



# It's Time to Expand Your Wealth

SHYGIRLSGUIDE NEWSLETTER

## PREVIEW

A funnel is just a catch-phrase word that describes the journey that potential customers take from being unaware of a product or service...

Joy Horsley

# It's Time to Expand Your Wealth

Funnels = Big Funds!



A funnel is just a catch-phrase word that describes the journey that potential customers take from being unaware of a product or service to becoming a paying customer.

I have used a funnel for years – it is how I grew my business from a side hustle to seven figures in just a few years.

After I had built an audience, here are the steps I used to grow my clients.

## My Funnel Action Steps:

- Created and promoted “free checklist” and “guide sheets” to anyone interested.
- Sent the free items with additional content/elevator speech about our services.
- Provide link to videos while promoting the value and money/time saved.
- Provided complimentary call with a prospective client to listen to their goals and propose services (it is best to have your offer details lined up before the first call.)
- Sent follow up with leads who have shown interest but have not yet signed up.
- Emphasize results over process when communicating your offer, share testimonials

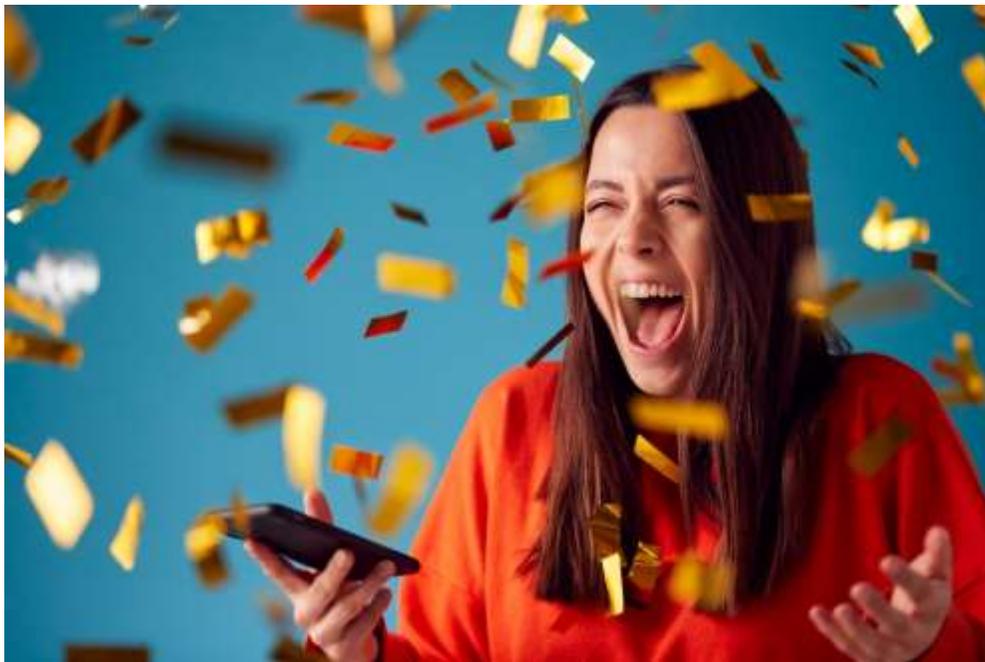
[] Made sure everyone stayed on the email list by offering updated free items that had value for everyone.

[] Repeat. (Although so many referrals came in this did not have to be repeated as often.)

You can set up and automate this entire process using services Convertkit, Drip, MailChimp, Brevo, Omnisend, etc. but I appreciated that I handled it myself at first to work out the flow of what worked best prior to automation.

### **Other ways to kick start your funnel.**

- Serve as a speaker in your field at an event, workshop, or podcast. Share website, social media and contact information. Provide a sign up or call-to-action.
- Use portions of that to create social media posts that educate and offer value.
- Offers lead magnet to draw leads, followed by nurture sequence emails to build rapport and trust. Emphasize results with your audience.
- Offer various packages of services: one-on-one, group, free, etc.
- Automate this system to sell additional products.



### **My Weekly Stats!**

Each week, I provide my stats, wins, financial gains monthly. Do I hit my targets each week? Of course not. However, there is ALWAYS something that improves each time. This is because the weekly tracking has me hyper-focused on doing even the smallest steps so I can see that tiny bit of improvement.

**Trying something that did not work doesn't discourage me nearly as much as wasted time. Doing nothing gets me nothing.**

With that said, here is this week's "weekly metrics":

- Audience growth – **up 5%**
- Web Traffic – **up 15%**
- Financial growth – **up 7%**
- Total Pieces of Content – **57** (posts, blog, shorts, newsletter, etc.)

There were specific strategies and tactics we used this week. They are as follows:

1. **Promotional emails** – it is not enough to provide it once. You have to announce it on all platforms and directly to your email list. **I have started saving emails that resonate with me to learn better copy.**
2. **Learning (and TRYING) new things.** See my "90 Day Plan" but I am doing a blog class, keyword research and using Otter (recording service to gather information and write faster).

Taking any action, even when it is hard, yields results. I look at my stats on Monday so I can shift my strategies for the week. If you track your progress – share what is working for you!

**Check out the latest blog this week: ["I Am Going to be a Multimillionaire: Here's How."](#)**

## **How to Drastically Upgrade Your Business Every 90 Days!**



Over the next 90 days, I am working to build expertise (or at least experience) in areas that will grow my current business and new ventures. Join me as I learn....

- Website Optimization
- Social Media and content creation
- Email marketing Strategy
- Funnels
- Copywriting for sales pages
- Creating sales pages and landing pages
- Facebook ads
- Other Social Media Ads: YouTube, Instagram, TikTok and Pinterest
- Amazon Associates and Amazon Fulfillment
- Affiliate Income
- Merch/Shopify
- Subscriber item: Newsletter, Membership, YouTube Channel, Podcasts
- AdSense
- Sponsorships
- YouTube
- Digital Products
- Hosted classes



If you are new here: I am Joy. I am an introvert. I am extremely shy, and I am a LATE bloomer. All of these things should work against me, but I have been able to create a 7-figure government compliance business in a few short years! If I can do this – anyone can!

Now, I am blogging, vlogging and writing about ALL the ways one can make more money through virtual work, side hustles and creating businesses.

**Why am I doing this?** There is so much “Insanely easy ways to earn 10K a week ...” out there! It took **work** to hit my first seven figure goals, but it was possible. I wanted to see what else was possible for a shy, introverted, late bloomer and pass along my steps, errors, successes, failures, and I plan to be **VERY** candid about how much money can be earned.

This newsletter will provide you with updates every week so you can see - in real time - what it takes to get started, how much it costs, how much time it takes and any helpful tips! So, if you are shy, older, or late to the game – if you are reinventing your life, working on phase 2 or plan B ... this newsletter/journey is for you.

~ Joy

[joy@Shygirlsguide.com](mailto:joy@Shygirlsguide.com)

*"Don't shine so others can see you. Shine so that through you, others can shine!"*