facebook 5Lives

COURSE NOTES

How to Build a Business
One Customer at a Time

These course notes are especially designed to accompany Bernadette's upcoming 5Lives Series

Want more? To access more free online business training from Bernadette, register for her Masterclass "The Ultimate Guide to Online Profits"

REGISTER MY PLACE

How to Build a Business One Customer at a Time

Congratulations! I'm delighted you signed up for this month's 5LIVE Series *"How to Build a Business One Customer at a Time"*. There has never really been a better time to build a business. With so much opportunity available by way of the Internet, digital marketing, and communication technologies, it's never been easier to get potential customers. **Yet, as a consumer do you feel LOVED** OR do you feel like just another number and just another name on an email list?

> This series of FB 5lives is about *learning how to create the intimacy and personal connection that creates raving fans and how to do this in a way that doesn't suck up hours of your time or leave you burnt out as a business owner.*

This month I've got something very, very special with 3 guest contributors who are doing BIG (I mean really mega BIG) things in business by *creating real connection* and *building authentic relationships* with their customers. And while every single one of these people are industry leaders, making big impacts with global brands, they all **started in exactly the same place as you**. You'll see as I do, that every single one of these people have a very refreshing, 'down to earth' quality.

And the reason I've hand-picked these people is because all of them have values in common … they operate from a true place of authenticity. Doing business BIG is not about the glitz, the glamour and the show. They believe in real conversations with real people and the power in making true and meaningful connections They understand that what makes a person whip out their credit card and buy isn't an impressive sales letter, automated funnel, or fancy marketing – people buy from people they trust because **they feel loved, understood.** I promise you, in this special 5LIVE series, you're going to get some BIG business lessons that small companies can learn from.

ACTION STEP: Register below to post questions and get reminders for each live session

How to build a business - one customer at a time

8 May at 13:00
Bernadette Doyle: Client Magnets plans to go live.

📅 Get Reminder
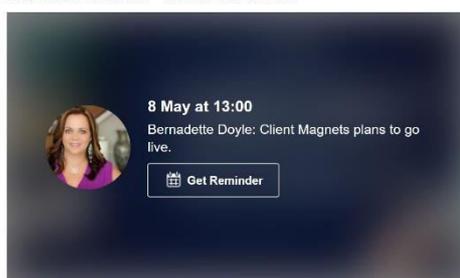
- **Day #1 – Monday 8th May, 2017 - 1pm (UK)**
  Building a Business One Customer at a Time with Bernadette Doyle
  >> *Click to Register*
- **Day #2 – Tuesday 9th May, 2017 - 5pm (UK)**
  Creating the Culture of a Heart-Centered Business
  with Randy Cohen >> *Click to Register*
- **Day #3 – Wednesday 10th May, 2017 - 1pm (UK)**
  How to Create Authentic Conversations with Potential and Existing Customers with Michelle D'Attilio >> *Click to Register*
- **Day #4 - Thursday 11th May, 2017 - 1pm (UK)**
  Live Customer Engagement Q&A – "Bring It To The B!"
  >> *Click to Register*
- **Day #5 Session 1 - Friday 12th May, 2017 - 1pm (UK)**
  My Personal Story - Building a Profitable Online Business One Customer at a Time >> *Click to Register*
- **Day #5 Session 2 – Friday 12th May, 2017 - 4pm (UK)**
  How To Make a Difference by Delivering a "Wow" Customer Experience with Yanik Silver >> *Click to Register*

ONLINE PROFITS UNIVERSITY

Day #1 – Building a Business One Customer at a Time

Monday 8th May, 2017   Session 1 - 1pm (UK): >> Click to Register

With Bernadette Doyle … I'm "kicking-off" this powerful 5LIVEs series with why this topic of 'Building a Business One Customer at a Time' is so close to my heart. I will also cover what's happening with online marketing that makes it so crucial to focus on this NOW and why this is something you cannot afford to ignore.

Day #2 - Creating the Culture of a Heart-Centered Business

Tuesday 9th May, 2017 – 5pm (UK): >> Click to Register

With Randy Cohen … When I first met Randy, I knew I had to introduce him to you. Over the past 27 years Randy has grown his business "Ticket City" to $150M in Revenue! But don't be intimated by these big numbers or think that you can't learn from Randy - I'm going to be asking him how he got started and how he used personal connection to gain the competitive advantage from day one in his business.

Day #3 - How to Create Authentic Conversations with Potential and Existing Customers   **Wednesday 10th May, 2017 – 1pm (UK): >>** Click to Register

With Michelle D'Attilio … Michelle's specialty is engagement with real people. The reason I wanted to interview her is I know the valuable insights Michelle is going to share with you on the topic of how to truly engage with your audience.   On this live you will learn from an expert who knows how to create honest and authentic conversations with potential and existing customers.

