

# ***The Phoenix Plan***

***How to adapt your business for survival now,  
whilst ensuring continued growth tomorrow***

*By Lisa Bean, founder DARETOGROW  
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# 1. INTRODUCTION

I have to tell you, I've been in a situation like this before - £100k in debt, total revenue dry up and nothing new coming in.

I wasn't scared, I was TERRIFIED!

Waiting up in the middle of the night just praying to angels (yup!) that payments would land at the stroke of midnight and selling old computers online to cover the next bill...all the while feeling embarrassed and alone asking 'what did I do wrong here?'

But...

Not only did I make it through that time in 2015, I built a thriving multiple six figure business out the back of it that is growing month on month, and continues to grow right now.

I could not have predicted where I would end up. I just put one foot in front of the other, leaned into truth, trusted my gut more than ever before and leaned on experts who'd 'been there done that'.

I got through one of the toughest moments in my life and felt stronger and more focused for it. And it's fair to say I learnt something from the ahem, set back. In fact, I learnt five key things to be precise and that's what I'm going to share with you in this letter.

Of course, things are different in this particular situation and I am sensitive to the life changing effect coronavirus and the resulting changes have had on lives, families and businesses. To make my area of expertise clear, I run an online business and that is what I specialise in – marketing, sales, online courses and programmes. I am also an employer and understand the strain this change puts on businesses, along with the difficult questions entrepreneurs are forced to ask.

For any of you reading who run a business that has ground to a halt because of the economy and instructions to stay indoors (I'm thinking of shops, restaurants, manufacturers, suppliers, salons, gyms, construction) I think you will still get value in what I've shared in this document. But, to manage expectations, this document is more geared towards:

- (1) Providers who might adapt their services to offer an online solution;
- (2) Entrepreneurs who need to make money now and are looking at online options; or,
- (3) Anyone who is fed up of making sales but never having cash at the end of the month.

This document is an outline of how consumers' decision making processes have changed and what it will take to position yourself to not only make money now but to keep money in the near to mid future. I will also talk about what you can do to position yourself for sales as



the economy starts to recover, and the importance of building your brand now if you do intend to return to your face to face way of business in the coming months. This will be useful for photographers, event organisers, therapists, to name a few.

So before we get to the good stuff, I want you to know:

**You *can* come back against all the odds, it is still worth it, and you have got it in you to turn this around.**

In a major frickin' way.

And people **ARE** buying. Since first sharing this guide, to the updated version you're now reading, I've heard so many wonderful stories from clients and members of the Daretogrow community.

For example, I've had one client who went from running face-to-face yoga classes (100% in person) to running an online yoga membership (100% online)...and gained clients in the process! I have a Pilates client who's done this too.

Then I've had a client who heads up the sales team in his family run manufacturing business. When sales of industry conveyor belts dried up overnight, he asked a question from this guide – where is the money *right now?* - and began manufacturing gym equipment, which is in high demand and sold out in most places. They already had the material, the machines and the skills. They just needed an 'in demand' product. Talk about a pivot! They just did their first £10k day and have made over £250,000 in sales in less than two months!

And I've just read a note from a client who went from selling artisan jams and baked goods in her shop to running a local delivery service for the essentials. By buying eggs, milk and flour in bulk, they were able to deliver much faster and with a more personal service to their community – they even include recipes with the basic ingredients. They're the talk of the town and revenue is booming! Literally, they went from £6 one day to £600 the next!

So, even though it might feel like all hope is gone, even though your existing line of sales might have dried up, even though it might feel like the help available isn't a fit for you or isn't coming in fast enough...

**YOU are an entrepreneur. YOU are resourceful. And YOU are actively seeking inspiration, tools and guidance on what to do next. Just like I did in 2015...**

Back then I started from scratch, with no brand, no offer and no understanding of the online world of marketing. I just knew I was entrepreneurial, determined and ready for more.



You must have similar feelings? That's why you're reading this letter from someone who has navigated total business and life change before. So give yourself a little kudos for that.

**YOU haven't given up yet. In fact you might say you are preparing for the greatest evolution of your life!**

It's just going to take a little genius, some extra work (let's not lie!) and the implementation of the five key things I've outlined below.

By the way, each action takes 30 minutes to 2 hours to do. You could complete these tasks and start seeing results in a matter of days...if you stick with me on this, okay?

You will need to commit some time to doing this work. But it's far better than watching the news and getting lost in Ozark series 3. Damn the timing of that!!! (I have since ~~watched~~ binged on it and loved it!)

Now, you need to know, I won't hold back in this document. I'm going to tell you exactly what it will take to come out of this swinging. I will be firm, direct and honest. You need to know the truth now about what it's going to take to get onto firmer ground.

I will also tell you what we're doing as a business and the things we're deciding, doing and pivoting on right now so you can see we are all in this together.

