

THE FASTEST WAY TO GROW YOUR EMAIL LIST

(and your authority)

TERESAHEATHWAREING.COM



MY BEST TESTIMONIAL EVER...



"When we first met with her we were overwhelmed with everything we needed to do / create / achieve before our launch date. (We didn't even have our membership site built!)

She helped us break down everything we needed to do into manageable chunks and throughout our time working together she kept us focused and on track to complete everything.

"We had big goals for the number of members we wanted and we massively exceeded those goals. We not only launched well but we now have a clear plan to follow next time we open the doors to new members."

We'd definitely recommend Teresa if you want straight talking advice with clear instructions on all the steps you need to take and the support and accountability to make sure you get it done.

She has a wealth of marketing experience, plus she's just great fun to work with."

50 vs

50 vs 380

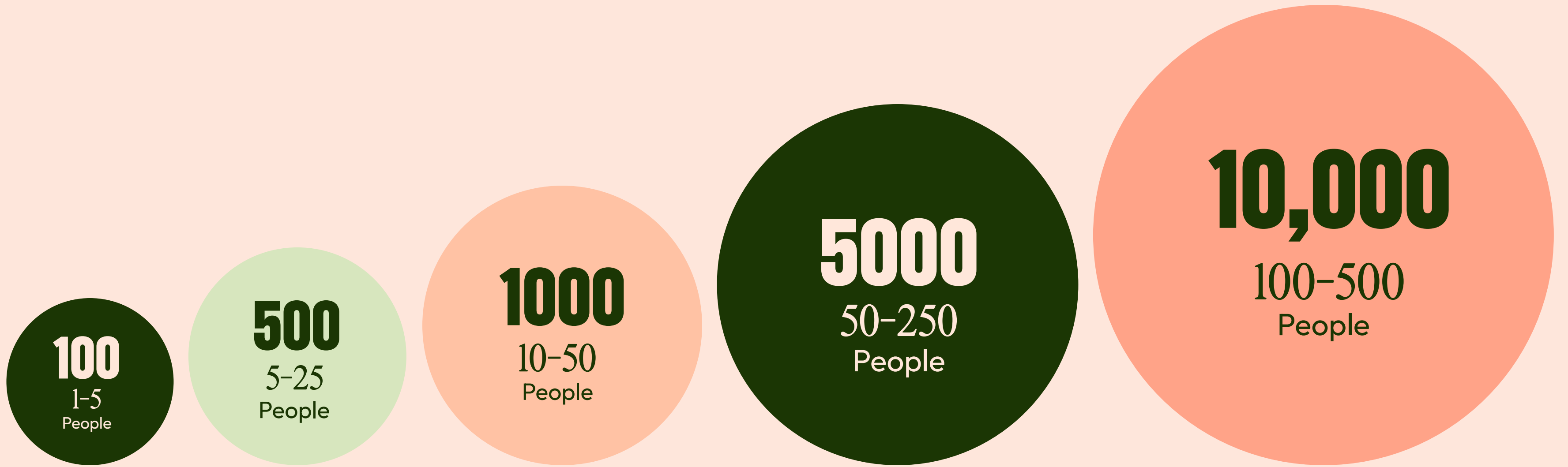
Their secret...



