



“How to Grow Your Business to Seven Figures with No Followers!”

SHYGIRLSGUIDE NEWSLETTER

PREVIEW

If you look at my social media right now, my followers are low. There are so many that I follow who have thousands or hundreds of thousands.

Joy Horsley

“How to Grow Your Business to Seven Figures with No Followers!”



If you look at my social media right now, my followers are low. There are so many that I follow who have thousands or hundreds of thousands.

That is okay. I am not trying to get thousands of likes, I am trying to build an empire, so my strategy is in different places. I did it by focusing on LEADS. If you do not have leads, you don't have a way to start or grow your business.

Here are ideas to do that. Full disclosure: I have been collecting these from business experts like Daniel Priestly, Steve Sims, and Codie Sanchez along with others in business. I have used them but not all yet. The ones I have tried work great, and the others are just great ideas. I have found that works for others and see how it resonates with you. Use the ones that work best for you and watch your business grow!

1. **Online assessment!** An online assessment that asks questions about the service you offer is a great tool to get leads or improve your services. Example: for a fitness coach you may want to assess fitness goals like training for a marathon or getting “vacation ready.” A free assessment offers a series of questions and then it tells them whether they need the product or not. I have tried this using “Survey Monkey” to kick start paid services as a consultant. I used it to find their “problems” and offer fast solutions – it works!! I used it again when we built [FandomFit](#) – a theme-based fitness program for families. The survey helped us get our product designed for exactly what our clients wanted!

2. **A Waiting List.** Are you building a product now? If so – promote a waiting list and let everyone know about this GREAT thing that is coming in three months, four months, five months. Launch a pre-registration waiting list today let people pre-register for the thing that's coming. This has been used to launch books up to new physical products to great effect. I have not tried this yet, but I can see the value and may use it for a book or podcast.
3. **Discussion Group.** This could be on Facebook, WhatsApp, Discord, Linked-in. etc. The premise is simple: you pick a topic “Ocean Front Property For Sale” or “Bridgerton Season 3” and then you build a discussion group around that topic. You are probably already a member of one of these. FandomFit added a private group, and it helped our whole program as people welcomed, encouraged, and shared funny experiences. They are also good lead generators. I read an example of someone who runs a clinic, and they have 23,000 people in the discussion group discussing the very thing that that clinic helps people with. As the group grew, they added links to articles and websites that drove the group members to their services.



4. **Workshops!** I watched an Episode of “Modern Family” last night where Phil used a workshop to kick off his new agency. (His workshop tanked but the show was funny!) The technique is that you invent an introduction workshop and run it as a group call or in a building: church groups, business groups, social groups, etc. It gives you more understanding of problems to solve, FAQs, and ideas for products. I plan to add these as a Zoom call. Always include a “Call to Action” on these such as signups for your mailing list!
5. **Special Reports:** Compile information on a “HOT” topic in your area of expertise or interest and provide it to your audience. Ask for feedback, comments and quote other industry experts so they will help you promote it too. You can then put a campaign together asking people if they want to get the report can tell them the story about how that report was generated, how it was created, how many people responded how much data was

collected, who was some of the industry experts who have also commented on that, and then people can opt in they can join the waiting list. I haven't tried this one either, but I am compiling information for that now.

6. **Prize Drawing:** These work best when you create a variation of your service that is worth \$_____ amount. That way, you don't have people enter just to win a prize but with no interest in your services. It has also been recommended to offer an additional runner-up prize who can get a DISCOUNT for your services and make everyone the runner up! Tricky, huh? I have not done the "runner up" part but the Prize Drawing worked amazingly well in several areas. I am trying to figure out a prize drawing for my [Ranch Business](#) now to launch our Highland Miniature Cows for sales page. This will always be one of my favorite practices because it is fun and attracts fun people. Who want to do business with you as well.
7. **Live Training Recording:** You can record a live training and provide the replay for free as a lead generator or if it was really good, as a paid class with materials to download.
8. **FREEBIES:** Free checklists, free videos of instruction, free planners, Vlogs – freebies in exchange for contact information is never a wrong way to get leads!

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 9%**
- Web Traffic – **up 35%** (wow!! – that was a surprise)
- Financial growth – **up 7%**
- Total Pieces of Content – **58** (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. **Consistency.** I had a busy week which is a good problem to have since it made me money. The way that it keeps growing is that I have to stay consistent with the marketing details that keep me growing. This includes a weekly blog, newsletter, filming, promotional emails, etc. It would be easy to let this slide in a busy week, but it is better to keep it moving. I find the time.
3. **Habits.** I use the "HabitBull" app, and I added some key things that need to happen for my business each week. The more I use it, the more these habits (see the items above and add in taking classes for 15 minutes at a time) become part of the processes that build my empire!

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: ["Growing Your Business FAST!"](#)

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. Here is my latest progress!

- Website Optimization
- ~~Keyword Research~~
- 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

“Don’t shine so others can see you. Shine so that through you, others can shine!”