

Thought Leaders
BUSINESS LAB

EPISODE 277

Coaching Over Cocktails

WITH SASHUA BENAY

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Are you wondering how to grow your business online? What used to work in the past doesn't mean it'll still work today. This is why, if you want to grow your business this year, you need to position yourself to win.

In this first episode of "Coaching Over Cocktails", Tim and I are joined by Sashua Benay. Sashua is a transformation coach. She helps professionals go from the gridlock and frustration of their career to an empowered life.

We had a chat with Sashua about what is holding her back right now, and gave her three simple ideas that she can implement straight away to grow her business and make a bigger impact.

Sashua's Business Journey

Sashua has been part-time in her business sashuabenay.com for a few years, and made the transition to full time during 2020. Although it wasn't her intention of her going full-time to coincide with COVID, the pandemic gave her a bit more impetus in knowing more about what people are going through during these times which helped her position her services to better help her clients.

As a transformational coach, Sashua specializes in helping professionals move from that dissatisfied, frustrated, and unfulfilled feeling to a more empowered state. Additionally, she helps clients access more insights to help propel them forward and be free to live a more empowered journey.

This 2021, Sashua will be focusing on a refinement process of her current coaching program, start designing a second program, and launching one-to-one coaching sessions. Her current program is called "Beyond Mindset: How to Create an Inspired Life," a 12-week program that is both a combination of 8 weeks of group coaching, a minimum of four sessions of 1:1 coaching, and a half-day workshop.

Four-Step Framework

Sashua's current program, "Beyond Mindset: How to Create an Inspired Life" is based on a framework of four different steps, namely:

-  Confident connection with yourself
-  Tuning in to inspired insights
-  Effortless empowerment
-  Living exquisitely

This four-step framework builds on the attitude of having much more freedom in how we want to live our lives but with a laser-focused direction. Ultimately, the end goal is to live exquisitely.



Business Tech and Infrastructure

Tech tools and infrastructures in business are the backbones to keep things organized. In Sashua's business she uses a few of them, namely:

-  Telegram for communication with her ideal clients
 - A much more secure platform than Facebook groups

-  Trello for internal workflow
 - For Sashua, she finds Trello helpful for keeping track of where she is with the business and what the priorities are.

-  ActiveCampaign for her CRM
 - Just starting out with ActiveCampaign, Sashua finds ActiveCampaign's record-keeping capability of specific clients and interactions helpful for her business so far.

Marketing and Lead Generation

For Sashua's marketing efforts, she began with her website and her Facebook account. Although new to social media, Sashua is keen on learning more about using social media to grow her business. She also focuses on networking and speaking events to attract new clients. Most of her latest clients signed up from the speaking events and current connections.

Goal for 2021

Something that we need to remember in business is that you'll never be 100% sure of all the things. Additionally, what worked yesterday may not work tomorrow. This is all part of the beauty of entrepreneurship because there's never a dull moment.

This 2021, Sashua is focusing on closing 60 new clients this year. Her plans and ideas to generate those 60 clients are works in progress, but with her continuous thirst for knowledge, she knows that each plan will be continuously improving.

These are the three steps that we shared with Sashua to improve her current marketing efforts and systems for her business to reach her goal of generating 60 new clients this 2021:

Step 1: Optimizing your Facebook profile

One of the first things that potential clients do before booking a call is to check out your social media profiles. Facebook, being a huge player in the game, is one of the platforms that a lot of potential clients use to look for more details about you. Your Facebook profile is very valuable, which is why optimizing and leveraging it is essential.





Here are a few tips we shared with Sashua to optimize her Facebook profile:



Cover Photo

— Use your cover photo to share information about what it is you do. This way, when people first click your profile, they immediately get a sense of who you are and what your business is all about.



Featured Photos

— Instead of using all 9 featured photos on Facebook, use just one photo which will include the details on how people can take the next step to start working with you. Some call to action ideas are to:

- Register for your webinar
- Join your Facebook group
- Download free resources



Learn More Button

— The Learn More button shouldn't directly link to your calendar link. This is because booking a 1:1 call may be too much of a leap for most people if they just want to know more about you and your business. For a lot of people who come into your world, they may not be ready yet to open up to that much vulnerability.

— One option that you can use is to put the link to your free resource in the Learn More button.



Facebook Group

— Creating a Facebook Group name that resonates with your corporate clients

- One of the biggest challenges in the client acquisition process is the incongruence between the message you put out there and the message you send them to.
- Your Facebook group is a great place to show your ideal clients your personality, interact with them more, and share your free resources. This way, you get to build your know-like-trust factor with your ideal clients.

Step 2: Optimizing your website

A lot of people think that they need their whole website set-up, with fancy layouts and designs, before they can land their first or second client. However, just one page with your complete information is all you need.

Your landing page is the perfect place to put your free resource, share more about what you can do for them, and a way for your clients to contact you.



Step 3: Setting up your CRM

Your CRM is an important part of your business. It tracks your clients' information, tracks and delivers communication with your customers, and manages all the activity that you don't have the brain capacity to manage. Additionally, your CRM continues to follow-up and nurture your relationship with your ideal client.

A lot of business owners try to move people from "Hello, how are you?" to "Buy my products/services" way too quickly. What a CRM does is to keep your prospects nurtured while they are getting to know us. It is a critical piece of your business infrastructure if you want to scale and grow. It allows you to have more impact with less effort on your behalf.

In conclusion

Generating leads and closing deals to get sales is a process. It takes time to nurture your ideal clients. Remember to speak to the curiosity that your customer has. If you can poke that curiosity, you'll be able to have that exchange of value.

Being an entrepreneur and growing your business has a lot of moving parts and one piece won't work without the others. This is why having all your pieces in place is essential to grow and scale your business.

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