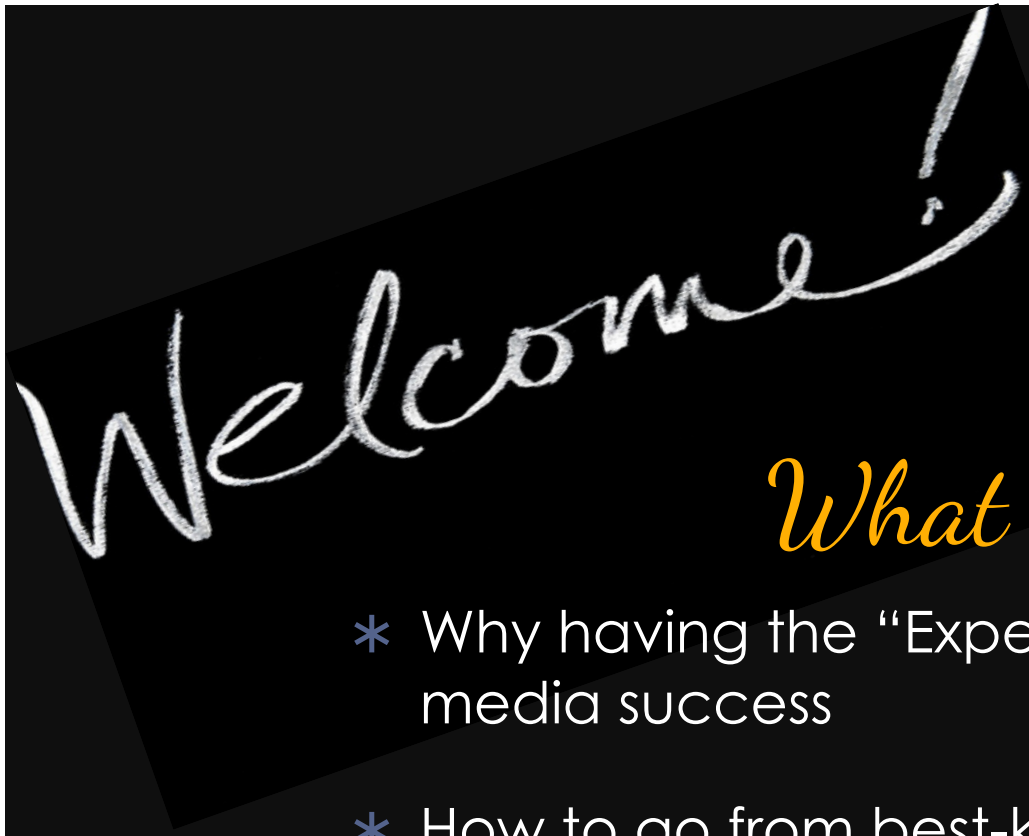
Get The *Expert Factor*

Simple Steps to Turn
Friends, Followers &
Fans Into Paying Clients

Christine Gallagher

ShesGotClients.com

First, a BIG Thank You to Miki for hosting this webinar!



What You'll Learn

- Why having the "Expert Factor" leads to social media success
- How to go from best-kept secret → household name
- How to enjoy more income and opportunities
- How to become visible to those who NEED you

Can You Relate?

- Social media feels overwhelming (or like a waste of time)
- You're wary of marketing "too much" (so you're inconsistent!)
- You keep getting tripped up on the technical aspects
- You're spending time doing the "right things" but…

© 2014 Christine Gallagher | Relationship Marketing Mentor

Clearly, Experts Enjoy...

- Being "omnipresent"
- More money
- Less price resistance
- Easier marketing
- More opportunities
- More respect
- More fun!