HAVING AN AUDIENCE

**“TYPICALLY, ABOUT 1-5%
OF YOUR EMAIL LIST WILL
BUY FROM YOU.”**

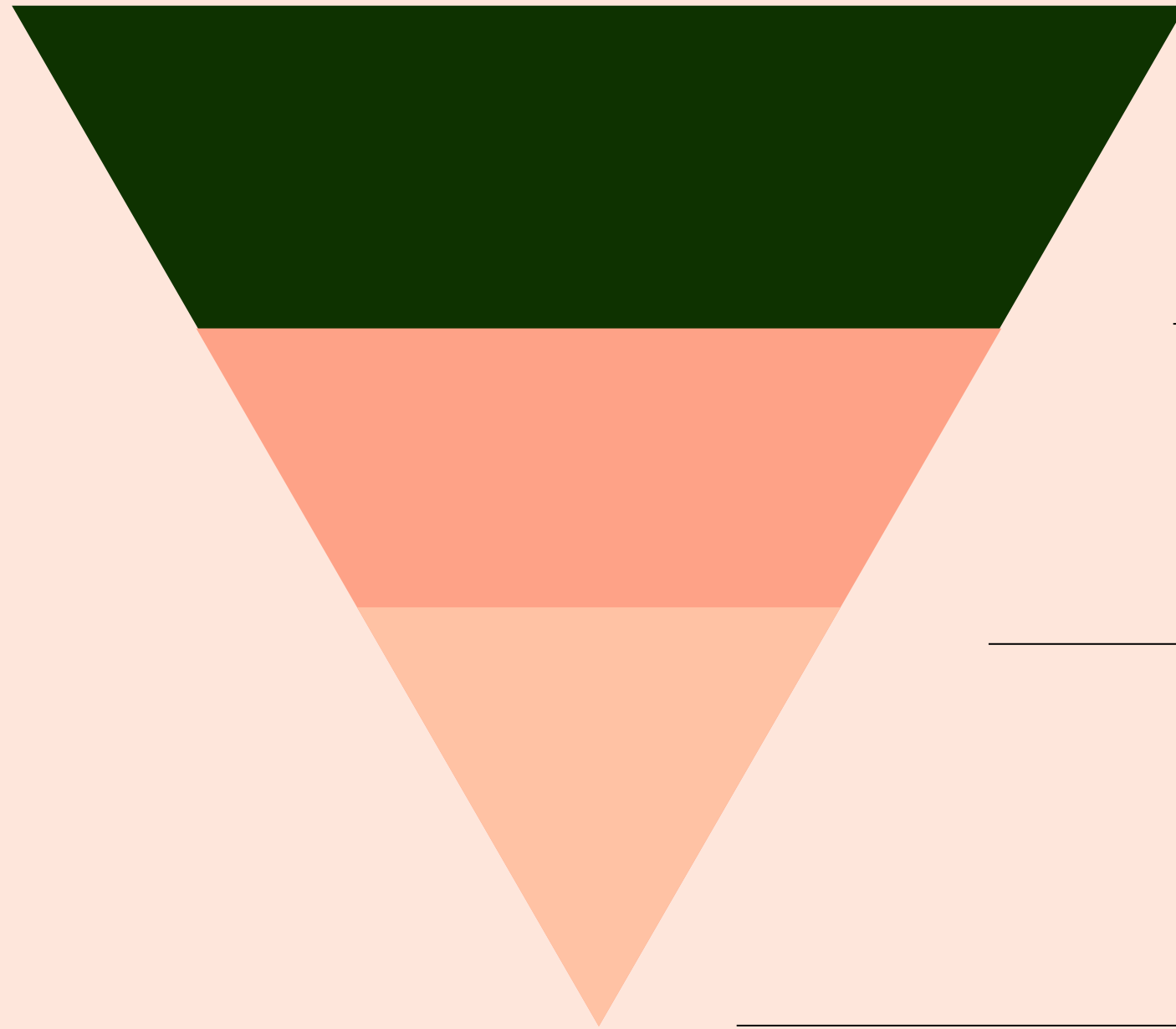
— Denise Duffield-Thomas



Do the math...

HOW DO YOU GET AN AUDIENCE?

(Email list)



FREE CONTENT

Short form & Long form

GATED CONTENT

Email list

SALES

Customers

**HOW DO WE GET
NEW PEOPLE IN
THE FUNNEL?**



Social media

Have a blog

Your website

WAYS TO GET AN AUDIENCE

this can be slow going or expensive

Lives on socials

Run ads

Youtube



OTHER PEOPLE'S AUDIENCES

This is an audience that has already
been established you are not starting
from scratch.

**WHERE DO WE FIND
OTHER PEOPLE'S
AUDIENCES?**

Podcasts

Events

Blogs

Groups

Online
Events

Social
Media

HOW TO GET IN FRONT OF THEM

1. How do I want to show up?
2. Where do my customers hang out?
3. How can I add value
4. Make the offer!

01

SHOWING UP

How do I want to *show up*?

