively expand your audience and your reach at a very affordable price.

Grouped ideas

Plan overview

Ad Groups

Keywords

Locations

buy a house in kenya, house in kenya, house in nigeria

DOWNLOAD KEYWORD IDEAS

Broaden your search:

+ buy a house

+ kenya

+ house

+ real estate listings

+ real estate

+ real estate agents

+ house in bahrain

REFINE KEYWORDS

ADD FILTER

1,836 keyword ideas available

COLUMNS

<div><input type="checkbox"/> Keyword (by relevance)</div> <div>↓</div>	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
Keywords that you provided						
<div><input type="checkbox"/> buy house in kenya</div>	100 – 1K	Low	—	US\$0.12	US\$3.24	
<div><input type="checkbox"/> houses in kenya</div>	1K – 10K	Low	—	US\$0.66	US\$7.28	
<div><input type="checkbox"/> houses in nigeria</div>	1K – 10K	Low	—	US\$0.55	US\$4.42	
Keyword ideas						
<div><input type="checkbox"/> houses for sale in nair...</div>	100 – 1K	Low	—	US\$0.09	US\$1.11	

And not just on Facebook, we can reach clients on google too, we want to look at, what does your client google?

What does your client Google?

Example: How to fix my mortgage, How to sue for xxx, How to raise my freelancing prices, How to run Facebook ads  
When you know how to scale them, you can start to spend at scale, like I did in 2018, as you can see from these screenshots.

Upani

Payment Methods

Payment Details

VISA

Edit

Remove

See More

Set Your Account Spending Limit

You can control your total ad costs by setting an account spending limit. Your ads will pause when you reach the limit you set and won't run again until you increase or remove that limit. [Learn More](#)

Amount Spent: **\$10,992.85**

Set Your Account Spending Limit

Billing and Receipts History

View Receipts

Get Online Get Known

Payment Details

VISA

Edit

Remove

See More

Set Your Account Spending Limit

You can control your total ad costs by setting an account spending limit. Your ads will pause when you reach the limit you set and won't run again until you increase or remove that limit. [Learn More](#)

Amount Spent: **\$25,515.57**

Set Your Account Spending Limit

## **OUR PROCESS-TO-PROFIT MODEL**

Our brand building profit engine, that gets you online and gets you known.

Now, the internet offers anyone that has a voice the opportunity

## **THE NEW WAY**

Build the brand, authority that you desire and make the impact that you have always wanted to make on your own terms.

Cross "The Abyss" and finally get the Actions and Approaches, the People, the Systems and the Resources RIGHT. So that you flow into profit easily.

## **TO ANYTHING...**

Do you want to be known for investment?

Do you want to be known for wisdom and personal growth?

Do you want to be a voice of reckoning in financial management?

Parenting? Marriage? Business? Career?

## **IN ANYTHING.....**

No matter what arena, you need a vehicle. Whether you are currently employed, or looking to start a business, building a brand will get you to the career, the opportunity, the business of your choice.

And it's never too late to start

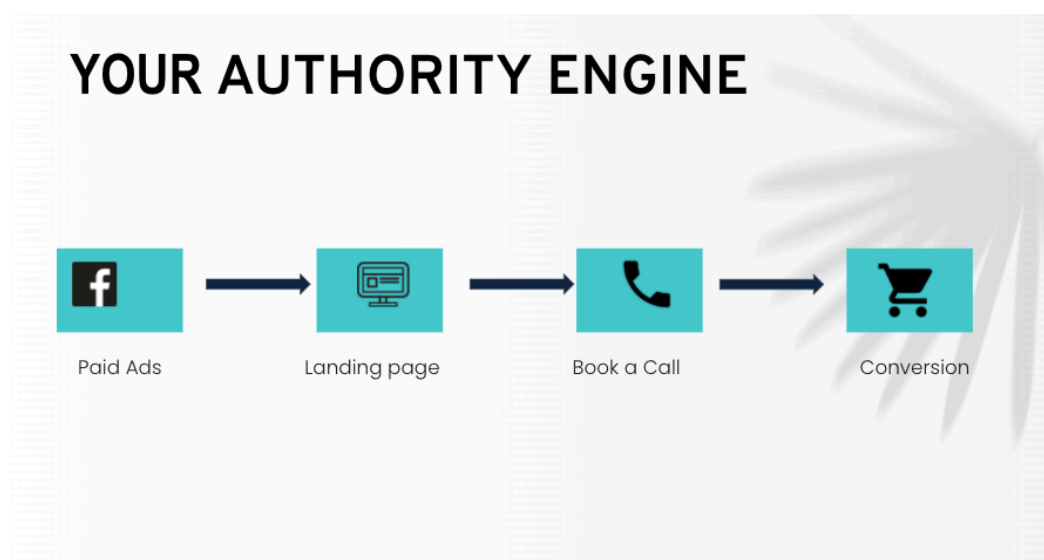
When you build your brand, you live life on your own terms. You no longer are at the mercy of your job, your employer, your circumstances.