By 2016, more than half of the dollars spent in US retail will be influenced by the web

91% of online adults use social media regularly

20% of Facebook users have purchased something because of ads or comments they saw there

Websites with video are 50x more likely to be ranked on Google's 1st page

Blogs are 63% more likely to influence purchase decisions than magazines

Email opens on smartphones & tablets have increased 80% over the last 9 months

© 2014 Christine Gallagher | Relationship Marketing Mentor

Target Market Understanding
+
Value Creation
+
Relationship Building
=
Your Profitable Social Media Strategy

© 2014 Christine Gallagher | Relationship Marketing Mentor

Live Workshop Sneak Peek!

http://GetOutThereLive.com

© 2014 Christine Gallagher | Relationship Marketing Mentor

"One of 16 Brilliant Business Minds on Twitter" –The Huffington Post

My passion for marketing and entrepreneurship

Married to

My expertise in social media and online visibility

=

Business success for my clients, all over the world

blogher

Best Seller amazon.com

THE HUFFINGTON POST

Newsday

© 2014 Christine Gallagher | Relationship Marketing Mentor

© 2014 Christine Gallagher | Relationship Marketing Mentor http://ShesGotClients.com

Imagine This With Me...

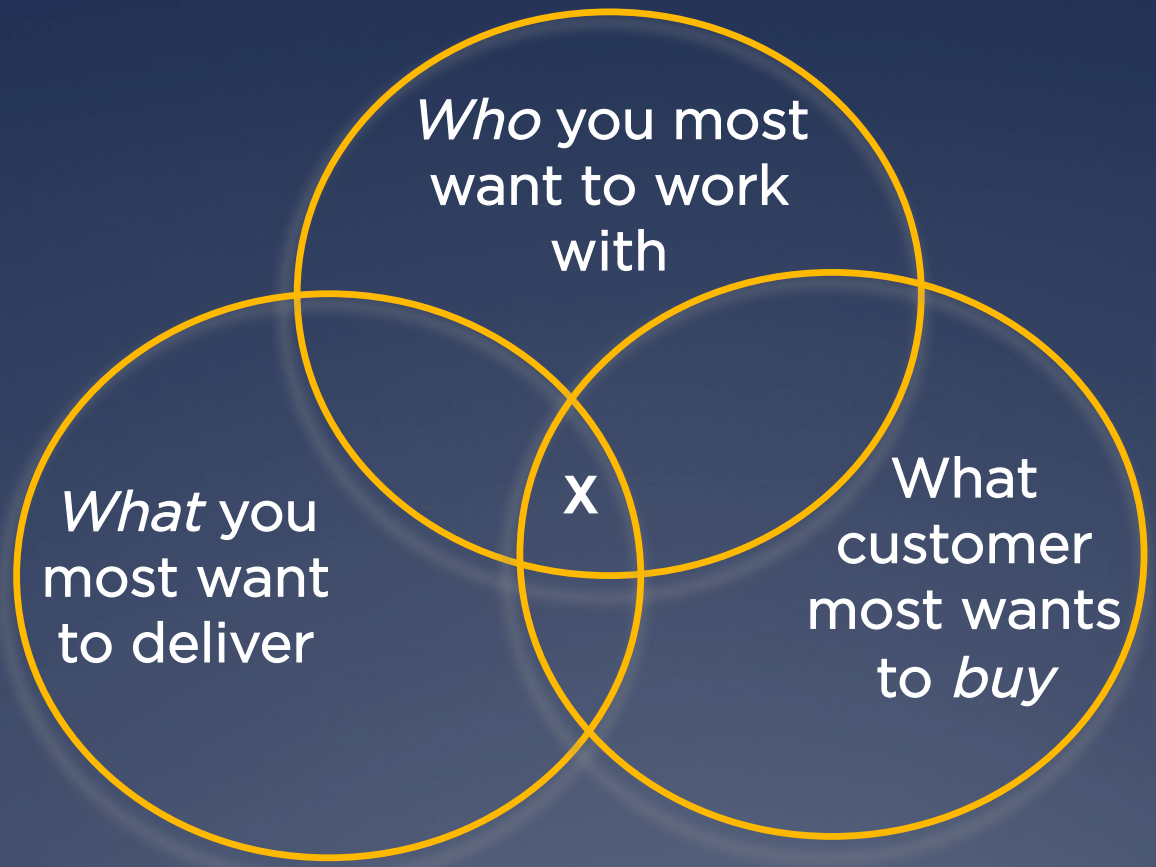
© 2014 Christine Gallagher | Relationship Marketing Mentor

The modern social web = *anyone* can now create a platform + make a name for themselves.