Day #4 – Customer Engagement Q&A – "Bring It To The B!"

Thursday 11th May, 2017 – 1pm (UK)>> Click to Register

- Rare opportunity to ask me any question about your own customer engagement strategy
- Bring me your question and we'll talk it through together!
- Register your question in advance using the link above!

Day #5 Session 1 – My Personal Story - Building a Profitable Online Business One Customer at a Time   **Friday 12th April, 2017– 1pm (UK)>>** Click to Register

I've been around online marketing for 15+ years – that's long before Facebook and other social media platforms 'took off'.   I built a million-dollar online business at a time when the size of your list was the key indicator of your success.   I'm going to share my personal story … what's changed, what's stayed the same and the lessons I've learnt along the way.

Day #5 Session 2 – How to Make a Difference by Delivering a "Wow" Customer Experience   **Session 2 - 4pm (UK): >>** Click to Register

With Yanik Silver… my first online business mentor! We've both come a long way in the 10 years since we first connected.   Yanik is passionate about creating "wow" customer experiences - you're going to be so inspired by his desire to make a real difference through his business and yours.

Day #1 : How to Build a Business One Customer at a Time with Bernadette Doyle

- Bernadette's story - why she was compelled to share the topic of "Building One Customer at a Time" and how these 5LIVES are going to help you increase your online profits
- Why paying attention to customer engagement is an absolute MUST to the success of your online business
- How to create the intimacy and personal connection that creates raving fans and how to do this in a way that doesn't suck up hours of your time or leave you burnt out as a business owner.

Bernadette Doyle created Online Profits University to help people create an online business that leads to a true freedom lifestyle. Bernadette is all about helping people, step-by-step, build an online asset; generating long-term, sustainable, passive profits online.

Action Notes, 'Take-Aways' & A-Ha Moments

DAY #1 - *Session 1 Quick Access Link*

ONLINE PROFITS UNIVERSITY

Day#2 *Creating the Culture of a Heart-Centered Business* with Randy Cohen

When Bernadette met Randy, she felt his infectious passion for people over profits. And though Randy is a highly successful, multi-million dollar, larger than life business owner, he has the biggest heart in the world!   Be on this 5LIVE to find out how you do business with heart.

- Why you need to put people before profits – what it means and how it will transform your business
- How to instil an authentic, caring culture into the DNA of your business, from top to bottom
- The difference between customer service and customer experience and why it matters so much to the success of your business.

Randy Cohen has more than 27 years of CEO experience and significant expertise in entrepreneurial ventures.

In 1990, Randy founded TicketCity. Seven years later, he launched the ticket industry's first e-commerce website devoted to major sporting and entertainment events. Randy is an avid student of leadership and human motivation. He is known for what he calls the "woo-woo philosophy" - that CEO means Chief Energizing Officer.

Living what he teaches, he has parlayed his enthusiastic approach into a $150M a year business. He has leveraged his cheerleading-style to maintain extraordinary customer service despite its meteoric rise and exponential growth.

Action Notes, 'Take-Aways' & A-Ha Moments

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DAY #2 *Quick Access Link*

#3 How to Create Authentic Conversations with Potential and Existing Customers
with Michelle D'Attilio

On this session you'll hear Michelle talk about the value in creating real connection with potential and existing customers. She understands the power of human-to-human communication in business and knows how to create conversations that are very real. Michelle is creative and innovative in the strategies she uses to make a customer feel valued and loved.

You'll see as Bernadette did, that when Michelle talks about the customers of brands she represents, she knows those customers better than they know themselves. And all the things we talk about in Online Profits University (find out more here) - like *really* understanding your customer's hopes, desires and fears – well, Michelle knows how to do that.

You can expect lots of really practical 'take-aways' to help you connect and engage with your customers on social media. Here is some of what will be discussed:

* How to use social networks to foster trust and establish a rapport with customers
* How creating a loyal, engaged customer base will help improve your business bottom line
* Creative ways to build your online business through one-to-one human connection

Michelle D'Attilio is the CEO of sosh, a Milwaukee-based firm that specializes in connecting brands to their consumers through the use of social media and, most importantly, unique offline, face-to-face activations. sosh's focus is brand and consumer relationships. Applying 16 years of advertising and marketing expertise, sosh manages Fortune 500 brands such as Johnsonville Sausage, Briggs & Stratton, GE, Snapper, Palermo's Pizza, Urban Pie and more.

