

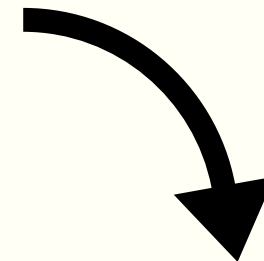
THE #1 MARKETING SECRET THAT CHANGES EVERYTHING

BY ASHLEY SHAW



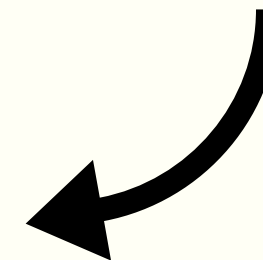
Baby Gym Rat

In the industry since 1984
and worked for the 3
largest companies in
Canada...



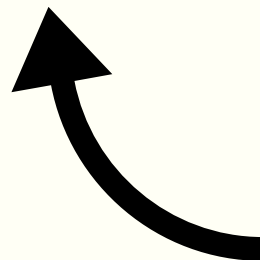
Business Buff

From President
to Entrepreneur, I've
learnt what it takes to be
successful in marketing.



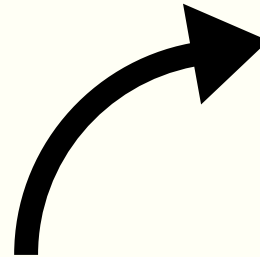
Passionate Preacher

I love teaching,
developing others and
making all of the dots
connect.