What am I *good at*?

Podcasts

Speaking

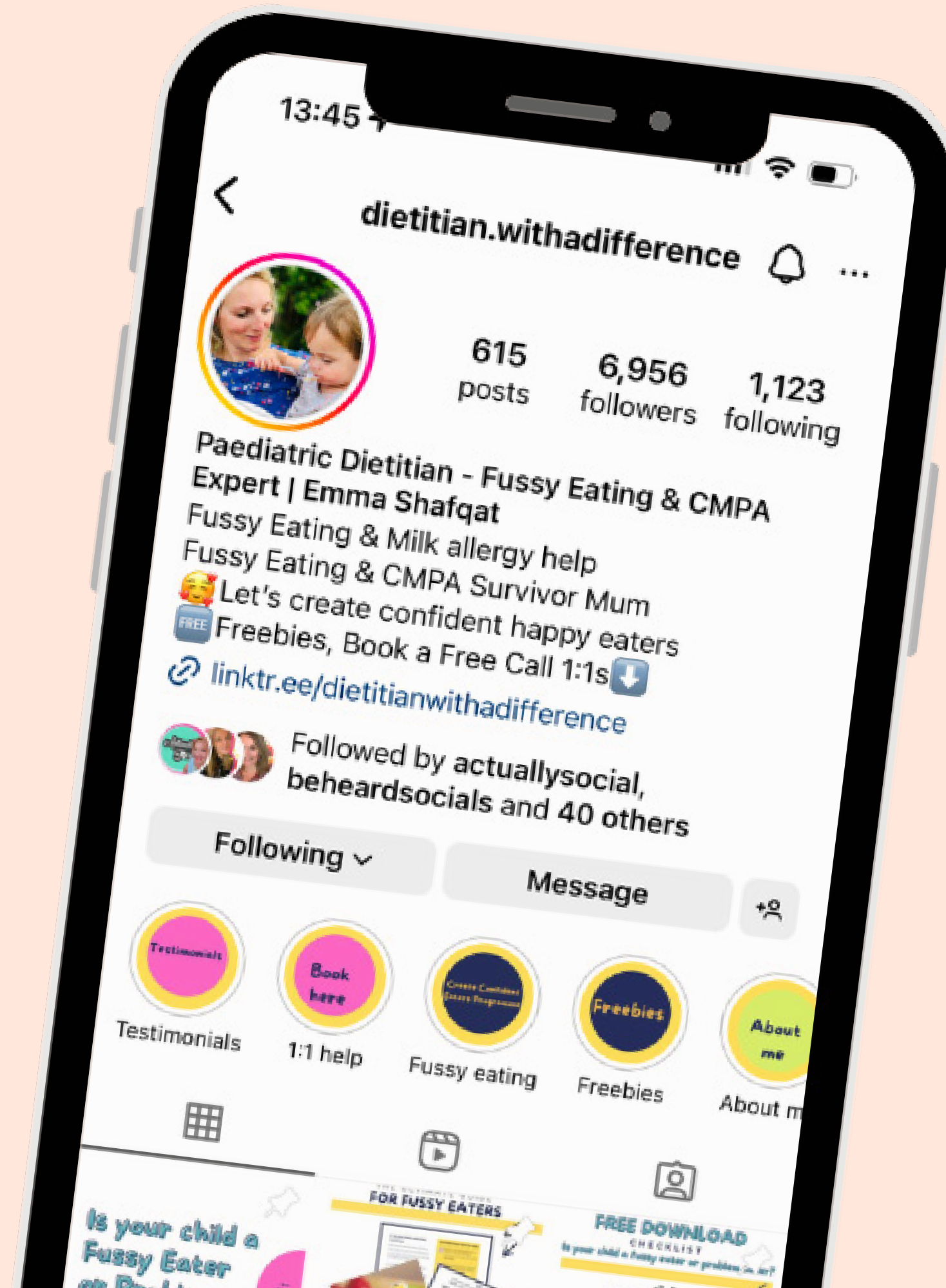
Writing

Training

Summits

Live

Emma



TERESA
HEATH · WARING

02

WHERE DO MY CUSTOMERS HANG OUT?

