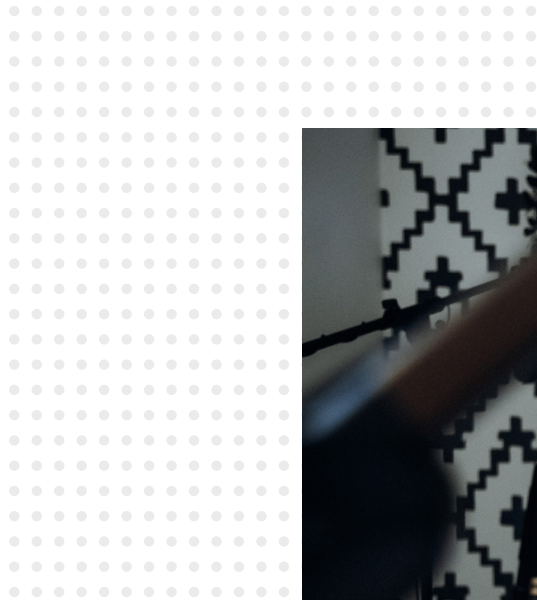


10 STEPS TO SCALE YOUR SKILL SET & IOX YOUR IMPACT (WITHOUT TRADING TIME FOR MONEY)

A bulletproof business plan for subject matter experts to go from a best-kept secret to a global authority, increasing their income and impact, without burning out.



SUNNY
LENARDUZZI

IF WE HAVEN'T OFFICIALLY MET, I'M SUNNY LENARDUZZI.

I own an 8-figure online education business, I'm Canadian, I'm a dog mom and I'm a wife. But, the journey to get to where I am today, started very differently.

August 31, 2017 I hit severe burnout. I was rushed to the hospital at 29 years old, handed 2 baby aspirin from the paramedics, and told I was having all of the symptoms of a stroke.

How could this happen? I was smart, I was healthy, I was doing "all the right things" as an entrepreneur...how did I end up here? This was the ultimate wake-up call that so much of what is taught about being a successful entrepreneur is broken.

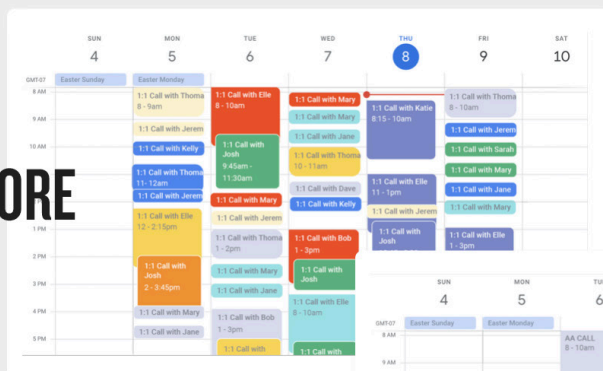
I thought, the busier I was, the more successful I was. I had earned a solid reputation as a social media consultant, working with clients of all different sizes, and getting great results. But, the issue was that I only had so much time in my day, and my clients demanded all of it. I was working myself into the ground and I thought that if I just continued to hustle harder, I'd be more successful.

That mindset led me to an income ceiling, a massive burnout and a mandatory restructuring of my business model.

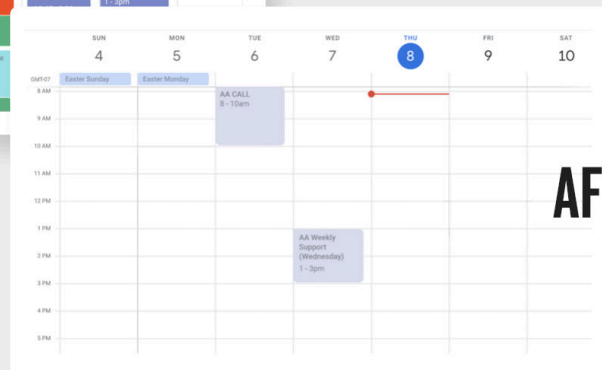
It is the very mission behind what I do. Today, I have served thousands of clients in over 45 countries globally. I help burnt out experts go from being a best kept secret, unable to make the impact on the people that need them most, stuck trading their time for money to elevating their income, impact and authority via an online education business so that they can create a legacy business that outlasts them and democratizes entrepreneurship and education.

