

# **Clients From Facebook?**

The truth and myths about getting a steady flow of clients from Facebook

Ana Rosenberg

Bonus Chapter – Follow-up Profit Secrets  
Interview with Kathleen Vallejos

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## **Dedication**

To my awesome clients for their courage, enthusiasm and great sense of humor that it takes to create a profitable transformational business to be proud of.

# Ambitious Simplicity

*“There is no true division between life  
and business. It’s always life”*

*Ana Rosenberg*

In a world that screams to the business owner “*Do more. Be in social media. You have to blog. You need to...*” I would like to invite you to explore a completely different path.

My focus today more than ever is on ***ambitious simplicity***.

It is not on doing more and being in more places and creating more noise. There are enough people teaching that together with tactics and which buttons to press according to the day of the week. I’m inviting you to a conversation on how to get **ambitious results through ambitious simplicity**, which is a completely different conversation for a business owner.



What is an ambitious result? The way I see business is this: there is no separation between business and life. It is all life. An ambitious result is creating an awesome business as part of creating an awesome life, whatever your definition of an awesome life is for you.

This book is about ambitious results through ambitious simplicity disguised as a conversation about Facebook strategy. And yes, it does discuss how to build an audience for your business using Facebook, too.

What ambitious results look like when it comes to Facebook is to be able to create a simple system to reach the right people with our message.

Before we go any further I want to say “hi” and introduce myself because I think it might be useful to know who is writing this book.

Hi, my name is Ana Rosenberg, Best seller author and Creator of the Have It All Marketing System

and Human Marketing. I help modern experts with a mission and a message – whether they are coaches, trainers, authors, speakers, seminar leaders, service professionals, entrepreneurs, therapists, thought leaders, consultants – create a profitable, sustainable business to be proud of fast.

### **What qualifies me to write about business strategy?**

Do you know the person that loses a ton of weight, learns how to keep it off and then shows everybody how they did it successfully?

Well, I am that kind of business expert.

Years ago, fresh out of university, I started my first coaching/ training/ consulting business, which by the way had nothing to do with marketing or teaching people how to make money. I was a language expert: a young language expert, with no contacts and in a very competitive city.

At the beginning, I struggled. That's when I decided to learn how to "market" my business and how to sell.

Things got worse.

I went to all the "marketing" courses and all the "sales" courses and most of the time what they were teaching was either not applicable to an expert business like ours or it was the sort of manipulative stuff that I was not ready to do at any price. Do you know those kinds of things that you'd rather starve than do?

So what was the solution to all this? I kept what worked and threw away everything else. I got mentors, successful professionals that built successful businesses doing what they love.

The first powerful shift was to redefine marketing as the crystal clear communication of value in order to attract amazingly happy clients

Now that marketing is about the communication of value, I find myself happily marketing my business. I didn't know it back then but that was the beginning of my Have It All Marketing System.

The second powerful discovery was to create a method based on the human being and making human beings the center of my business, which is the foundation of Human Marketing.

“Marketing gurus” talk about “getting clients” when it is not about “looking for clients and getting clients”. It is about applying our expertise and awesomeness to solve human problems. It is about communicating clearly what the value of our contribution is so that the right people get it. It is about having human conversations with another human being who wants our help.

That was the stuff happening in the inside of my business. Those were the shifts and insights that I started to apply and turned into systems to build my business.

This is the stuff that people could see from the outside: my business was growing. I was doing consulting and training for big corporate clients and banks as well as for successful high performers. I was not even close to the age of 30.

My “competition” started to ask, “Where did she come from?” And, by then, I thought it was normal. I thought every expert was doing what I was doing.

My colleagues started to ask me “How do you do it? We live in this amazing country with this terrible economy: all this ups and downs. In any economy, you always have work. You have a name everybody knows. Your reputation is that you cannot do it, nobody else in the city can. How do you do this?”

My answer was always the same, “Oh, come have a cup of coffee and I’ll show you what I’ve been doing.”

There was a point when a cup of coffee was not enough. That initial cup of coffee grew into, “Let’s spend a weekend together. Let’s have a look at how you can communicate the value you uniquely offer so that the right people get it.”

I cannot see that somebody that is talented at making a difference struggles with the successful business part of the equation, whatever the size of the business they want to have.

I’m not going to talk about millions. As you have seen, I haven’t mentioned the six figures or the seven figures or the eight figures and three quarters and I won’t. It’s your decision what a successful business looks like to you.

What I’m talking about goes beyond that. I’m talking about feeling proud of what you’re creating. I have a business that I’m proud of. That’s important to me. Also, the way I conduct my business is important. That’s what makes me the happiest.

I built my language business and enjoyed every minute of it. I successfully sold that business and went to China to work as a consultant and build a private college in China from scratch.

On the way to China, I met my German engineer husband. We dated. We had a long-distance relationship for many years. And what gave me the confidence to finally say, “Yes, I can move to the middle of the German Alps with more cows than people and marry the person I want to marry and spend part of my life there is that I have the skills to build a business again, even in a country where I don’t speak the language.”

The German Alps and the cows have played a significant role in my current business: I needed to find a way of reaching an international audience so I decided to add the Internet to the mix.

I applied myself to studying everything about the Internet to reach the people I could help with my expertise. That is when I realized that having built

a successful “offline” business had made it infinitely easier to navigate the “online” world.

Today I’ve helped hundreds of modern experts with a mission and a message from all corners of the world create profitable, sustainable businesses that they can be proud of through ambitious simplicity.

Still I was delighted and a little surprised when I was asked for an interview about a Facebook strategy for experts to reach national and international audiences.

This book was born from that interview because many professionals and experts have questions about how to use Facebook to reach the right people with their message.

### **Who is this book for?**

Before we go any further, I want to be very respectful of your time. Let’s have a look at who this book is for.



It is for what I call “modern experts with a mission and a message” - whether they are coaches, trainers, consultants, professionals, entrepreneurs, thought leaders - who are ready to create a **profitable, sustainable** business to be proud of.

Let’s get the word “expert” out of the way. I can hear from my office in the middle of the Alps already. “Who is the expert?” “Me, no way.”

If that is you, that is precisely who this book is for. The definition of an expert we will be using here is someone who can help another human being achieve a result and somebody who cares.

If you’re asking yourself “am I an expert?” you probably are. My clients tend to be these humble people who think that they still need another course, another certification or another modality until they can consider themselves an expert.

Whether or not they have had paying clients doesn’t define them as an expert. Maybe they

have been helping people in that area for free for years. Maybe they are getting trained to learn how to help people. Maybe they have gone through the transformation they want to help people with themselves.

