

A computer monitor with a black bezel and a silver stand is centered on a white background. The monitor's screen displays the workshop title. The background of the entire image is a blurred, warm-toned photograph of a person's hands working on a laptop in a meeting room.

THE SIMPLIFY TO AMPLIFY
Workshop

Welcome!

We are so excited that you are here!

My name is Bonnie Randle and my husband Dustin and I are the founders of Digital Wayfinders, a comprehensive membership including courses, coaching and software uniquely designed to rapidly take you from idea to thriving business.

The workshop is really all about helping you go from feeling overwhelmed, incredibly stressed out struggling to find the right leads for you, struggling with poor engagement, inconsistent sales, unpredictable income to a truly enjoyable method of automated daily lead flow, consistent sales, predictable, scalable income that still allow for genuine connections without the crazy launches.

I promise you the exercises we are going to be walking you through over the next 3 sessions are the very best things you could possibly do for the growth and health of your business next year whether you have started an online business or you are just dipping your toes in the water.

Our goal for you during this workshop is truly walk away with the one thing that you actually need to grow and scale a healthy six and seven figure business without feeling completely overwhelmed.



*xo,
Bonnie*

What's Included in this Workshop Series?

SESSION
01

Understand what a **Go To Market Strategy** is and why its **THE MOST CRUCIAL** asset for your accelerated business growth.

In this session we will design **the ONE way that you'll work with your dream clients** and **how to position your offers as something that they can't refuse.**

SESSION
02

Understand the **ONE repeatable strategy that is working right now** that you can use to **easily sell your offer to your dream clients.**

In this session we will go through an exercise to help you **discover the best topic for a conversion event that leads straight to your offer.**

SESSION
03

Discover the one very simple way you can **generate leads consistently that is working RIGHT NOW.**

The best part about this method is that it works really well with **both organic strategies and paid ads and leads right into your sales machine.**

Unlock these Bonuses

When you connect with me on Messenger and share your homework responses you'll also unlock these bonus trainings:



Session 1: Your One Irresistible Offer

The SINGLE biggest reason that entrepreneurs don't succeed in this space is because they do not have [redacted] before they start.

In the very very simplest terms your online business should be like [redacted] for your dream clients.

A go to market strategy and the reason it is the most crucial thing you can do right now is like building the [redacted] for your dream clients.

This sidewalk that we are going to create in this workshop [redacted]

You need one [redacted]. This is the way that you serve people, the way you uniquely are able to help people get a real transformation that they are looking for it's the way you make a difference and change lives.

The second thing you need is a strategic way to [redacted] walk down your sidewalk and make it to your core offer.

Finally you need a way to [redacted] right into your offer.

The only 3 pieces that really matter are your offer, your lead generation and the way you convert leads into buyers.

Session 1: Your One Irresistible Offer

When designing an effective business "sidewalk" **the 3 most important things that matter are:**

- 1.** It needs to be [redacted].
- 2.** It needs to be [redacted].
- 3.** It needs to be the [redacted] for your dream clients to walk down.

When you understand that the solution to **your clients biggest problem** is at the end of your "sidewalk" you are likely going to **do everything you can to help them go down it quickly** so they can truly have the transformation they are looking for.

For your sidewalk to be truly effective we need to make sure the end of it is absolutely irresistible.

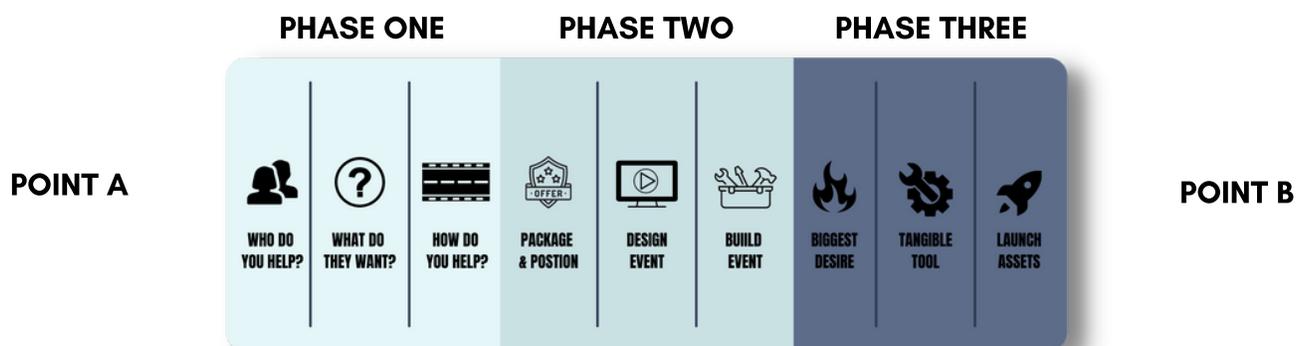
Let's talk through 3 ways you can be sure that your offer is irresistible.

