

THE  
*Freedom*  
SOCIETY



*Module 6*  
*Build Your*  
*Following*

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## **Welcome to Module 6 of Freedom Society!**

Welcome to your module on building your following!

Now that you've set the foundation of your business by getting clear on your message, offerings and how to carry out successful sales conversations, it's time to create a community and a following. This foundation is an integral part of your business.

Too many business owners try to jump ahead rather than really mastering these basic - but often the most important - parts of their business first. I highly recommend to all my clients (as it was also recommended to me when I first started) to focus in and master the foundational pieces.

What I mean by this is that often times, it can be really easy for us to get distracted by the next hot marketing tool, the new way to offer packages, or switching our focus from offering one package to the next (and to the next). I find that in my personal experience, and for my clients, that really honing in, getting clear on your message and creating a signature offering that you focus on promoting for at least 90 days will really serve you best.

This business is like a new language or learning to play an instrument. If you do it, if you *practice* it, it will work. It's not up to chance - it's up to your desire, persistence and your consistency that will determine the results that you receive.

For instance, if you decided to learn Japanese, practiced it for a month in a class or studying out of a book and weren't all of a sudden fluent, you wouldn't say, "Oh, this isn't working." You'd realize that you're new to it and you've come a long way but have just a little further to go before you've really mastered the language. But that doesn't mean that you weren't able to read the road signs or order dinner from a local in this new language. You just hadn't completely mastered it yet.

It's the same thing with your business. Stay focused on your practice.

Just because you didn't make 10k in the first 30 days, doesn't mean you didn't launch your website, get clear on your packages and offerings or even sign up your first paying client or a client at your new higher rates. You've worked hard to set a solid foundation in this language we call business, so now it's time to take it to the next level.

And the way we do this as business owners is by building a following, a community, an audience. Because all the clarity in the world doesn't mean anything if we don't have a following to share our message, expertise and offerings with.

In this module, we'll be covering:

- [The Quickest Way to Grow Your List](#)
- [Content Rich Emails to Create Raving Fans](#)
- [How Often to Send Promos to Book Up With Clients \(without looking salesy\)](#)
- [The 2 Most Important \(and often overlooked\) Parts of Your Mailers](#)

So let's dive in!

## ***The Quickest Way to Grow Your List***

The quickest way to grow your list is to have a free offer that your audience is interested in and to position it in front of them.

There are several ways I've found that work well for this. And one of my favorite and most powerful ways to connect with ideal clients and grow my list has been to create a high value opt-in offer (free resource, audio series, etc.) and then share it across Facebook either in my own group, other people's groups where my audience hangs out or using paid ads to target an even larger reach.

And from my experience, one of the quickest ways I've found to build your list and a community with high-quality leads who feel really connected to you is by hosting a live training or webinar. Potential clients who are interested in your work will feel more connected to you in a setting like this than even in a free resource or guide. They'll have the opportunity to feel like they're chatting with you on the phone all while receiving great information.

It might sound a little scary at first to host a live call like this but I'll be going more in-depth on the structure and each of the steps I use to support you in hosting your own live calls. Confidence comes from clarity and clarity comes from having the systems and structures in place.

There are so many benefits you can get out of hosting live calls. First, you'll be able to record the call, then turn right around and reuse the recording as an opt-in offer immediately with little extra work except a couple updates to your landing page.

Also, our audiences typically see higher value in live calls and are likely to sign up because they realize that they're going to get to connect with you in a live format.

And finally, live training calls can leverage your time. These calls can often be like informational sales calls but instead of reaching just one potential client at a time, like you would on a discovery session, you could be reaching 50, 100 or

more all at once. This will allow each individual in your audience to know if they resonate with what you're sharing, your message and your offering and they'll have a much better idea if they'd like to get on a one-on-one call with you to discuss your offerings further. Or if they don't feel aligned with what you're offering, it saves both their time and yours by not booking a discovery session.

I've found that hosting live training calls and then sharing the opt-in in Facebook groups where my ideal clients are hanging out, to be one of the fastest free ways to build my list and my following. And the great thing is, as your list grows, you can share these free training calls with them as well - giving you more ways to connect with your current community who are even more likely to sign up for your offerings and programs than just cold traffic.