But…

© 2014 Christine Gallagher | Relationship Marketing Mentor http://ShesGotClients.com

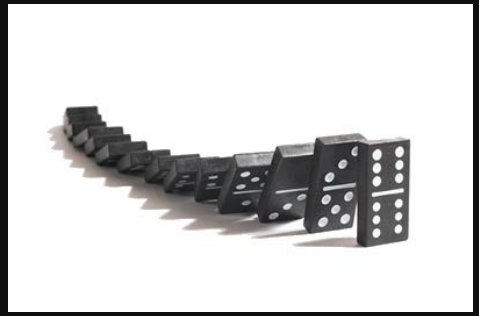
The Sweet Spot for Leveraged Profit



© 2014 Christine Gallagher | Relationship Marketing Mentor

Key #1 to Getting the Expert Factor

* Engage
* The "domino effect" of market clarity
* Engagement = more qualified, consistent traffic + authority in your field
* A lack of engagement reflects poorly on brand and wastes time!
* Top 3 strategies



© 2014 Christine Gallagher | Relationship Marketing Mentor

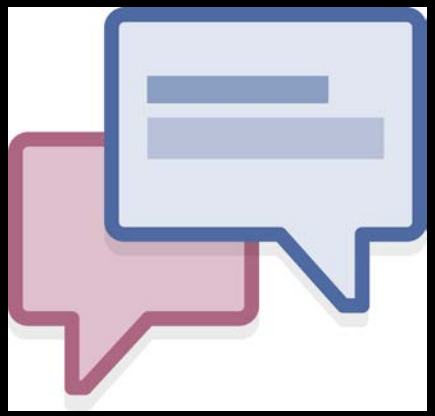
#1: Calls to Action

* Watch this, click here, enroll now, etc.
* 42% more engagement on Facebook

© 2014 Christine Gallagher | Relationship Marketing Mentor

#2: Dont Post and Run

* Stick around and expand on the conversation
* Lets people know you're interested and paying attention
* Use names and make it personal



#3: Tease Your Content

* Pique their curiosity
* Lead them to action
* Have them reference something within the content

Website Visitors Are Super Valuable…

There is ONE Action You Want Them to Take

To really succeed on the social web, you need to be seen as an

expert

AND

know EXACTLY how to get and convert leads,
consistently and automatically.

(Otherwise, you will only continue to struggle.)

© 2014 Christine Gallagher | Relationship Marketing Mentor

Key #2 to Getting the Expert Factor

* Use your website as the engine
* Pretty brochure vs. marketing tool
* Pull marketing = attracting
* Self-selecting + preparing to buy

Before

Loren Manheimer, Nutrition & Wellness Coach

- Was "afraid" of marketing and social media
- Had very little website traffic
- Very few opt-ins
- Very few sales conversations

© 2014 Christine Gallagher | Relationship Marketing Mentor

HOME | ABOUT | SERVICES | TESTIMONIALS | ARTICLES | SPEAKING | CONTACT

SUBSCRIBE TO THE RSS FEED

CommunicateValue

Build Relationships. Leverage Technology. Attract More Business.

How to Lose Friends and Alienate People (Social Media Style)

by CHRISTINE *on* MAY 30, 2009 [EDIT]
in SOCIAL MEDIA

Ah, social media etiquette. Here are some examples of faux pas that may forfeit you friends, freak out your followers and cause your contacts to cringe:

Auto-post the same quotes, links or messages on Twitter at intervals throughout the day-*every* day.

Make a Friend request on Facebook where you are trying to sell the person *in* the friend request. *Cringe.*

Get the FREE 5-Part E-Course

Social Media Simplified for Small Business Owners and Solopreneurs

First Name:

Primary Email:

Also receive a **complimentary subscription** to my weekly e-zine as a bonus.

Get My Free E-Course!