SO, HOW DID I 10X MY IMPACT AND CLEAR MY CALENDAR? I'M BREAKING DOWN THOSE 10 STEPS IN THIS GUIDE.

BEFORE



AFTER



STEP I

A NEW WAY TO IDENTIFY YOUR NICHE

BROAD = BROKE

SPECIFIC = SALES

The old way of choosing a niche was based on identifying broad categories and trying to fit into them. This often relied on looking at external data or proof to validate that your niche was a good idea.

OLD WAY	NEW WAY
<p>Broad Niches (EX: Dating, cooking, business, beauty, etc.)</p>	<p>Millions of micro-niches emerging (EX: Helping women clear their skin with food)</p>
<p>Find the niche with the most "opportunity" (EX: Confidence Coach)</p>	<p>Find the niche tied to your personal story (EX: Helping adults feel confident dancing in social settings)</p>

WHAT IS THE FORMULA FOR IDENTIFYING YOUR UNIQUE MICRO-NICHE?

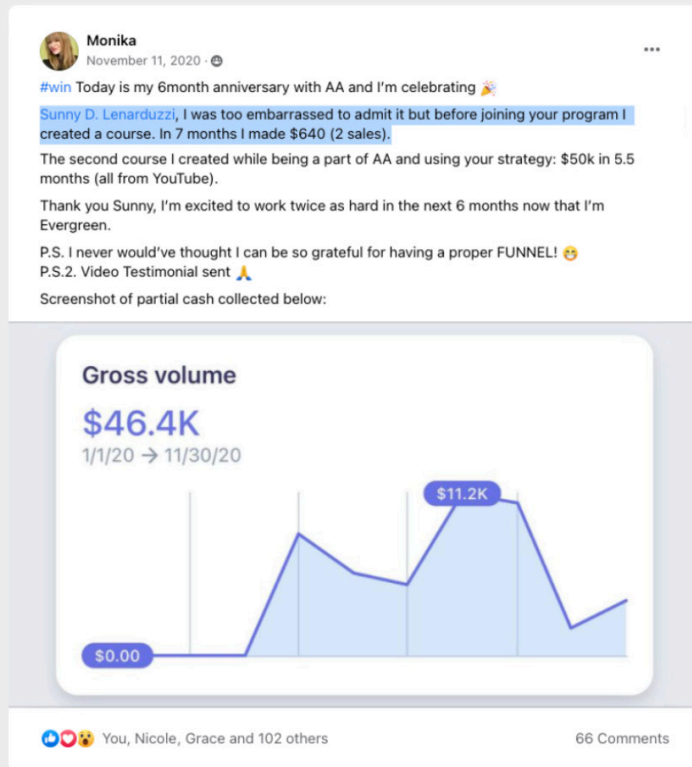
Step 1, is to answer the following questions to get clarity on your unique micro-niche that can have a massive impact on the people who need you most:

1. *What is your career expertise or experience?*
2. *What do people ask you for help with?*
3. *What could you deliver a TED talk on right now without any preparation?*
4. *What is a skill you have mastered?*
5. *What is a transformation you have created for yourself or for other people?*
6. *If you rewrote the story of your life and positioned yourself as the hero, how would that story go?*

TAKE MONIKA FOR EXAMPLE:

Monika is a client of mine and prior to working together, she tried to launch a course teaching people how to dance.

She sold 2 courses in 6 months, generating just \$640.



WHEN SHE APPLIED
OUR METHOD TO
IDENTIFY HER MICRO-
NICHE, SHE REALIZED
SHE WASN'T JUST
TEACHING PEOPLE
HOW TO DANCE.

Monika always felt awkward in social settings when she was growing up; she was a total wallflower. She wanted to make friends and feel confident, so she started teaching herself how to dance by recording and rewatching music videos. Soon enough, Monika was a dance champion and she began teaching dance at her own studio in New York City.