Who are your
customers?

Where
are they?

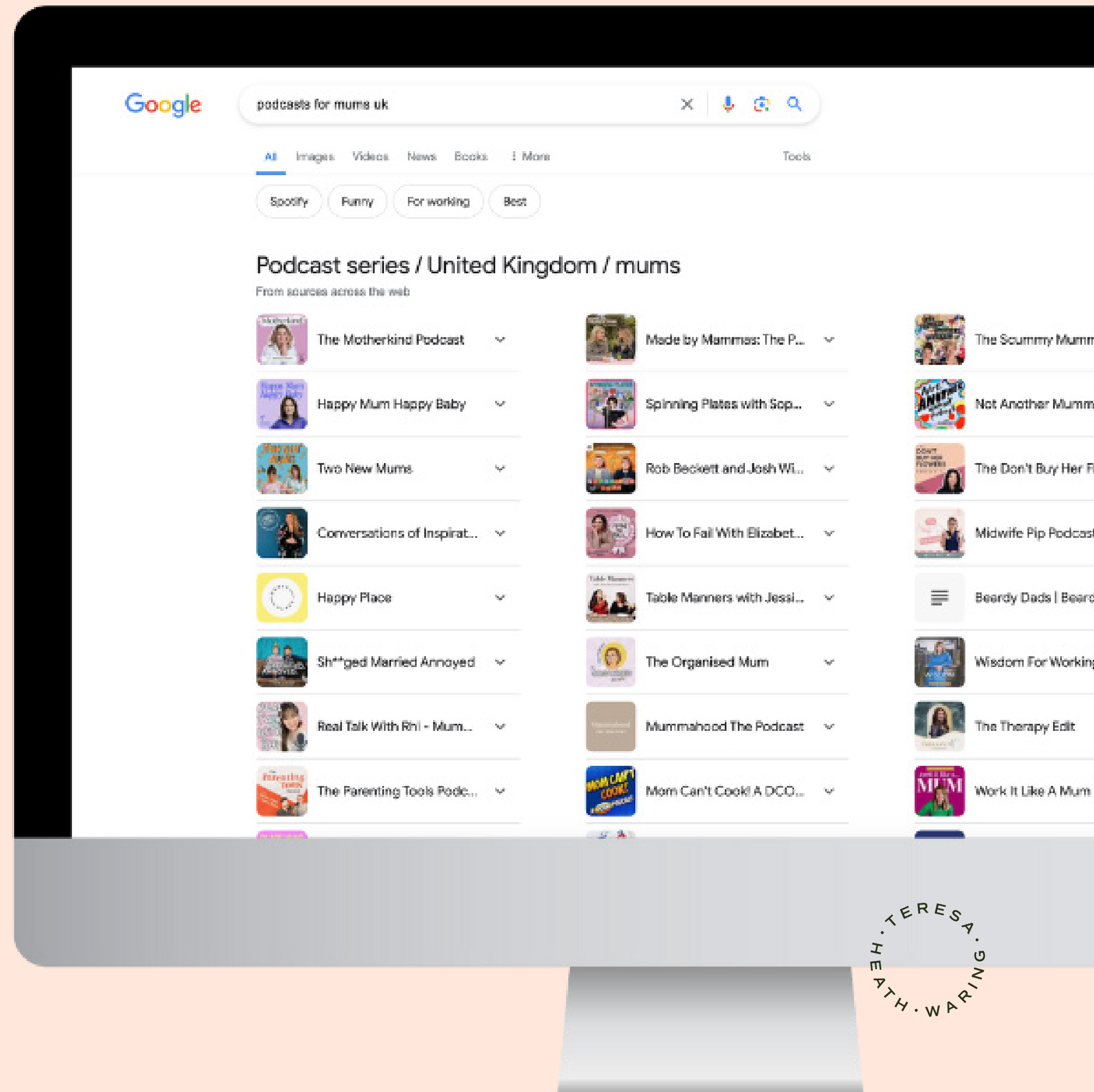
What do your customers share?
Where are your competitors showing up?