This book is for you if you are amazing at what you do and sometimes you feel stuck with your marketing and you struggle to connect with your audience and get clients.

Having said that, let's look at who this book is NOT for.

It is not a good fit for people who cannot help others in any way and just want to see which button to push to “make money online”.

It is also not for those who are desperate for money today and don't have the time and the resources to invest in building a real system to attract the right people to their business.

This book is not for people who are happy and content with having a hobby and not a business.

It is also not for people who want to sell inexpensive products but they don't have any kind of expertise in helping people. (There is enough out there about "selling stuff" on Facebook).

It is not for people who are desperate for clients and need clients tomorrow.

It is not for people who are looking for a push-button-get-rich thing. This book is about using Facebook as a part of building an expert business.

### **What makes this book different?**

First and foremost, the conversation is focused on experts who offer services, like professional services, coaching, training and consulting and not on purely selling a product. In other words, it is intended to explore how experts can reach an audience who cares about their message.

Second, I used my business as a guinea pig for the research for this book. The Facebook Page used as a case study, for example, was created with my name. This page that you will have access to study (and like, if you feel so inclined) was created with my name to make it relevant for an expert. I wanted to test if people would “like” a page with a person’s name if they don’t know the person.

The page was also created recently with the new rules of Facebook and not years ago when the rules were completely different.

I didn’t invite my followers and subscribers to like my page. I kind of kept it a secret because it would have spoiled the research. So I truly built an audience from scratch for this page.

One of the fundamental differences with anything else out there is the intention of making it a book about how to think about business and Facebook rather than which button to push so that you will know if Facebook is right for your business and

how to develop a strategy to build a business audience using Facebook if you so choose.

We will also cover what you need to have in place before you even think about using Facebook as well as what to do after a person decides to become a subscriber and how to put a follow-up system in place.

You have probably heard that “the fortune is in the follow-up”. For the Bonus Chapter, there is an interview on following-up as in creating and nurturing relationships that lead to loyal clients. Kathleen Vallejos explains what we need to have in place to make sure that we actually do follow up.

### **How to make the most out of this book**

In the interview we go deep into the foundational principles and strategies to create a profitable, sustainable expert business and then we discuss where Facebook might fit into the overall strategy. In other words, this will help you make a

conscious decision about whether to incorporate Facebook into your marketing mix and if so when and how.

There is a bonus interview chapter all about how to create communication systems beyond Facebook so that you never have to feel that you need to look for your next client.

There are 2 aspects of Facebook: the strategic aspect and the more technical aspect.

The interview covers the principles and the possible strategic piece so that you can build a system to reach the people who are interested in your message and want exactly what you have to offer.

We created a Bonus Resource Center for the techie part. It contains done-for-you material, follow-up resources, bonus training on images specifically for Facebook and business and marketing training.

You'll find the description of all the bonus resources as well as the instructions to access the Resource Center in the last section of the book. Make sure you take full advantage of that.

I personally started a new Facebook Page as research for this book. I wanted to have a real case study to show what is concretely possible today with the new rules of Facebook. I suggest you come, like the page and say "hi".

[facebook.com/AnaRosenbergFan](https://facebook.com/AnaRosenbergFan)

See you there!

## **Interview With Ana Rosenberg – How To Create A System To Attract Clients Using Facebook**

*Successful people, such as professionals, people that are coaching or speaking from the stage, also have people that they turn to, to mentor them in their businesses.*

*What types of clients do you do your best work with? What are the types of people that you are helping out there who get the most success? What types of industries and businesses are they in?*

**Ana Rosenberg:** I help modern experts with a mission and a message, professionals, coaches, trainers, authors, seminar leaders and consultants, to create a simple, profitable and sustainable business to be proud of and to do it fast.



What I would say is the common denominator of all my clients and all the people I help are people who are great at helping others get results and transform some aspect of their lives, whether it's their business, their health, their relationships, family relationships and their spirituality, or their motivation.

My clients range from therapists, trainers, coaches, authors, speakers, sports psychologists, doctors, consultants, all kinds of rising stars and thought leaders, and a lot of them actually are a combination of all those things. Some of them even have multiple talents.

For our conversation, it's irrelevant whether they are coaches or seminar leaders. The important thing is they are great at helping people. They are really, really talented at doing that. They have this passion, this mission, and they know this is what they were born to do.

They invested a lot of time and a lot of effort on their craft to really be masters of the craft they have. But, sometimes they struggle with the profitable business part of the equation because they find that talent is not enough.

At some point they realize that there's a 10% that is missing to be absolutely successful and to make their business a reality, because a business that is not profitable and sustainable is not real.

The heart of an expert business is the clients it attracts. I simply help experts attract amazingly happy clients ready to pay them premium fees by learning how to communicate the value of their contribution and how to have human conversations.

Something very funny is going on in the world right now. On the one hand, the degrees of complexity are growing exponentially and we're all facing more problems to solve than ever

before. We also want more out of life than ever before.

On the other hand, most experts are completely invisible to the people they could be helping solve those problems or achieve the results they want.

Some of my clients have compared what I do to paint because like a coat of paint it often turns the invisible expert into the obvious solution that the right people can immediately see.

*You often talk about “an expert business”. What exactly is an “expert business”?*

**Ana Rosenberg:** An expert business is a business created by what I call “modern experts with a mission and a message”, whether they are coaches, trainers, authors, speakers, service professionals and consultants, with the purpose of having an impact in the world with their expertise while they are handsomely rewarded for their contribution.

For a modern expert, having a meaningful business by helping people transform people's lives is as important as making money. It is about money as the logical consequence of the difference they make with their expertise.

*Speaking about attracting clients for professionals and experts, coaches, trainers and consultants, let's look at the "f" question.*

*Does Facebook work for the expert types of businesses?*

**Ana Rosenberg:** I would like to begin this conversation with a couple of useful distinctions. The first distinction is that we come from a place of knowing that whatever we are offering is great. So we are starting from the place that the coaching/ training/ consulting/ fill in the blanks with your service you're offering really helps people.

In other words, this is not a “marketing” conversation of how to sell inferior solutions. There is enough out there of that. The problem with that is it takes all the joy and genuine enthusiasm of sharing our value with the world.

We come from a place of value: what we have to offer is valuable and we’re proud to create ways that allow the right people to discover our contribution. Yes, I do think that being proud, not arrogant, of what we do and how we help is useful.

We are coming from a place of adding value to people’s lives. The process is actually quite simple: put your message in front of the people who need your help and care enough to translate that message into the language they speak.

We are coming from a place of value and contribution and these are the silver threads underlying all the “strategies” we’ll discuss.