When the pandemic hit, she could no longer teach in person, so she used her unique experience to create a program for adults to learn how to dance in social settings to build their confidence and she generated \$50,000 in 5.5 months and to date has generated just under a million dollars in revenue with her signature online program.

STEP 2

UNIQUE SELLING PROPOSITION

TRANSFORMATION > INFORMATION

The biggest mistake you can make when you are trying to impact more people with your skills and expertise is to share as much information as possible.

People want transformation, they don't need more information.

Now that you've answered the questions above, the next step is to create your unique selling proposition which we call your transformation statement. This statement is what allows you to stand out and position yourself as the go to authority for your clients.

The best way to think about it is that you are taking your clients from 0 to HERO.



HOW DO YOU CREATE A TRANSFORMATION STATEMENT?

Start by filling in these blanks:

"I HELP _____ GO FROM _____ TO _____ SO THAT THEY CAN _____"

This becomes your transformation statement. This clearly articulates who you help, how you help them, and the desired outcome you help them achieve.

A FEW REAL EXAMPLES TO LOOK AT:

"I help dog owners go from feeling overwhelmed, frustrated and lost when it comes to training and understanding their dog's behavior by creating a game plan focusing on simplicity, fun and support to transforming the connection with their dog and confidence in themselves so that they have a dog that's a joy to be with and they can live a life together with more freedom."

-- Anna

"I help couples go from overwhelmed by the process of adopting their first child to feeling at ease in the journey so that they can welcome their baby into a loving family home."

-- Lucrece

"I help expecting mothers going from not knowing how to prepare their pelvic floor for birth to being educated and empowered about their pelvic health, so they can have a positive birth with minimal injury and return to an active lifestyle postpartum without dealing with long term pelvic health issues."

-- Sophie

STEP 3

CREATE A SCALABLE BUSINESS MODEL

Most experts find themselves trapped in a never ending hamster wheel of finding new clients, but also not having enough time in the day to help all of their clients. This leads to a vicious cycle of burnout.

Instead of working in a 1:1 model, where your time, income and impact has a ceiling, you can 10x your impact by creating a scalable business model.

The most effective way to do this is by packaging your expertise into an online curriculum that takes your client from 0 to HERO and allows them to study and implement your method and strategy at their own pace.

How do you create the curriculum? You need to be clear on the client journey, also known as the hero's journey.

Your curriculum simply bridges the gap between where the client is now and where they want to go.

To create an outline for your curriculum, start by studying your transformation statement above:

- 1. Identify the 0 state of where your client is at when they need your help OR where you were at when you needed the most help*
- 2. Identify the HERO state which is the desired outcome they want to achieve*
- 3. Create a list of all of the actions and steps required to go from that 0 state to that HERO state based on your experience*

That list becomes your curriculum, which you will then pre-record in order to serve more people and create more transformations via an online program.

STEP 4

IDENTIFYING YOUR IDEAL CLIENT

The depth of the impact and transformation you can create on your clients is a direct reflection of how specific you are about your ideal client.

We have found that there are 3 key factors to identifying your ideal client.

- *1 specific ideal client*
- *1 specific tipping point on their journey where they must make a change*
- *1 specific desired outcome*

For example, Sean helps nurses pass the NCLEX exam. He could go broad and help all nurses and even people who are interested in becoming a nurse eventually, but the key to success is for him to go super specific. Sean's 3 factors are:

- *1 specific ideal client: aspiring nurses*
- *1 specific tipping point: they have taken the NCLEX exam more than once and have to pass on the next pass*
- *1 specific outcome: passing the exam*

Knowing the tipping of your client's journey makes your curriculum incredibly impactful because every client will come in at the same place, seeking the same outcome, which allows you to support more people and create incredibly transformative results.

STEP 5

VALUE BASED PRICING

Undercharging is the result of pricing your online program based on the amount of information you include in it or the amount of time it takes your client to go through the material.

Important: the price of your program has nothing to do with how much information you stuff into it or how long it is.