We will never share your email address.

subscribe

Via RSS Via Email

socialize

SEARCH THIS SITE

Key #3 to Getting the Expert Factor

* Powerfully partner *(social media is a gift!)*
* Most did not get there alone!
* Collaboration + partnering = faster results
* The "3 P's"
  * Profile
  * Productize
  * Plan

Before

Lacey Swartz, Sustainable Living + Ethical Business Specialist

- Had few strong business partnerships
- Was struggling with self-limiting beliefs
- Email list was not growing
- Was overwhelmed & not delegating

Myth:
You Must Be At a Certain "Level…"

…to Partner With Big Players

© 2014 Christine Gallagher | Relationship Marketing Mentor

Start By Building Relationships

* List 5 potential strategic alliance partners
* List 5 ways that this alliance will benefit them
* List 5 ways you can implement the alliance
* Keep at it and don't get discouraged!

Lacey After

"My List Has More Than Quadrupled, I Have 50 New Customers, and My Team Has Doubled"

"Since attending Get Out There—*Live*!, I have gained confidence and have made strong partnerships with movers and shakers. My list has grown from over 800% in just a few months, I have 50 new customers, and my team has doubled.

Plus, I was recently able to host a teleseminar with over 650 registrants which helped me understand the value and 'how-tos' of creating strategic partnerships. The investment has been well worth it already in so many ways."

Lacey Swartz, Sustainable Living + Ethical Business Specialist, www.KVOrganics.com

Loren After

"My Traffic, Opt-ins, and Number of Sales Conversations Have More Than Doubled"

"I'm not afraid of marketing anymore, and that's a big accomplishment. I was afraid of selling myself but Christine's workshop taught me how to market and still be my authentic self.

My website traffic and opt-ins have more than doubled since implementing what I learned. I've also got more than double the free breakthrough sessions scheduled than I have had in the last three months. I would highly recommend the workshop because Christine really takes the 'scary' out of marketing and teaches how to market from a place of authenticity and integrity."

Loren Manheimer, Nutritionist, AJoyfulHealthyLife.com

You Don't Have to Figure This All Out By Yourself!

A Live Workshop November 13-15, 2014

© 2014 Christine Gallagher | Relationship Marketing Mentor

Workshop Curriculum Highlights

- How to create a powerful marketing message by sharing your (sometimes messy!) compelling story
- How to escape the Bright Shiny Object trap and master the art of following through
- How to use your website and social media to pull in ideal prospects and clients 24/7 + boost conversions
- How to get your first (or next) 3000 subscribers (and keep them once you have them!)
- How to get connected to "big players" in any industry in order to build your list (and bank account) faster
- The everyday tools and insights you need to stay in action and faith (and away from self-sabotage!)

© 2014 Christine Gallagher | Relationship Marketing Mentor

Workshop Curriculum Highlights

- An action plan for how to escape the time-for-money trap and create leveraged revenue streams by packaging your knowledge
- Exactly how to do a wildly successful launch so that you fill your programs, sell more products and services, and create loyal repeat customers
- Exactly how to close the sale, step-by-step (+ how to answer objections)
- Offline strategies: how to land speaking gigs, craft a signature talk that sells, and use events to grow your reach
- Specific tools + tech so you can systematize your business for efficiency and growth

© 2014 Christine Gallagher | Relationship Marketing Mentor

Special Extras You'll Walk Away With

- The "Convert Like Crazy" website checklist
- Step-by-step opt-in template for a great irresistible free offer
- My coveted list-building "cheat sheet"
- Your own fill-in-the-blank Social Media Marketing Plan
- My video marketing checklist
- My personal recommended resources for running your business online, easily and inexpensively
- Your own big picture "Grand Marketing Plan"

© 2014 Christine Gallagher | Relationship Marketing Mentor

This Workshop Is For You If…

* You're a newer business owner (or business owner in the making) ready to cut your learning curve
* You're an already-established business owner ready for more leverage
* You're determined to get past the fear and confidence issues that have gotten in your way
* You're an entrepreneur who is looking for top-notch networking opportunities for collaborations & joint ventures
* You're ready to be given a done-for-you plan showing you exactly what to do to leverage the Internet (even if you don't have a list, a website or a clue)

At a Glance...

Details At A Glance	
Event	The Get OUT There--*Live!* Workshop
Location	Mt. Laurel, NJ (Just outside Philadelphia)
Dates	Thursday, November 13—Saturday, November 15
Arrival	Arrive Wednesday, November 12
Departure	The workshop will end 4pm at the latest on Saturday
Times	We will begin promptly at 8am each day

Why is This Event *Different*?