## **2. ABOUT LISA**

On that note, I originally wrote this at 10:45pm on 26<sup>th</sup> March from our lockdown camp in York and have been updating it each week.

For those of you who don't know me, my name is Lisa Bean. (Yes, that means my dad is actually Mr. Bean!)

I have built three six figure businesses over the last few years – one in marketing, one in recruitment and one in online sales (coaching / online courses). Each business, without fail, tripled in size year on year. I have a model that works and that's what I teach.

I am also the author of the chart topping book 'First Sh!t Version' which was published in January of this year (we hit #2 on Amazon on day two, without any ads or gimmicks, just the power of the DARETOGROW community).

I run a fast scaling online business teaching people how to get online and how to scale in a sustainable way. I teach business, marketing and sales to purpose driven entrepreneurs who know they have something special to teach, they just need to get it in front of more people who can become customers.



I also share a great deal of content online for free, so if you're new, please do check out [www.daretogrow.co.uk](http://www.daretogrow.co.uk). We recently updated the homepage with lots of useful content on how to get online.

The point is - I am real and I am navigating this with you. If you'd like to reach out to me to ask me a specific question about your unique situation please email me [lisa@daretogrow.co.uk](mailto:lisa@daretogrow.co.uk) or send me a message on any of my social media platforms, usually under the name @daretogrowuk. Tell me you've read this so I can reply in more detail, knowing this is the baseline.

Deal? Deal!

### 3. CAN YOU ACCEPT THESE FIVE TRUTHS?

*Okay one more thing...*

Before we get into the changes needed, I need you to accept something:

***The world has changed. And yes, your messaging, positioning, product offering, delivery, sales approach, even pricing structure has to change in response to this.***

There are no two ways about it.

Even companies that have experienced an unexpected lift (like Zoom, Teachable, Aldi, Amazon deliveries and Netflix) are having to do this.

But for SME business owners whose income may have been obliterated overnight, this is even more crucial.

So first. Read these five statements and please say 'yes' to yourself. You must get yourself to a place of accepting this first and foremost. Where you get stuck on one, ask why you don't believe this to be true and what you need to do, focus on or face to accept it.

Honestly, as harsh as this sounds: it doesn't benefit you to dwell on what has happened and ask 'why me', or 'why is no-one helping me?'. The truth is, we are entrepreneurs and *we are the help!* We must help ourselves, shore up our businesses and get out into the world to help others.

**5 truths to accept:**



- 1. I want to come through this stronger than before. This might mean surviving the current crisis so I can build up my business again in new ways and it might mean setting a whole new vision in my life and business.**

*If this isn't your intention, you can't possibly take the steps needed to make it happen. So decide right now you're going to make it through.*

- 2. I know I need to turn up more often with an even clearer message than before so people that I can help can find me more easily and choose me with more confidence.**

*This isn't the time to be quiet and vague. It's the time to be vocal and precise.*

- 3. I have helped people before and I can help people now. It's just going to look different for now.**

*Accept you can help. You'll just need a new offer or new position.*

- 4. I have sold before and I can sell again now. I just need to connect more deeply with those key potential clients and craft an offer they can afford and need right now.**

*You've come this far, you've weathered other storms and you have skills you can build on now more than ever.*

- 5. Deep down, I know what to do and I know it's time for action.**

*Set your vision, ask for guidance, seek out help but above all TRUST YOUR GUT. You know your business, your skills and your community more than ANYONE.*

Okay, with those five things locked in, let's dive into the five steps business owners must now take to stabilise revenue and continue to build businesses that scale in the future.

## **4. THE FIVE STEPS**

### ***STEP 1 – First, look after your existing clients.***

Look after your existing clients first and foremost. Treat them like ROCKSTARS, because they are. They paid to get you here. They helped you develop your current offering. And they need you now more than ever.



Plus, there is nothing more awkward than going out publicly with an exciting new offer, discount or approach when your current clients are asking ‘where the heck is (s)he / are they?! I need help.’

**And, let me tell you in no uncertain terms: Your clients are continuing to evaluate the value you add to their life and business right now. You don’t want your value to be an expense. You want it to be a VERY SMART investment they can’t afford to give up.**

Here’s what to do:

- Identify who your clients are.
- Remind yourself of the promise you made to them when they bought from you.
- Check you are delivering on that promise as a **bare** minimum.
- Consider emailing them with a reminder of the service / product they bought and check they have access to the tools or resources or point them in the direction of specific videos, documents or presentations that will help them now.
- Reach out to your customers and let them know you’re here and available to help, and how best to get in touch. Ask them if they have any questions or if there is anything you can do for them right now. (If you’re a bigger operation, consider creating a new web page or posting graphics on your social media with a hotline for people to get in touch regarding their order or future work. Show them you are available and you’re working on their behalf right now.)
- Think about how you can go above and beyond for them.