I hate when people use all these words without a clear definition of what they mean. Let's start with "value". For the purpose of this book, we will define value within the scope of this conversation, as helping people achieve the results they want to achieve.

So if you ever wonder whether something you're doing is "adding value", all you have to ask yourself is whether it is taking another human being closer to the result they want to achieve.

The second distinction is that marketing defined as the crystal clear communication of the value of our contribution is not about tricking people into buying stuff they don't want or need. It is not about exploiting their fears so that they give you money. There is enough of that sort of training out there, too.

It is about making the right people aware that we have the solution to a problem they are looking

for help with. We'll talk more about marketing in a second.

Marketing used to belong to the category of really dirty words until I understood what it really is. Marketing is simply the crystal communication of the value we offer that attracts awesome clients who are a joy to work with.

The moment I discovered that marketing is actually communicating the value of our contribution so that the right people get it, my business and my life transformed.

The third one is the distinction between fundamental principles and strategies. Strategies are about the "how". Fundamental principles answer the "what" question and explain why something will or won't work.

In the realm of Physics, gravity would be a fundamental principle. It addresses what happens if I drop this pen I'm holding in my hand right

now. If we understand gravity we also know that the pen will never float back to my desk. If we don't understand gravity or even if we don't believe in gravity, the pen still won't float back to my desk.

Generally speaking business owners and entrepreneurs come to any business training with lots of questions about the “how”. My experience in training for over 20 years is that when people understand the simple fundamental principles, they are able to answer a lot of “how” questions for themselves.

They not only can answer a lot of the “how”, they are able to engineer a “how” that fits perfectly to their business, instead of adopting a one-size-fit-all “how”.

We'll be investing most of our time together on the foundational principles so that anything you decide to create and build is really stable and that



you are able to build as high and as wide as you want.

Without a solid foundation, the higher and wider you go, the less stable the whole thing becomes.

So before we look at Facebook – I love the “f” question – let’s look at some fundamentals and principles so that we are in a better position to answer that question for each one of our businesses. Do you think it will be useful?

*Absolutely.*

**Ana Rosenberg:** The question of whether Facebook would work for a business or not is out of sequence.

The fundamental sequence is WHO – WHAT – HOW.

The first fundamental we need to look at is the WHO of a business, the people. The audience of

your business is the heart of your business and determines everything else.

The WHAT is the message. In other words, the communication of the value you offer.

The HOW is the media. What media am I going to use to reach my WHO and present to them my WHAT.

Facebook is the HOW. We, as modern experts, are not in the Facebook business or in the TV business, for that matter.

There is so much confusion and misinformation about the Internet in general and Facebook specifically that I do understand where that question is coming from.

Let's start by addressing it at the fundamental level: is your audience on Facebook?

*On the one hand, we hear how wonderful businesses get successful just because they learn to use Facebook so we are afraid of missing out on the opportunity. On the other hand, lots of business owners experience the frustration of an incredible investment of time and money with little to show for it.*

**Ana Rosenberg:** The first thing to understand is that there is no ONE thing that will fix all business problems.

We're here to have a deeper look into this for the purposes of an "expert business". Unfortunately, there is no easy, one-size-fits-all answer.

The first thing to examine is that the argument that "everybody is on Facebook" might not be enough to make a solid business decision.

Lots of people use Facebook. That's a fact. Facebook has the technical capability of putting

your message in front of the audience you select.  
That's also a fact.

Facebook is able to show a message to a certain group of people at a price that is very difficult to beat. At least today. That's another fact.

However, I think we should also consider the unique environment Facebook is. Facebook is a social environment. People log in every day to look at pictures of friends, families, cats and dogs, to play games, to be entertained...

So let's say that we know that our audience is on Facebook. Now we have to look at the principle of WHAT or our message.

Most of our businesses solve problems, which is actually very good for the people we help and a good business direction as well.

Facebook is not the "problem" environment. Google is the "problem" environment. This is

what I mean: if I am looking for help to solve a problem, I google it.

Back to Facebook... In a social environment we have several things to consider: first, we have to interrupt people to make them pay attention to our message. Second, they might have to hold their interest long enough to take them away from what they are doing on Facebook. Third, talking about problems or situations that might lead to their peers to believe that the person interacting with our message is in any way having certain problems affects how much they are willing to “engage” with certain messages.

Let me give you an example. Let’s say that I am a weight loss coach, which I am obviously not. For the sake of this example, my message is about weight loss. The person interacting with this message has to admit that they have weight issues and they might not want to go there in front of their circles of friends and family.

Of course, the weight loss coach can turn the whole thing into a motivational, inspirational message or might want to take the person out of Facebook into a different environment where they can talk about problems and solutions.

*I've heard you make a comparison that was very useful in one of your trainings. How is Facebook similar to a party?*

**Ana Rosenberg:** Sure. Let's think as Facebook as a huge party venue. When people are on our Facebook Page, they are at a party on Facebook.

At a party, we don't approach people and start talking about business immediately. It just doesn't work like that.

“Hi, I'm Susan. I sell insurance. Do you want to buy some?”

Facebook is a little bit like that. It is this social party, useful to meet people and connect. We can

later on invite some of those people to a party at our home, which could be our website or our tele class or webinar, for instance.

Not everybody will come to a party at your place and you don't want to invite everybody either to your home, right?

This is important: a Facebook like doesn't mean much. It is important that you build a way of staying in touch with those people who really resonate with you and your message beyond social media.

*Is there any other consideration about Facebook that would be useful to look at now?*

**Ana Rosenberg:** Something else we need to consider about Facebook is the constant changes. That is the reason why I think it is useful to get clear about certain principles that don't change when it comes to business success rather than having a conversation about which "magic"

button to push on social media to make money flow out of our printers.

I don't want to give anybody the impression that Facebook cannot be useful for expert businesses. I just want to be clear about its uniqueness.

What we have covered so far is the uniqueness of Facebook, its social nature and its tendency to constant change.

We have also said that Facebook has the technical capabilities to allow us to determine if our audience is in fact on Facebook and to reach them with our message at a relatively low investment.

*You mentioned that there are foundations to have in place before thinking about Facebook. Can you explain what they are?*

**Ana Rosenberg:** Sure. I call it the “business success glue” because it is what holds all the pieces together. It is made up of 7 ingredients...



The first ingredient of this magic glue is the solid ability to help people get the results they want.

As an expert, the better you are at your craft, the better your business will do. I'm not suggesting with this that talent or expertise are enough. I'm not. What I'm suggesting is that they are the starting point.

There are enough "business gurus" who say that you can become an expert by reading 3 books or that your life experience is enough to help people. Don't you get enough friends coming to you for advice, after all?