# YOUR AUTHORITY ENGINE

How do you build your authority? It can be with clients or employers you already know, or in new markets you have not yet tapped, through online opportunities that you curate.  
And how do you super speed your success?

Truth is we have settled on how everyone does it around us, they say it will take you years. But it's time to disrupt this market. No more waiting for years, we are doing things differently, and this is how.

And this is 4 step process that give you a shortcut to a brand to reckon with, here it is in full.



## 1. PAID ADS

Paid ads on Facebook lead prospects in your chosen audience to a landing page to opt in for a free piece of content that speaks to their need that you solve, and then once on the thank you page, we invite them to jump on a free call in which we convert them to take action, whether it's to buy our product, sign up for your service, attend our event

So let's go ahead and drill down on the first element....

ads. Paid ads to get you traffic...

We work with our clients to craft a 14-day ad sequence to take potential clients from never having heard about them, to buying from them.

The sequence is very specific and must contain key elements to get their prospects to connect with them, learn, get value, recognize their authority and trust their expertise.

## **2. THE LANDING PAGE...**

The next step, once we have it set up to get you eyeballs on your ads for the right people, you move to the next step, with a landing page, No more cold calling, knocking on doors, waiting for referrals, making applications or submitting proposals for your business. this new way means you attract the ideal client and get leads using a digital platform

You need a landing page where clients can go to learn more about you and more than that, where they will say a resounding YES to what you have to offer.

And you attract your client to your Landing page using your copy.

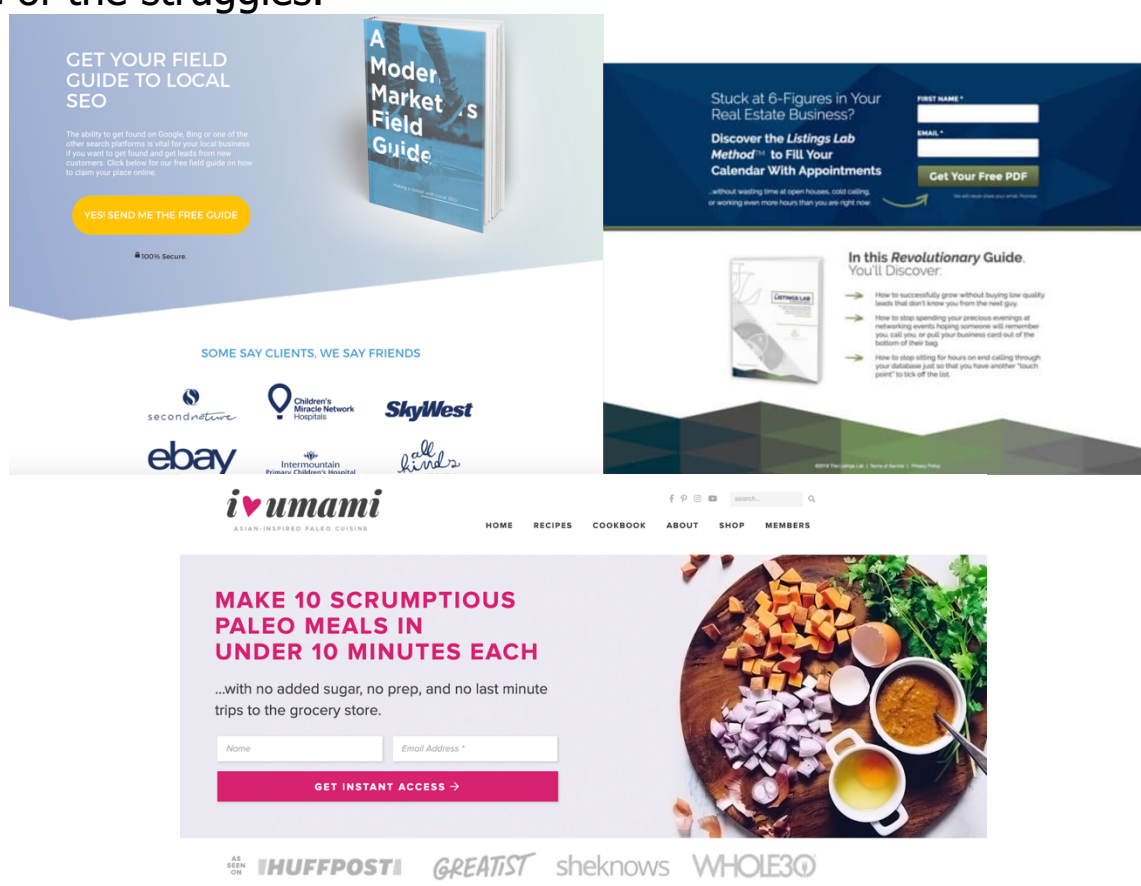
The key is to know what the main pain point is that you client is having, and articulate to them plus present a solution that they can access by opting in.