At moments like this, you want to turn up more often, more intimately and with more generosity than before.

To give you an example, I have consulting clients and I have members of various online programmes. In one programme, I committed to going live in a private Facebook group once a week. In another, I committed to going live twice a month.

Since the news of coronavirus broke out across the UK, I have been going live 3-6 times a week in each group. I have been answering questions in short video lives and tagging the person who asked the question in the video. I have been sharing advice based on what I’m doing in response to the market. And I’ve been hosting ‘coffee mornings’ and live Q&A sessions so people can hop on, hang out and ask about anything on their mind.

Has this been more work? You betcha!

Have my clients benefitted? You betcha!

Have I had any refund requests or bounced payments? No refunds, but yes – a few payments have started to bounce, and that’s okay. It’s going to happen!



**But now is not the time to go quiet or *stick to the plan!* The plan has gone out of the window. Now is the time for quick responses, more contact, more intimate communication.**

Before going public with your new offers, programmes and advice, it is imperative that your existing clients feel seen, valued and guided.

One thing you can do that helps is email or post in the groups and ask: What do you need from me and this group more than ever? Write down everything people ask for and deliver on it.

Now you might say 'Lisa, I've gone under and people are chasing me for stock, updates or refunds' or 'I run events and the latest event had to be cancelled but I can't get the deposit back either'.

Don't hide from this. As entrepreneurs we make promises and it's our job to honour those promises. Where we can't, we must be honest and face it head on. No-one likes to be ignored or fobbed off where money is involved!

Start by getting advice on your obligations. Do you have an accountant or lawyer you can turn to for advice? Do you have any insurance in place you can claim on?

But really - think about how you want to show up in this moment. People are scared and they're going to be asking for refunds or chasing down money where things have been cancelled. I honestly think the sooner you communicate with honesty, explaining your situation and how you intend to move through it, the easier this will be to navigate. Communication and honesty are key.

Can you offer a credit note for a future event or product? Can you come to an arrangement whereby you make the refund over a number of months? Can you run an online version of the product with extra features or bonuses?

That approach might not work for everyone but I want you to know you have options. You must get up, get dressed, explore each option properly with someone you trust and make a positive decision before the decision is made for you.

Got it?

Got it!

**Remember, you will make it through this and you want to emerge with your brand and reputation stronger than before (or intact at the very least!). It's possible.**



## **STEP 2 – Review your expenses and be smart**

This is a difficult one because we all want to keep money flowing in the economy.

But more than anything, I want you to get back on steady ground and launch something into your community and wider audiences that will help you come out of this storm in a fantastic position to serve.

Why does this matter?

Well, a business owner can't help their clients and future clients if they go under can they? They can't help anyone when they're scared about money themselves.

And there are things you can do. So please consider the steps listed below. Of course, you need to know I am not an accountant or a financial advisor and you might want to seek advice from them directly.

However, I am an entrepreneur and I've weathered some serious storms before. This list is based on what I did in 2015 to make it through:

- Go through your bank statements in detail and cut every non-essential / luxury cost you have. That money can be better put to use making you feel safe, as budget to reach new audiences or investing in tools to help you right now.
- Create a list of all creditors (people you owe money to now or in the short-term future). Write down what you owe and when it's due, literally on a wall calendar if you want to. You need clarity on what's coming in and what's going out.
- Call creditors where you have large outgoings and see if you can do anything to extend or adjust payment terms. The aim is to keep more money in your bank right now so you can weather the storm with more confidence. Of course, all payments will eventually become due so if it feels better to continue paying as planned, please do. For anyone in a more desperate situation you have nothing to lose and everything to gain.
- Use the help available. If you qualify for a loan, mortgage holiday or grant, consider if it's going to help you stay on steady ground and come out this stronger than before. **Again, I am not an accountant or financial advisor and this is just an idea to consider smartly. I'm just saying - see what help is on offer and make the calls so you can decide on the best course of action.**

I know, from personal experience, that some feelings of pride will kick in here.

'I don't want to go under.'



'I don't want anyone to know I'm struggling'

'I'm too embarrassed to ask for longer terms'.

There is nothing to be embarrassed about. EVERYONE has been hit by the effects of coronavirus and now is the time to act, not six months down the line.

And remember, this time will pass and there is nothing wrong with adjusting your sails to the moving wind. It's a smart move.

Honestly, I was in a really tight bind five years ago. I was in debt up to my eyeballs, I had limited money coming in and I had massive bills to pay! What was coming in was not enough to match what was owed out!

Even though it was incredibly hard, I rang up all my creditors to explain my situation and worked out terms with each one of them.

