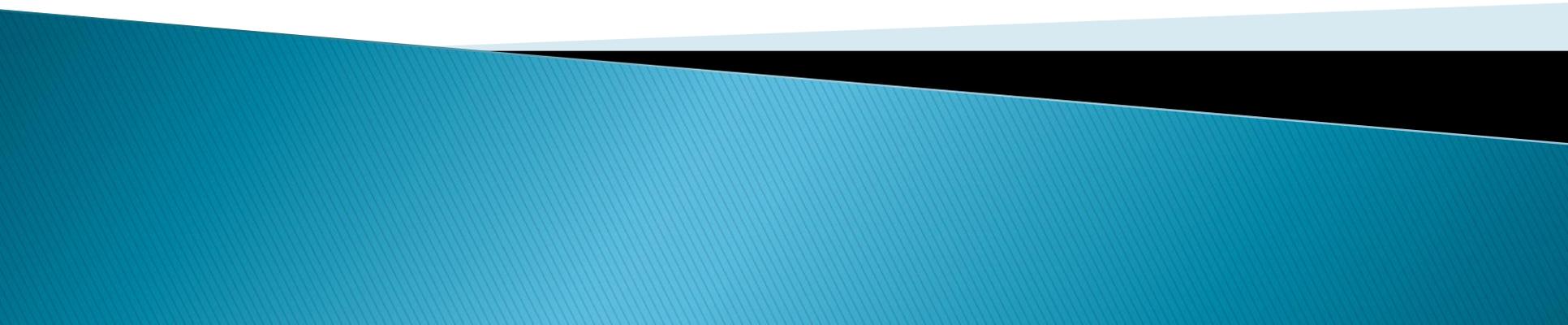


Birthing/Launching Your EFT Practice

The Fast Track Way to
Build Your EFT Business

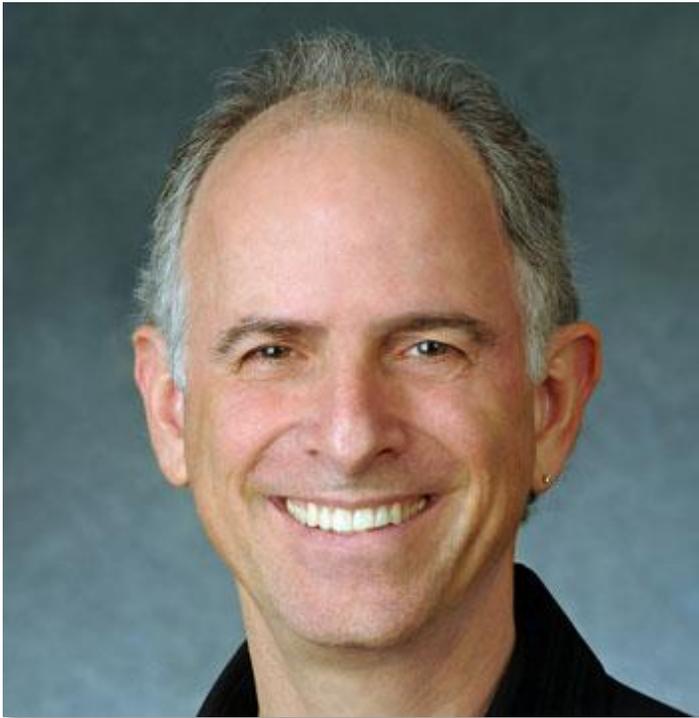


A Cool Way to Market Your EFT Business

Applicable to...

- People just starting out
- Successful EFT practitioners who are ready to go big
- Everything in between

Stefan Gonick



- ▶ EFT practitioner since 2002
- ▶ Masters degree in computer science
- ▶ Studied Internet marketing intensively for 7 years

What Phase of Biz Are You In?

- ▶ Thinking of becoming an EFT practitioner or just starting out
 - ▶ Been doing it for a while but don't have as many clients as you want yet
 - ▶ Already a successful EFT practitioner and are ready to take things to the next level
- 

Pet Peeve

#1 Mistake...

Keeps many EFT practitioners
from being successful right off
the bat



How Many People Here...