At the start of my business, from simply sharing my free training call opt-in in groups where my ideal client was hanging out and with my small email list, I often had 100 - 300 people sign up. These are now 100+ potential leads who have basically already told me they're interested in what I'll be sharing by saying YES to the live call.

To have a successful free training or live call, you must have a powerful title. It doesn't matter how great your content is if no one signs up. And the headline of your training call will be the first thing a prospect will see when they click on your landing page.

One of the most powerful ways to create a great title for your preview call is to consider what your ideal client desires. Go back to their pain point, go back to their dream. What are the words and phrases that you've heard them use the most? Where do they feel stuck and what do they truly desire their life, business, body, etc. to look and feel like? This will keep getting easier now that you've done the market research and you've started to connect with potential clients and spoken with them.

## **Action Step:**

Brainstorm topics for potential free trainings based on what your ideal clients' pain points and desires are.

Now that you have a list of potential ideas for your live training call, think about your goal or focus for this call.

It's great to do these calls to build your list, to nurture new leads, and to give great value. But after you do so, the potential clients who you really resonated with are going to want to know how they can work further with you.

Anytime you do anything in your business, anytime you take action, make sure it has a specific purpose. Otherwise, we end up taking various actions every day (like changing our offerings, changing our marketing plan, etc.) without having intention and giving this action time to produce results. This is a great way to

stay very busy and not see any payout for your efforts. Leading your business to can end up floating around like a ship lost at sea not getting results because there's not a specific direction.

### **Action Step:**

What would you ideally love to get from your live training call? You're definitely going to be building your list, but let's get more specific. Specific goals lead to specific results.

How many people would you love to have signed up for your call (be specific!)?

And beyond that, what's your purpose for the call? Booking discovery sessions for your 90 day program? Selling introductory single sessions? You get to choose, but have a specific purpose or intention. List those here:

So now that you know your goal and intention for offering this call and potential topics, it's time to get clear on the title for your free training.

Think about live trainings that you've signed up for in the past. What drew you to them? Think about some of the examples of titles that they had. What did you like about these? Was there a specific style or structure to them?

You've probably noticed a lot of titles with numbers in them - for example, "My top 4 secrets to....", "3 Steps to...." People use these consistently because they work. We want to know what these 'secrets' and 'steps' are. They've piqued our interest, we're intrigued and we're willing to give our email address to find out more.

A great example of this style of title is in women's magazines. If you've bought a health/fitness or fashion magazine before, you know it's probably basically the same magazine you bought last month or last year, just with some different headlines.

Why do we buy them? Because we still want to know those "3 Secrets to Easy Weight Loss that Your Doctor is Keeping From You"!

We're intrigued! You can use this same style of writing to attract your audience's attention and also give great value.

## **Action Step:**

Write out 3 potential titles for your upcoming training call that create a sense of interest, intrigue and curiosity and then share them in Facebook groups where your ideal client is hanging out and ask which topic they'd be most interested in having a free training on.

Note - be sure you're sharing these where your ideal client is hanging out, not just any Facebook group.

Now that you've got your title, it's time to start preparing for your call. I typically recommend that clients market their call about 5-7 days prior to the actual date of the call. I don't recommend marketing any further out than this as we all like quick results and the instant gratification of getting answers now rather than someday in a couple weeks or so.

You can even market your live call in as little as 3-5 days, but I don't recommend going much less than this.

At this point, you'll want to set up a landing page to help promote your call. Your landing page should feature your title, a photo of you (and it should be a

photo where you're looking at your audience so they feel more connected), and at least one opt-in button that's above the fold.

The landing page should be easy to understand and obvious to use as you want to make it a simple 'Yes' for a prospect to sign up for your free offer.

Typically, you'll also want at least 3 concise and powerful bullet points that will intrigue your potential audience even further underneath the title.

They might say something like, "During this live call I'll reveal:

- The unexpected marketing tool I couldn't run my business without
- The quickest way to get a flat stomach without exercise
- Three easy questions to answer now to get clear on your message"

But, this isn't a long form sales page. You don't need to write a book here. I find that the simpler, more concise and intriguing the information, the higher the conversion rate.

The following page is an example from one of my past live trainings:

Jessica Caver Lindholm presents...