### **People will respond positively to someone who wants to make a payment!**

I also called all my clients to adjust their services and reduce monthly retainers. I had to make my team redundant at the time too. BUT, I gave them three months' notice, I recommended them to my clients where I could and I did what I could to help them on their way.

During all of this, I was advised to go bankrupt - an option available to many entrepreneurs. In my heart, I knew I didn't want to do that. I wanted to pay off the debt and start again on a clean slate of my own making. It was tough. But it felt right at the time.

On the other side of the coin, you might be a creditor yourself, meaning people owe you money or people are paying you on payment terms or subscriptions. Most important is that you follow step 1 above and continue to show up, add value and help them in incredible ways. **You don't want to be an expense. You want to be an investment.**

But, it won't hurt to reach out to people you have those bigger contracts with and check in on payment terms. Be punctual with your invoicing. Be appropriate in your follow ups and even suggest phone calls to be flexible with payment terms.

I think it's even worth writing more personal emails with your invoices attached. Anything 'status quo' at the moment should be reviewed.



Remember, it's better people commit to paying you over a longer period than they don't pay at all! That way you're much more likely to get the money and you have more visibility and control over what's coming in and what's going out.

In moments like this, I also think it's really useful to know where you are and what you need. How much EXACTLY do you need to cover your costs and keep the doors open? Let that be your 'good' goal. Then add on 20% for your better goal and 30% for your best goal.

So if you need £5000 to keep the doors open, your financial goals look like this:

Good: £5,000

Better: £6,000

Best: £6,500

Of course the number will vary wildly for each person reading this document. Take a second to calculate your numbers now.

### **STEP 3 – *Don't sell what you have, INVENT what they need***

By far, one of the most common questions I've had privately since the outbreak has been: **"Lisa, I've been planning a launch. Can I still proceed?"**

The answer is YES...and NO...Let me explain.

So much has changed for people in the last few weeks and even days. If you think of how your needs, mindset and focus changed almost instantly. So how might that have changed for your clients?

We're all people. People feel fear.

Here's what has changed:

- What people need and why they need it (no-one is booking a holiday now or buying a new car, but they might be buying a bike for exercise or a membership to a women's circle. I bought some comfy slippers I'd been putting off because I'm home a lot more. Sounds trivial but you need to really think about what people are buying right now. What has become a focus for them?). Plus, people don't need more training / advice. They need support, community, connection, feedback, guidance that's relevant to them. What can you build that provides that?
- People's financial situation and access to capital.
- People's sense of necessary vs. nice to have (that gym membership or freelancer on retainer might have been a necessity but now it's a cost).



- People's sense of freedom and choice – a lot of which has been removed (more people are stuck at home, scrolling online and going round in circles, not knowing what to do next).
- People's energy (people have lost hope or feel overwhelmed with what is happening, feeling helpless to change it).

So guess what people need right now?

- Confidence they can earn money / shore up their business and family right now
- Products and services that will have a **direct and positive impact** on them, their business and their families **right now**.
- Direction, clarity, advice, structure.
- Hope, calm, a sense of control.
- LEADERSHIP and someone with a plan.

People are looking for answers to questions they barely know to ask. For my clients and community, it might be:

- Can I still sell?
- Is it worth continuing?
- Can I qualify for the help on offer?
- What does this all mean?
- Shall I launch a coaching programme now or wait?
- Should I be communicating online more or less?
- Shall I tell my family how scared I really am?
- Am I a failure?
- Do I have what it takes to move through this?
- Is my purpose still valid?
- Should I shut up shop and start again with something new?
- Is it possible to avoid bankruptcy here?
- Should I go bankrupt?
- Can I avoid depression or lessen my anxiety here?
- Should I let my team go?
- How long will it take to start making money?

**What people need right now has changed and it's imperative you not only show understanding of this but that you update your offer, landing pages, emails and social media to demonstrate your understanding of this.**

**If you feel your offer is still relevant, here are three things to action immediately:**



- (1) Go into to every step of the sales and marketing process and update headings, text, messaging, benefits, videos and thank you pages. I would even update the bio on your social media profiles. It won't take too long to tweak text and messaging to show you understand and demonstrate that your offer is still relevant, and even more relevant, to them right now.

If your sales and marketing is wildly inappropriate now, DO NOT be afraid to rewrite it or refilm webinars or write new freebie offers (otherwise known as lead magnets).

Just before the full realisation of coronavirus hit the UK, I finished recording a 90 minute webinar to promote my key business programme. That night, I couldn't download the webinar because so many people had dived onto Zoom. The recording took days to process because of the new influx of people online so instead of waiting, I filmed it again, this time recording it to my desktop.

I spent a full day editing it, adding clips to evidence my points and jazzing it up with music and logos etc. I can be a bit over the top like that!

That night it went live and I went to bed, triumphant!

The opening 10 minutes spoke about the freedom to eat, sleep, live, work anywhere in the world. I mentioned specifically the gift of being able to see your family and spend time with them when you wanted, wherever you wanted.