I don't take anybody as a client to help them with their business unless they are good at what they do or they are willing to learn to get good at what they want to do next because it is not about "better marketing as in a better mouse trap".

The second ingredient for the business success glue is the right understanding about money.

This is what I mean by this... A real business makes money. If for some reason someone feels that there is something wrong about helping others and being compensated for doing that, they are basically in trouble.

What I'm suggesting is that we can have it all, that's why I called my system the "Have It All Marketing System": we can do good work, make a contribution and be handsomely rewarded.

The third ingredient is external focus. A small shift with a big business impact. I'm talking about looking around and noticing what people are looking for help with and choosing to help with the abilities that we have.

It is not so much about what I want to talk about (internal focus) as it is about what real human beings are looking for help with (external focus).

It is sometimes ironic because the experts that get this never have problems to get clients come to them because there are billions of people looking for help with something right now and not so many real experts.

The key here is “looking for help”. Taking off the expert’s glasses and putting on the human glasses usually helps. When we have the expert glasses on, we see what people “need” help with. When we put on the human glasses, we start to notice what other human beings are looking for help with.

So now we have solid expertise; we are willing to create a sustainable business by being compensated for the value that we add and we have identified what people are looking for help with... The fourth ingredient is a group of people who have problems we are good at helping with. We’re not going to start talking about target markets and niches. What I’m going to say is that

the heart of your business is the people you have the ability to help.

If we choose one group of people for our next project, it is easier to come up with ideas about where these people hangout and go and connect with them.

If our weight loss coach in the example knows that she will be offering a program for moms, it will be easier to know where to go look for moms. That's all I'm saying...

The fifth ingredient is the ability to clearly communicate the value of what we offer so that the right people get it.

That is my definition of marketing, by the way. The person looking for help needs to immediately recognize and trust that you are the expert able to help them.

The sixth ingredient is the ability to speak “human language” as opposed to an “alien language”.

Once we are in front of human beings who have a certain problem that we can help with, we have to speak their language. This is what I mean:

A lot of experts make the mistake of talking about their modality, their area of expertise, their mission and their passion in life. The human being they are trying to help is focused on the problem they have so they cannot understand the “alien language” of modalities, techniques, coaching. They can only hear a message about getting them out of the pain they have and on track to getting the results they want.

The final ingredient is the ability to have a human conversation. In the case of an expert business, people want to talk to you before making a decision to hire you.

There is a fantasy that with a Facebook ad or a button on a website, people will hire an expert without having a conversation with them. (We're not talking about selling information products here, we are talking about working directly with people).

Facebook belongs to the media we can use to create an audience for our business and putting our message in front of a group of people.

Once we have the glue, we can look at what pieces we really want to put together to build an audience for our business. We can choose according to our preferences if we are going to go to networking meetings, if we are going to give talks or whatever we want to do to make people aware that we exist and we can help.

*What is better: online marketing or offline marketing for an expert business?*

**Ana Rosenberg:** I think that in this day and age we don't need to choose: we can have it all. The choice, if you will is where to start.

If we choose the “offline” route, the process is usually shorter: we go to places where the people we can help gather and connect with them.

That is the best route for people who are starting out because the direct human feedback is invaluable.

If we choose the online route, it usually comes with a steep learning curve and implies an investment of time and resources. The process is longer and more “indirect”.

At the same time, marketing online gives an expert worldwide reach if that is what they want.

Let me tell you a little bit about my online journey after I moved to Germany to marry my dear German engineer husband. We live in the middle

of the German Alps, with more cows than people and I didn't speak any German when I moved here.

It took me time to learn how to market online and it was totally worth it because I work with clients from all over the world without language or geographical barriers.

Ironically, what helped me the most is having had an "offline" traditional business for many years, knowing how to communicate the value of a service and knowing how to have conversations. The online piece is only about the awareness part. The fundamental business principles are still the same.

*Is there any other consideration when making the decision to incorporate Facebook to our marketing?*

**Ana Rosenberg:** Yes, there is. The question to ask yourself is: "Do I love Facebook?" If it is not



your cup of tea, there are many other social media channels you can choose.

The power of Facebook today is that at a relatively low price we can put our message in front of the people we want to reach. That's incredible.

However, when we make the decision to use Facebook and to create a platform for our business on Facebook, we have to consider the investment of time and resources it involves.

Another important consideration is that healthy businesses don't rely on only one kind of media for lead generation.

The number one is a dangerous number in many aspects of business: one client, one strategy for lead generation, etc., etc. etc. You get the idea.

I'll repeat it because it is that important: you need to build a way of staying in touch with the people

that discover you on social media. Facebook can be gone tomorrow or change its rules again.

*What are the biggest myths about Facebook?*

**Ana Rosenberg:** I believe one of the biggest myths is the “free myth”. Since opening a Facebook account and creating a Facebook Page for a business is free, people still believe that reaching people through Facebook also happens for free.

The second Facebook myth is the “business oversimplification myth”. We are in the presence of this myth when the expectations are that all that is needed is to advertise on Facebook and send people to a page and they will buy.

The third myth I would like to discuss today is the “Facebook employee myth”. Let me explain. As business owners we don’t work for Facebook so we are not Facebook employees. Some people just spend hours and hours of productive time just

posting on Facebook and basically “working for Facebook for free”, trying to create engagement and trying to get likes and comments”.

A tiny shift can solve this situation: become a partner from Facebook by learning how to intelligently advertise on Facebook so that you reach the right people with your message. Start with a small budget, test and be persistent until your ads work. Then you can start spending more money on ads.

*So if our audience is on Facebook and we have the foundations in place, how do we start?*

**Ana Rosenberg:** Maybe an example would be useful. Let’s see what our weight loss coach could do. We’ll call her Mary for the purpose of this example.

We will assume that Mary has a Facebook profile, which is her personal account and a basic understanding of how Facebook works. Now she

wants to start building an audience for her business from scratch.

The first thing she will need is a Facebook Page for her business.

Quick note here: Some people have a Facebook Page already and some don't. The ones who don't will find a guide on how to actually start a Facebook Page in the Bonus Resources. It has step-by-step images of what to do, too.

Moving on with the strategy, we have said that people are the heart of a business and this is not exception in the case of Mary's business.

Before Mary even starts her Facebook Page, she needs to get clarity about the kind of people she wants to reach. What are other popular pages in the weight loss space? What other interests do those people have apart from weight loss? What other people do they follow and like on Facebook?

Once she knows where her audience hangs out on Facebook, she can start her own Facebook Page.

Mary will need to add some relevant content to her page that tells the visitor immediately what the page is about and how it can help him or her to be part of Mary's community.