**"THE 3 MUST HAVE TOOLS FOR 40K MONTHS IN YOUR  
FREEDOM BASED BUSINESS"  
(EXCLUSIVE TRAINING)**

**Give Me Instant Access!**



*Presented by*  
**JESSICA CAVER  
LINDHOLM**

**During this exclusive  
training you'll learn...**

- ✓ What to do, **instead of hiring a team**, to break *40K months*
- ✓ The **free marketing tool I swear by** to consistently book up my premium programs
- ✓ The most important system the **feminine entrepreneur must utilize to attract clients**
- ✓ The unexpected action I take every month **to reach my financial goals**



**Note:** This is a powerful training covering the 3 tools I credit for breaking 40K+ months in 2015. Special offers made during this training may no longer be available.

*Ready to book consistent clients and reclaim your freedom??*

**Yes! Give Me Instant Access! »**

Once someone signs up for your call, you'll want to have a thank you page that automatically pops up and a thank you email will go out as well with all the call-in details for the training call.

I personally like to also give my new sign ups the opportunity to ask me a question related to information that will be given on the live call and have a form or link to ask me this question on both the 'Thank You' page and in the thank you email that goes out.

This is really powerful information so that you know exactly what the audience who's signed up for your call desires to learn from you. You can then either use this information to build the content of your call around what your audience desires to learn or answer the questions your audience has submitted directly on the call.

This information is also great if you decide to offer a Q&A section during your call, as it gives you a list of questions to use.

I love offering Q&A sections on the call and it's a great way to keep your live audience engaged and on the call live. But, a new entrepreneur's greatest fear is that no one will call in during this section which can feel very awkward.

If you have your audience submit a list of questions ahead of time it gives you lots of material to work with just in case no one feels comfortable raising their hand and coming on the call live that day.

## **Action Step:**

Create your landing page for your upcoming live call and share it in the Freedom Society Facebook Group to receive feedback from your community on if the page is clear, concise, intriguing and something they would sign up for.

Remember, done is better than perfect. This is about taking steps forward today to start growing your community, your following, your business and your income.

Congratulations! I know creating a landing page and live call can feel a little daunting at first, but you did it and it will be much easier the next time you decide to host a call. Now it's time to start sharing your landing page and attracting sign ups for you live call!

I generally like to utilize Facebook groups, either my own or other expert's. I already know that's where many of my most ideal clients are likely hanging out so it's a method that's worked great for me.

You can also use Facebook ads or other social media platforms to drive traffic to your opt-in page. And don't forget to share the link to your landing page with your current list as well.

Once those opt-ins start flowing in, it's time to write the content for your call. Here's the formula I use to outline my live calls that I shared back in Module 2 that it doesn't hurt to review again.

This structure has served me well in feeling clear and confident during my live training calls which makes it much easier for my audience to get great value:

1. Welcome everyone to the call
2. Housekeeping: Settle everyone in and ask them to turn off any distractions  
You can share a quote, prayer, visualization, etc. if it feels on brand for you
3. Introduce yourself and explain who you are and your expert status
4. Share the problems you see your target market facing
5. Share your story and how you've overcome this problem
6. Transition into the main points of your training
7. Share each of your main points
8. Live testimonials (optional)
9. Brief review of what you've covered
10. What happens if nothing changes for your target market?
11. What do they need for a transformation?
12. Share your offer as the solution to their problem
13. Give specific next step instructions such as "sign up now at this url"
14. Open the call up to Q&A's if you'd like
15. Recap the offer and next steps if someone wants to sign up
16. Wrap up the call

And remember - there's nothing wrong with writing out your entire call and either pre-recording it as an audio training the first time or reading it during your call. I wrote out many of my calls in the beginning and would switch between reading segments and expanding with additional stories and thoughts off the cuff as I went.

Then as you get more practice you won't need to read as much and can use this structure more as an outline to keep you organized. It will help you stay on track and can make the call more organized and easier for your audience to understand.

## **Action Step:**

Review the above formula and start to write out the content for your call based on your message, the questions you've received from the people who have signed up so far and your goals and intentions for your call.

It will take a bit of time to work through this but it will make your call much easier both for you to carry out and for your potential clients to understand.

Great work! Now that you've completed this section, you're ready to host your live training call, grow your list and leverage your time to connect with potential clients.

And be sure to record your live call so that you can reuse the recording as an opt-in offer going forward and be continually growing your following while offering great value!

## **Content-Rich Emails to Create Raving Fans**

Now that you've started to build your list, it's time to nurture your leads. Cold traffic typically won't buy from you right away until they've had a chance to interact with you, read your content, decide they like what you have to offer and feel they can trust you.