Once you have your prospects ear, this is the secret to converting them, articulate their problem, and give them a solution

What does your client VALUE, what does your client WANT, and where will they lose respect, influence and control in their life if things don't change OR get worse?

It starts off as a simple item that you offer your clients that answers one of the struggles

It starts off as a simple item that you offer your clients that answers one of the struggles.



A simple invitation to get a guide, a report, a masterclass, in exchange for their email address.

The opt in can be a downloadable report, a webinar or masterclass, or a simple checklist

Is your niche specific enough to have a message that resonates WITH THEM.

Look, it's easy to think that you can develop this right away, but that's telling a 5-year old to write a doctoral dissertation, it takes expertise to know what works and what doesn't and to save you years of wasted time and money, and that's what we offer you. We've seen everything out there that works, and we can help you get to it faster..

## **CASE STUDY: WE SET UP GLORYMORE'S FUNNEL FROM SCRATCH**

And got her in front of thousands of prospects for her new cleaning business training

Just like we did in Glory Moore's case! We set up her funnel from scratch And got her in front of thousands of prospects for her new cleaning business coaching program and she had her first sales conversations booked within 24 hours of setting her ads running!



And she got her first client from these bookings, with ease, following our method!





**Glorymore Sibiya**

Sat, Aug 8, 2:04 PM (10 hours ago)



to me ▾

Hi Jackie

Many thanks that looks good honestly, I couldn't have pulled it.



Feeling excited, today I got my first full paying client - she is based here in Perth and she found the ad on facebook. On Monday I will start the live session I am nervous, are you able to do my second

## CASE STUDY: LAURIE

HELPED HER TRANSITION TO AN ONLINE CLIENTELE OF PEOPLE SHE HAD NEVER MET BEFORE



She joined my program because she wanted to make more of an impact and work with clients outside of her home country in Africa where she lived and worked.

We helped her create an amazing marketing campaign, and through that she's been able to book calls with more clients who she doesn't know than she's ever done before.