Facebook Pages are very different from a website. People who have liked Mary's page see what she posts in their newsfeed. They don't go to her Facebook page often.

There are a couple of exceptions: they might go to her page when they want to decide to like her page or not or to check her out.

Now that there is content on her page, Mary is ready to invite her ideal audience to like her page.

She can start by notifying her network about her new page. A word of caution for Mary here: she's working on building an audience for her business.

She needs to invite people who are interested in what she does.

If Mary has email subscribers, she can send them a message as well letting them know about her new page and the exclusive content she will be sharing there.

If she doesn't have many relevant contacts, her next step is to promote her Facebook Page for Likes.

Quick note again: you'll find the whole process in the Bonus Guide as well as the ad I used to advertise my own page.

Back to Mary, the information she has about where her audience hangs out on Facebook comes in handy here. Mary can go now to Facebook and tell them to show her ads to women of a certain age who live in certain areas and who are interested in weight loss, for example.

She can even ask Facebook to show her ads to women who read certain magazines or watch certain TV shows.

The first thing Mary needs to remember is that a Like does not equal a client. Only part of her budget should be spent on likes.

Having said that, there is a benefit to getting likes to her page beyond the fact that we all want to know that others care about what we do.

The concrete benefit of having people like her page is that Mary now has an “indirect” way of communicating with those people. She can post on her Page and promote that post so that Facebook shows it to people who have liked her page.

What? She needs to pay so that Facebook shows her post to people who have already liked her page?

Yes. These are the new rules of Facebook. Only a very small fraction of the people who like a page will see the posts from that page unless Mary promotes that post.

There is no point in discussing this. Facebook is a business and if we wanted to advertise in a newspaper, we would not be questioning why we should pay for the ad.

The only problem with Facebook, if we can call it a problem, is that they changed the rules: they started with everything is free and now they started charging, which is a difficult shift to make for any business without having some people complain about it.

Back to Mary. She has likes to her page and an indirect way of reaching them with her posts.

As soon as she meets the requirements of Facebook, Mary can start running different ad campaigns. This time she doesn't want a Like to



her page, this time she wants to invite people to download a free gift in her website or to attend a free training.

Remember when we talk about parties? As soon as she is ready Mary can start running ads to invite people to a party that is not on Facebook.

In this example, Mary creates a free webinar and uses ads to invite people who would be perfect for that event. At the webinar she can decide to make another invitation to one of her programs, for example.

Mary can also create ads to send people to her website, to her blog, to her free gift, etc, etc, etc.

What is next on Facebook for Mary? She can go on advertising for likes, posting and promoting some of those posts as a way of bringing people to her website and she can go on advertising to her free gifts.

That way whenever she wants to make an invitation, she has the whole system in place: a page where she can post that invitation and promote it so that people who like her page see it and the capability of advertising that invitation to people who haven't liked her page yet.

Let's summarize the steps:

- 1) Create a Facebook Page for your business.
- 2) Create an ideal audience for your Facebook Page
- 3) Advertise for Likes
- 4) Advertise special invitations outside Facebook, like a webinar or free training
- 5) Add valuable content on your Facebook Page regularly and promote some of those posts.

*You have mentioned that you've recently started a second Facebook Page. What have you learned from that?*

**Ana Rosenberg:** I wanted to start a Page from scratch as research for this interview and for the Bonus Guides that you'll find in the Bonus Resource Center.

I did it the “incognito way”: I wanted a relevant case study for all of us so I started this new page with my name and I didn't email my community to let them know. I advertised for Likes to people who didn't know me at all.

The first lesson I learned is that on Facebook “passion” is better than “pain”. This is what I mean by that:

I made that page about entrepreneurship that changes the world and it has been extremely easy to build an audience of people that are passionate about their businesses and who have businesses that change the world.

I led with my big mission and my message and it was the right thing to do.

Something that surprised and delighted me: most people who liked the page went to my website without me having to do anything in particular to make it happen. Those that find the free resources and the free training that I offer in my website useful sign up for it.

There are lessons I learn every day because I'm getting constant feedback, which is the biggest gift of this process. I know better what things they are interested in and what things they are not.

If we go back to what we have said about the role that Facebook can have in a business, it has been a wonderful channel for the right people to discover a business.

My biggest takeaway is that it is possible to build a simple (not simplified) system to be able to reach people using Facebook in a relatively short period of time.

*It is actually very simple: get clear about your audience, invite them to like your Facebook page and later make further invitations.*

**Ana Rosenberg:** Exactly. You have summarized it beautifully.

I know that there is more complexity to be added. However, for an expert business we just need that to start and we can always add other features only if necessary.

You see, I'm more and more ambitious about simplicity.

The main source of simplicity is, of course, to have the business strategy in place first. As we have talked about we need to know who our audience is, what our message is so that the right people immediately recognize the value we offer and how to position ourselves before we even think about the media we are going to use to make

it possible for the right people to discover our business.

*What about Facebook groups?*

**Ana Rosenberg:** I'm glad you asked.

Facebook groups belong to the personal profile of a user. If you create a group, it will be from your profile and not from your page. People will need to become your Facebook friends.

Facebook groups are meant for private people to get together and share about interests they have in common.

So now something that is meant to belong to the private sphere is also being used for businesses.

For some businesses, having a private Facebook group for clients is beneficial. It all depends on your objectives.

This is how I see it: somebody will have to moderate the Facebook group. If you are ready to do that or if you can enroll help and it is useful for your business, by all means.

Something else I have seen a lot in groups is that after the initial excitement the group is abandoned or are just full of spam.

Like with most things in life, there is no one way of doing this.

I, personally, prefer to have a portal for my clients completely separate from Facebook because I don't want my clients to get distracted. Again, we are talking about business here and not hobbies.

In my model, Facebook groups would add a level of complexity that I don't really want to add to my business.

*Can we talk about money for a second? Is it necessary to pay to advertise to use Facebook?*

**Ana Rosenberg:** Today I would say “yes” and here is why. In the past you could spend your time on Facebook, posting and trying to create “engagement”.

Today only a small fraction of the people who like your page will ever see your posts. That means that you can spend hours on Facebook posting and almost nobody will see it.

In contrast, you can pay Facebook to somehow promote a post and that post will show up in the newsfeeds of the people who have liked your page. Let’s start from the beginning of the cycle: you create a Facebook Page and you need people to like it. That’s when you start advertising for Likes. The whole point is to invite people who will care about what you have to say and start building an audience for your business, not to invite your friends and family just to invite someone.



So you have your page and some people have liked it. Now what?

Remember how we compared Facebook to a party venue? Well, now you want to bring those people to a party at your place, which would be your website.

