

#PROFITABLEHOLIDAYS

Black Friday & Holiday Sale



THE 7 STEP ROADMAP TO A PROFITABLE
BLACK FRIDAY AND HOLIDAY SALE!

WWW.PACHIMCLEOD.COM

HOW TO MAKE THE MOST OF THIS WORKBOOK

(TO ATTRACT YOUR TRIBE AND CONVERT THEM INTO CLIENTS ASAP)

1) Print out this workbook and use it to take notes, track your progress and get focused, so you can take stay engaged and have an ACTIONABLE conversion plan to use without feeling overwhelmed.

2) Think of your #1 biggest challenge to reaching your 5K to 10K months, through your business. If I don't address it throughout this workbook, be sure to ask me!

You can send me a quick e-mail Pachi@pachimcleod.com or join my private Facebook group:
[The Freedom-Driven Entrepreneur.](#)

3) At the end of each step, decide on ONE action you're going to take within the next 24 hours so you can start seeing results ASAP.

4) Let this process be FUN! Forget perfect, you have gifts, God-given gifts you're meant to share and you're on this planet for a reason. Which is why we're creating a solid process, so you can start serving those you're here to help.

Hey Freedom-Driven Boss Lady!

Thanks for downloading the "Profitable Black Friday & Holiday Sales Roadmap"!

Over the last 2 years, the end of the year sales has become one of my favorite times of the year. Because this is such a fun time to grow my list, make money and serve my tribe in a way they can't resist! ☺

I find that as people are excited to join in the Black Friday and Christmas shopping, they're also excited to invest in growing their business and impact.

Such an cool opportunity to build your tribe and bank account, thru service!

In 2015 I mentioned to my husband, I wonder if I could launch a first Black Friday and Holiday Sale to make more than enough money for us to take Julian (our then 2-year-old son) and ALL Christmas gifts (for like 20-25 nieces and nephews) cash!

Needless to say, my man became my business #1, we celebrated Juls bday at Disney and gave the best gifts we had given our family, in a long time. Whatever your goal is, this is a GREAT time to give and receive, as you attract, engage and serve your tribe, with that #1 problem they desire to solve right now.

In this value packed-training, I'll walk you through the main 7 steps me and my clients have used to create profitable Black Fridays and holiday sales, while having lots of fun, serving our people.

So let's get to know each other real quick, before we start...

I'm Pachi, a Psychologist, teacher and non-profit leader turned course creator and business mentor for freedom-driven coaches and service based-entrepreneurs. I help my clients create, launch and fill their profitable offers and programs that convert.

I'm on a mission, helping women, like you, turn your God-given gifts, and passion into a profitable spiritual business platform, that allows you more freedom, profound impact and income, doing what you truly love.

You can learn more about I work with my clients at www.pachimcleod.com



PROFITABLE BLACK FRIDAY AND HOLIDAY SALE

Roadmap

STAGE # 1 FOUNDATION

1

Choose Your Offer

Choose an offer that helps your ideal client solve the # 1 problem they desire to solve RIGHT NOW!

2

Nail Your Message

What does he/she desires?
What's the block? Why YOU?
Why this offer?



4

Generate Leads with Opt-in or Freebie

Build an audience who's READY to invest in your offer with a powerful MUST have opt-in

3

Map Out Your Marketing Content

What content you'll be sharing to attract, engage and convert your tribe in paying clients?



5

Build Engagement and Excitement

Get visible! Be generous, add value, nurture, and be congruent with your FREE + paid content

6

Master Closing Sales

Selling is SERVING!
Set up and test your platforms, to ensure everything run smoothly.



7

Over Deliver & Up-sale!

Blow their minds away with an amazing offer, and UPSALE by offering higher-level support!

STAGE # 2 STRATEGIC ENGAGEMENT

STAGE # 3 CONVERSION

AVOID OVERWHELMED AND ANALYSIS PARALYSIS

Mistake # 1: Focusing on too MANY things without clear PRIORITIES

One of the biggest mistakes you can make when launching your program or growing your business is flying by the seat of our pants.

The way to bust thru spinning and overwhelm is mapping out and following a clear STRATEGY to create, launch and fully book your program that converts. This will allow you to accelerate your results.

Mistake # 2: Ignoring Your MINDSET blocks and Limiting Beliefs

Once you've gotten clear on your goal, ask yourself "what could hold me back from reaching this outcome"? Write out both the internal and the external blocks that come to mind. And then, focused your attention on removing them.

One of the most effective way I know to bust thru your mindset blocks is carving out time for a miracle morning routine. NOTHING like 1) Starting your day from a place of faith and alignment 2) Being clear and laser-focused on the top priorities for that day.

Mistake # 3: Hoping it will just happen instead of getting consistent at taking MASSIVE aligned action required to reach your goal

Bottom line, consistently ALIGNED action is required for us to reach our goal and to take our businesses to the next level.

Figuring out: WHAT to focus on, WHO to focus on and HOW to do it effectively is one of the secrets that have allowed me to and my clients to launch and fill up our programs that convert with a 90-day framework. ***Do you know how to create a 90-day calendar to attract, engage and CONVERT your dream clients into PAYING ones?***

NEXT STEPS

It's NOT TOO LATE to creating a profitable Black Friday and Holiday Sale, so you can make more money, have more freedom and serve more clients, while you enjoy this season with your loved ones!

Let's end the year with a bang and take your business to the next level, so you can close 2017 with results you truly want.

I want to invite you to take this ONE step further, if you're ready for the support you need to design, launch and have a PROFITABLE Black Friday and Holiday Sale, so you can make money while you sleep, eat turkey or spend time with those you love, I am here to help!

You can claim your **"Profitable Black Friday & Holiday Sale!"** intensive with me, so you can make more money, more impact, this year!

Let's hop on a FREE 30-minute discovery call with me and let's explore how we can work together, to help you reach your own 5K to 10K months, NOW.

**[CLICK HERE TO LEARN MORE
ABOUT WORKING WITH ME](#)**

www.pachimcleod.com/intensive



HAPPY CLIENTS

"I Made \$11,156 in just 6 weeks!"

I was in a very bad place, financially, emotionally, and spiritually when I decided to work with Pachi. I made the decision with a last chance mentally. I was ready to give up on my business and wanted to run away from home. I was completely exhausted!

And I can truly say this has been the best money I've ever spent! Pachi keeps me focused and grounded. She helped me create a strategy that suits my personality, business, and goals, which allows me to focus on the strategy and task at hand, before moving to the next.

I feel incredible, I feel like I'm achieving things. **My business is booming and my family life hasn't been this good in a very long time.** She makes me see that it's not all work, that play must be on the calendar.



Goral

"I Attracted Clients And Had A 3K Week!"

Working with Pachi opened me to a world of talent that I didn't know. It was not until I worked to heal my heart, and learning to love myself as no one would love me, I began to feel special for who I am.

Pachi helped me change the habits that did not work for me. And when I was ready... the man I had waited for years, appeared! It was amazing to learn to look in the mirror and feel complete, even when you're by yourself.

My business also skyrocket and I began to attract clients and made 3,000 in a week!

Working with Pachi Changed My Entire Life



Pamela

Entrepreneur & Physical Therapist