- Not the kind of workshop where you get "pitched" with speakers hawking their latest-and-greatest products
- Not the kind of workshop where you get ZERO access to the person who is actually putting on the workshop
- Not the kind of workshop where you get the "what and the why" but only a tiny bit of the "HOW"

she's got clients

she's got clients
she's got clients
she's got clients

Photography by Ron Sherr

Webinar-only pricing: ~~$495~~ $295
(with coupon code Miki)

Option to pay in 3 installments + bring a friend for just $97

This coupon expires Wednesday, October 15th at midnight ET!

http://GetOutThereLive.com

© 2014 Christine Gallagher | Relationship Marketing Mentor

Special Bonuses

- Bonus #1: First 2 people to register get 20 minute private strategy call with me ($500 Value)
- Bonus #2: First 5 people to purchase get a copy of my Facebook Page Intensive video training ($97 Value)

© 2014 Christine Gallagher | Relationship Marketing Mentor

"Christine, I loved your Get OUT There–Live! event. **It was probably the best one I've attended in years!**

I hosted my first live event in March, and decided to take the plunge after your event. **Perfectionism and fear have REALLY held me back for years, but your event really taught me to think differently–thank you so much!** Now I'm committed to overcoming these obstacles.

I've been on your list for years and have learned so much from you! When I got your postcard I didn't even hesitate to sign up and go to your event and I'm so glad I did! Looking forward to attending again this year!"

Cathy Jennings, Chief Conversation Starter, NoPressureNetworking.com

---

"I credit this single event with giving me a 'crash course' in developing my own business, using the models Christine shared there! I've since launched my business and I couldn't have done it without all of Christine's support and knowledge**. I have increased traffic to my Facebook page by 500%!! I used Christine's workshop binder that I received at the event to create my own website, which saved me big money.**

Just the networking opportunity alone made the 12 hour drive to the event invaluable to my new business. I can laugh, now, when I remember the fear I experienced as I initially pushed the 'Buy Now' button and first 'dared to consider' the trip to the event. **I can't recommend this enough and I can't wait to pencil in the new dates for this year's event! It was life changing for me!"**

DeShawn Wert, AD/HD Coach of Your ADD Answers, YourADDAnswers.com

"I was ON FIRE after the Get OUT There–Live! workshop! Christine really attracted an awesome group**. I have been to many, many events and NONE have been as top notch as Christine's! I got so very much out of it.**

As always Christine way over-delivered. I'm not only coming to this year's event, but I'm also going to sponsor! Thank you Christine!"

Stephanie Dalfonzo, Master Intuitive Coach, YourPowerBreakthrough.com

---

"I can't tell you how much me and my husband Anthony got out of the Get Out There–Live! event.

Not only did I get all the questions answered that I came to get, Christine OVER delivered and I walked away with stuff I didn't even think about. I had no idea she would actually share that much**. The last 3 Day business intensive I went to offered a big old binder with very little content in it. Your binder was worth the total price of admission alone.**"

Carmen Abercrombie, Christian Holistic Wellness Consultant, SharingTheBliss.com

---

"I can't wait to do it again. **This was one of the best events ever.** Christine, what an inspiration you are to so many. The feedback about Get OUT There–Live! is tremendous for a reason."

Maggie Mayer, Owner and CPA at Mayer & Associates, MaggieMayerCPA.com

"Christine, I have moved forward so much since meeting you at your workshop last November. On the first wonderful day of the event I had had several aha moments already. **I am so happy I made it from the UK. You inspired and motivated me and I thank you sincerely.**"

Sue Worthington, Social Media Strategist, GetSocialforBusiness.com

---

"Christine, congratulations on a STUNNING 3 day event. **I'm so glad I decided to make the trip from Doha - it was absolutely worth it!** YOU ROCK!"