The heart of all forms of online marketing is still email marketing. You want to offer something that will make this person exchange their valuable email address for this free gift that will add immediate value.

You can bring people who like your page to a party at your place by posting about that free gift you're offering and then promoting that post.

A couple of other things are happening parallel to that: you can continue advertising for likes to your page so that your audience goes on growing and you have more and more people to invite to your party.

You can also choose to advertise that free gift or any kind of free training to people who haven't liked your page yet. That is a more direct way of bringing people to your home party.

The straight line is: get as many likes as you need for your page so that you are allowed to advertise to people who haven't liked your page yet.

Create some kind of free training to invite people to and promote it to people who have liked your page and people who haven't. When they sign up for your free training, you have the possibility of following up with them via email.

If you are not willing to invest money, you cannot take advantage of what Facebook has to offer so you're better off using other forms of social media.

I want to say again something that is essential: it is not that wise to live in the FREE universe,

where everything is for free but we pay with something much more valuable than money: our time.

There are some other social platforms where you can use free strategies to build your audience but they certainly require much more time and you never know the kind of people who follow you. And I don't mean it because they are not cool people. They might be very cool and have no interest whatsoever in what you have to offer.

We need to talk about the monetary investment of advertising in Facebook from another point of view: the point of view of risk and your personal tolerance to risk.

The risk is always there. Every time we advertise is a test. Every time we advertise we gain invaluable feedback and nobody can guarantee that the response is going to be exactly what we expect.

There are ways to minimize that risk: having all the principles in place first. If we know who we want to invite, what we are going to invite them to and what is going to happen after they liked our page or clicked to come to our website, then we also know that we have built the path to help people become aware of what we have to offer and showing them the value of investing in what we have to offer.

We need to get that clarity first and do the path creation first. That is going to minimize the risk. Just advertising for the sake of likes is not a smart strategy.

The smart strategy is to test with a very small budget. Test, track and tweak. Once you get an ad that is performing well, you can scale up.

One last thing: if you are not willing to test and perfect until you get the results you want, don't even start. If you just go and spend some money

and then give up, don't even start. This requires patience and perseverance.

At the same time you need to understand what you are really getting from day one out of advertising: feedback and information about people. They are showing you what they want and what they don't want in a very honest way.

*Do we need to learn how to do Facebook ourselves? What is the best way to implement all this?*

**Ana Rosenberg:** There are 3 possibilities. Yes, you can certainly learn to do it yourself. It is not that difficult. I will be providing you with guides with step-by-step instructions and pictures of how to do what needs to be done.

The second possibility is to have a member of your team trained to do most of the Facebook work for you. The person you trust with this will

need to understand the strategy for your business and then be trained on how to implement it.

The third possibility is to hire a consultant to develop your Facebook strategy and do some of the work, particularly the ads.

One word of caution here. Marketing is one of the core activities in a business. It is wise to know the strategy and to delegate tasks after fully understanding what the best strategy for your business is.

*Ana, thank you for your generosity sharing great information and what you are doing in your own business.*

**Ana Rosenberg:** It has been a pleasure. Thank you very much.

## **Bonus Chapter: Kathleen Vallejos - Follow Up Profit Secrets**

In this interview Kathleen Vallejos talks about how to follow up to maximize your time and efforts to create a profit.

You'll learn:

- if your business is a good fit for follow up;
- the most common obstacle to following up;
- the biggest misconception about following up;
- the best strategy to begin following up in your business.

Kathleen shares several examples from her own business to illustrate the importance of following up for success as small business owners or professionals.

## **Interview With Kathleen Vallejos**

*One interesting fact is that successful professionals and business owners make it a priority to build relationships and follow up with people. So let's talk about that first.*

*What types of clients do you work with? Who are the types of people that you are helping out there? What type of industries and businesses are they in?*

**Kathleen Vallejos:** Those are great questions. I primarily work with small business owners and professionals who have an established business and they probably have about 1-10 employees.

But mostly they're busy. They're often working IN the business instead of ON the business. They're constantly chasing after new business, as a result they often have an unpredictable cash flow and they're going through cycles of feast and famine.



What I do is use a strategic follow up system that helps professionals get in front of their perfect customer, client, or patient and create a constant flow of loyal customers, clients or patients who then will refer more folks to them for business.

The kind of business itself could be a chiropractor, an accountant, interior designer; they could be in insurance, real estate, a financial advisor, doctor, dentist, or contractor.

*What led you to this field?*

**Kathleen Vallejos:** Well interestingly enough, I believe I was born an entrepreneur but didn't know it.

As a kid I had the experience of my mom not really knowing how to make money, how to take care of herself, or how to run a business. And I'm not blaming my mom, she did what she could, but we experienced the reality of child support and

food stamps. That proved an unpredictable financial situation and it was just not good. So it's no wonder I had the entrepreneurial spirit.

When I was young, around the age of 10, I quickly realized that the fastest way to make some money is to provide services to people. And so I started offering services to my family members. We all lived in the same area on the same road, so I would go from house to house talking to my aunts and uncles to find out if they needed help cleaning, organizing, or babysitting. In exchange they paid me. Sometimes my Gramma gave me a whole dollar to dust her entire house.

Consequently I don't dust my own house now, but...

I basically understood that if I helped someone get what he or she wanted, they would pay for it. That's when I developed my caring for people that are business owners.

In college I studied human behavior and education, earning a Master's Degree in Human Development with a specialty in Leadership in Education and Human Services. I worked as a teacher for a short period of time after college and then also for several different small businesses.

While working for small businesses I developed great insight as to what made those businesses successful, as well as, what made some small businesses struggle all the time.

It was there it broke my heart to see that something so simple as following up - the fastest, most direct path to growth, more revenue, and more income, was severely neglected.

Later I spent several years as a volunteer firefighter. We got the same training as paid firefighters and did the same work, but we also had the added component of fundraising to support our work.

So while I was there I sold raffle tickets to raise money and I also went into burning buildings to help put out fires. It was crazy. It was a crazy courageous time in my life.

But...it doesn't really compare to the risks you take as a business owner.

As a business owner you are often providing some kind of service for customers, clients, or patients, but you are also responsible for the financial livelihood of your employees. They depend on you to bring in the business that writes the paychecks to feed their families and that takes a lot of guts.

It also takes some strategic planning and consistent implementation of systems to make your business run smoothly, effectively, and to create a profit. Without effective systems, several obstacles arise that can put your profits at risk and take away the freedom that you wanted when you started your business in the first place.

