

The Roadmap To Getting Clients with Ease!

FINALLY, KNOW EXACTLY WHAT TO DO IN YOUR BUSINESS
DAILY TO BRING IN HIGH PAYING CLIENTS WITH EASE.



Hey there!

Thank you for joining me in this masterclass and subscribing to my email list. I'm honored to have you here!

My name is Janet, I'm a Marketing coach and I help my clients leverage their marketing so they can create a profitable business. With 9+ years of marketing experience, I can assure you that no one can guide you through this journey better than me. I have shifted from having an idea, putting it into action, then struggling to find clients, to a highly profitable web design business.

My intention is for you to stop second-guessing yourself on whether or not you're doing it right or wrong. Every step your taking is in your business is always I step forward. I hope this masterclass helps you take massive action to create the life and the business you want.

How to get the most out of this guidebook!

One of the most important things you can do for the success of your business is to make decisions in advance, so you can be able to take action from a place of confidence and total conviction.

This guidebook is designed to help you take action on everything you learned in the masterclass. By the end of this, you'll have a simple, focused roadmap that you can start implementing right away to attract high-paying clients.

Take your time with each section, reflect on your business, and be honest with your answers. This is all about creating a plan that works for YOU.



Masterclass Summary

The Two Key Focus Areas to Lose the Overwhelm

First things first: If you're feeling overwhelmed or stuck, it's probably because you're focusing on too many things that aren't moving your business forward. We need to clear that up. So, what should you focus on?

MARKETING AND SALES.

That's it. These are the lifeblood of your business.

- Marketing is all about letting people know you exist. Think of it like a coffee shop putting up a big sign outside that says, "We're open, come get your coffee!" It's your job to make sure people know who you are, what you offer, and why they should care.
- Sales is about extending that invitation. It's not enough to just put up a sign. You've got to invite people in—show them what's on the menu, tell them why your coffee is the best, and then ask them to place an order.

Marketing brings them in; sales closes the deal. Focus on these two things, and watch your business start to shift in a BIG way.

The Three-Step Framework to Attract High-Paying Clients

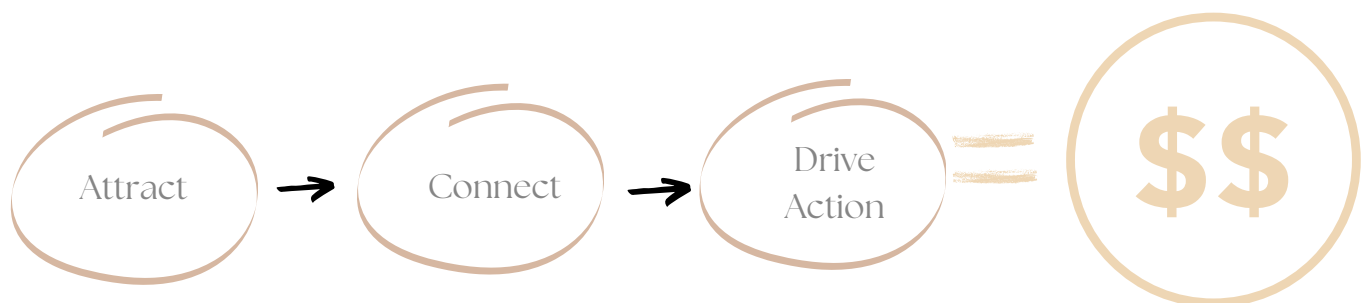
Now that we've got your focus narrowed down, let's talk about how you can attract those dream clients. You know—the ones who are more than happy to pay your rates because they see the value you bring.

Here's the simple three-step framework to make that happen:

- Attract a steady flow of leads – Consistency is key here. Whether it's through social media, emails, or your website, you need a system that brings people into your world regularly.
- Nurture and connect with those leads – It's not just about getting people in the door; it's about building trust. Show your value, engage with them, and let them see why you're the best fit for their needs.
- Drive those leads to take action – You've got their attention, now it's time to ask for the sale. Whether it's booking a call, signing up for a service, or making a purchase—be clear and confident in your call to action.

This framework keeps things simple and effective. Stick to it, and you'll start attracting and signing high-quality clients faster than you think.

THE PROFITABLE BUSINESS FRAMEWORK



Common Mistakes That Hold Entrepreneurs Back

Now let's talk about what not to do. I see these mistakes all the time, and I want to help you avoid them so you can get results quicker.

Mistake #1: Not Having a Strategic Marketing Plan

If you're just throwing stuff at the wall and hoping something sticks, that's a recipe for burnout. Without a clear marketing plan, you end up doing random tasks that don't lead to real results. Let's be intentional! A simple 90-day marketing plan will keep you focused, consistent, and on track to hit your goals.