The price of your program is solely based on the value of the outcome you are providing. When it comes to choosing a price point for your program, we use a simple equation:

$$\text{COST TO YOUR CLIENT} + \text{INCOME GOALS} - \text{BARRIER TO ENTRY} = \text{PRICE}$$

Cost to your client:

What is the cost to your client of not having the outcome you provide on a mental, emotional, financial, and/or spiritual level?

Income goals:

What do you need to earn in your business per month to feel secure?

Barrier to entry:

What is the average price point on the market for the expertise or skill set you provide? You always want to be slightly above average to be seen as the best and most sought after authority and to weed out people who aren't serious about doing the work.

EXAMPLE

Program Topic:

Helping men on the brink of divorce save their marriages.

Cost to the client of not having the outcome:

- Divorce costs \$13,000 on average
- Therapy costs \$100/hour on average
- Mental stress which is costing them focus at work and potentially risking their job
- Emotionally depleted which is costing them patience and time with friends and family

Value of the outcome to the client:

Saving themselves from divorce, spending less time arguing and more time focusing on the important things in life, no distractions at work so they can focus and have more earning potential, human connection, true intimacy.

Value based price:

Anywhere between \$5,000 - \$10,000 per client.

STEP 6

DECODE THE ALGORITHM

Marketing is not complicated, we make it complicated.

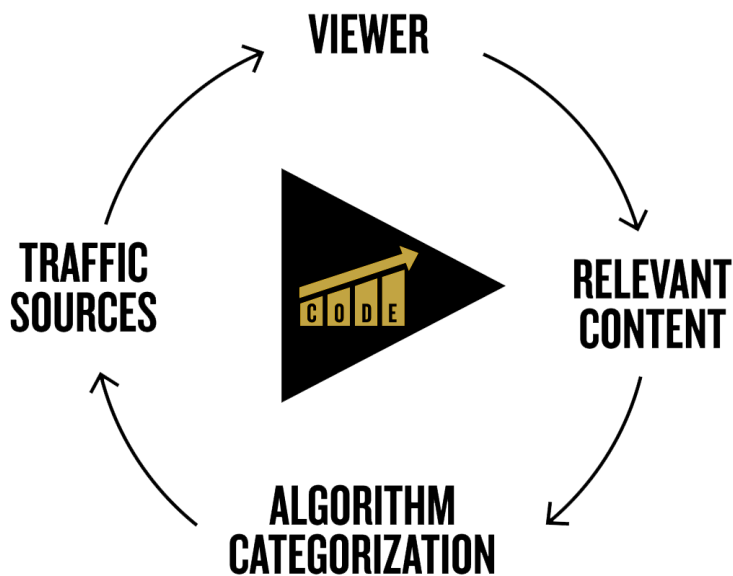
When it comes to marketing your business and leveraging social media to reach your ideal clients, the algorithm only needs to know 2 important pieces of information:

WHO you want to reach

WHAT you want to be known for

Every piece of content you create needs to clearly portray those 2 factors, otherwise, you confuse the algorithm and it doesn't know how to support you to show your content to more people.

When you are clear about those 2 factors in every piece of content you create, the algorithm knows exactly how to support you and uses its internal traffic sources to reach more people like that. This is what it looks like to decode the algorithm and for social media platforms to start working in your favor:



Creating content without understanding your ideal client is setting yourself up for disaster. Having clarity on your ideal client means you're only going to make relevant content for that person which allows the algorithm to categorize your channel to then leverage internal traffic sources to reach even more of those people.

STEP 7

BECOME A CLIENT MAGNET

Regardless of which platform you are creating content on, you need to know how to create content that turns a stranger into a client. After years of testing, I identified there is a specific formula for create magnetic messaging that attracts your ideal client and inspire them to take action to work with you.

This is the profitable content template to use to create content that turns into clients:



1. ADDRESS PAIN POINT:

Feel like *(insert idea client pain point)*?
Here's how to *(ICA solution/desire)* in 3 simple steps.



2. EDUCATE & EXECUTION:

Educate with step by step instructions and action plan.