Francis Van Wyk, Marketing Success Consultant, CreateClientChemistry.com

---

"Christine's event helped me understand that I was losing out on valuable money, but also that if I was to continue at the pace I was going, I would end up in burnout. Her live event got my creative juices flowing and **by the time I left 3 days later I had a complete business mapped out.**

Right away I had more coaching calls, came up with three signature systems and had two joint ventures in place. Christine, I am BEYOND GRATEFUL for your workshop. You brought so much clarity to my scattered efforts."

Kristen Tammaro, Massage Therapist, RelaxationBusinessCoaching.com

"Since Christine's Get OUT There–Live! event, **I have hosted my own telesummit with 21 heart-centered women entrepreneurs, grew my list over 600% and started working with ideal paying clients.** I learned so much from Christine's workshop including the power of networking!

I highly recommend Christine's Get Out There--Live! event. Not only does she teach valuable, actionable strategies, but she makes sure that you have lots of fun as well. Her workshop definitely lit a fire under me. Thank you so much!"

Ayesha Shabazz, Vice President of Public Relations,
Columbia.Toastmastersclubs.org

"I was sorry when the workshop was over but I also couldn't wait to get home and start working! For example, I just couldn't believe all of the simple things that I needed to fix on my website. **I have gotten more action steps and take aways from the Get OUT There–Live! event than any other event I have been to or paid for!**

After the workshop I was even chosen as the Answers.com expert on ADHD! They're paying me to write about a subject I am passionate about! Thank you Christine, **I really feel as though Get OUT There–Live! was the catalyst for my continuing success this year.** Can't wait for this year's event!"

Brenda Nicholson, ADD Coach + Answers.com Expert, ADDMoms.com

Webinar-only pricing: ~~$495~~ $295
(with coupon code Miki)

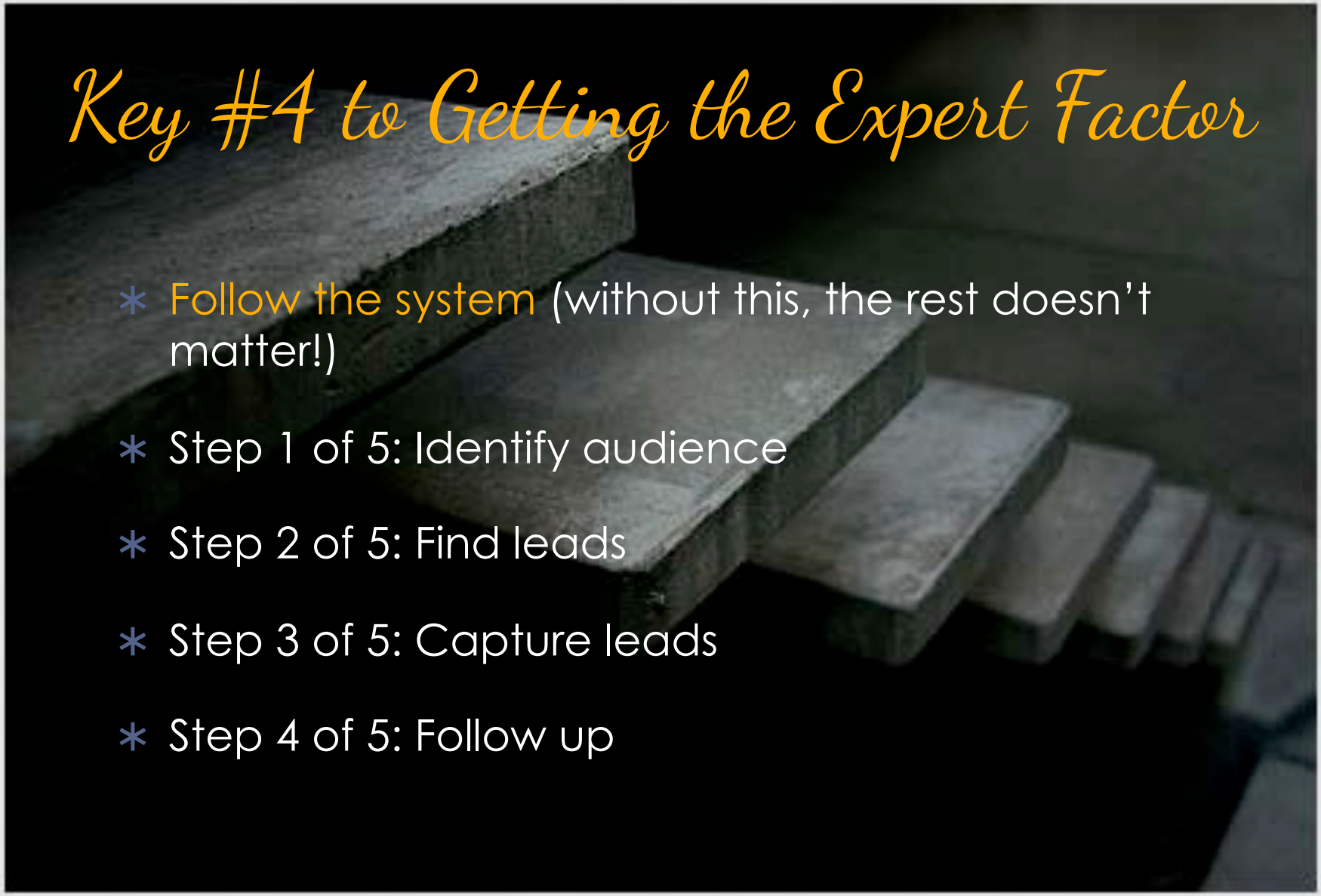
Option to pay in 3 installments + bring a friend for just $97