*That's something that is so important and so common that people overlook. What are the problems that these business owners are having?*

**Kathleen Vallejos:** Primarily they're busy. Everybody's busy.

But these business owners, they're busy. And commonly they're working in their business instead of being strategic and working on their business as the CEO.

They're running their business as if they are a freelancer - which is basically chasing after a new customer. They go get a client, do the work, and then go out to find another client again. This causes cycles of feast and famine because they don't have a pipeline full of customers, clients, or patients.

They're doing this instead of following up with the existing customers, clients, or patients that they

already have who are much more likely to buy from them again. They've already built the trust, like, and know factor with their current customers, clients, and patients.

*So what's the most common obstacle that prevents business owners from effectively following up?*

**Kathleen Vallejos:** Well they don't really have a system. They probably have a system for answering the phone and handling a new business call. But they don't have a system for how to follow up with people and they are unsure of how to go about that process.

*A lot of people when they think about following up might start feeling uncomfortable. What do you think is the biggest misconception about following up?*

**Kathleen Vallejos:** I think a lot of folks falsely think that when they follow up with someone that

they are pestering them. That's just simply not the case.

There have been many times in my own life when dealing with businesses that I've wanted to do business with but simply got busy myself. When they did follow up I was glad they had because I had simply forgotten.

Just to give you an example, I've worked with an Accountant and set up several campaigns for her, and 2 of them included - a follow up when taxes were done and then a fall notice regarding preparations for the end of the tax year.

Think about a CPA or an accountant like a farm. A farm has different seasons, so does a CPA. People want to hear from their CPA in season so that she can let people know when their taxes are ready and when it's time to prepare.

You know you're going to hear from your accountant in January to start getting ready for

filing your taxes in March or April depending on if you're a business or you're doing your personal taxes with her.

But the most important thing here is the fall campaign that we did. It was based on adding value. When do people need to know about their tax incentives and deductions? They need to know about it before the end of the year so they can still take action.

So when she's following up with them in September or October they still have time to take any actions they need that are going effect their taxes for that year. If she waited until the following year they would not be able to make any changes.

So she didn't have to feel like she was pestering people, people actually needed to hear from her and were grateful to have her reach out.



*I see. It's all about adding value. So what is the biggest pitfall for business owners and professionals?*

**Kathleen Vallejos:** This comes from constantly chasing the new customer. They are leaving money on the table from their current customers because they aren't doing any follow up with them.

*So how can the business owner and the busy professional avoid or overcome this obstacle and follow up effectively?*

**Kathleen Vallejos:** That's a great question and I'm going to share an example from one of my clients to help answer that.

One of my clients is a farm. Before I started working with them their problem was reaching their customers in a timely manner. They had a friend of the family doing their website and this person was often unreachable to make the

updates needed, and the farmers were sending personal emails out when they needed to give notice to their customers on what produce was ready.

This was a pick-your-own farm so it's essential that they get in contact with their customers when things are ready and ripe to be picked.

When I met with them they were definitely ready to hand everything over to a professional instead of trying to do the work themselves, because after all, they are in the farming business not in the marketing business.

As a farm kind of business they have an urgency factor because food goes bad. If the strawberries are good this weekend they need to contact people this weekend.

They can't wait a week. They can't wait until someone feels like it. It's got to be taken care of now.

So we put together a system to collect contact information from people that were eager to hear from them when the strawberries, or the apples, or the peaches were ready. It was great. People would actually refer them to their friends and family who live nearby.

One of the tools that we did use with them is Facebook to follow up and to keep people up to date.

We put together a whole system for the year that keeps their customers up to date on what's happening, when it's happening, and what's ripe and ready to go. So now they can get customers on demand.

If the strawberries are ready on Tuesday, they can send a notice out on Tuesday to let folks know.

Having this system in place provided the opportunity for them to add other premium

services and events that had a bigger profit margin.

This system allows them to communicate about all these premium services and events they have added, which have significantly contributed to their increase in income.

They shared with me that they haven't been able to keep up with customer demand. They have grown from a \$75k season to over \$200k season in just a couple of years and they'd have an even bigger season if they could keep up with the customer demand!

So, you just have to do it!

*Wow, I guess that's a good problem to have, a high quality problem to have. So what would be your best piece of advice to a small business owner or professional about considering putting a system in place?*

**Kathleen Vallejos:** It's really very simple. You just need to work with a professional to create a strategy that works for your specific type of business and the needs of your customers, clients, or patients.

You just need to do it.

Having this system in place prevents you from spending your personal time trying to get it all done. The system does it for you. This gives you the chance to work on your business and not in it. You don't cut your own hair and you wouldn't try to do your own root canal, you pay a professional to do that. The same principle applies here.

*Okay, so we're aware as business owners that the fortune is in the follow up. So what keeps professionals and business owners from doing it?*

**Kathleen Vallejos:** There's three primary factors that keep business owners from effectively following up.

The first one is pretty simple, it's just time. Again we've already mentioned several times that business owners are busy, but with a clear strategy and the proper system in place, it won't take up personal time.

The second factor is money. There's often a misconception that it's going to be expensive to put a system in place but you'd be surprised just how affordable it really is. Depending on the kind of business you're in, often gaining just 1 or 2 new loyal customers is enough to cover the cost of implementing the process. And in some cases it pays for itself and then some.

When you use the strategy you're going to stop wasting money and will get more efficient in your business because you will be continuing to talk to those customers that you already have, that you've already spent the time and the money and the effort to get.

The third factor is often who. Who is going to handle getting the system put in place? Who is going to handle the follow up?

In most cases I implement the system and the ongoing follow up for my clients. Most clients choose this option so that the team that they already have working in their business doesn't have to learn one more thing to do.

But if that doesn't suit your needs I can always train an assistant on how to use the follow up system. Or you can, as a business owner, try to learn how to do it yourself.

But again, here I would state that, if you need a haircut you're not going to go to beautician school to learn how to cut your own hair or you're not going to go through tax and accounting courses to learn to do your own taxes. You are going to have your CPA do it.

There are \$20 tasks and \$200 tasks, as the CEO of your business you need to determine what you're going to spend your time and money on.

*Are there any businesses that this would not work for?*

**Kathleen Vallejos:** People might often think that their business is different and so this doesn't apply to them, so let's take a look at who this might not be suited for.

I thought long and hard about this and I've worked with all kinds of professionals – farms, accountants, financial advisors, interior designers, and insurance.

A business I think that this is not really suitable for is people in the funeral business. For the rest the principles are the same, the strategy is just different.



So for business professionals it's a question of developing a strategy for the business that you have but the principles still apply. Remember the seasons we discussed? In season for a farm is different than in season for a CPA; so it's the same principle, the follow up is still going to occur, but it's going to be a different strategy.

