

# Finally! You Can Build A Visibility Plan That Turns “Lookers” Into “Buyers”

**WITHOUT SPENDING ALL YOUR  
TIME ON THE SOCIALS!**



Dear **Wearing-All-The-Hats-Entrepreneur**,

It's an odd thing, scaling your business. Maybe you've built a successful 1:1 service business already, maybe you're going straight to the 1:many online service business mode.

Either way? **You're wearing all the hats.** You're either doing everything yourself or you have a very small team with a VA or two. And my guess if you're hanging out on this webinar, you'd love to see a little bit of that *time freedom* everyone promised you when you started your business.

Did you know? According to Gallup, micro-business owners are working an average of 52 hours a week. 39% worked over 60 hours a week. **WHAT?!**

And most service businesses are spending 40% of their work hours on tasks that aren't even client-facing.

I don't know about you, but I got into business to do the work. Not answer emails. Not do discovery calls. Not bookkeeping. ***And not spending all my time on social media hunting for clients.***

Hey, it's me - Pandora. Welcome to my new unboxing video



# they say

## YOU CAN'T SCALE A SERVICE BUSINESS

Of course, if you're like me... you'll say, "Watch me."

But then when you DO start scaling, the marketing you used to use doesn't work anymore. It doesn't *scale* with you!

It kind of feels like starting over. And maybe you're thinking, "Hey, I've already built a biz from the ground up."

Maybe... you're like my client Dawn who was the first person to say it out loud to me this way:

"I already hustled when I built my brick and mortar. I shouldn't have to start over!"



If the average small business owner is spending 6 hours a week on social media (source: Hubspot), it's going to feel like all they do is market. And that, of course, is probably not even accounting for the amount of time it takes to ***make their content***.

It doesn't need to be this way!

## our goal today

a visibility plan doesn't have to take hours a week to be effective—and you *can* find perfect-match clients online

---

THE DIFFERENCE BETWEEN 1:1 MARKETING AND 1:MANY

---

A SUPER SIMPLE SYSTEM IS (REALLY) WHAT YOU NEED

---

SMART CONTENT IS THE KEY TO LEAVING THE SOCIAL "FRIEND ZONE"

---

THE INCREDIBLE POWER OF FILTERING CLIENTS *BEFORE* THEY GET TO YOU



# but first

## HOW DID WE GET HERE?



I started out in photography, but clients kept giving me the deer in the headlights look when I asked what they wanted their photos to DO. So I realized, brand strategy (and therefore content strategy) actually did matter or it was just a pretty picture.

And this was a BIG deal realization for me. Why? Because prior to this, I traipsed around the globe making beautiful pictures and photographing celebrities—looking good.

And it couldn't have come at a better time, as it turns out traipsing around the globe isn't so easy with a couple of kids in tow.

I had a new outlook on content strategy and branding, but with 2 kids... my ability to SHOW UP for my business consistently... dwindled.



# I needed a new solution

**ONE THAT WOULD WORK FOR A BUSY ENTREPRENEUR, MOM OR NOT, BRICK-AND-MORTAR OR NOT.**

I built a small program called The Show Up System and it allowed me to drastically cut my own time on social media.

Now, when I do spend time on social media, it's to have convos like *this*.

I turned around and sold it to 200 people. And they loved it. It has one of the lowest refund records ever.

But clients still struggled with that “what to say” piece, the actual creation of content...



# meet Kendall

## SHE'S WEARING A WHOLE LOTTA HATS

She's a busy, single mom of 3. Managing the house, running her 1:1 business as a nutritionist, and in a Masters program, she doesn't have time for a content strategy that tries to put her in a box for *that strategy*.

She's—like you—not going to end up using a strategy that sucks more time away from her nutrition practice OR her actual life, even if it's a brilliant strategy!

If any part of that sounds familiar, read on. Most marketers are going to tell you there was a magic moment when everything became clear. That's not how it was for me.



## HOW I CREATED A VISIBILITY PLAN THAT NOT ONLY TURNED LOOKERS INTO BUYERS, IT DID IT ON A CRAZY-BUSY, NO-NONSENSE SCHEDULE.