GOOD OLD GOOGLE



Emma

She searched parenting podcasts
Complementing experts



ACTION

Make a list of places
your customer hangs out

“Podcasts for

03

ADDING VALUE

What am I good at and how can I add value?
It has to be win/win for you both

- Headshots & Bio
- Sexy titles!
- How can I add value
- Paragraph description & take aways
- Questions they can ask you
- Lead magnet that fits

- ★ Headshots & Bio
- ★ Sexy titles!
- ★ How can I add value
- ★ Paragraph description & take aways
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- ★ Lead magnet that fits

← Super important to get them on our email list

Headshots & Bios

13 May 2024 at 16:36

Emma Shafqat, a Paediatric Dietitian, Feeding therapist, and parent, brings over a decade of expertise to the table, backed by a first-class honour's degree in Dietetics and Nutrition.

With a passion ignited by her own journey raising a child with severe reflux and multiple food allergies, Emma specialises in helping families navigate dietary challenges, particularly tackling fussy eating.

Emma is a sought-after international speaker and parenting expert, featured on top podcasts and media outlets like Healthline, Metro, sharing her insights and empowering parents worldwide.

Her career spans across the NHS, special needs schools, and private practice, where she offers practical solutions and unwavering support to parents facing similar struggles.

13 May 2024 at 16:39

Georgia Williams is an award nominated content creator with over a decade of experience in social media marketing and Canva design.

As the host of "Content Tea with G," her popular global podcast, she delivers a unique blend of creativity, social media content and northern charm, inspiring listeners worldwide to embrace their own authenticity, and stand out through content creation.

Not only is Georgia a full time content creator, she also performs regularly as a professional singer and has been featured in The Mirror, The Daily Mail, the BBC and others. As a singer, she has entertained crowds of up to 7,000 people, solidifying her status as an international performer.

With her unique blend of marketing knowledge and stage performance, Georgia is on a mission to help business owners create social media content with more joy and show up exactly as they are, both online and off.

Sexy Titles

Unlocking Business Potential: How Chris Hemsworth can help you to Master Your Mindset.

Mastering the Art of Overcoming Self-Sabotage to Unlock Your Full Potential

The 3 Secrets Behind Multi-Million Pound Launches (So You Can Have Your Biggest Launch Yet!)

The fastest way to grow your email list (and your authority)