If you are a business owner or a professional, you really need to ask yourself HOW will this apply to my business NOT WILL this apply to my business.

*Let's talk about newsletters a minute. How effective are they really for the small business owner?*

**Kathleen Vallejos:** I know some people might have had bad experiences with newsletters because they tried to write one and then they sent out one once and never again. But once they have a system in place, it would be very easy to make the newsletter part of the system.

*What do newsletters do for a business owner or professional?*

**Kathleen Vallejos:** Newsletters allow the business owner to add value to strengthen the relationship with clients or prospects. They help keep your business top of mind for when a potential client becomes ready to buy.

Newsletters make it easy to forward something useful to a friend or an associate, in this way the business owner or professional can get referrals.

They even allow busy professionals to make offers.

Most importantly, let's look at the positioning. A newsletter, if done properly and regularly, gives you instant credibility because you are a person who keeps your word. If you said once or twice a month you'll be sending the newsletter and once

or twice a month you are in their inbox, you become the expert who keeps their word.

The fact that you write and publish your newsletter differentiates you from everybody else. The word authority comes from the word author. Articles, blog posts, newsletters all work together to position you as an expert with a perspective who goes beyond their expertise.

*Can you give us some final tips of what to include in a newsletter?*

**Kathleen Vallejos:** A personal message from the business owner or professional allows you to address different concerns people have and provide solutions to problems your reader might need help with. That would help to establish you as an authority in your field.

Write something they will find useful, inspiring, or funny that answers a question they have. Your use of variety is good – share tips or your opinion

on something, share a different point of view than the mainstream about your topic of expertise.

You could also share some results you helped someone else get – make it a case study or a story, not just a testimonial. A story is more personal and will connect with the reader.

Newsletters also provide an opportunity to keep the reader informed about your business, about you, what makes you different, and it showcases your personality.

Best tip – it's all about your reader, it's not about you.

The newsletter has the capability of turning someone into a client, a client that buys again and again, and a client that refers you to others.

*How can the reader find out more about how to follow up?*

**Kathleen Vallejos:** Again that's a great question and I have prepared a free report that professionals can download that will be with the other bonus materials from the book.

It's over 25 campaigns or opportunities that allow you to get in touch with past clients, present clients, or for following up. These are basically 25+ reasons people will be delighted to hear from you.

*What about your system? How can people learn more about your system?*

**Kathleen Vallejos:** On my website I put together this free report called the Business Success Blueprint, it explains my whole process and shows you how to never have to look for a new customer again.

*Wow, that's actually very, very clever.*

*Well I certainly appreciate that and we certainly appreciate the interview too, Kathleen. I want to*

*thank you for sharing the things that most professionals and business owners don't hear about from follow up experts. So I really want to thank you for sharing that.*

**Kathleen Vallejos:** You're welcome.

## ***About Kathleen Vallejos***



**Kathleen Vallejos** - Creator of the Business Success Blueprint – shows small business owners and professionals how to get more customers, clients, or patients; make more money, and keep their regular customers coming back for more.

Kathleen has been recognized as a Top Professional in Marketing and Consulting and international media such as ABC, NBC, CBS, and Fox have cited her saying, “Presenting yourself as an author or speaker with media authority establishes your credibility as the obvious choice

in an indistinguishable sea of options. Hard work and referrals are simply not enough to launch your business to the top.”

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These are some of the resources waiting for you there:

### **1) How To Create A Fb Page & Start Building Your Business Audience - Guide**

If you need to start a page, you will see step-by-step how I started my recent page as well as how to start building an audience for your business.

I included a copy of the ad I used to get LIKES so that you can model it.

### **2) How To Create A Facebook Ad - Guide**

### **3) Done-For-You Material**

Over 150 ad backgrounds for LIKE ads and for any other kind of ad.

## **4) Follow-up Resources**

### **5) Image Resources**

We have saved the big surprise for last.

Your posts tell stories. Your ads tell stories and images are key in Facebook and we got you the Hollywood expert to help with images: Bruce Carse.

Bruce has generously contribute lifetime free access to a membership site with training and resources about the use of images.

More precisely you'll have access to a dedicated membership site to show you how to use the power of imagery in your marketing, social media, content & trainings. The site offers webinar recordings, video tutorials, resource guides and tools so you can connect more deeply with your market using visual storytelling.



For the last 23 years, **Bruce Carse** has worked in Hollywood with the very best filmmakers in the world (and all the major film studios). He is an Academy Award® Strategist and helps the filmmakers share their personal stories with their peers so they can win Oscars®. He consults on all aspects of the campaigns.

Bruce teaches visual storytelling to entrepreneurs, speakers, authors, coaches, trainers, consultants and corporations. His expertise in the use of both images and storytelling helps all of these professionals share their messages in the most

powerful ways possible that create an emotional connection with their audiences.

He began his professional career as a photographer and has used visual storytelling in every endeavor of his professional life. He creates videos, webinars, presentations and trainings for many different industries and areas of expertise.

Bruce is the founder and creator of Everything is Story: The Art and Science of Visual Storytelling. He offers online training as well as in-person workshops and events. He created a free, online membership site for anyone to access training so they can employ visual storytelling in their business and marketing. He is a speaker, trainer and creative director.

# **Acknowledgements**

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## **About The Author**



**Ana Rosenberg** – Best seller author and Creator of the Have It All Marketing System & Human Marketing – shows “Modern Experts With A Mission & A Message”, especially Professionals, Coaches, Trainers, Seminar Leaders, Authors, Speakers and Consultants, how to achieve what many of her clients describe as “business nirvana”: having a profitable, sustainable business to be proud of while having a big impact in the world with their best work.



Frequently seen on international media such as NBC, CBS, ABC, Fox, The Miami Herald and The Boston Globe, Ana Rosenberg is also honored to be ranked among the Top 10% of Social Media Users and counted as a Top Influential Coach, Speaker and Author by Twterland.

Ana is the Creator of the Have It All Marketing System, a step-by-step proven system to help “People Helping Experts” build a business to be proud of by **marketing yourself and your business with ease** and authenticity; **communicating your value with confidence so that the perfect people for you say “Yes, I want that!”**; attracting all the perfect clients you want and inspiring them to invest on the spot; and positioning yourself as the Authority in your field so that you get to enjoy your own version of a great lifestyle.

Ana provides cutting-edge business and marketing training and resources to over 50,000 experts and entrepreneurs worldwide via

HaveItAllMarketing.com and AnaRosenberg.com  
as well as her social media Channels.

Ana lives with her dear German engineer husband  
in the German Alps and when they are not  
working, they enjoy travelling worldwide, cooking  
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