When I woke up, the UK was in lockdown. Flights were grounded and we were all being told to stay home, protect our NHS and save lives.

No longer was my messaging out of date, it was insensitive!

I dipped my head, got showered and refilmed an introduction to replace the one I had.

Rewatching it later that I day I knew it still wasn't right.

I wanted to help people **now**. The advice had to be so specific. And my approach had to evolve.

So I put the kettle on, sat down later at night and began writing this document. And then I followed it with a live webinar, and live streams via Facebook.

**Don't be afraid to lock yourself in a room and build a whole new piece of content (like this document) to be helpful to your community.** More on this in point 4 below.



- (2) Consider offering longer payment terms or discounted first months to help more people who have considered you in the past to hop on with more confidence. Now is probably not the time to be increasing the price of things you offer or sticking firmly to three month payment plans. What's wrong with a 12 month payment plan if it helps people come on board?

I've heard it said that a payment plan shouldn't exceed the length of time it takes to deliver the course or programme. This means if a course or intervention is three months, the payment plan shouldn't exceed three months.

I understand the logic but it's limiting in practice. We have programmes that take three months to complete and we offer 12 month payment plans because it helps people commit. We have had so few bounces / issues with payments in that time but we've had so many more people able to join because of that flexibility.

All in all I'd say it's worth the risk from our perspective! Just make it clear that this is not a subscription offer and the client is being offered the chance to spread the payments to make it more affordable. The full balance will be due over the 12 months.

**If you feel your offer is no longer relevant, well my friend, it's back to the drawing board. And here's what I have to say about that...**

- **I'm sorry, first of all if you've lost your business or can no longer trade.** That is truly devastating. It's at times like this we must ask: What is the best possible outcome from this situation? Do I pause and start again when this is all over? Do I let it go and take a break? Or do I launch something completely new and get to work right now?

Whilst it's important to grieve that loss, it's also imperative to proactively decide what you're going to do now. Thinking about what could have been, or waiting for a rescue will only enhance feelings of anger or helplessness. You can make a new decision and take back that control. So what would be the BEST possible outcome given the circumstances? And how can you help make that happen?

I want to add here that you might be pausing, to pick things up again in the coming months. I think more than ever you have the opportunity now to clarify your offer, engage with clients and use the information in this document to start building your brand, making new connections and even generating leads for the future!

An example that comes to mind is wedding photography! People will still be getting married in 2020, 2021 and beyond! Who's to say you couldn't fill your diary with bookings for 2021 by offering really attractive terms to anyone who commits now?



- **Don't spend weeks coming up with something.** There is no time for that. Sit down and really think about the following...and launch it, quickly!
  - Who can buy from you now?
  - What can you offer them now?
  - How do you need to position it to make it viable now?
- **Rough and ready will do the trick!** Now more than ever, documents like this (unbranded, no fancy design) are relevant. Not only are they quicker to produce and so much easier to update, but somehow they feel more real, more authentic. Your clients will welcome this, not shun it! The fact I sat and typed this word for word PURELY in response to what's happening in the world right now is worth a lot more than colours, photos and logos. But, that's not to say later versions won't have a little more panache!
- **Build a container and fill it as you go.** People need help and guidance now, they need it quickly and they need assurance it's your latest thinking. If you can film an online course and get it live in the next 10 days, go for it. But, there are alternatives:
  - You could consider something more immediate, like a group coaching programme or three month membership with a promise of relevant new content being shared weekly or monthly.
  - You could open an online course for sales and have the first two weeks content ready to go. Whilst your marketing is running, get the rest of the content ready to go!

### **Don't make people wait, put out your offer now.**

Just before we move on, here is a final idea for anyone who simply cannot take their existing offer online or trade in their current business.

A client of mine said to me last week: "Lisa, my business can't go online that easily. I run a shop. What shall I do?"

I said:

"Stop asking how can I get my business online. If you've decided that's not possible, let it go. Instead go where the money is and think about how you can provide value to that industry..."

**So where is the money right now?** Here is a quick list:



- Online training platforms like [Teachable](#) and Kajabi.
- Online conferencing tools like [Zoom](#) and Skype.
- Food and distribution.
- Online marketing and systems linked to that (Facebook ads, lives, streaming).
- Netflix and other online leisure tools.
- Community and online programmes where people feel 'connection'.
- Amazon / Ebay.
- Bikes, gym equipment.

And many more...

So think about what you can do to help any one of those industries. Are you set up to adjust, pivot and leverage what you know, who you know or the resources you have?

If you run a shop, could you apply for a high level consulting role in those shops (mentioned above), just to keep the cogs turning financially? They need help now more than ever.

If you're in HR, could you help any of these industries manage their onboarding process or with the hiring process? Or can you advise on the government help on offer?