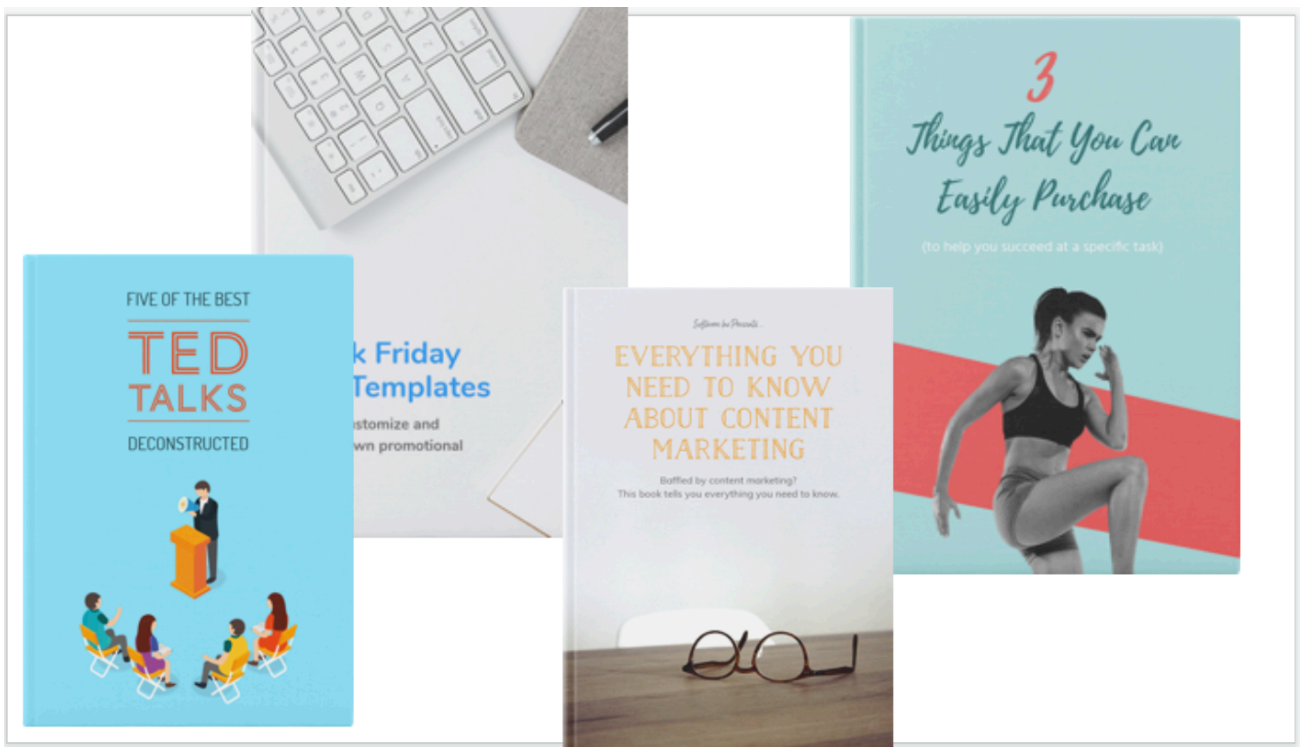
## Lilian

Or this message from another one of our clients, Lilian

Lilian

Exciting times here in SA 🥂🥂. Celebrating my first 66days continuous bookings ; one after the other 36 days and 30days. I just couldn't help but share to inspire someone that this is such an amazing journey. 🎉🎉 May, June and a bit of July sorted. 😊

1:10 PM



A pdf report is one of the most effective methods used in the market currently for getting conversions at cost effective rates

### **3. INVITE TO BOOK CALL**

We are at step 3. See, once the client has hit your download page after registering for the lead magnet, you have done what we call qualifying them. By taking this action, they have shown themselves to be your ideal client, who resonates with what you offer.

The next step is to make a special invite or offer in this case, to book a free strategy session.

This you do on the thank you and download page, we go ahead and make them a special offer for a free call or strategy session to assess their situation.

### **4. THE CALL**

They go in and choose a time that works for them, Once they confirm it, we send to a survey to further qualify them. See we don't necessarily have calls with everyone that books, we want to make sure we are getting the serious people, not tire kickers.

We want to find out if we can truly help them, what sector they are in, where their business is now, what their goal in their business is... And then we proceed with those that we can truly help..

Now, I know what you are thinking, everyone thinks a million different things about what salespeople do. From mops salesmen to golfing with big clients, to yelling on the phone...

# SALES PROFESSIONAL



What my family thinks I do



What my friends think I do



What society thinks I do



What Marketing thinks I do



What I think I do



What I really do

1fortyplus

But it's nothing like that. in fact sales conversations are one of the most important things for your business.

You basically have a market that will never dry up, as long as people need your skill, an endless supply of high paying clients at your fingertips.

## TURN ADS TO CLIENTS

All these other fluff items that I spent over \$20,000 on, was just half of the story.

But no single business course provider out there will tell you this.

## **THE NEW WAY**

You basically have a market that will never dry up, as long as people need your skill, an endless supply of high paying clients at your fingertips.

You basically have a market that will never dry up, as long as people need your skill, an endless supply of high paying clients at your fingertips.

## **WHAT YOU DON'T NEED MORE OF.**

Let's be clear though, what you DON'T need more of is more lessons on how to do social media better.

Because this is NOT how to get clients the clients you need.

When all I did was social media posting for my business, it did NOT grow and I did not get the clients that I need. This is truth for MOST businesses out there.

In case you've noticed, perhaps your feed may be full of ads offering you 365 days of social media posts, done-for-you services etc

Social media does not equate to clients. But there's one that does...

Turning advertising into clients is one of the most important things you could ever know how to do, but most people don't know how to do it.

And those that do are not putting in the RIGHT strategy to get them results. No wonder their businesses are struggling.

There is correct way to run ads, using a customer journey, to get even people that do not know you and have never heard from you before, breaking down your door to buy from you.  
That's the Secret Key to an income like you have never imagined before.

See, it took me almost 20 courses, on copywriting, launching, building a course, crafting a virtual offer, doing sales calls, coaching clients and anything under the sun that I imagined it took to build an online business, to discover that NONE of this worked alone, without a powerful ads strategy.

All these other fluff items that I spent over \$10,000 on, was just half of the story.

But no single business course provider out there will tell you this.

We work with our clients to craft a 14-day sequence to take potential clients from never having heard about them, to buying from them.

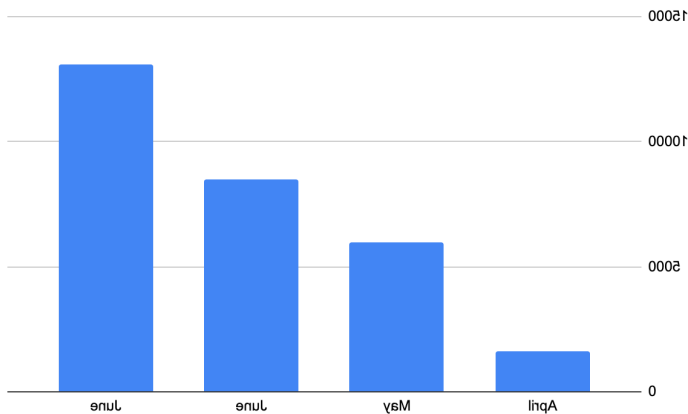
The sequence is very specific and must contain key elements to get their prospects to connect with them, learn, get value, recognize their authority and trust their expertise.