This coupon expires Wednesday, October 15th at midnight ET!

http://GetOutThereLive.com

© 2014 Christine Gallagher | Relationship Marketing Mentor

Key #4 to Getting the Expert Factor

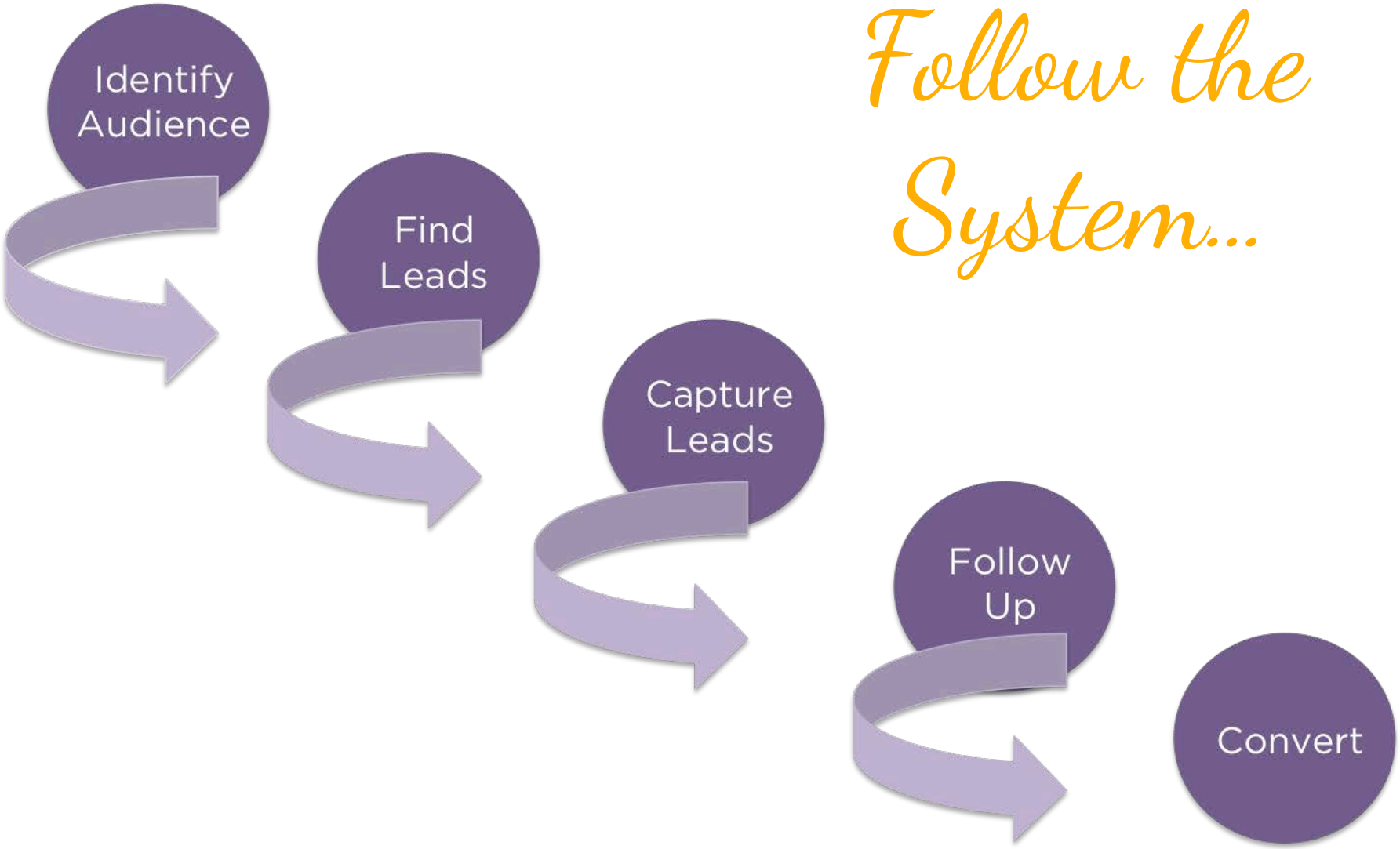


- Follow the system (without this, the rest doesn't matter!)
- Step 1 of 5: Identify audience
- Step 2 of 5: Find leads
- Step 3 of 5: Capture leads
- Step 4 of 5: Follow up

Key #4 to Getting the Expert Factor

* Step 5 of 5: Profit Authentically
* Diversifying the way you earn income
* Give ‘em different options
* Eliminates need for chasing or the “hard sell”
* Leverage via multiple streams + technology

Follow the System...



© 2014 Christine Gallagher | Relationship Marketing Mentor

Before

Marilee Tolen, RN, Business Consultant to Wellness Professionals

- Was working hard but not meeting income goals
- Was unclear on her business model
- Was unhappy with her website
- Trust was at an all-time low

Marilee After

"**$96,000 Additional Dollars and Counting Since Applying This System**"

"With Christine I finally found a marketing model that worked for me. Because of her workshop I was able to make some tough business decisions, tweaked my branding, gained more clarity, and implemented strategies that have bought in over $22,000 very quickly.

With her help, I've launched my specialized coaching program which is one of the easiest things I've done, and it's brought in $11,000 in just 3 weeks. Plus, I held my first 3-day event which generated over $33,000 for me in just one day. Jump on your opportunity to attend Christine's event, she is one of the best."

Marilee Tolen
