



LESLI BITEL'S

# 6-FIGURE BUSINESS

## Building Blocks

### CLEAR NICHE MARKET



- Who Do You Serve?
- Problem You Solve
- Where They Congregate
- Differentiation
- Ideal Client Avatar

### MARKETING STRATEGIES



- Online / Offline
- Local Network
- Social Media
- Launch Campaigns
- JV/Referral Deals
- Networking
- Lead-Capturing Website
- Video Show
- Paid Ads
- Mailings

### AUDIENCE (LIST) BUILDING



- Friends & Fans
- Free Lead Magnets
- Summits & Giveaways
- Social Media
- Paid Traffic
- Newsletter / Blog / Podcast

### MARKET POSITIONING



- Celebrity & Authority
- Radio, TV, Podcast Interviews
- Public Relations
- Sponsorships
- Joint Ventures
- Expert Articles / Videos / Book
- Awards & Certifications

### SALES SKILLS



- Discovery Sessions
- Psychology of Sales
- Sales Conversation Strategies
- Selling From the Stage
- Overcoming Objections

### MULTIPLE STREAMS OF INCOME



- 1:1 Private Services
- Mid-Level Group Programs
- Online Classes & Webinars
- Live Events & Workshops
- Home Study Products
- Add-On Sales

### OFFERINGS



- Solve Biggest Pains
- No Hours for Dollars
- Multi-Feature Packages
- Online Programs
- Supplemental Sales
- Strategic Pricing

### AUTOMATION



- Autoresponders
- Follow Up Sequences
- Customer Care
- Marketing and Sales Funnels
- Running Payments