

# Get Your Client Attracting Story Done Worldwide Virtual Workshop



"It's Your Story. Tell It Well"

Guided by:  
Nancy Juetten



# Making the Most of Your 3-Session Experience

- Participate in the Bye-Bye Boring Bio PRIVATE Facebook Community.
- Post your best effort bio, comment on the drafts of others, and see progress being made to inspire showing up at your absolute best.
- Show up LIVE for all the calls.
- Get This Done by midnight after our second call to earn consideration to be recognized for the best “before” and “after” transformation!

# Today You Will

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## Create Your Story to Attract Clients Now!



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# Intentions

- Let's have some fun and create winning results in the time we have together.
- Step into your truth without apology.
- Limit distractions.
- Take brief breaks at the top of each hour.
- Expect moments of silence as you work.

# Participation Packs a Punch

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- Yes. There will be opportunities to ask questions.
- From the web, use the web form.
- By phone, raise your hand by selecting \*2.



# Let's Begin with the Desired End Result in Clear Focus

- A client attracting story you love that creates impact
- The opportunity to get seen, heard, celebrated and compensated for the expertise you own today
- Come to "The Magic Message Lab" call in one week from noon to 2 p.m. Pacific to get extra help.
- Post your best draft in the Bye-Bye Boring Bio PRIVATE Facebook Group.

# Today's Journey

- ☐ Quick Quiz
- ☐ Five Steps: Decide, Reflect, Prove, Add Personality, Prepare
- ☐ "Great 8" Story Elements
- ☐ Create Your Story
- ☐ Hot Seats/Q&A
- ☐ Close



# Quick Quiz



**YOUR QUICK QUIZ**  
to Figure Out How to **FOCUS**  
Your Valuable Time and  
Attention So You Can  
**GET READY, KNOWN & PAID!**



Perfect for Somewhat Introverted Spotlight  
Seekers Who Are Serious about Making Real  
Impact and Not Quite Sure Where to Start.

Enter Your Email Address

**I WANT IT NOW!** 

Please be assured I will never rent, share,  
or give out your information to anyone.

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# How to Be Ready for Opportunity in 5 Simple Steps



# 1. Your Aha Story

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When did you know you were first destined to do this work?



# Exercise #1: Aha!

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## 2. Your People

- ☐ Who Are Your People?
- ☐ What Is Your Tribe?
- ☐ What Is Your Community?
- ☐ Let's Start With You!





# Exercise #2: Your People

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### 3. What Do You Do?

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# Goldilocks Had It Right



# An Example to Inspire YOU to Think Bigger from the Start

Prepare Your Story. Broadcast Your Brilliance.  
**PROSPER NOW.**

Nancy Juetten | [www.AuthenticVisibility.com](http://www.AuthenticVisibility.com)



#### THE PROGRAM INCLUDES:

A private Facebook group to create community and foster strategic alliances among and between the participants to joint ventures can take root to grow along with big success.

The opportunity to ask for and receive support among and between the members of the group with leadership, facilitation, and coaching provided by Nancy Juetten.

The opportunity to have your successes seen, heard, and celebrated via Nancy's ezine, blog and speaking engagements!

Visit [www.authenticvisibility.com/jumpstart](http://www.authenticvisibility.com/jumpstart) for all the details - including the powerful bonuses!



**Get-Your-Client-Attracting-Story-DONE Virtual Workshop**



**+ A Bonus "Bio Doc Is In" Follow Up Call One Week Later!**

Joint Ventures, Teleseminars, Speaking, Networking, Ezines, Ebooks, Publicity to Build Know-Like-Trust ...

ENGAGE AND SUCCEED!

BY APPLICATION ONLY



#### PRIVATE MENTORING PROGRAM

#### Six Training Modules

- 1 Name and Claim Your Profitable Niche
- 2 Say Bye-Bye to Your Boring Bio
- 3 Make a Pitch the Media and Others Can't Resist
- 4 Make your Press Releases Pay Off in a Digital Age
- 5 Use Essential Tools to Get You Quoted and In the Spotlight
- 6 Show Up Like a "Rock Star" Joint Venture Partner, Even if You Are Just Starting Out

**Benefit from abundant tools & resources to Get Known to Get Paid!**



[www.authenticvisibility.com](http://www.authenticvisibility.com)

# Niches to Inspire

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- ☐ I help parents who are at the end of their rope successfully stop the power struggles, connect with their kids and restore peace at home.
- ☐ I help people with neurological issues to find solutions for making their life smoother and enjoyable. I help people with peripheral neuropathy customize daily rituals, identify healing opportunities and achieve greater happiness.
- ☐ I re-ignite hope for people suffering from chronic pain or emotional distress, using acupuncture to provide long-awaited relief.