## **CLIENT: MAUREEN, WANTED A SIDE GIG**

HELPED HER GET TO \$10,000 IN  
MONTHLY REVENUE IN HER REAL  
ESTATE BUSINESS IN ONLY 3 MONTHS

SHE GREW TO 5-FIGURE MONTHS IN 4  
MONTHS!





She joined my program in early 2019 because she wanted to replace her salary with an income from a side business. The offer turned out to be real estate and vacation services. We set her up completely to offer this new service digitally, and helped implement her online funnel that brought her clients. Within 3 months, she hit \$8,450 in one month alone, from just one platform!

## CASE STUDY: EDMOND



HELPED HIM CREATE A VIRTUAL OFFER BASED ON HIS PHYSICAL BUSINESS AND HE GOT 5 CLIENTS IN LESS THAN 2 WEEKS!  
EDMOND WANTED TO A VIRTUAL OFFER

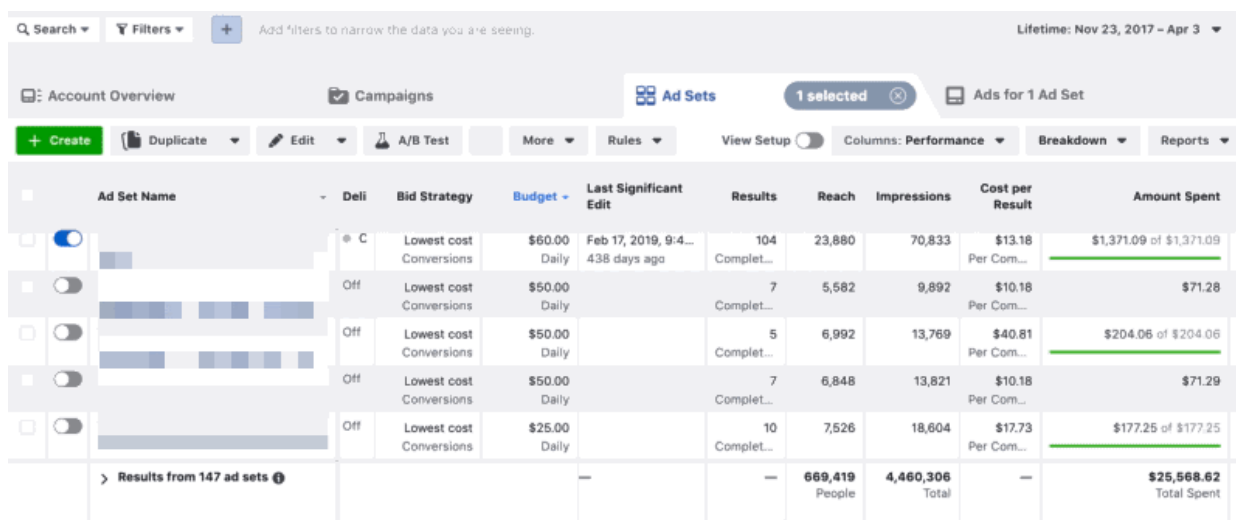


## HOW'RE ARE YOU DOING SO FAR?

I'd like to pause and check in with you, so far we've covered

1. Start with purpose
2. Continue with Passion,
3. Our secret sauce in our 4-part Authority Engine

How do you feel about these? Do you feel excited at the possibilities? Do you wonder why you have NEVER heard about this before?



Ad Set Name	Deliv	Bid Strategy	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent
	On	Lowest cost Conversions	\$60.00 Daily	Feb 17, 2019, 9:4... 438 days ago	104 Complet...	23,880	70,833	\$13.18 Per Com...	\$1,371.09 of \$1,371.09
	Off	Lowest cost Conversions	\$50.00 Daily		7 Complet...	5,582	9,892	\$10.18 Per Com...	\$71.28
	Off	Lowest cost Conversions	\$50.00 Daily		5 Complet...	6,992	13,769	\$40.81 Per Com...	\$204.06 of \$204.06
	Off	Lowest cost Conversions	\$50.00 Daily		7 Complet...	6,848	13,821	\$10.18 Per Com...	\$71.29
	Off	Lowest cost Conversions	\$25.00 Daily		10 Complet...	7,526	18,604	\$17.73 Per Com...	\$177.25 of \$177.25
> Results from 147 ad sets ⓘ					—	669,419 People	4,460,306 Total	—	\$25,568.62 Total Spent

You will finally be able to implement an amazing strategy for growing your client base and be super confident to invest what you need to invest in your marketing to get the results! Like I did, in 2018 I spent over 25,000 USD on ads and made sales worth over \$100,000 a result, because I had a clear strategy.