Mistake #2: Not Mastering Your Marketing and Sales Skills

Marketing and sales are skills, plain and simple. And the good news is—you can learn them! Don't get stuck thinking "I'm just not good at sales." That's not true! With the right guidance and practice, you can master these skills and turn them into a repeatable system for attracting clients.

Mistake #3: Not Leveraging Your Available Resources

We all have limited time, and that's why it's crucial to use your time wisely. If you're doing everything yourself and not leveraging help—whether it's hiring support, automating tasks, or even working with a coach—you're holding yourself back. The faster you can free up your time to focus on high-impact tasks, the faster your business will grow.

Your Action Steps to Get Results

Here's how you can start putting all of this into action:

- **Plan and Execute** – Take the time to map out a simple 30-day or 90-day marketing plan. Even if it's basic, it's better than flying blind.
- **Commit to Learning** – Dedicate time to learn and practice your marketing and sales skills. These are the keys to your business success.
- **Seek Support** – Don't do it all alone. Whether it's hiring a VA, joining a mastermind, or working with a coach (like me!), get the support you need to make things happen faster and more efficiently.

Profitable Business Guidebook

Step 1: Define Your Focus

(Marketing & Sales)

To create a successful, profitable business, you need to focus on two key things: marketing and sales. Let's break down how you'll focus on these areas over the next 90 days.

1. What marketing activities are you currently doing? (Examples: Posting on social media, sending emails, writing blogs, etc.)



2. What marketing channels are you using to let potential clients know your business is "open"? (Examples: Instagram, LinkedIn, Website, etc.)



3. What sales activities are you doing to extend an invitation to potential clients?
(Examples: Sending proposals, following up with leads, offering discovery calls, etc.)



4. What's one marketing activity and one sales activity you can commit to consistently doing for the next 90 days? (Make sure it's something you can do regularly.)



Marketing activity: _____

Sales activity: _____

Step 2: Attracting a Steady Flow of Leads

You need a constant flow of leads coming into your business to keep your client pipeline full. This step is all about figuring out how you'll attract those leads.

Below you'll see a list of 30 ways you can attract leads. Choose 2 primary actions you want to start taking right now to attract leads. I suggest you pick what comes easiest for you.

30 WAYS TO ATTRACT LEADS:

Circle all the ideas that you have to start attracting clients:

*FREE WORKBOOK PDF

*WEEKLY LIVE

*RUN IN PERSON
EVENTS/ WORKSHOPS/
MEETUP

*JOIN A SUMMIT

*CHALLENGE

*PODCAST
FEATURE

*IG REELS

*WEBINAR/FREE
MASTERCLASS

*BLOG

*QUIZ

*POSTING ON
OTHER FB
GROUPS

*EMAIL LIST PER WEEK

*YOUTUBE

*POP-UP SHOPS

*GIVEAWAY

*PODCAST Q&A SESSIONS

*VIRTUAL
WORKSHOP

*IGTV

*ATTEND MEET
UPS

*SM POSTING

*WRITE A BOOK

*IG STORIES

SM ENGAGEMENT
ON COMMENTS

*COLLABORATION WITH
OTHER IN YOUR
INDUSTRY

*CREATE FB
GROUP

*REFERRAL
PROGRAM

*CONVERSATION
S VIA CHAT

*FREE CALLS

*SCHOLARSHIP

1. Who is your ideal high-paying client? (Describe them: What industry are they in? What are their pain points? What type of work do they need help with?)



2. Where do your ideal clients spend time online? (Examples: Instagram, LinkedIn, Facebook Groups, etc.)



3. What's one action you can take today to start attracting more leads? (Examples: Post a value-packed piece of content, start a conversation with a potential client, promote your services.)



Step 3: Nurturing Your Leads

Once leads start coming in, you need to nurture them—build trust, demonstrate value, and stay top of mind until they're ready to work with you.

1. How do you currently nurture your leads? (Examples: Sending follow-up emails, sharing client testimonials, providing free resources, etc.)



2. What's one way you can improve or simplify your lead nurturing process? (Examples: Create an email sequence, share a case study, offer a free consultation.)



Step 4: Driving Leads to Take Action

You've attracted leads and nurtured them—now it's time to extend that invitation and drive them to take action!

1. What's your main call to action? (Examples: "Book a discovery call," "Sign up for a consultation," "Get a free audit.")



2. Where will you place this call to action to ensure your leads see it? (Examples: On your website, at the end of your emails, in your social media posts.)



3. What's one action step you can take this week to drive more leads to take action? (Examples: Send a follow-up email, share a client success story with a CTA, reach out to leads directly.)



Step 5: Avoiding Common Mistakes

Let's make sure you avoid the common mistakes that can keep you stuck.