3. EXPERIENCE:

Reference your own experience in solving or overcoming this problem.



4. PROBLEM SOLVE:

This is just one of the ways that I/my client *(solution)*.



5. TAKE ACTION:

If you want to *(outcome of your program)*, comment below or send me a DM.

STEP 8

EVERGREEN SALES MACHINE

YouTube is one of the most powerful search engines on the planet and it is the only social media platform that magnetizes your ideal clients to you without having to constantly create content.

Leveraging YouTube as a marketing channel for your online program allows you to build authority, impact and generate leads on autopilot.

You want to think about each video you create as its own evergreen sales machine that will continue to bring in clients for years to come without any extra effort.

Creating content that is discoverable in the search results allows you to generate FREE traffic and leads, all day, everyday.

The screenshot shows a YouTube search for "how to create an online course". The results are divided into two sections: "PAID ADS" and "ORGANIC/FREE CONTENT".

- PAID ADS:** Three sponsored results are shown at the top, each with a "VISIT SITE" button. The first is for Thinkific, the second for Kajabi, and the third for LinkedIn Learning. Each ad includes a brief description and a URL.
- ORGANIC/FREE CONTENT:** A video result is shown below the ads. The video is titled "How to create an online course THAT SELLS (from a 7 figure course creator)" by Sunny Lenarduzzi. The video thumbnail features a woman and the text "\$6 MIL SOLD". The video has 244K views and was posted 1 year ago.

Arrows point from the labels "PAID ADS" and "ORGANIC/FREE CONTENT" to their respective sections in the search results.

BUT, HOW DO YOU BECOME DISCOVERABLE ON YOUTUBE?

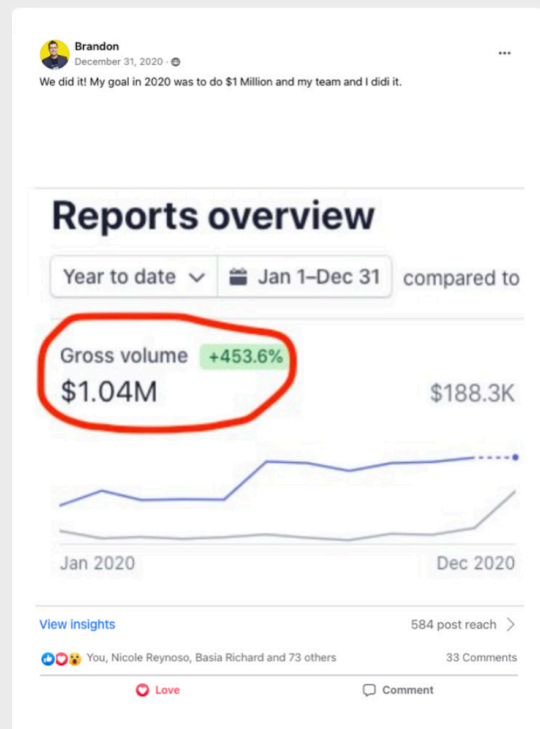
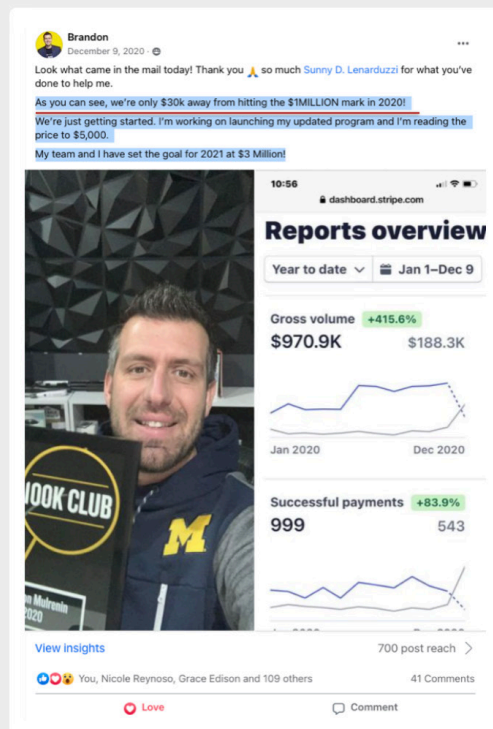
The key is to choose titles that are highly relevant to the pain points and challenges of your ideal client.