Now let's take a look at how you scale your brand, grow your career and your business, without or losing your mind or feeling you'll never get there



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## #4: CHARGE PREMIUM PRICES

### **KNOW YOUR WORTH AND ASK FOR IT IT'S SIMPLE MATH**

The only way to scale your reach is to be able to command premium fees.

This is simple math.

Most people will never reach their income goals with the low fees they think of charging. \$25 for an eBook? For a 2-hour consultation?

It is simply not physically possible, especially under that model to meet with enough people to hit their revenue targets.

Now sometimes people realize this and they try to get around it.

### **BROKE AND BURNED OUT**

By trying to sell more, going for volume, getting in more staff, renting more space, and their overhead just skyrockets and profits disappear.

And that leaves them broke and burned out.

### **GET OFF THE TREADMILL**

Premium fees are the only way off this treadmill.

Now there are only two reasons why you're not charging premium fees right now.

## **NOT CHARGING PREMIUM?**

Either you think your expertise isn't worth a premium price, or you think it is worth it.

But you're afraid that if you charge more, no one will pay it. So let's address the first problem...

## **YOU ARE SELLING YOUR VALUE**

It's really important to own this, you're not selling your time, you're not selling, even your knowledge, you are selling the value of your service, which is solving some of the most painful and most personal problems that people face in their lifetime.

You know only too well. The cost that those you are helping have faced because you have paid it yourself. And that's why you are helping them.

Either they have no hope of a solution, or the solution has been provided very poorly.

Whether it's in their health, in the relationships, with their kids, in their marriages, in their jobs, with their businesses.

The fallout and damage that results when solutions are poor or non-existent can be irreparable.

## **IT'S INVALUABLE...**

Lives can be lost, families broken apart, careers destroyed and so much unnecessary grief, unnecessary pain, needless expenses. But preserving family relationships, returning health, teaching income-earning abilities and the peace that comes from that, that's invaluable.

The value that you will bring to the people that you work with is virtually immeasurable.

And when you really tap into that and own that.  
Then you're really on your way to being able to command higher fees.

## **SUPERIOR SERVICE**

And here's the secret that you probably didn't know, high prices, actually reassure your clients that you are incomparable, your methods are superior and that you are the best of the best.

And believe it or not buying the best feels really good.  
Your clients know that they have done the best they could for their loved ones.

When they hired the best.  
This is not the time that they want to bargain shop.  
This is not the time that they want to cut corners.

And when you really tap in to that value in your sales process and you get people to recognize the cost of doing this poorly or not doing this at all.  
Then you'll see that the, the pushback melts away because people want to do the best for their families, their careers, their lives.

So, then the second reason is maybe you think that if you raise your fees, no one would pay it.  
So why would you think that that true?  
Maybe you've tried in the past, and you saw that your new clients dried up.

And maybe you got a lot of pushback.

Or you saw how others sold and thought, no one could ever pay that!

That's because of the way that they were marketing.

You know, if you're relying on other people to send your business, or you're delivering your offers, holding your events in the basement of the local church...

Both of these strategies mean you're giving away control of your own fee structure.

When you rely on referrals to send you new business, they inevitably gain undue control over your revenue stream, and your fee structure.

And when you're delivering your live guides in the basement of the local church.

You have given away the Doctor frame.

You're positioning you as just another salesperson.

And in that case, the market sets your fees.

Either way you don't have full control over your own fee structure, and it's very difficult in these situations to command premium fees. Now today you've seen how our clients take that control, established their authority and are now free to command fees that better reflect the value of their services, and allow them to finally have the impact that they have desired and begin to profit. Even at scale.

Can you imagine how differently you would feel right now?

If you had a system working for you.

A system that wasn't shut down, cancelled, or postponed?

Imagine how this client must have felt when this pandemic broke out.

And she saw colleagues panicking worrying about how to pay their staff, pay themselves.

And instead of panic... SHE FELT HOPE

And here's what she told us:

"I could never have done this on my own, it would have taken me 5 years to get here. Thanks for the freedom that you have given me, to know that I don't have to door-knock any more, but that I can know my systems are running while I sleep, bringing me clients."

Hope you know it's a great thing to have during a global pandemic. But it's hard to come by.

How can you be hopeful as the world is falling apart?

How can you have certainty?

Well, like I said, in the system that I we are talking about is deceptively simple, just four simple steps.

But pulling it off... there are 1,000 ways to mess this up and waste your time throw away your money.