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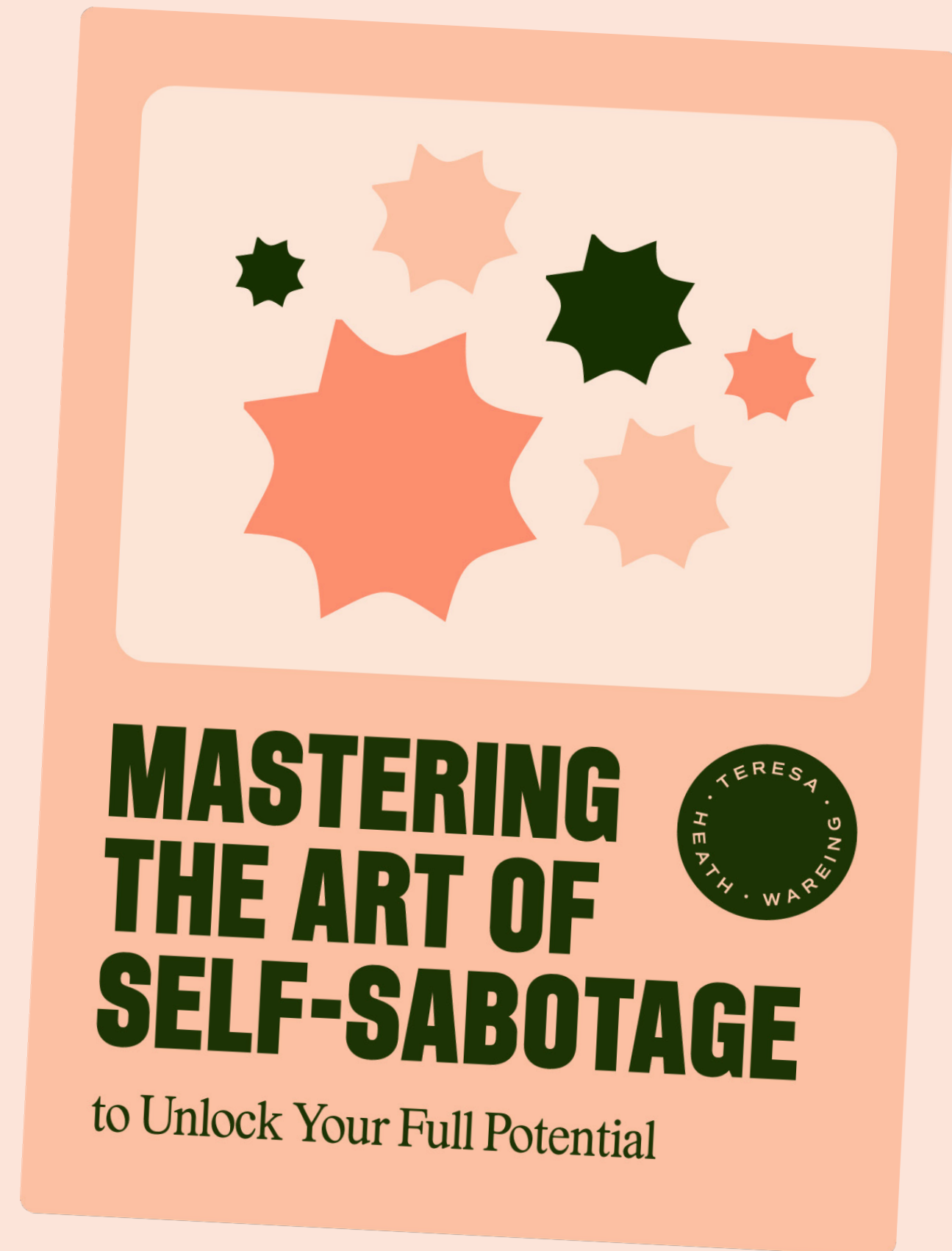
The fastest way to grow your email list (and your authority)



Lead magnet that fits

Mastering the Art of Overcoming Self-Sabotage
to Unlock Your Full Potential

Workbook



LEAD MAGNET NOTES

- ★ Make the next natural step – take them further
- ★ Give them a quick win – i.e a swipe file
- ★ Summarise the content – i.e a checklist

ACTION

Come up with 3 areas
that you could talk
confidently about

Do you have lead magnets for those talks?

04

MAKE THE OFFER

This is where you go out there and ask to be featured

04

MAKE THE OFFER

This is where you go out there and ask to be a

Easy right?

WHAT DOES YOUR BRAIN SAY?

- ★ Why would they pick me?
- ★ They had x person on they won't have me
I'm not an expert
- ★ What if they don't think I am good enough
What if they say no
- ★ What if they say yes and I mess it up
- ★ I don't think I know enough yet
- ★ I need more experience
- ★ Other people are better than me

REMINDER...

- ★ You are not saying you are the only voice or the only expert
- ★ You are sharing your take, your experience and your knowledge
- ★ We need diverse voices sharing their experience and knowledge



Did you know the difference
between the people that *got
on* and those that *didn't*?

**THE PEOPLE
WHO GOT ON
ASKED.**

**WHAT'S THE WORST
THAT COULD HAPPEN?**

SO HOW DO YOU ASK?

- ✿ Make sure you are a good fit
- ✿ Do your homework
- ✿ Follow them on social
- ✿ Go the extra mile if you can
- ✿ Personally reach out
- ✿ Make use of connections you have

**AND THE
RESULTS YOU
CAN GET**

Emma

- ★ Doubled her email list in 6 months
- ★ Instagram is growing by an average of 500 followers a month
- ★ Articles in Healthline, IENews, Metro
- ★ Spoke on loads of podcasts – 2 of them, top ten podcasts
- ★ People are now approaching her as the expert



SHE 10x HER PROFIT



ACTION

Set a goal to ask x
places a month

Make it a numbers game!



free
5 Day Visibility
Challenge & Workbook



Thank you!