The way that you build not just a large but (just as important) an engaged community, is by giving great value. I highly recommend sending your list something of value every week.

My typical formula for mailings are to send one newsletter and 2 solo-mailers/promotional emails per week. How you provide great content is completely up to you. You can either write articles, blog posts, offer videos, do a podcast/radio show or even just create inspirational graphics with a story. This is why it's so important for you to know your community. What information do they love?

And it never hurts to send out a questionnaire or survey from time to time and ask them what they'd like more of from you or what they'd like to learn more about. You'll create raving fans and build your community by offering really great value because you'll become an important resource for your audience.

This is also a great way to help your audience become very clear on your message so they can recommend you to their contacts and friends who are a great fit as well. Valuable content can be a great way to build community on its own. You can share your articles or other content across social media and invite those who are interested to sign up for your list to receive more of your content.

Having great content also makes your audience feel like you understand and care about them. No one wants to be just a number on your list or a potential sale. The best way to build community is to see and connect with your audience.

And one of the top ways to do this is to offer resources that answer the questions that are already running through their mind.

## Action Step:

Which type of newsletter are you most interested in offering? Weekly articles, videos, podcasts? Something else?

Write out 4 topics that your audience will be interested in and that relate to the current offer you're promoting, that's one per week for your newsletters, along with which style of content you'd like to offer (articles, videos, etc).

The length and style of your weekly newsletter really depends on your own business style and what your community wants from you.

Typically, you'll want some sort of a photo or banner at the top with a picture of you so your audience feels connected to you - as if you're speaking directly to them. If your audience likes photos and wants to feel like they're reading a magazine, share more images. But there's no requirement here. You can also just provide information without any images which is helpful sometimes because it downloads the quickest and there's no chances of formatting issues between opening your mailer on a computer or mobile phone.

You always want to have a call to action in your newsletters or solo-mailers, which could be to inspire your audience to make a change in their lifestyle, their health, their business, wherever they may desire support from you.

Be sure to leave white space in your newsletters so it's easy to navigate.

Use bolding and italics to emphasize main points and lead the reader through your material. Otherwise the copy can be overwhelming and won't be read.

You've probably noticed that I keep referring to your content emails as newsletters rather than solo-mailers. There is a difference.

Newsletters are going to be more focused on providing great content and great value. Unlike solo-mailers, they may have multiple links, several resources or calls to action. A solo-mailer is only going to be focused on one topic, one link and one call to action.

I also recommend choosing a specific day each week when you'll send your newsletter out to your list. Our audience likes consistency. They like to know they can depend on you.

This doesn't mean that from time to time, you might not change the day, but overall, even if you're traveling it's best practice to schedule your newsletters ahead of time because when there's consistency your audience feels more supported. It builds trust between you and your audience. This is the difference between a business woman and a hobbyist.

Make sending out your newsletters and solo-mailers consistently a non-negotiable.

## **Action Steps:**

Which day of the week will you be sending out your newsletters?

When will you be prepping the material for those newsletters?

And just like your live training calls earlier, you want everything in your business to have specific purpose. What is your goal or intention for each of the newsletters you'll be sending out over the next month?

Is there a specific action you're wanting your audience to take or results you'd like them to create from your newsletters, etc.?

## ***How Often to Send Promos to Book Up With Clients (without looking salesy)***

Promotional emails are some of the most important and often avoided tools in our business.

They've gotten a bad wrap of being salesy and pushy so women business owners will often avoid them. However, these can be one of the most important tools for you to educate your audience and be of service to others by selling your products.

The reason a solo-mailer, or promotional email, is different than a newsletter is that these emails have one specific purpose or action you desire for your audience to take. They have one end result in mind. And this end result doesn't always have to be to sell something. But it is to get your audience to take an action.

The action could be to join your Facebook group, sign up for a free training you're offering, sign up for a discovery session with you or to buy a program or product from you.

You've probably started to see a theme in this module that as a savvy business woman, you're not just here to be busy. A lot of the busiest entrepreneurs are also making the least amount of money. We want to make sure that you have specific purpose and intention for every action you take in your business. You don't need to be doing busy work unless it's directly linked to a specific result.