- ▶ Put themselves out there as a EFT generalist?
 - ▶ Focus on a niche or specialty?
 - ▶ Having a niche is do-or-die for your EFT business
- 

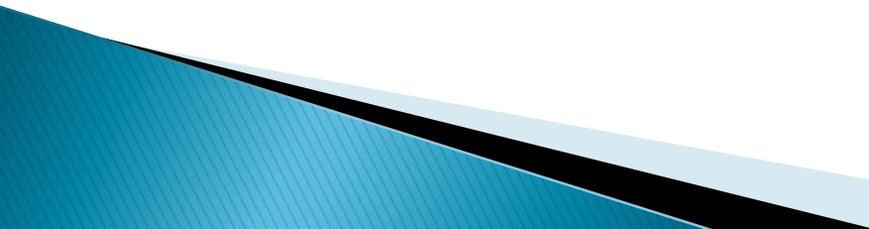
Two EFT Web Sites

- ▶ EFT-Alive.com
 - ▶ Single2Soulmate.me
- 

EFT-Alive.com

- ▶ Generalist web site (I can help with anything!)
- ▶ 5000 visitors per month

Single2Soulmate.me

- ▶ Niche web site (I can help you find love)
 - ▶ 500 visitors per month
 - ▶ 3 times as many clients as EFT-Alive.com
 - ▶ 30 times MORE effective than EFT-Alive.com
- 

How to Quickly Build Your EFT Business?



Know, Like and Trust

- ▶ Get to know you as a person
- ▶ Like you as a person
- ▶ Trust...

That you can help them with their problem!



How Is This Done?

- ▶ This is commonly done gradually by building a relationship with your tribe over time
 - ▶ Usually takes 3 to 5 years to build your EFT business this way
- 

Fast Track Way to Grow Your EFT Business

“Internet Launches”



Accelerated System

Condenses the whole
know, like and trust process
down to a couple of weeks!



Don't Be Intimidated

- ▶ You've probably seen launches already
 - ▶ They can seem complicated and intimidating
 - ▶ Very doable when you understand the underlying logic to them
- 

How Do “Internet Launches” Work?

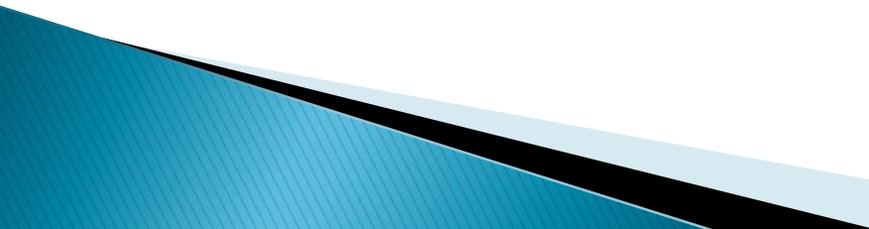


**Internet Launches are
based on the idea that:**

People hate being sold to...

But love being helped

High Level Overview

- ▶ There is no indication at the starting point that anything is for sale
 - ▶ Lead participants through a series of activities where you start by offering to help with their problem for free
 - ▶ The *Know, Like and Trust* factor is being developed during these activities
 - ▶ As the last step you offer your product/program for sale to get them what they ultimately want
- 

Example Launch

- ▶ Single 2 Soulmate Breakthrough Program
 - ▶ Problem: Want to find love/soulmate
 - ▶ Launch Help: Understand the 3 key blocks to finding love
 - ▶ Discussed nature of solution – clearing the 3 blocks at a deep and effective level
 - ▶ Offered my product at the end
- 

Outline of the Contents of a Launch

- ▶ Connect with their pain and their dream
 - ▶ Help them understand their problem at a much deeper level
 - ▶ Possibly offer solutions to “sub-problems” towards their goal
 - ▶ Describe the nature of the ultimate unique solution that they need to achieve their goal
 - ▶ Offer your product/program as that solution
- 

Ways to Structure a Launch

- ▶ Series of four videos – Jeff Walker
 - Each video is 30 to 60 minutes
 - Highly scripted, need teleprompter in a studio (expensive)
 - Launch done over 3 weeks
 - ▶ Webinar – 90 to 120 minutes long
 - Easier to set up, don't need a studio
 - Easier to speak to slides with notes
 - Can do live (better) or pre-recorded
 - Big commitment up front and low show up rate
- 

Hybrid Approach

- ▶ Short video as entry point
 - Low commitment
 - First chunk of help
 - Motivates participant to sign up for webinar and show up!
- ▶ Webinar

Short Video

- ▶ Pick single juiciest piece of information/help towards solving their problem
 - ▶ Ideally include an experiential exercise so that they will have a big a'ha moment
 - ▶ Explain what they just learned at a deeper level and how it relates to the big problem
 - ▶ Promote webinar that will help them understand remaining pieces and get what they want.
- 

Webinar Outline

- ▶ Introduce yourself and what will be covered in the webinar

Webinar Outline

- ▶ Offer special EFT process at end of webinar to encourage people to stay to the end
 - ▶ This helps make sure people stay to hear your sales pitch.
- 

Webinar Outline

- ▶ Empathetically connect with their pain
 - Use their language as best you can
 - People automatically assume that you can help them if you can describe their experience better than they can
- 