There were three a-ha moments that got me there. Three secrets my 1:1 clients now know so *they also have a visibility plan that works.*

1. Creating a **dead-simple system** allows you to save time *and ensures you're not only visible, but irresistible to the right people.*

How to **scale your marketing** when scaling your biz from 1:1 to 1:many, *even if you've built a successful business off referrals and networking in the past*

2.

3. The big content mistake I see so many making—you'll be *shocked* when I show you don't need to give away all your secrets with "free value" to gain clients online **when you use smart content.**

# secret one

## THE DEAD-SIMPLE SYSTEM

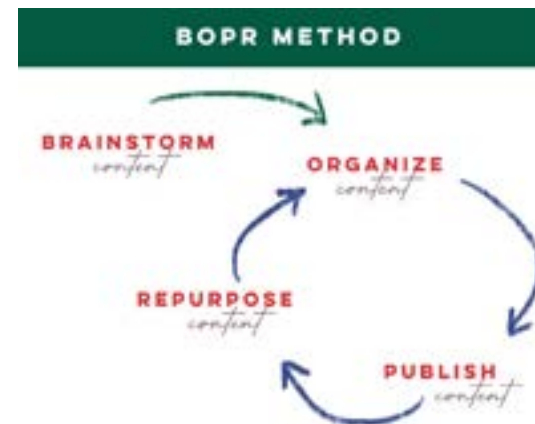
Simple systems mean you're more likely to stick with it, even when life gets hectic.

But simple doesn't mean easy.

The beauty of the BOPR Method (our simple system) is that you're only doing the hard part (brainstorming) once.

It doesn't mean you'll never have a new idea again, but that the bulk of the big work is ready to go when you need it.

Think about it: most big systems work this way! A car assembly line does the big work of building a car once and then you do light, scheduled maintenance later. The maintenance just



# secret one

## THE DEAD-SIMPLE SYSTEM

keeps the car going well; the bulk of the build was all done at the factory.

If you do the later steps like repurposing *right*, you'll set up a perfect-match client filter with your content. This is when your content starts acting like the best and most loyal employee ever, delivering great clients into your lap.

And like most simple things, the order in which you execute matters in a big way! (Imagine trying to drive the car before they put the brakes on.)

Once I realized it's not about *more* and it's about noting what works and duplicating it, **showing up got to be a whole. lot. easier.**



# working in the system

**EVEN IF YOU'RE A PERSON WHO HATES "RIGID SYSTEMS" THIS IS A GOOD METHOD FOR YOU.**

Doing the brainstorming when you're "in the flow" or "feeling the muse," especially if this is when you do your best work, is 100% attainable with this method.

Then, down the road, you pull your good work out at scheduled times. Even if you're not feeling it that day!

The key to showing up consistently for your business is having the work ready to go so life doesn't get in the way.



[View insights](#)

[Promote](#)



 Liked by wildellisico and 55 others

lambritneygardner It's time for the death of the email newsletter.

# secret two

## REFERRALS WON'T CUT IT WHEN YOU SCALE

Referrals are often the most effective way to build a business and even more so for 1:1 work or high-ticket offers.

But when your business model moves more towards 1:many, referrals aren't enough to fill your courses or group programs, even if you have a great system around referrals.

Why?

You can't alter your marketing message based on that 1:1 feedback you used to have while networking or on discovery calls. When filling a 1:many offer you don't have enough 1:1 time to continue on the same old way and sales pages don't give you that same in-person feedback.



# secret two

## REFERRALS WON'T CUT IT WHEN YOU SCALE

We aren't squirrels, burying all the acorns and hoping we remember where they are when we need them.



Our marketing-content-needs to know the RIGHT acorn for your best client.

That piece of content you wrote 1.5 years ago might be the perfect piece a potential client needs to see, but if you don't have an easy way to find/schedule/repurpose it, it's just another lost, buried acorn.

Remember Dawn who felt like she was starting over? In a sense, she was. She's a successful therapist with a maxed out therapy practice. Every therapist has a max of billable hours, but that doesn't mean they should have a max on income.

# secret two

## REFERRALS WON'T CUT IT WHEN YOU SCALE

She wanted to create a 1:many offer. But there was a catch-22... Showing up and creating content take time, but she didn't have room in her schedule to create while at her maxed capacity.

*Visibility online—with a simple system—is how you scale marketing.*

And you have to use a system that fits in your lifestyle to make it happen.