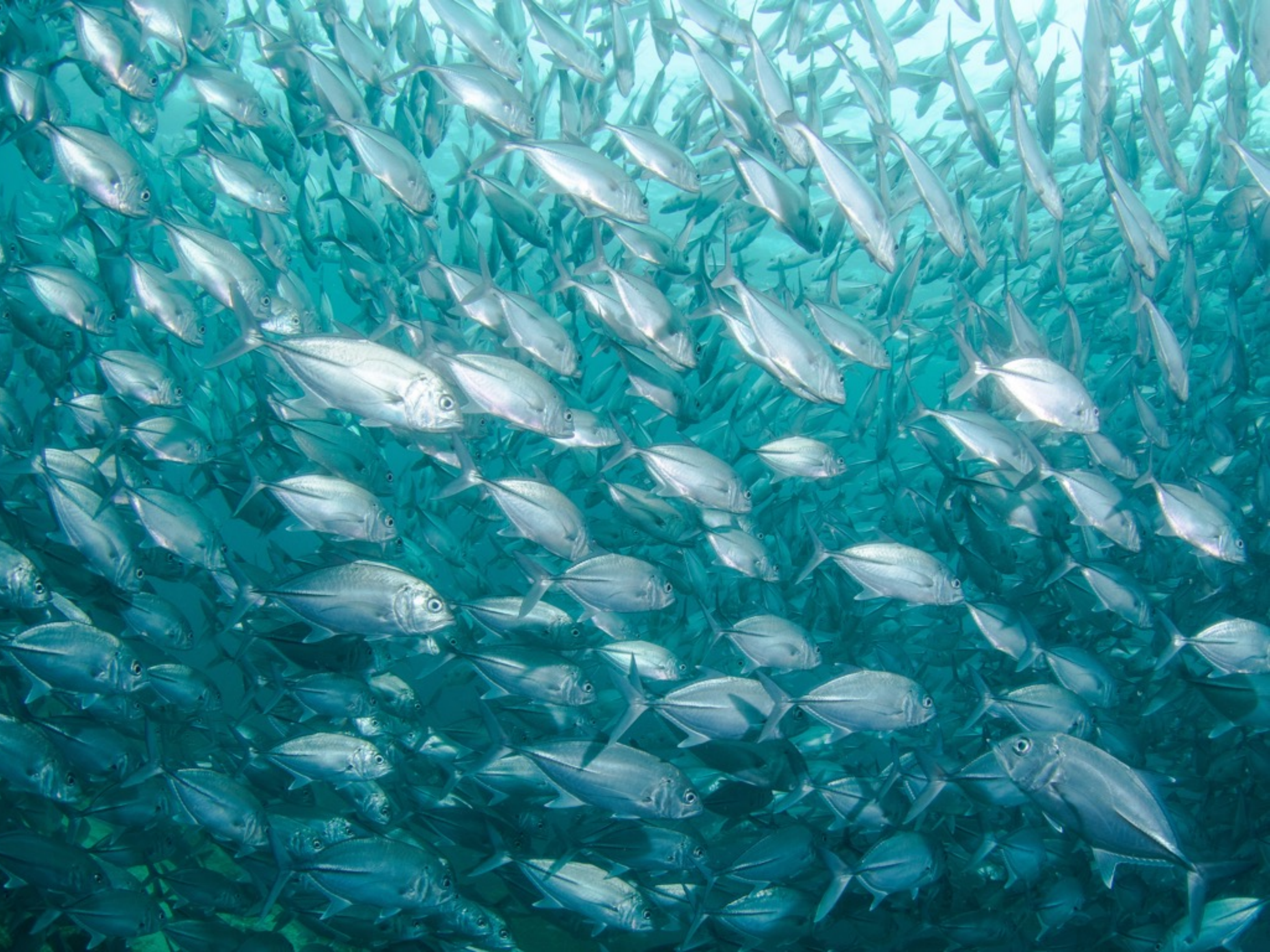
Simplistic Style

If everything is important,
nothing is.
- Robert Greiner



My Sweet Spot

I HELP TOP TIER COACHES
ELIMINATE THE OVERWHELM
IN THEIR MARKETING
EFFORTS SO THAT THEY CAN
HAVE THE BUSINESS OF
THEIR DREAMS.





MORE
?



#SUPERMOM

#COACHLIFE

#KILLINIT





#HOTMESSMOM

#POACHLIFE

#JUSTGETTINGBY

MOMENT OF TRUTH:

WHAT I WAS DOING
ISN'T WORKING
ANYMORE



THE GOOD NEWS IS

I'VE BEEN THERE TOO...





AND IF THAT IS YOU...

THIS TRAINING WAS
MADE TO HELP YOU SO
YOU CAN GO TO THIS...



SO LET THE TRAINING
BEGIN...

LESSON 1:

BE A PURPLE FISH



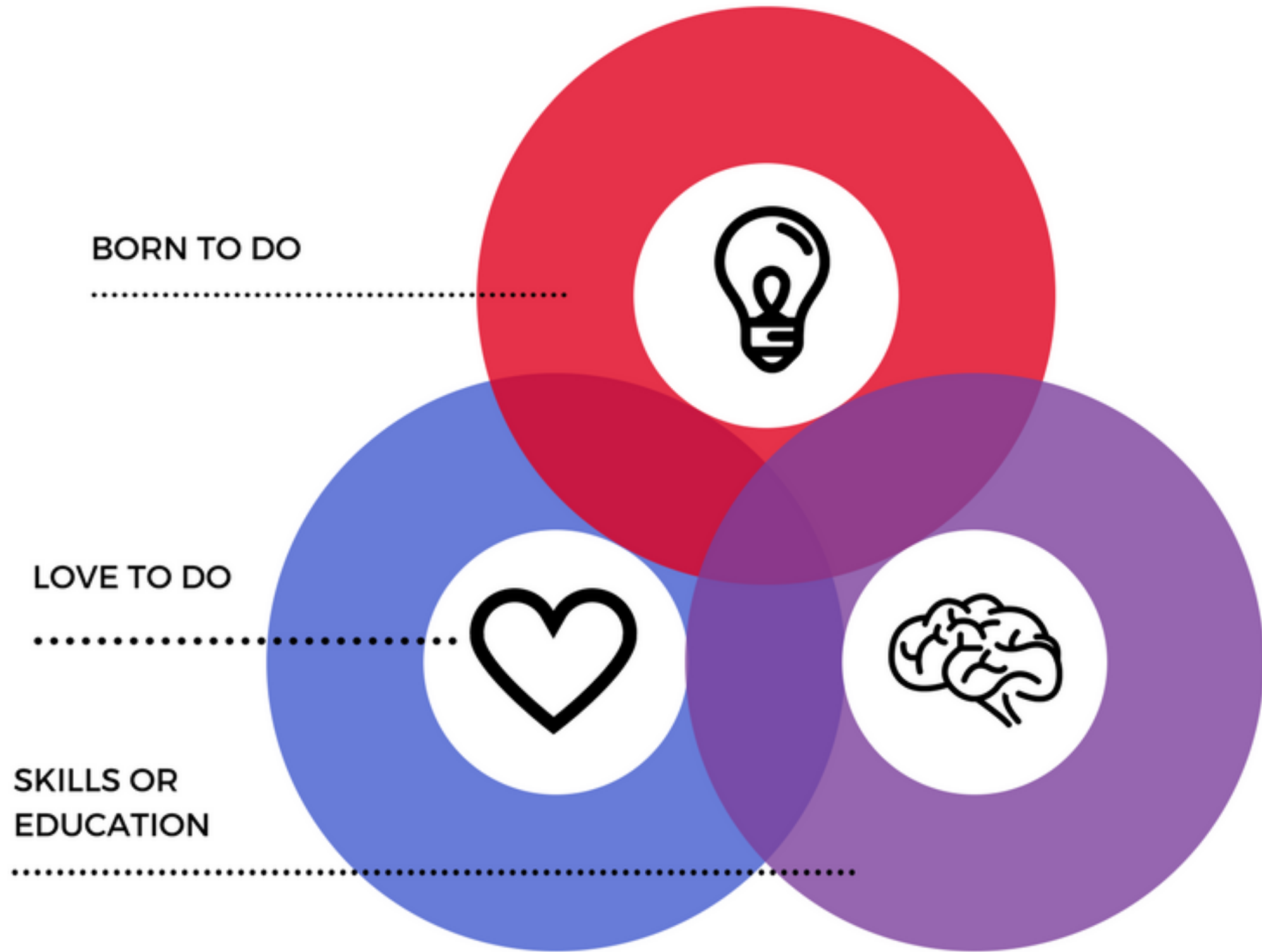
THE ONLY WAY TO CUT
THE HYPER-CLUTTER OF
PRODUCTS AND
ADVERTISING TODAY IS TO
BE REMARKABLE.