Solo-mailers are a great example of this. By having a specific structure for how often you mail and knowing what the purpose is of these emails, all of the actions start to make sense. For instance, if your intention is to book up your one-on-one program, then you could look at your entire month and see when to send out your newsletters, when to send out your solo-mailers, what the topics would be to educate your audience on working one-on-one with a mentor like you, when to promote your discovery sessions and how many discovery sessions you'd like to book each week to meet your goals.

Don't worry about getting it "right", just start getting in the habit of only taking action with specific intention behind it. Get clear on your goals and use these tools to both build your following and nurture these leads.

I have made it a non-negotiable to send out a newsletter every week to provide great value AND to send out at least two solo-mailers each week I have something to promote as well, no matter what. Even if I'm not currently selling something, I still train my audience to expect to hear from me every week. And when I am promoting something, I'll sometimes even mail 3-4 solo-mailers in a week.

I notice there's often a concern of over-mailing your list. And it's true that the more you mail, there is a chance that people may unsubscribe. But the alternative is to rarely mail which may lead to your audience forgetting about you. They won't unsubscribe because they don't remember that you exist, which is not what you're going for at all with your following.

What you have to keep in mind is that you're not building a list to try to make everyone happy. It's not a popularity contest.

And once again, it doesn't matter how big your list is if they're not interested in what you have to offer. So by consistently mailing your list, you're consistently weeding out the people who aren't a good fit for the work you do and building a stronger relationship with the people who are.

Think about some of your favorite lists that you're on. Can these people mail to you too often? My favorite entrepreneurs, businesses and mentors are people I love to hear from. And I typically go through most of their emails. I never feel like I'm being bombarded because I enjoy the content. It actually feels like a gift to be hearing from them and hearing about their programs and current offerings.

This is how your clients will feel about you as well.

## **Action Steps:**

What is your intention or goal for this month in your business and how can you use solo-mailers to help you achieve this goal?

How often do you need to be mailing to inspire your audience to take action and reach your goals for this month? Is it 1 newsletter + 2 solo-mailers a week? Or even more?

The purpose of your solo-mailer isn't just to promote. You're still sharing some value with your clients and educating them at the same time, your intention is to inspire them to take an action.

You might start with a story or sharing the 'why' of why you do the work you do. This isn't just a, "Hurry buy my program now" email. At the same time, if you feel confident in what you're offering and the value of it, you'll be comfortable selling and promoting from this email along with educating and inspiring your audience.

Remember that your audience wants to know what you're up to and how they can work with you. Make it obvious in these emails what their next step is if they desire to move forward in working with you.

And the structure of these emails can be very similar to your sales pages, just a shortened concise version. You might address a client's concern or their pain points to start, tell a story or personal experience, and then offer the solution to those concerns with a free resource or paid offer.

I highly recommend sharing a minimum of 2, if not more, of the specific link you're wanting your readers to click on in your solo-mailer. This could be your sales page, your discovery call page, etc. If there are any photos in your email, be sure they're linked to the same offer as well. Everything in this email should be linked to the action you want the reader to take. A single action that takes them to a single sales page, landing page, Facebook group, etc. The entire email acts like a squeeze page to direct traffic to one place. This also makes it easier when you're reviewing how an email performed to see who clicked on the link, who was interested and possibly further target this person.

I will typically post the link 3 times in my emails plus link a couple pictures as well. Just like with the newsletters, one of the most important parts about sending solo-mailers is being consistent. If you desire consistent income, you must be consistently marketing.

Consistently grow your list, consistently give your list great value, and consistently offer your list your paid programs and packages.

When I'm focused on selling something, there will be more mention than usual of my program or the action I desire my audience to take. I provide consistent reminders of what I'm offering at the moment. We all are leading busy lives and without constant reminders we can forget what's important to us and get caught up in other busy work and distractions. Stay in the view of your potential clients, remind them why they signed up to be on your list, inform, educate and inspire them.

### **Action Step:**

Look at your schedule for the month, knowing what your goals are and how often you want to send out solo-mailers. Pick the dates these will go out, the topic for each solo-mailer and the call to action each solo-mailer will include.

Great work!

So far in this module you've continued to grow your audience, you've gotten clear on your goal for the next month, whether it's booking a certain number of 1:1 coaching packages, single sessions, intensives, etc. and you've written out the topics and your personal schedule for both your newsletters and your solo-mailers that you'll use to reach your goal this month.