Action Notes, 'Take-Aways' & A-Ha Moments

SOCIAL MEDIA FOR SMALL BUSINESSES

Resources for more efficient social

HOOTSUITE
schedule & community managing tool for Twitter

hootsuite.com

CANVA
Photo editing app for creating simple graphics

canva.com

ICONOSQUARE
managing Instagram on desktop with analytics

pro.iconosquare.com

SCHEDUGRAM
schedule your Instagram posts to go out at the optimal times

schedugr.am

Screamin' Sicilian
November 23, 2016 ·

Get the hookup on promos by signing up for the #ScreamTeam:
http://bit.ly/ScreaminTeam

Goal: Link Click

Make sure that your copy is enticing and there is a clear call to action. Consumers are more likely to click on a link when they want to find out more information and the steps are easy. When you drive consumers to your website you can provide more information and makes it easier to collect information and track that consumer in the future.

Screamin' Sicilian
December 8, 2016 ·

How the heck do you slice it?

REGULAR   PARTY   LAZY

ABSTRACT   TACO   NO RULES

Goal: Engagement

Graphics should be able to stand on their own and with their coordinating copy. A well designed and easy to understand graphic will stand out in a newsfeed and encourage sharing. By including a short caption, that asks a question, you're also opening opportunity to connect with consumers with your brand.
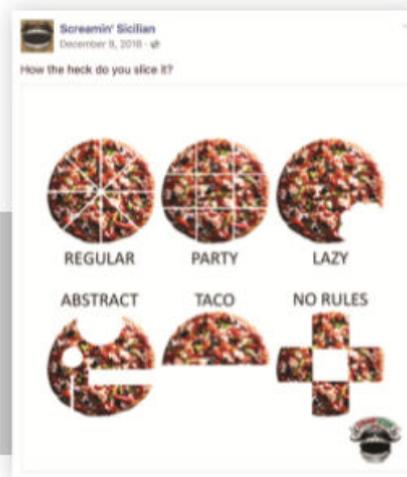
67% of consumers use social media to contact a brand about a customer service issue.
42% expect a response back within 1 hour. **32%** expect a response back within 30 minutes.
24% (who use social for a CS issue) expect a response back within 30 minutes regardless of the day or time.
57% (who have not used social for a CS issue) expect a response back within 30 minutes regardless of the day or time.

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https://hootsuite.com/   https://www.canva.com/
https://pro.iconosquare.com/   https://schedugr.am/

DAY #3 Quick Access Link

#4 Customer Engagement Q&A – "Bring It To The B!"

This 5LIVE is a special live "question and answer" session with Bernadette. What do you want to know about creating intimacy and personal connection in your online business?

- Rare opportunity to ask Bernadette any question about your own customer engagement strategy
- Bring your question to the 5Live and Bernadette will talk it through with you together!
- Register your question in advance of the 5Live by clicking here.

Questions & Solutions:

DAY #4 Quick Access Link

#5 My Personal Story about Building an Online Business One Customer at a Time

Bernadette has been around online marketing for 15+ years – that's long before Facebook and other social media platforms 'took off'. She built a million-dollar business in a time where the size of your list was the key indicator of your online success. Bernadette will share her personal story … **what's changed online, what's stayed the same and the lessons she's learnt along the way.**

What part of Bernadette's story can you most relate to?

What mistakes can you now avoid?

How do you see customer connection and engagement fitting into your overall business strategy?

DAY #5 Quick Access Link

facebook *5Lives*

Loving the LIVES? Get more free online business training with Bernadette by registering for the *"Ultimate Guide to Online Profits"* Webinar

REGISTER MY PLACE

Day #5 - Session 2: **How to Make a Difference by Delivering a "Wow" Customer Experience** *with Yanik Silver*

Yanik was Bernadette's very first online business mentor. She wants you to be inspired (as she has been) by his passion for creating successful businesses that make a true difference in the world.

- What is a "wow" customer experience and how it impacts on your online profits
- How to create the "wow" factor when you're just starting out online
- How to build a profitable, sustainable online business that makes an impact, while still having fun

Yanik Silver redefines how business is played in the 21st century at the intersection of more profits, more fun and more impact.

He is the founder of Maverick1000, a private, invitation-only global network of top entrepreneurs and industry leaders. This group periodically assembles for breakthrough retreats, rejuvenating experiences, and impact opportunities (to-date raising over $3M+) with participating icons such as Sir Richard Branson, Tony Hawk, Chris Blackwell, John Paul DeJoria, Tony Hsieh, Russell Simmons, Tim Ferriss, and many others.

Yanik serves on the Constellation board for Virgin Unite, the entrepreneurial foundation of the Virgin Group and Branson family. His lifetime goal is to connect visionary leaders and game changers to catalyze business models and new ideas for solving 100 of the world's most impactful issues by the year 2100.

Action Notes, 'Take-Aways' & A-Ha Moments

DAY #5 Session 2 – *Session 2 Quick Access Link*