If you're in marketing, can you offer training for other people with physical businesses (that *can* go online) on how to craft their message. Could you even set up their social media profiles for them?

Can you quickly use YouTube to learn how to use [Zoom](#) or [Teachable](#) and start setting things up for other people, charging a fee and even getting affiliate pay outs for recommending those systems. [The links for Zoom and Teachable in this document are affiliate links, meaning I will be paid commission if anyone clicks the links and goes on to buy the products. It doesn't cost the customer anything. But the platforms reward people who send in new customers. Makes sense right?]

And if all else fails, it's time to get down to the nuts and bolts of sales!

Do you have anything around the house you can sell online...could you make £1000 this week getting rid of old or redundant things in your life?

Could you find a commonly ordered product on Amazon or Ebay, order 20 and sell them at a fair mark up? If it works, order more.

Sometimes it's just not possible to get your business online or continue trading in your current business. So make the decision to pivot in a major way.



**Ask: Where is the money right now and how can I offer value in those sectors?**

#### ***STEP 4 – Crank up your niched content right now***

In step 3, I wrote about the importance of adapting your programmes, offers and content to show you understand the situation. The exact same sentiment is true of your online marketing.

Now more than ever, is the time to crank up the volume of RELEVANT content you put out to your audience. I'm talking daily content on Instagram, Facebook and Linked In, live stories and live Q&As. I've made a lot of sales in this period and 90% of them have followed live videos and live private calls with people interested in my programmes. Don't force people into pre-recorded webinars – get on there with them live.

I know that sounds like a lot and if you're just starting out that can sound overwhelming so do what you can. **But remember: People are looking for leaders with a plan right now!** If you can turn up - even in a rough and ready kind of way - and share tips, ideas, strategies, templates, guidance and hope right now you will deepen your connection with your audience, you will stand out as someone who showed up to help and you will make it crystal clear who you are and how you can help.

Honestly, it doesn't need to be perfect!! Even though I have a full time marketing team in the business, I still cut corners to get content out quickly.

For example, when everyone went on lockdown, I hopped on Facebook live and shared three practical tips for getting your business online quickly. I then download the video and uploaded it to YouTube.

From there I shared it on Linked In and my web site and emailed it to my entire mailing list.

Then I broke up the 25 minute video into multiple two minute clips and shared them on Instagram and Twitter. I couldn't wait for my team's help. I just did it.

It was rough and ready. And it was perfect!!

Now, this can be tricky when your brand stands for more than one thing. But this can also be a lesson.

To scale up your business, you need to go all in on exactly who you're here to help and make it ***painfully obvious!***

In the past, I've spoken about mental health, depression, debt, vlogging *and* business.



Since the outbreak of coronavirus in the UK, I have decided to lean in 100% to the thing I can do best to help the most people right now. And that has meant doubling down on business advice, marketing & sales advice and advice on how to get online and make money now.

If you go check out the daretogrowuk [Instagram](#), [Facebook](#), [YouTube](#) or [Linked In](#) accounts you'll see that is true. In fact, if you take a peek at the [daretogrow.co.uk web site](http://daretogrow.co.uk) too, you'll see we spent a day updating our homepage to bring all of our content about getting online and making money NOW onto the homepage so we could direct people there quickly and easily.

Beneath all that content is a section on mental health.

Our primary message is: We can help you get online and make money now. Lean on us and we'll guide you through this.

Our secondary message is: Your mindset matters now more than ever. We can help you stay positive, show up as a leader and keep hope during this time.

As a ratio, we're posting 7 pieces of business content to 1 or 2 pieces of mindset content.

I want it to be painfully obvious who we are, what we know and how we can help people right now.

Will you lose some followers doing this?

Yes! Absolutely!

**But in times like this you don't need followers, you need people willing to invest in what you know so you can shore up your business and prepare for a new phase of growth in all news ways.**

Got it?

Got it!

### ***STEP 5 – Add value, make offers...and keep building trust!***

There is a cycle I've taught for years: Help people and make an offer, help people and make an offer...and continue to post content to build trust while people are considering you!



If you're in a situation where your audience loves you, you've been turning up for months (years even) and they trust you, create an offer and launch it without delay. Do what I said above in step 4 – make it hyper relevant and be sensitive with pricing.

If you're not in that position and you don't have an online presence or warm audience, here's what you do.

You want to follow this four-step process for generating new leads and making offers quickly:

- (1) Introduce
- (2) Connect
- (3) Help
- (4) Commit

Let me go through each one in turn, but working backwards.

#### **Stage 4 – Commit - is the investment stage.**

*(Remember, we're working backwards...)*

This is where you ask for people to invest in your offer, programme, course or product. You send them to a page outlining the details of the offer, what they get and why they should invest. The offer must be CRYSTAL CLEAR (remember what I've said throughout this document), the price must be relevant and affordable, and the outcome or benefit must be explicit. If you have testimonials or proof of delivery, add it in at this stage.