- 1.** Does your dream client know that [redacted] [redacted] ?
- 2.** Is the offer at the end of your sidewalk something [redacted] [redacted] ?
- 3.** Is your offer [redacted] ?

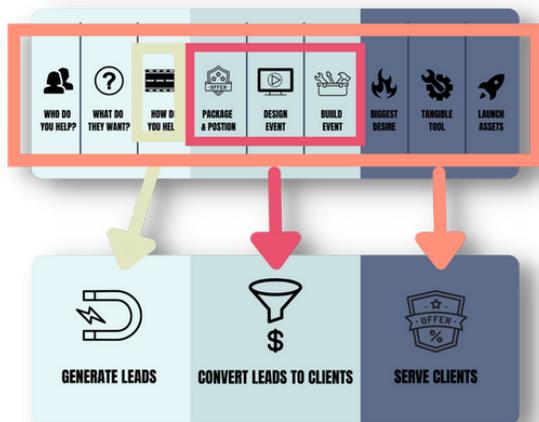
Session 1: Your One Irresistible Offer

When you focus on one big painful problem or one great big desire it allows you to create what we call **a transformation pathway**.

If you were to make a visual representation of the **specific transformation that you can offer your dream clients** it might look something like this:



When you understand the transformation pathway that your clients are looking to go down **you can line it up perfectly with your sidewalk so that you have a very clear slippery easy to walk down pathway**.

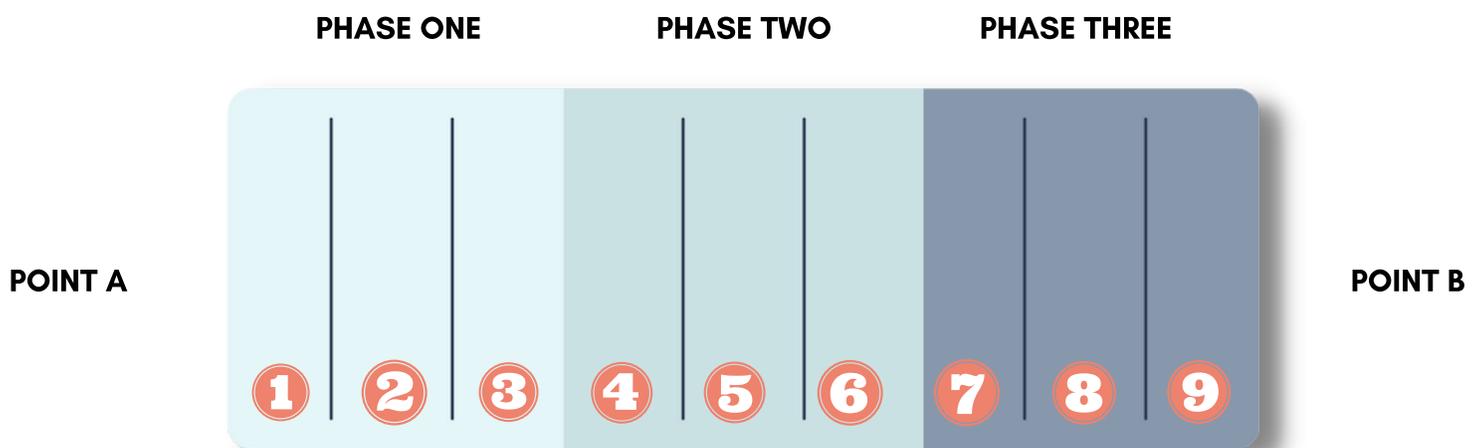


Your transformation pathway represents your unique method for getting your clients the big result they want.

To have a really successful effective go to market strategy you simply need to ensure that **this transformation pathway inspires what you build for your business sidewalk**.

Session 1: Homework

1. What is your dream client's experience like before they work with you? Where are they starting out? This is Point A.
2. What is your dream client's greatest goal or biggest desire? Where do they want to end up after they work with you? This is Point B.
3. What are the 3 obstacles in their way? OR What are the 3 steps they need to take to get where they want to go?
4. How do they overcome those 3 things or how do they take those steps?



