

◆ 30-MINUTE MARKETING UNIT

# PEOPLE MAGNET AND CLIENT WHISPERER BLUEPRINT

A Step-By-Step Guide to finding the words that attract, connect and convert with your dream clients and turn a hesitant "Hmm..." into an enthusiastic "Yes, please!"



## NOTHING IS MORE FRUSTRATING THAN CREATING DIGITAL OFFERS AND CONTENT - AND YOU ONLY HEAR CRICKETS!

You've put so much effort into creating your content or your courses, and there's so much value in them. Then the big day comes.

You publish your reels, posts, stories or your sales page, your heart is pounding, you're excited, and then...

NOTHING happens? No sale? No like? No DM?

**Don't worry - I know exactly how you feel!**

And I can tell you, there's a way out - in one hour of your time!

But first, let me first introduce myself:

**Hey, I'm Melanie.** 🙌

I help people turn their expertise or passion into digital mini goodies, selling them on autopilot and eventually scaling to more passive income streams.

Marketing and writing copy is one of the **major cornerstones** for passive income biz owners, helping you sell digital products like clockwork.

Being able to speak your target clients' language is crucial ...

- (1) to validate demand for your digital products
- (2) to attract and engage with your tribe (aka your community)
- and (3) to sell your digital products successfully.

**How do I know this works?** 🙌



I've been in your shoes, struggling to sell my expertise as digital products and building a thriving passive income online business. 📌

But I persevered and successfully transformed it into a six-figure business, reinvesting those earnings into other passive income streams like real estate.

★ In just four years, I replaced my six-figure corporate salary—and the growth keeps coming. **This journey from struggle to success should give you hope and inspiration for your own path.**

After creating and promoting countless online courses and other digital products, I stumbled upon a game-changing insight that revolutionized my approach. ➡ 📌 This insight, when considered in your online marketing and copywriting, can be a game-changer for you too!

### AND WHAT EXACTLY DOES IT MEAN?

📌 Ditch the idea that if you talk about how awesome your digital product is and how much it can help people, everyone will get it and vibe with you. **NOPE!!!**

✗ Communication like:

- You find your inner balance
- I help you push your business to the next level
- You lose 10 kilos
- You receive a workbook
- I help you to grow your mindset
- There are 3 bonus modules
- There is an exclusive WhatsApp/Telegram group

..... all excellent and essential—fair enough! You let people know what they get, **but that's not how you sell it!**

★ **To trigger a 'HAVE WANT IT' or 'I LIKE IT' feeling, you must go one step further and deeper. → And if you want to learn it quickly, you've come to the right place!**

I developed a blueprint so you can learn your target clients' language and find the words for your offers and content that attract, connect and convert with your dream clients and turn a hesitant "Hmm..." into an enthusiastic "Yes, please!" in less than 30 minutes.

**Have fun! Be vocal! Be noticed! Be adored!**

*Melanie*



**UNLOCK THE SECRET RECIPE IN 6 EASY STEPS TO  
SPEAK YOUR CLIENTS' LANGUAGE LIKE A PRO IN JUST  
60 MINUTES, TURNING YOUR CONTENT AND OFFERS  
INTO PURE MAGIC!**

**STEP 1:**

Research and note which social media channels, hashtags, groups, and forums your target customers engage with.



**STEP 2:**

Problem description: Capture and note down all the ways your customers talk about the issue you want to solve with your digital products.



**STEP 3:**

Desired state: Make sure to pay close attention and make notes of how your target client describes their goals. What are they hoping to achieve? How will their lives be different once they have reached their goal? Pay attention to the specific words they use to describe it.



**STEP 4:**

Obstacles: Take note of any obstacles the target clients mention that are hindering them from achieving their goals.



**STEP 5:**

What kind of words do your target clients usually use or get excited about? Take notes.





**STEP 6:**

Transfer your 'vocabulary and language' findings into your content and profits. Spend 10 minutes brainstorming reels, posts, stories, and digital product ideas based on your findings.



## SO WHAT'S NEXT?



**READY TO MASTER THE ART OF CREATING AND SELLING DIGITAL GOODIES ON AUTOPILOT LIKE A PASSIVE INCOME BIZ PRO WITH AN EASY-PEASY STEP-BY-STEP PLAN - IN JUST 3 DAYS?**

Funnel is running! 🚀 5 sales so far, but it seems to be optimising further. I'll leave it there and instead improve the order bump now. 🤗🤗

You don't touch the phone for 2 hours to watch a movie with the kidds - and there are 2 purchase notifications again! That's fun! I LOVE IT! 🤗

**WHAT MY CLIENTS CAN TELL YOU**

*"Passive Income Literally turned my Business and Life upside down - for the better!"*

Melanie encouraged and accompanied me in leaving my side gig of leadership 1:1 coaching and going full-in with a passive income business in a new niche: Business Mentoring.

I already had two digital products for 99€ each - but minor sales. So, with Melanie's help, I tweaked them into super catchy high-quality lead magnets, reduced the price to 37€, and set up basic funnels - et voila..! The rest was history!

Nowadays, I earn €250+ per client on average - and I have left my 9-to-5 job to live now fully from my passive income business! 🚀



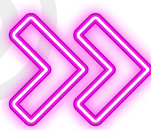
**Katrin Caldwell**  
Business Mentor & Consultant

Oh Mell! I can tell ya, I was sooooo nervous when the ad started running!!! You know my story, I used to run ads and no one would buy .... But suddenly the first sales notification popped up on my phone ... and it was such an incredible feeling 🤗🤗🤗 ... and now it's a frequent flow of sales! Just mind-blowing 🚀🚀🚀🚀🚀🚀🚀

It's like you said: you wake up in the morning and when I reach for my phone, I feel this exited tingling in my belly to check for sales notification .. 🤗🤗🤗

With the **High-Speed Passive Income Quick Starter Kit**, you whip up irresistible evergreen mini-offers that are too good and yummy to be ignored - and will attract **5 to 10 clients daily and even sell your high-ticket offers in one go.**

This online course is your golden ticket to jumpstart your Passive Income Biz Adventure with a **fail-proof fast lane roadmap and recommended tool set-up** made for go-getters like you - even without a big follower count. 🚀



Join now for only 17,99€  
[instead of 147€]



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## Voila!

Congratulations on taking the first steps to build your irresistible and memorable Go-To Expert Branding ✨

💡 If you'd like more support and to learn how to **turn your online presence into a one-of-its-kind fan magnet and irresistible Go-To Expert Brand** people can't help but recognise, follow, trust and buy from you in just 5 days - click here:

### ★ [FROM MAINSTREAM NOBODY TO TO-GO EXPERT BRAND IN 5 DAYS](#)

This Go-To Branding Pack is perfect for anyone employed or an established product—or service-based business owner who wants to transform their expertise, passion, or hobby into digital products and sell them online. **It is a seamless power addition and foundation to any Social Media Content and Launch Strategy.**

**At MY NU WAYS, it's all about striving for personal and financial freedom to live life to the fullest and be independent! Join in!**



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