Stage 4 looks like this: "Hey, I have this product and it's perfect for you based on what I've seen you get benefit from before. Wanna buy it?"

#### **Stage 3 – Help - is the 'try before you buy' stage.**

When you buy a new car, new jeans or even new wine, it helps to test it out first right? In fact, you're far more likely to buy with excitement or confidence when you know how the wine tastes, how the jeans look or how the car feels, right?

The EXACT same is true in online courses and programmes. People feel more confidence when they've tried it out!

*"They're so worth it, you have to see how they look! I can't wait to wear them tonight!"*



In fact, have you ever been to a shop where someone has helped you pick out clothes or when a waiter has recommended a new wine and you say 'oh no, they won't fit me' or 'I don't normally go for that kind of wine'. But they insist.

I've had this before when someone in a shop insisted I try a smaller size in jeans, 'and hey, these go great with this shirt'...

So you put the jeans on or take a sip and all of a sudden you're a convert because they were right!!

I walked out with two pairs of those jeans and the frickin' shirt!! I was converted because they let me try before I bought. They got me in the item and I experienced the outcome I wanted.

With online courses, coaching, programmes, PDFS etc. etc. the same is true. If you can offer someone 'a freebie' or a trial or a call to experience your coaching first-hand and add significant value to their life, they are much more likely to 'commit' to working with you. It's just so much easier to say yes!

This is why we're working backwards. The freebie (otherwise known as lead magnet) MUST be a mini version of your fuller offer. It can't be a random tool they will *also* find helpful.

So if you're selling an online course, can you give away the first two videos as a trial? Or can you film a mini version walking them through the main points? I've done this with huge results in one of my courses.

If you're selling a PDF guide or swipe files (e.g. sales copy / emails people can use) can you give away a sample?

If you're selling a group coaching programme, can you bring people through live webinars to add value, explain the programme and answer questions live?

If you're selling 121 coaching or consulting, can you hop on a discovery call with people to figure out what they need and then offer a bespoke proposal?

Find a way to give people a free demo, trial or mini version of what you offer. **Make sure your focus is adding value and offering a transformation.** If people love it, they're far more likely to consider your offer.

Stage 3 looks like this: "Hey, I think you'll love this, fancy trying it on / testing it out / want a sample?"



## **Stage 2 – Connect - is the ‘can we keep in touch’ stage?**

Okay, before you give people access to the good stuff – the free course, webinar, freebie, what do you see people doing online? They ask you to exchange the content for your email addresses! This is BY FAR the best, most cost effective and safest way to keep in touch with people.

Remember, even if people subscribe to you on YouTube or follow you on Facebook, you don’t own that data and it’s not always easy to reach them again directly. But with an email, you can email them directly with your offer and know it’s reaching them. Obviously getting them to open it is another thing but we’ll save that for another time!

So, once you’ve built your freebie or mini version, you want to set up a mailing list or mechanism so people are asked to exchange their email address for the information. Just like I did in exchange for this [*pretty darn handy*] guide.

Stage 2 looks like this: “I’d love to send you the free sample I have, what’s your email address?”

## **Stage 1 – Introduce – is the ‘hey, we haven’t met but we have similar interests’ stage**

You know when you’re at a party or out networking (I know, even networking in person sounds appealing now doesn’t it hehe) and you meet, say 10 people. You don’t always have things in common.

BUT, if you were to go to a convention on something you loved – baking, photography, Marvel – and you met 10 people; chances are you’d have a lot more in common.

This stage isn’t as casual as it sounds. This is when you use your freebie / lead magnet and put it in front of audiences similar to yours and use it as a way to draw out people who might be interested in your offer further down the line.

Let me explain.

This document is a freebie. It’s a guide to moving through this challenging stage in life and business. I’ve written it for a very particular kind of person with a very specific need. It is not for everyone but if you’ve read this far, I know it is exactly for you!

Fair?

Fair!



I have sent it out to lots of people in my audience and my network and they've loved it! But, it's also useful to people I haven't yet met who:

- Are in business
- Need the confidence to pivot and pivot now
- Need to make money short term and sustainably
- Want to get online
- Are looking for relevant and up to date guidance
- Are good people, meaning they will use this information for the highest good of others.

### **Where do I find those people?**

Well, here are a list of things I am doing right now to get this in front of new people I could potentially help:

- Emailing it to my mailing list and saying 'please, if this brought you comfort or hope, share it with a fellow entrepreneur and tell them to keep going!'
- Using hashtags such as #businesscoach #smebusinesses #onlinebusiness #makemoneyonlinee on Instagram to help people looking at those hashtags to find it
- Using Facebook and Instagram ads to get it in front of people who 'look like' my audience. You can do this using Facebook ads but that's a whole new topic!
- Asking fellow entrepreneurs with similar audiences if they'd like to me to share this information on their podcasts and asking if I can mention this guide.
- Going live on my key channels to share the key points from this document and then using ads to put the live in front of new audiences.