And frankly, leave your dream for an impact at risk, during this crisis.

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## #5: INVEST IN EXPERT HELP

So the fifth shift is to not try to figure this out on your own, not pick some amateur who's never done it before, but to invest in expert help.

Think about it like this, when you decided to become an expert in your given field, did you just Google, "How to practice medicine", or "How to be a sociologist, a lawyer, a computer scientist".

When you decided to focus on pediatric medicine, or on real estate law, did you just Google it, read a few articles and then start seeing clients?

Of course not, that's crazy you would never do that.

But you know, a lot of people will try to pull this system off just by googling it.

They'll type in, you know, digital marketing or how to do webinar marketing to build your brand.

I've seen it.

I've seen so many who just threw their money away and wasted years of opportunity, because they didn't have someone guiding the way for them they didn't have someone figuring it out for them.

Like I said before, you don't have to figure this all out.

You don't have to learn, pick you know goes through the learning curve of new software, we take care of all of that for you.

We work with you to sell up your lead magnet, your presentation, your script, get high quality professional audio and video.

Then we set up all of the back-end technology and manage your Facebook ads.

Of course, you will engage with us.

It's a little like the work that you do with clients, you're the expert you know how it all goes together, you need the clients to share their goals, tell you about any special issues and divulge what they have to work with in order for you to create the best plan.

It's pretty much the same way here.

We do the heavy lifting but you will definitely be involved.

We will even coach you through the sales process to help you close more business at premium fees.

You need world class support. You don't have time to figure out every piece of technology get through the learning curve understand the data and get it all working right now, during this crisis while you're building your brand, growing your career, serving clients and running your business.

PETER, ALSO IN THE REAL ESTATE NICHE, GOT HIS FIRST CLIENT WITHIN 24 HOURS OF HIS MARKETING GOING LIVE

And got 20+ sales in less than 30 days... and all this after his business had not generated any revenue for over 18 months.



Lilian, based in South Africa, is now on her 3rd hospitality business after her 1st 2 had raving success and welcomed their first guests within days of the start of her marketing and that gave her a 10 out of 10 reviews!

Just some of the payments I got from my clients late 2019  
Getting help made ALL the difference



\$4,500.00	USD	Succeeded ✓	Real Estate Empire Monetization 4500 pay in full less deposit	p[REDACTED]@gmail.com	Oct 13, 2019, 10:07 AM
\$1,500.00	USD	Refunded ↩	Real Estate Monetisation 1000 now then 1500 a month plan for 3 months	n[REDACTED]n@gmail.com	Oct 11, 2019, 2:18 AM
\$3,500.00	USD	Succeeded ✓	Nancy Agyeman Balance of 3500	n[REDACTED]n@gmail.com	Oct 10, 2019, 8:57 AM
\$500.00	USD	Succeeded ✓	Real Estate Empire 500 Deposit	s[REDACTED]o@gmail.com	Sep 23, 2019, 2:17 PM
\$1,000.00	USD	Succeeded ✓	Real Estate Monetisation 1000 now then 1500 a month plan for 3 months	n[REDACTED]n@gmail.com	Sep 11, 2019, 12:25 AM

My story, just some of the payments I got from my clients late 2019 through card payment

Getting help made ALL the difference



## **SO MANY THINGS TO DO...**

So little time. When it comes to getting your brand, authority and impact off the ground, the take-off is the most important part, there's lots of things to think of,

Yet, with so many moving parts, it can leave your head spinning, even if you've got all the time in the world now



How do you package it, who do you target... these are completely normal especially in this time of COVID when pivoting is a real thing that people need to do.... then

## **SEE MISTAKES TEND TO BE EXPENSIVE KIND, IN TIME, IN MONEY**

But when you get it RIGHT with help, here is the income boost you can get:

Go from an average of \$1,500 in business or job income to \$5,000 a month, that's an extra \$60,000 a year, or if you make \$10,000 a month, \$120,000 a year.

From \$1,500 to \$5,000 a month that's \$60,000 a year!

OR

From \$5,000 a month to \$10,000, that's \$120,000 a year!



In 20 years that's a whopping \$2,400,000!  
That's your business taking off like a rocket!

What could you get with that much wealth? Whose life could you change?

What could you buy with that much wealth? Whose life could you change? It's only fair to say here "mind blown"

Plus the PRICELESS value of knowing you are on track to your dream!

## WHAT ABOUT THE COST?

Well ask yourself this: How much is it costing you now day after day that you're not using this system.

My best advice is find the best experts and spend what it takes to work with them.

## IN THIS GUIDE I PROMISED....

A crystal-clear roadmap to fulfilling your lifelong dream, building a brand and making a 6-figure income on your own terms in the next 8 weeks.



I promised to show you how to grow your brand, make an impact, get a job or get more clients at higher fees and make more money in less time.