Dawn had to **work smarter, not harder**. And that leads us to...



# secret three

## NOT ALL CONTENT IS EQUAL

Showing up with “free value” is something you’ll hear all over the internet, but that’s just another way of saying “if you build it, they will come.”

That movie quote was about ghosts showing up. To a ballfield. It has nothing to do with business!

And creating a bunch of content that you find interesting, how to content that teaches your audience all your secrets... it just puts you into the friend zone.

Social media isn’t a search engine: posting cool facts might get a tiny bit of notice now but your best client won’t remember where to find it when they need it.



# secret three

## NOT ALL CONTENT IS EQUAL

And all that “how to” free value content?

When you give so much free value, you set your audience up to believe you’ve given them all the information. You become someone that’s nice to follow, but not necessary to pay.

Instead of “how to” content, post content that gets your audience to think differently about their problem and start thinking about you as part of the solution.



Show them the Step 1 quick win so they see your expertise and think the solution is attainable, but make sure it gets them asking questions of themselves!

What’s going to happen?  
It’s natural that some of

# secret three

## NOT ALL CONTENT IS EQUAL

your audience won't want to think differently about their problem. That's okay. These are not your people!

You are not the right fit for everyone out there, even if you're very good at solving their problem.

Think about it from a weight loss point of view. There are so many diets out there—paleo, keto, south beach... everyone is going to tout what worked for them.

Even if Whole30 worked really well for your sister, maybe you like keto better. But don't be creating keto content if you want to attract the Whole30 crowd.

When you turn people off, they naturally leave your audience—leaving the true



# secret three

## NOT ALL CONTENT IS EQUAL

believers behind. THAT's who you want to talk to! We gravitate towards those who really help us and then we sing their praises. Those are the people you want in your audience!

This is precisely the situation my client Teleshia found herself in recently. She's got a large email list, an engaged Facebook group and plenty of challenge opt-ins, but very few were converting into paying clients.

We looked at her content and found that it was nearly all "how to" content.

We changed her content strategy and created a more well-rounded plan that would drive engagement—yes—but also drive clients!



# smart content converts clients

**NOW YOU KNOW THE THREE A-HA'S THAT  
TOOK ME FROM OVERWORKED TO SHOWING UP  
CONSISTENTLY AND BOOKING CLIENTS**

And those three secrets will do you well and transform your content strategy so you're working smarter, not harder, too.

Stepping off the content creation hamster wheel with a simple system requires a little know-how.

And since there's a lot more to this, I developed a program specifically to guide you in creating the visibility plan that turns lookers into buyers. It's called Content Lab.





**IT'S THE COACHING-MEETS-MASTERMIND  
GROUP PROGRAM FOR SUCCESSFUL SERVICE  
PROVIDERS WHO KNOW IT'S TIME TO BUILD A  
VISIBILITY STRATEGY TO ATTRACT MORE CLI-  
ENTS ONLINE**



# content lab

## IT'S A CONTAINER FOR YOU TO GET SH\*T DONE

Before working with Britney, I'd invested a lot into my business. I felt like I had all the pieces there, but they weren't moving together yet. Britney helped me get focused on what moves the needle in my business.

I'm a busy mom of 3, in a masters program, and running a business—I needed an easy way to be visible online and I needed to make sure it wasn't going to add a ton more to my plate. Britney helped me design a content plan that works with my schedule and made it so it was easy to share with my VA. It's a win-win-win for all of us.

Content Lab is a group coaching program with coursework, accountability, and mastermind calls

The Content Lab curriculum will teach you how to create:

- your own unique marketing system so you can stop sounding like everybody else
- a repeatable asset that sets you up as a leader and helps your audience feel like you're the one meant to help them
- a proven way to create content that makes you a must, not a maybe

Unlike other content creation methods, this is not another box you need to fit into. It's a program to create a visibility strategy that works for you, your life, and your clients.