There are other ways too, but that's a start.

The point is that you want your current audience to download the tool. And you want to get it into the hands of people who've never heard of you but you think you can help, too.

Stage 1 looks like this: "Hey, I know we haven't met so let me prove my value up front with this article, content, idea, story or tip."

## **5. NEXT STEPS – A SUMMARY**

Just to round up here I'd like to reassure you by telling you that this process is ugly, messy and confusing. One day you'll wake up feeling inspired and know exactly what to do. The next day you'll struggle to get out of bed and feel totally overwhelmed. That is okay.



When you wake up and get down to work, try to reconnect with your vision: How do you want to come out of this? And ask: What one small step can I take towards that vision today?

Be kind to yourself. Take action. And let go of the need for this process or your new offer or freebie to be perfect or beautiful. It will be a mess until it's finished! And then you'll probably want to update it some more. Know what I mean?!

Okay, here is a useful summary of the key points in this document. Please don't delay. Keep focused on the outcome you want. Remind yourself how far you've come. And keep going. Even if it means radical change, just make the change and keep going!!

#### KEY STEPS

- Review the 'five things to accept' on pg 4 and check in often. You want to be focused on the best possible outcome, not on what could go wrong or what has gone wrong.
- Look after your existing customers first. They got you this far and need you know more than ever. Plus, they will be your biggest advocates as you start to share your offers online. You don't want them feeling ignored, confused or like your service is an expense. It should feel like a worthy investment.
- Review your expenses and cut any luxury or unnecessary costs for now. Don't be afraid to call creditors and ask for new terms or extended payment plans. If you don't ask, you'll never know if it were possible. (Please remember I am not an accountant or financial advisor.)
- Even if you do plan to sell what you already have, go in and update landing page copy, email copy, sales copy, the works! Show you understand what is going on in the economy and environment and be sensitive.
- If you need to introduce a new offer or service or refilm an entire webinar or make a new opt in / lead magnet...do it!
- Don't get hung up on perfection! No-one is bothered. People need guidance and they need it fast. They won't care what it looks like if the content is really insightful, practical and relevant!
- Start sharing a lot more content, both online and with your email list. Don't be afraid to email daily and post daily on your key channels, more on fast moving channels like Instagram. Make sure the content is super focused on the people you want to



attract. Be generous. Share useful information. Be a source of guidance, don't be part of the noise.

- Keep adding value and making offers. Make multiple invitations to people to work with you. Use the four step methodology on pg 18 to do this: introduce, connect, help, commit.
- Lastly, don't dwell too much on the news and what's going on around you. Stay focused on the outcome you want, turn up as a leader and guide people through this. Remember: you are your own rescue here!

## 6. HOW I CAN HELP YOU?

I really hope this document has added value, given you viable next steps and at the very least given you hope that you can evolve and make it through this moment in history.

Genuinely, if it has, I'd love you to email me [lisa@daretogrow.co.uk](mailto:lisa@daretogrow.co.uk) and let me know your biggest take away. Or let me know if something is missing. I am updating this often.

Meanwhile, if you'd like more in depth guidance and support, here are four ways you can work with me right now, in order of investment. I've added more details about each one below.

### 1. INSPIRATIONAL READ

Buy my new book - First Sh!t Version - for an inspirational read. Learn how to reconnect with your purpose (even in hard times), how to change your life and how to launch a new offer to the market. Very inspirational read for the current moment. It talks about how I paid off the debt, how I got over depression and how I launched DARETOGROW, against all the odds.

**£12.99**

[Find out more >>](#)

### 2. HOW TO FILM & EDIT VIDEOS:

Learn how to film and edit videos and vlogs using your iPhone or smart phone. Perfect for filming online courses or content for membership sites.

**£48 instead of £300 (save 84%)**

[Find out more >>](#)



### 3. JOIN OUR LIVE BUSINESS SCHOOL

Join Expansion Business School for step by step training on how to grow your business online, join an active (but small) community of fellow entrepreneurs proactively navigating this change and get your questions answered from me directly. Plus weekly lives, a workbook and live events...when we're through this of course.

**£192 a month over 12 months, or £1800 when paid in full**

[Find out more >>](#)

*All prices are inclusive of VAT meaning you can claim it back if you're VAT registered.*

## THANK YOU

Thank you for reading this document, for daring to grow and for being the leader the economy and our communities needs right now.

You will find a way through this. Just as you have done before.

Don't forget to reach out to me if you have any questions.

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