How to STOP living your life for everyone else and finally start living your life from the inner drive that you have, so that you never have to burnout, sell yourself short or put yourself last ever again.

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## WHAT YOU NEED TO WIN

So here's what you need to win:

1. Start with Purpose
2. Continue with Passion

3. Use the Secret Weapon of our Brand-Authority-Profit System
4. Command Premium Fees
5. Invest in Expert Help

These five shifts alone are enough to build your bulletproof dream for an impact, survive this crisis and emerge better than ever before.

## **NOW YOU HAVE A CHOICE**

So now it's up to you. You have a choice.

You can do nothing.

You can shrink down, curl up and hope and wait for this pandemic to end and tell yourself that when it does everything will go back to the way it was before.

Or you can take action now you can build your brand, step into your authority, reach out to and become who you need to be to serve your partners and clients, by the way, who desperately need you right now.

You can grow your income and build that lifelong dream for an impact. We don't know how long the effects from this pandemic are going to go on, three months, six months longer.

How long are you able to wait to get to living your lifelong dream and profiting from your skills.

## **HOW I CAN HELP**

So here's what I have for you.

My team and I have set aside some time in the next 48 hours to speak with you personally, about how you can apply these ideas to your business.

Starting today, right now.

Whatever your biggest challenges are we've seen it, and we know how to overcome it.

So on this call, we're going to get on the phone for about 45 minutes and we'll work with you to craft that step by step game plan. On this session we're going to get very clear about where you are now and where you want to be.

And the exact steps that will get you there fast.  
Need to start that consultancy? We can help you

Need to grow your brand to become the go-to person and expand your side hustle to give you more negotiating power? We've got your back

Don't know what you can offer but know you do have something to offer? You're in the right place.

So what's the cost of the call? Absolutely free.

You may be thinking, nothing is absolutely free, and you are absolutely right, there is a catch.  
The call is not for everyone.

## **WHO THIS IS FOR**

It is for people who know they need a change, and are committed to get the help to get moving on their breakthrough. Maybe they've

been in rut in their job or career, and are ready to break free, or build towards that freedom.

It's for those who may not be sure WHAT they can do, maybe they've been out of the professional arena for years, but they are willing to give it a chance and do the work to dig deep. Don't worry, whatever you are going through, we've seen it and can help you navigate this uncertainty to breakthrough.

If that's you, then we want to talk to you book that session, right now.

It is for people who are serious about and committed to surviving this season, taking care of people who desperately need you right now, and are determined that they will emerge from this better than ever before.

It is for people who are serious about and committed to surviving this crisis, taking care of people who desperately need you right now, and are determined that they will emerge from this better than ever before.

You must accept that we are at a turning point right now.  
And there's no going back to business as usual.  
You must be committed to find the resources to succeed.  
If that's you, then we want to talk to you book that session, right now

## **WHY WE'RE DOING THIS**

And if you want to know, why would we do this, why would we give up our time to meet with you for free?

You know my commitment right now, is what's driving us.

My commitment is to not lose anybody in this season.

Why, because I see your commitment.

I see how you've given yourself to support and care for those around you, whether your family, or your workplace or those around you that have needed your help, and I see how you could help so much better by being fully who you are meant to be.

Plus I was once there, and this is my way of paying it forward. Every single one of us has to be part of the solution right now. And this is my way of being part of that solution.

## **BOOK A CALL**

So if you want to book a call with us, go to our booking page. When you get to the booking page you'll see our calendar, you'll see all of the available appointment times and just grab whichever one works for you.

After that, you'll be taken to a really short application it's like seven or eight questions. Fill it out really quickly, and we'll get on the call with you at the appointment time that you selected.

It's going to be the best 45 minutes you've ever spent working on your business. So go on, we'll speak to you really soon.

**[HTTP://GETONLINEGETKNOWN.COM/LETSTALK](http://getonlinegetknown.com/letstalk)**



# Today is the first day of the rest of your life!

If you have been wanting to monetize your expertise that you have from your job or business, but you just don't know where to start, are not sure what type of career move you should make, or how to use your skills to get you the financial freedom that you desire. If you have tried everything you know and just can't seem to make any progress and you are ready to get some help so that you can get moving today...

This is what I'll be laying out for you in this guide. How to discover the unique brand that is YOU, unlock your purpose and fulfill the dream you have always had to make an impact on society with your skills and gifts, even if you have no clue where to start!

Book a free no-obligation call with our team by visiting <http://bit.ly/book-a-call-for-your-brand>.

Jacqueline Tsuma is the founder & CEO of JT Consulting, and a digital technology expert and business coach. She's helped expatriate professionals and consultants from all over the world discover their purpose and grow their brand and business revenue while making an impact on their world.