# the content lab course

## THE BRAND INGREDIENT

The marketing foundation starts with a solid brandscape

- Create a brand filter to run all future marketing decisions through
- Define your brand and your brand applications
- Answer the 6 key questions every well-defined brand knows



## THE BUCKET FORMULAS

Stay on-brand with a message that converts

- Define three content categories that each do a “special job” for you
- Begin invoking the kind of curiosity that keeps your audience engaged

## THE BRAINSTORM INGREDIENT

Go from “what to say” to 180 days of content for your business

- Choose your content system structure
- Learn how to approach every topic from many angles



# testimonial

No matter where you are in your content journey, Content Lab has the tools to help you move to the next level

---

NECHELLE BARTLEY  
HER FUTURE WEALTH

“I’ve struggled with bringing my voice to the forefront.”

“I can’t tell you how mindblown I am with Content Lab. It’s helped me so much with not just content, but my rebrand, too! There’s a sense of ease and a sigh of relief at having a process to put all of this stuff together. Thank you so, so much for it!”

---

TELESHIA DELMAR  
LOVERS BOND

“I learned that I have to be more strategic.”

“I’ve heard the concept of “know, like, and trust” concept before, but the way Britney breaks down the content buckets in a way that aligns with that concept totally blew my mind.

I learned that I have to be more strategic with my posts. Quality over quantity.”

# the content lab course

## THE BE SEEN FORMULA

Create content that truly meets your audience where they are at

- Give your audience the kind of epiphany that builds your authority as the expert they want and need
- Know how to create content that pulls you from the “friend zone” into content that drives action



## THE WEBBING FORMULA

How to multiply content—without any extra brain power

- Create a full week of content from a single topic
- Fully utilize the 80/20 Rule to maximize every piece of content you create

## THE MEASURE INGREDIENT

What you focus on expands

- Dial in your marketing message even more and fine-tune your content
- Build a simple measuring system so you know which content pieces truly drive clients in the door... or inbox



# kind words

use your content as a filter and attract perfect-match clients

---

JANET ALLISON  
PARENTING COACH

It was like google was reading my texts.

“Wow... started one of my groups yesterday and as they were introducing themselves and saying what inspired them to join the group, I thought of you.

BECAUSE... more than one of them said: it was like google was reading my texts, it was exactly what I needed to see at just the right time. whaaat?!!”

---

DEBBIE LEHR-LEE  
ACTION STARTER SYSTEM

This has been a game-changer for me.

“I was new to content creation. It felt so overwhelming that I didn’t know where to start. This walked me through step by step how to break it down into manageable pieces.”

CONTENT LAB COURSE..... (VALUE \$2800)

THE BRAND INGREDIENT

THE BUCKET FORMULA

THE BRAINSTORM INGREDIENT

THE BE SEEN FORMULA

THE WEBBING FORMULA

THE MEASUREMENT INGREDIENT

## 02 ACCOUNTABILITY + MASTERMIND CALLS

Bi-weekly calls for your specific questions  
(value \$750)



- Learn from others in the online space *what's working right now*
- The best way to learn the Content Lab system is by questioning everything—I welcome all discussion on content and branding!
- Content audits—perfect for when you're about to publish a piece and want fresh eyes or not sure what went wrong with a posted piece

# bonuses

## **CONTENT SYSTEM TEMPLATES**

Show up consistently and repurpose your epic content (value: \$355)

- Use a proven template in whatever project management system you love (Trello, Clickup, etc)
- Get the most “bang for your buck” with my handy repurposing template steps
- Never lose a content idea again with my content idea saving hacks



## **CONTENT WRITING TEMPLATES**

Content formula templates for every kind of content you produce (value: \$37)

- Take the guesswork out of the actual posts you create with my templates for blogs, lives, podcasts, social media feed posts, social media stories, and more!
- Move from content idea to content posting seamlessly, even if you’ve never been a social media person before

# Content Lab

## THE CLIENT-ATTRACTING CONTENT CREATION CONTAINER



Content Lab Course. . . . . (Value \$2800)

Accountability & Mastermind Calls . . . . . (Value \$750)

Content System Templates. . . . . (Value \$355)

Social Post Formulas . . . . . (Value \$37)

Total Value = \$3942

# how it works

## THE CONTENT LAB PROGRAM

The Content Lab course is scheduled out over 8 weeks with two implementation weeks in between.

**Each cohort begins at the beginning of the month** for your accountability and mastermind calls every other week, but you get access to the course as soon as you join!

All training videos are short and easy to implement. No marathon training sessions. No week will require hours of time investment!

Ready to join?