# Fuzzy Niches = Fuzzy Results

- ☐ Bobbie has been passionately focused on **empowering individuals, families, and communities of people** to strengthen their inner spirit and embrace their Sacred Power through her well-developed trainings and guidance.
- ☐ Richard loves **helping others** to connect with their innate wisdom, creativity, and healing potential.
- ☐ Sally works closely with **an interdisciplinary team** to provide rehabilitative treatment services.



# Exercise #3: What You Do

- ☐ Specifics are terrific.
- ☐ What are yours?



## 4. Benefits

### Five Reasons People Buy

- ☐ Money
- ☐ Time
- ☐ Relationships
- ☐ Health & Beauty
- ☐ Peace of Mind



# Exercise #4: The Benefits

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## 5. Power of Proof



# Bloom Where You're Planted

Two groups of business owners:

1. Starting out
2. Have traction and want to grow





# Exercise #5: Proof



## 6. Passion/Why You?

What lights you up about this work?



# Exercise #6: Why You?

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## 7. Something Personal

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The know, like and  
trust factor

# Exercise #7: KLT

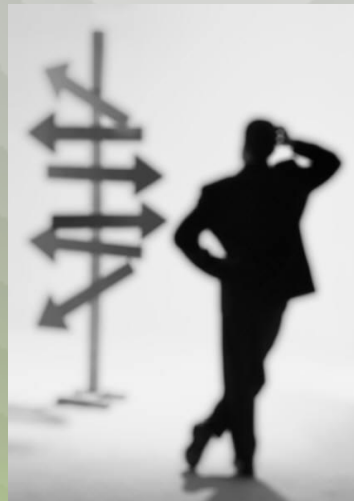
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## 8. Call to Action

What do you want your ideal client **TO DO** when they read your story?



# Exercise #8: Call to Action

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# Let's Get It Done!

- ☐ Worksheet #3, page 48
- ☐ Ready. Set. Go.



# Who Wants to Share?



# Learning Recap from Today

- There is a difference between a Trust Building Story and a Client Attracting Bio. Both are important.
- The 5-Step System can be used to create all the bios you need for client attraction, speaking, media and beyond. Just keep your objective front and center.
- Specifics are terrific. Generic rarely gets it done.
- Make it easy to buy, own, and refer.
- Think bigger from the start ... beyond the book, one-on-one service, or the speech ... and design a model that can deliver the rewards you desire.
- Make building the buzz for your expertise a daily priority.



Our Next Call: The Magic Message Lab  
Let the Healing Begin! One week from  
today - noon – 2 p.m. PST



# There is More to Learn and Do to Make Your Best Impact

- The bio is just the beginning.
- What happens NEXT with when things get EXCITING.
- With confidence, clarity, and conviction, you can build the buzz for your expertise and offerings.
- You can welcome big opportunities.
- You can get booked solid and have a wait list of clients and media opportunities calling YOUR NAME.

# The Challenges and Problems

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- ❖ You still can't find the right words and feel stuck.
- ❖ You don't know how to build the buzz.
- ❖ You feel like your journey forward would accelerate if you had an expert lighting your way to save your time and boost your confidence.

# Get Known to Get Paid **Private** Mentoring Program

[www.authenticvisibility.com/private-mentoring-program](http://www.authenticvisibility.com/private-mentoring-program)

## Get KNOWN to

- G**et Ready to Grow Your Influence Among Your Ideal Audience and Grab Attention
- E**nlist Action and Grow Your Tribe
- T**reat to Treasures, Tips and Training to Build the Know/Like/Trust Factor
- P**romote "Signature" Products, Programs & Services You Love to Deliver and Your Ideal Clients Gladly Buy
- A**ccess Leverage through Affiliate, Joint Venture Relationships, Speaking, and the Power of Publicity
- I**nfluence and Invite Your Ideal Client to Invest in "Perfect Fit" Offerings that Meet Immediate Needs
- D**<sup>TM</sup>eliver Value, Delegate, and Ditch Distractions to Delight Clients and Keep Focus on Your Marketplace Brilliance

## Mentoring Program

With Nancy Juetten



[www.authenticvisibility.com](http://www.authenticvisibility.com)

Get Known to Get Paid Jumpstart  
[www.authenticvisibility.com/jumpstart1014](http://www.authenticvisibility.com/jumpstart1014)



[\*\*www.authenticvisibility.com\*\*](http://www.authenticvisibility.com)



# A Refreshing Twist

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- In a world gone crazy with LEVERAGED group programs, this is **all about you**.
- One-on-One relationship, getting it done, and a **done-for-you** press release, too!

# Parting Words

- ☐ Your story is a living document
- ☐ Tell it often
- ☐ More “**Wow**” instead of wallpaper
- ☐ See you NEXT week!



**Thank you!**