From there, the formula for ranking your video at the top of the search results to be discovered by your ideal clients is:

HIGH SEARCH VOLUME + LOW COMPETITION

When you identify a video title that is being searched by your ideal client and there aren't millions of other videos on that topic, you have the perfect combination to rank your video #1 on YouTube.

One of our clients used this exact strategy to scale his real estate coaching business to \$1,000,000 in 1 year without spending a dime on paid advertising.



STEP 9

IOX YOUR IMPACT & CREATE PREDICTABLE INCOME

Now, how do you turn all of this into consistent income month over month? It all comes down to a very simple equation.

So, the next step is to reverse engineer your financial goals for your online education business.

The average conversion rate from turning a stranger into a paying client is 20%, so we want to use that to create achievable goals in terms of how many clients you will attract on a monthly basis.

FOR EXAMPLE:

Program Price:

\$5,000

Financial Goal:

\$10,000/month

of Clients Needed Per Month:

2 clients

Multiply the # of clients by 5 to identify how many leads you need to achieve a 20% conversion rate to attract that # of clients.

of Leads Needed to Enroll 2 Clients a Month:

10 (2 x 5 = 10)

This makes it easy and predictable for you to hit your financial targets.

2 clients a month = \$10,000/month

24 clients per year = \$120,000/year

STEP 10

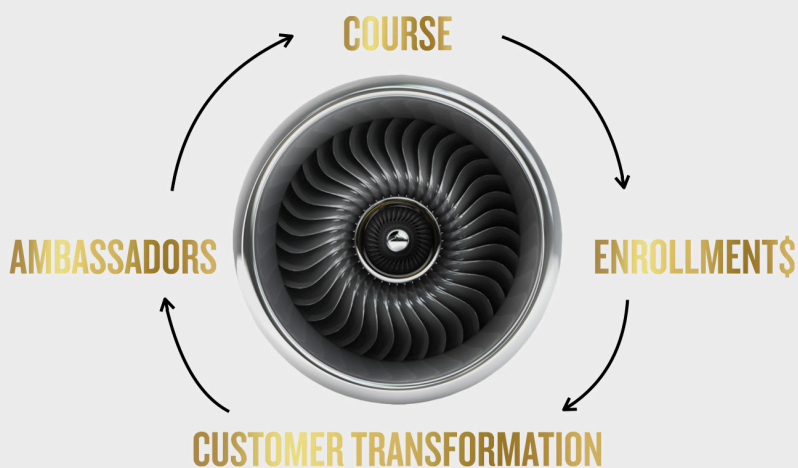
ELIMINATE THE COMPETITION

All of the steps leading up to this point have helped you identify your authority and unique category, so we've already eliminated the competition in a lot of ways.

But, what is the true key to eliminating competition and becoming the sought after, go-to expert?

SOCIAL PROOF

As you attract clients into your program, your #1 focus is to ensure they are getting results and achieving the HERO outcome you identified.



First and foremost, it starts with a transformative program with a curriculum that takes your clients from 0 to HERO.

From there, you need to enroll ideal clients into your program.

From there, your clients will achieve the transformation you have guided them through with your program.

Finally, you will start to see testimonials, social proof and rave reviews roll in! And this is the key to creating the engine that will support your business running on autopilot. With more social proof, comes more authority, which only further positions you at the most sought after person for your ideal clients to work with and the value of your program organically increases with more time and more clients.

READY TO TAKE THESE 10 STEPS AND FINALLY SCALE YOUR SKILL SET & 10X YOUR IMPACT?

NOT SURE HOW TO GET STARTED?

Get on a call with our team to find out how to apply these steps directly to your situation.

Finally build the business YOU want centered on your unique skill set!

Book a call with our team today.

Visit: <https://www.sunnylenarduzzi.co/email-apply>