Now, let's go over a couple last recommendations when emailing your list.

## ***The 2 Most Important (and often overlooked) Parts of Your Mailers***

In both your newsletters and your solo-mailers, there are two areas that are incredibly important when it comes to connecting with and inspiring action in your audience.

Just like with your live training call and the importance of the title, it doesn't matter how great the content of your mailers are if no one is opening them.

I see too many entrepreneurs who spend a lot of time writing a great article, putting together a great video or audio and then sending it out with a subject line that doesn't inspire the reader to even open the email.

The headline is one of the the most important parts of your newsletters and solo-mailers. There are a lot of different recommendations on writing your headline but a lot of it comes from knowing your audience and testing. Test the subject line and see how your people respond. What was the open rate? Was it higher, lower, or the same as the other mailers you've been sending out?

It's important that you're consistently learning from your audience.

When you send out a newsletter or solo-mailer take note of the headline that you used and what the open rate was. Some recommendations that I try to keep in mind for great headlines are to keep them short, make them specific and use them to create intrigue or interest. You can then personalize them from time-to-time by using the reader's first name.

But, to know what's really going to work with your audience, you're going to have to test it.

A great way to have headlines to work with is to write a list of potential headlines for your newsletter and solo-mailers based on what your ideal client's pain point and desires are so you have something to reference anytime you get stuck.

### **Action Step:**

Write a list of 50 potential headlines for your newsletters and solo-mailers. Then narrow down the titles to the 4 newsletters you intend on sending this month and the 8 solo-mailers you'll be sending.

Once you've inspired someone to open the email, one of the most overlooked and important sections of your emails, as the writer, is the footer section.

When you open an email, what do you do?

Many times, readers will scroll through to the bottom to see what the main points are and how long the email is. This means one of the most read areas of your emails will be the footer. If you look at my newsletters or solo-mailers, you'll notice there's almost always a P.S. section that has a call to action or a link.

For the people that have read the entire email, they'll have a reminder of what the call to action is. For those that have just scanned through the email, they'll get a general idea of what the email is about and they'll still get the call to action in the P.S. section.

A tool I find really helpful in staying inspired when writing my newsletters and solo-mailers is having a Swipe File folder in my inbox.

This is where I keep any emails or marketing materials that's emailed to me that inspires me to open it, click on the links or that I just love the look and feel of.

And almost all of the emails I receive have a footer or P.S. section that includes a call to action and a link.

### **Action Step:**

Create your own Swipe File folder in your inbox and start looking at the emails and marketing material you receive as possible inspiration rather than viewing it as a client or customer.

Start saving the emails that inspire you in your Swipe File and reference this folder when you need extra guidance or new marketing ideas for your own newsletters and solo-mailers.

## **Action Step:**

Knowing what your specific intention for your newsletters and solo-mailers are for the month, what will be the purpose and call to action at the footer or P.S. section of each of these mailers?

Examples can be, 'Ready to get your business off the ground? Click here to learn more about my one-on-one coaching packages now!' or 'Are you ready to lose those last 10 pounds and get your pre-baby body back? Click here for a discovery session to receive a personalized action plan.'

## Wrapping Up

Great work! As an entrepreneur, our lists, audience and community are one of the most (if not the absolute most) important parts of our business.

You've probably heard it before, the money is in your list. This doesn't mean you have to have a huge list, I earned my first \$100,000 with 500 people on my list. But the larger and more engaged your list is, and the more you stay connected with your list, the more you can expect to earn.

I typically recommend that new entrepreneurs start by mastering selling 1:1 coaching packages as this is the quickest way to bring in income and can be done with a smaller list.

But, as you continue to use the systems and tools described in this module, you'll be consistently growing your list and following and will then be able to branch out the type of offering you can have available.

A larger list and following will support you in hosting your first paid telecourse or group program and then go on to offer the recorded versions of these as products so that you can start creating passive income and have several streams of income coming in at a time.

But start with where you are. Too many entrepreneurs try to jump in and do it all at once with premium 1:1 packages, group programs and offering a product when they could actually grow their business more quickly (and earn more!) if they would master one area before moving on to the next.

It's always a good time to grow your list and your following. Take the time now to start nurturing your leads and increasing the size of your audience which will automatically positively impact how you're of service in the world and the income you're earning.

To Living Free!

*Jessica*