When you share your responses to homework responses you'll unlock this bonus resource: The Opportunity Matrix Exercise.

Session 2: Consistent Daily Sales

In this workshop session we are going to talk about **the one simple repeatable strategy** you can use to easily **sell your offer to your dream clients**.

There are several strategies for selling your offer online and some common pitfalls. In this session we will address how to overcome them so that you really can ensure that you are **not only setting yourself up for success but simple repeatable success**.

The **first characteristic of a successful sales system** _____
_____ of your dream clients.

The second aspect of a **successful sales system** is that it _____
_____.

If you've been on an income roller coaster, **its time for you to get off of it**.

When our challenge became a paid workshop...**we no longer had freebie seekers in it**.

Everyone participating in our workshop **had paid for it**.

What happens when you pay for something?

You consume it!!

Because our clients are now paying for our workshop **they show up, they consume it, they participate** and when we make them an offer to take the next step **almost 30% of them are ready to do so** and say yes!

Session 2: Consistent Daily Sales

The very best time for someone to go through your conversion event

When you invite someone to work with you on a micro step and you allow them to take that micro step right away guess what happens? They are actually

Your answer for accelerated, simple consistent growth this year is to truly create one asset in your business that will allow you to genuinely connect with your best prospects and easily invite them to work with you.

With a paid workshop once you create your workshop it is something that runs in the background of your business and inviting your best prospects into your core offer.

A workshop actually allows you to

The **biggest key to a successful workshop is really understanding** that your audience, the people you likely really want to work with are not

They are looking for help in

We've helped with so many launches through the years and **the ones that fall short are the ones that fail**

You can't help someone make a huge transformation in one workshop but you certainly **can get them in motion.**

Session 2: Consistent Daily Sales

The purpose of your workshop is two fold...you need to [redacted] final offer and you need to get your participants [redacted] towards their ultimate goal.

What is it that your audience really really wants?

What is it that you can really really help people do?

Your workshop needs to [redacted].

You can't help them get a really big full win or transformation but you can help them make a micro transformation or complete a small win or movement of some kind.

Your ideal workshop topic for you is going to exist somewhere along your [redacted].

Can you **help them gain clarity on it so that they can get into motion?**

Can you help them **make a plan of some kind that they can then take action on with you?**

Session 2: Homework

1. Looking at your transformation pathway, which steps can you easily walk you prospects through in a short workshop?
2. Of those steps, which one is the most attractive or the biggest obstacle that your dream clients are looking to solve right now?
3. Based on the above, what is the best workshop topic for you?



THIS WORKSHOP IS MEANT TO BE INTERACTIVE.

REMEMBER WHEN YOU CONNECT WITH US VIA MESSENGER FOR 1:1 COACHING & SHARE THESE HOMEWORK RESPONSES YOU'LL UNLOCK THIS SPECIAL BONUS TO HELP YOU IDENTIFY YOUR MOST PROFITABLE WORKSHOP TOPIC.

Session 3: Easy Automated Lead Generation

The final piece of your sidewalk that we need to figure in this session is **how you will generate leads in a very effective and consistent way** without having to dump a bunch of money into Facebook ads without an immediate ROI or having to spend all of your time creating content.

Lead generation is the lifeblood of your business, without leads you don't have buyers and without buyers you don't have a business.

The 3 most important aspects of your lead generation are:

1. Relevancy
2. Consistency
3. Accuracy

RELEVANCY = The asset or method you use to generate leads needs to be [redacted] or the way that you are converting leads into buyers.

One of the biggest indicators of your success is **how quickly you can bring people down your pathway.**

CONSISTENCY = The method you use to generate leads needs to **be** [redacted].

It really doesn't need to be complicated, in fact **the simpler the better.**

The very best way to turn on an [redacted] that are perfect for your business **in a** [redacted] is by using something called [redacted].

Session 3: Easy Automated Lead Generation

In the Paid Workshop Method the **paid workshop is the low ticket offer.**

When you charge for your workshop it **allows you to pay for your traffic with money rather than time** but the way that this offer is structured **makes it way easier for you to run ads.**

ACCURACY = A winning lead asset comes down to really accurately understanding just exactly **what your dream clients want the most** and offering it to them in **a very very tangible format.**

Lead magnets that actually pull your dream clients into your world **are truly tangible tools** and lead magnets **that just die in your dream clients inbox are not.**

Notes