Lifestyle & Marketing Coach for Wellness Professionals
www.MarileeTolen.com

© 2014 Christine Gallagher | Relationship Marketing Mentor http://ShesGotClients.com

Webinar-only pricing: ~~$495~~ $295
(with coupon code Miki)

Option to pay in 3 installments + bring a friend for just $97

This coupon expires Wednesday, October 15th at midnight ET!

http://GetOutThereLive.com

© 2014 Christine Gallagher | Relationship Marketing Mentor

Risk-Free Satisfaction Guarantee

Register for Get OUT There–*Live! at no risk. It's got to be the best event you've ever attended to master growing a business with modern marketing that's aligned with your values and allows you to serve many more people.*

If you decide you are unable to attend within the first 10 days of your registration, you are eligible for a complete refund.

If after 10 days you find you are unable to attend the event, we will convert your enrollment to a credit that you may apply toward any future She's Got Clients event or product.

As an attendee, if for any reason, by the end of the 1st day, you honestly feel I did not deliver on the information promised, just quietly turn in your materials to my event manager, and ask for a full 100% refund. We'll happily oblige.

Still Have Questions? Happy to Help.

Call us at
856.672.4375

Or email
info@ShesGotClients.com

Take Fast Action!

- What ONE tip can put into place right away?
- How will you tweak your current social media + online marketing strategy?
- How will what you've learned make a difference in YOUR business?

© 2014 Christine Gallagher | Relationship Marketing Mentor

Thank You!