[contentlab.me/special](https://contentlab.me/special)

# for the next three days...

**I'M ALSO INCLUDING:**

## **CONTENT BUCKET 1:1 COACHING SESSION**

Personal coaching to cement your content bucket ideas  
(value: \$497)

- Ensure your content buckets are going to not only attract the right clients, but convert them easily
- Strike the right balance between connecting with your audience, growing your audience, and selling to your audience
- Perfect for that extra boost of confidence—you've got this!



## **NICHE FAST TRACK**

Your guide to getting in the heads of your best clients (value \$197)

- Leave behind the “ideal customer avatar” and embrace your best client’s mindset
- How to research your best client and get to the “googling their texts” status

# remember Dawn?

**SHE WAS MAXED OUT ON BILLABLE HOURS,  
WANTED TO FILL A 1:MANY PRODUCT, AND  
NEEDED IT TO FIT HER LIFESTYLE**

"I went from panicking and literally losing sleep at night to understanding my perspective client. They could see themselves in—and really connected with my posts—and went to purchase my offer. I used that organic traffic knowledge to drop my cost to acquire a client by 75%. **I sleep like a baby now!**"



If all Content Lab did was finally shed your reasons for NOT showing up consistently and gave you a **simple way to finally nail your visibility and build authority**, would it be worth a one-time payment of \$3942?

And if it also taught you the skills + strategies to take the content creation headache off your plate (for good!) would a one-time payment of \$3942 be worth it?

i know

**WITHOUT A DOUBT, SHOWING  
UP CONSISTENTLY WITH GREAT  
CONTENT IS INCREDIBLY  
IMPORTANT...**

I have two choices. Do I price it high so people treat it with the respect and value it can bring to their business?

Or do I price it lower so it's more accessible to more people, but still enough of an investment for you to commit to the work?

Because if, like Dawn, it dropped your cost to acquire new clients by over 75%, would it be worth it to you?



# how much would you love to

**GET BACK TO THE WORK THAT DREW YOU TO THIS BUSINESS IN THE FIRST PLACE, KNOWING YOU'VE GOT YOUR VISIBILITY PICKING UP THE MARKETING IN THE BACKGROUND?**

You know visibility requires time + effort, but you didn't get into this to spend all your time on social media!

You can do better than the 43% of entrepreneurs spending more than 6 hours a week on social media (source: Vertical Response).

How much is finally removing the content creation headache from your plate worth to your sanity **plus bottom line** with a system that consistently delivers perfect-match, ready-to-buy clients is worth to you?



# Content Lab

## THE CLIENT-ATTRACTING CONTENT CREATION CONTAINER



Content Lab Course. ....	(Value \$2800)
Accountability & Mastermind Calls .....	(Value \$750)
Content System Templates. ....	(Value \$355)
Social Post Formulas .....	(Value \$37)
1:1 Coaching Session .....	(Value \$497)
Niche Fast Track .....	(Value \$197)

TOTAL VALUE = \$4636

Today's Price = \$1697

[contentlab.me/special](https://contentlab.me/special)

# decision time

**AND IT'S NOT WHAT YOU  
THINK**

This is the part where other pitches are going to descend into doom and gloom and tell you that without their program you won't succeed.

I'm not going to do that.

If you're reading this, you're already surviving. You've probably built a successful 1:1 business already and you can continue on that way. You've already proven it!



But I want to see you thrive, not just survive.

How can you thrive? Well, if you're maxed out on hours and know you need to be more visible to scale, you could hire a social media manager for \$1500 a month.

When you invest in Content Lab for about the same price, you create a repeatable system and asset. Even if you hire a VA for another \$500/mo, in less than three months you're saving money AND employing a highly effective visibility plan

# Content Lab

## THE CLIENT-ATTRACTING CONTENT CREATION CONTAINER



Content Lab Course.....	(Value \$2800)
Accountability & Mastermind Calls .....	(Value \$750)
Content System Templates.....	(Value \$355)
Social Post Formulas .....	(Value \$37)
1:1 Coaching Session .....	(Value \$497)
Niche Fast Track .....	(Value \$197)

TOTAL VALUE = \$4636

Today's Price = \$1697

[contentlab.me/special](https://contentlab.me/special)

[contentlab.me/special](https://contentlab.me/special)