Webinar Outline

- ▶ Imagine having their dream – paint the picture

Webinar Outline

- ▶ Share your hero's journey story of starting where they are now and ultimately getting what they want
 - Be vulnerable and authentic
 - Use a detailed case study if you didn't share their problem
- 

Webinar Outline

- ▶ Go in depth into the major sources of their problem that is keeping them from their dream
 - Help them understand that it's even worse than they realized by going deeper
 - Link each block to why they haven't reached their goal and how they won't reach it until the blocks are addressed/released
- 

Webinar Outline

- ▶ Discuss the unique type of solution they need to break free and achieve their dream
 - Show why the typical solutions tend not to work so well and how this unique solution makes the difference

Webinar Outline

- ▶ Finally introduce your EFT product or program as providing that unique solution
 - Show how your product/program successfully addresses each of the major blocks that you talked about previously

Webinar Outline

- ▶ Share a testimonial of someone who used your product or participated in your program

Webinar Outline

- ▶ Offer bonuses to increase value of product/program

Webinar Outline

- ▶ Offer money back guarantee

Webinar Outline

- ▶ Address objections

- Most common one is that they have already tried other programs before, so why will it work this time...

Webinar Outline

- ▶ Reimagine having their dream again after using product or participating in the program

Webinar Outline

- ▶ Lead special EFT process
 - This should address a very small piece of the problem and lead to inspiration to do more

Webinar Outline

- ▶ Slide of product or program
 - ▶ Remind people of product/program and ask for the sale
 - ▶ Offer additional fast action bonus for people who buy before the webinar ends
- 

Webinar Outline

- ▶ Q & A while final sale's slide is still showing

Webinar Outline

- ▶ Final reminder about product and summarize what they will get and ask for sale
 - ▶ Remind them of the fast action bonus
 - ▶ Give people 5 last minutes to get the bonus with the final slide still showing.
- 

Potential Launch Results

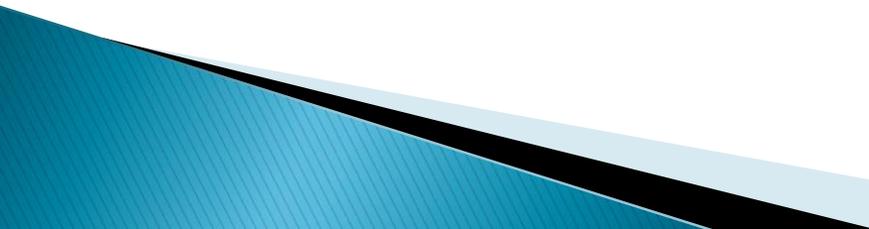
- ▶ Have 50 – 200 people sign up for your group program or buy your product
 - ▶ Thousands, tens of thousands, even millions of dollars
 - ▶ Instantly be seen as an expert/big player
 - ▶ Grow your email list by 1,000's quickly
 - ▶ Future business
- 

Other Launch Benefits

- ▶ Easy to rerun launches
- ▶ “Evergreen” Launches

How to Get Help to Do Your Own Launch

▶ Launch Manager

- Runs launch for you as much as possible
 - Highest quality launches
 - Large expense (~\$20,000 + 30% commission)
 - Don't learn how to do your own launches
 - Dependent on launch manager to run future launches
- 

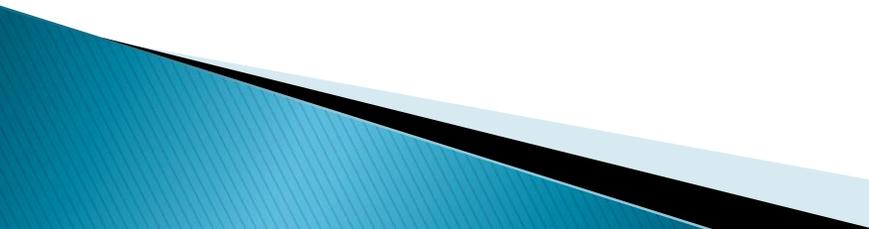
How to Get Help to Do Your Own Launch

▶ Group Training Program

- Affordable at \$2,000
 - Taught how to run your own launches
 - Left on your own to set up your own launches (no detailed feedback or support)
 - Final quality of launches tends to be low
- 

How to Get Help to Do Your Own Launch

▶ Launch Mentor

- Do-it-with-you launch coaching
 - Also affordable at \$2,000 – \$5,000
 - Taught how to run your own launches
 - Provides detailed feedback and support
 - Final quality of launches is very good
- 

Sign Up to Get Slides

- ▶ Sign up with your name and email address to get a copy of these slides.

More Information

- ▶ Check out my web site:

<https://eftbusinessmastery.com>