1. Do you have a 30-day or 90-day marketing plan? If not, take 5 minutes to list out your marketing and sales activities for the next 30 days.



2. Are you actively learning and improving your marketing and sales skills? What's one area of marketing or sales you could work on this month?



3. How can you leverage your resources to create more time and focus in your business? (Examples: Hire help, outsource admin tasks, automate processes.)



Step 6: Simplify

It's time to bring it all together. Fill out the simple plan below to create clarity about what you'll be focusing on in the next 90 days.

Marketing Activity: _____

Sales Activity: _____

Lead Generation Strategy: _____

Lead Nurturing Strategy: _____

Call to Action: _____

What are you selling for the Next 90 Days: _____

Step 7: Create Your Roadmap

It's time to put it all together and create your roadmap to a profitable business. Use the answers from the first 3 steps to fill out the boxes below. This will give you a clear picture of your roadmap and what steps need to be taken for you to start getting high-paying clients with ease.

THE PROFITABLE BUSINESS *Roadmap*

ATTRACT

CONNECT

DRIVE ACTION

The diagram consists of three vertical rectangular boxes, each outlined in a light orange color. The boxes are arranged horizontally and are empty, intended for the user to write their business roadmap steps. Above each box is a label: 'ATTRACT' for the first box, 'CONNECT' for the second, and 'DRIVE ACTION' for the third. Between the first and second boxes, and between the second and third boxes, there is a black arrow pointing to the right, indicating a sequential flow from one step to the next.

**How I can help you
create a Profitable
Business.**

Is this you?

You want the big house by the beach and the freedom to work from any coffee shop around the world, doing work that inspires your creative soul. But instead of enjoying the life you deserve right now, you're stuck because it's hard for you to find a client that would pay 5k, 10k, or even 20k for a design project.

You know you want more high-paying clients to increase your profits, but you don't know how you'll get there.

You understand that growing a business is not easy, and it takes time. But it's heartbreaking to have put so much effort into this dream business for the past couple of months or years to see little to no profits. The clients you have gotten so far, have come from referrals and not so much from your marketing efforts. So you feel like you have no control over your income, and when a client comes in, it feels like pure luck.

This makes you question yourself... Can this business work for you? Or are you just way over your head? Yet, you don't want to lose hope. Because deep in your heart, you know designing and being of service is what you love to do.

Right now, life feels overwhelming because you want to quit your job to go full-time on your business. But your business is yet to be profitable for you to make that leap. You have hope that your business will one day take off. But you need to figure out how you can make it happen.

Growing a business is not easy, and the struggle is real, especially when juggling multiple jobs, caring for your kids, and keeping your house organized. And on top of that, you must also manage your business and keep it afloat.

I understand how challenging it can be. I've been there myself, and I want to help you. Just imagine how much your business and life could change finally were able to get high-paying clients and have a higher profit margin in your business.

I believe that you can create a profitable business that lets you live the life you desire.

You have the power to take control of your income and profits by leveraging online marketing.

With the proper guidance and support, you can learn how to leverage your marketing to get clients to pay you 5k, 10k, or even 20k for your design projects.

When you join me in **The Profitable Business Program** you'll have the tools and resources you need to get high-paying clients and boost your profit margins.

Let's join forces and work together to...

- Boost your Profits by eliminating what's holding you back from creating your most profitable year yet.
- Create high-converting premium services that attract high-paying clients who are eager to buy from you.
- Attract clients through authentic, value-centered marketing rooted in your values.
- Leverage your Content to create a simple yet powerful content strategy that drives growth without burning you out
- Dramatically increase profits with consistent traffic and high-quality leads.

What You Can Expect

We will work together for 6 months to deep dive, plan, execute, and mentally grow together. The coaching support provided in this program is designed to help you leverage your marketing to attract high-paying clients and grow your profits.

Get Fast Results With Ease

Could you imagine all the fantastic things that could happen if your business were profitable?

Just picture it - you could finally afford to take that dream vacation to Europe that you've always wanted, spend three whole weeks exploring the charming streets of Paris and indulging in delicious croissants and macaroons.

And with the extra funds, you could also pay off that pesky debt that's been causing you stress and keeping you up at night, granting you the peace of mind and financial security you deserve.

You could even put a down payment on a lovely new house in the suburbs, complete with a sprawling backyard and a white picket fence.

With a profitable business, the possibilities are truly endless - and all it takes is a bit of hard work, dedication, and smart decision-making to make it happen.

Entrepreneurs leveraging online marketing gain the highest-paying customers and enhance their profit margins.



**When you're ready to get my help.
Book a 15-minute discovery call at
janetsoriano.com/discovery**