- SETH GODIN

SO HOW DO YOU
BECOME A PURPLE FISH
IN A SEA OF
SAMENESS?

THE SWEET SPOT

Where the
magical lies



TAKE ACTION:

*DEFINE YOUR SWEET SPOT

*GET CLEAR ON WHY YOU'RE
A PURPLE FISH

* TELL YOUR STORY IN AN
UNFORGETTABLE WAY

LESSON 2:
PEOPLE HAVE THE
ATTENTION SPAN OF
DORY



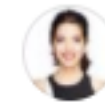
IN 2015, THE HUMAN
ATTENTION SPAN WAS 8
SECONDS...

(FISH IS 9 SECONDS)

SO HOW DO YOU GET
YOUR IDEAL
CUSTOMER'S ATTENTION
ON SOCIAL MEDIA?

"WE MUST BELIEVE
THAT WE ARE
GIFTED FOR
SOMETHING,
AND THAT THIS
THING, AT WHATEVER
COST, MUST BE
ATTAINED."

- MARIE CURIE



Marie Forleo

Like This Page · 8 March · 🌐



Happy International Women's Day! ❤️👏

Tag a woman you know who needs a reminder that she is worth it and her gifts matter! 🙏

#IWD2018 #InternationalWomensDay #CreditHer



Like



Comment



Share



594

Top comments ▾

237 shares

44 comments



Michelle Salinas Marie Forleo is the woman that is inspiring me each day. I can't thank you enough! 😊

Like · Reply · 1w

1

👉 1 Reply



Joanna Cybulski Happy International Women's Day, to all of Team Forleo!

Like · Reply · 1w

1

👉 1 Reply



Write a comment...



TAKE ACTION:

*GET CLEAR ON WHAT YOUR IDEAL
CUSTOMER THINKS ABOUT

* WHAT ARE THEIR 5 BIGGEST
OBSTACLES THEY THINK ABOUT?

* WHAT DO YOU NEED TO SAY TO STOP
THEIR SCROLL?

LESSON 3:

DON'T CAST YOUR NET
IN A FISHBOWL

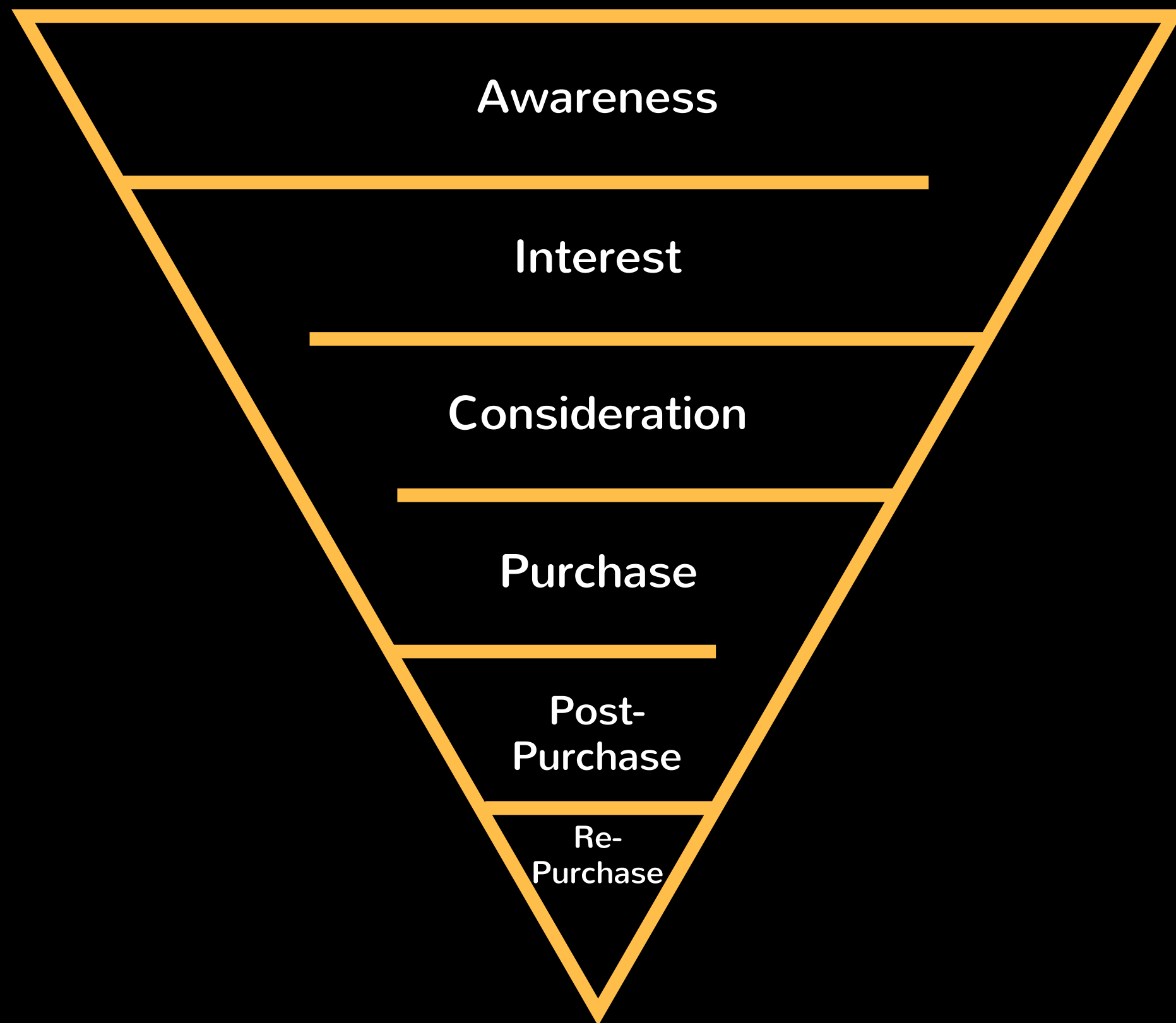


TALKING ABOUT
GENERATING LEADS IN
SALES IS LIKE TALKING
ABOUT AIR TO
BREATHE.

SO HOW DO YOU GET
MORE FRESH LEADS IN
FRONT OF YOU?

Lead Funnel

the lifeblood in
every business



TAKE ACTION:

*GET CLEAR ON HOW YOU ADD PEOPLE
TO YOUR FUNNEL

* HOW DO YOU MAKE PEOPLE MORE
AWARE OF YOU?

*HOW CAN YOU GET MORE PEOPLE
"FUNNELLING" IN?

LESSON 4:
TRY DIFFERENT WATERS IF
THE FISH AREN'T BITING



CONSTANT CHANGES ARE HAPPENING
AROUND FACEBOOK'S NEWSFEED
DECREASING IN ORGANIC REACH.

IT'S CLEAR THAT ENGAGING YOUR
HARD-WON FANS WILL BECOME
INCREASINGLY DIFFICULT.



**Email gets
delivered more
than 90% of the
time.**

**FACEBOOK POSTS GET DELIVERED
2% OF THE TIME**

THE BEST TIME TO CALL
ME IS EMAIL.

TAKE ACTION:

- * ASK FOR ENGAGEMENT IN FB POSTS
- * FOCUS ON BUILDING AN EMAIL LIST
- * TEST OUT OTHER "SEAS" -
INSTAGRAM, YOUTUBE, ETC

SO NOW...

I'M GOING TEACH YOU
THE BIGGEST SECRET IN
MARKETING...

WE MAKE THE MISTAKE OF
SEARCHING "OUT THERE"
FOR SOME SECRET
MARKETING TACTIC THAT
ALL THE BIG SHOTS MUST BE
USING.

JUST
KEEP
SWIMMING...



#CONTEST TIME

1. Watch The Training Video
(Live or Recorded)
2. Join FB The Group - Business
Bootcamp For
Fitness Entrepreneurs
3. Comment On Your Greatest
Takeaway & Tag 5 Coaches That
Would Love This Training You
Received!

FREE RESOURCES:

Join Business Bootcamp For Fitness
Entrepreneurs on Facebook

DFY Templates: ashleyshaw.ca



Training Resources:

The 21 Day YOU Challenge

<https://ashleyshaw.ca/21-day-you-challenge-offer/>

The Magnify Your Magic Series

<https://ashleyshaw.ca/magnifyyourmagicseries/>





Friends,
it's been *a pleasure.*

WITH ALL MY
GRATITUDE & LOVE.
- ASHLEY