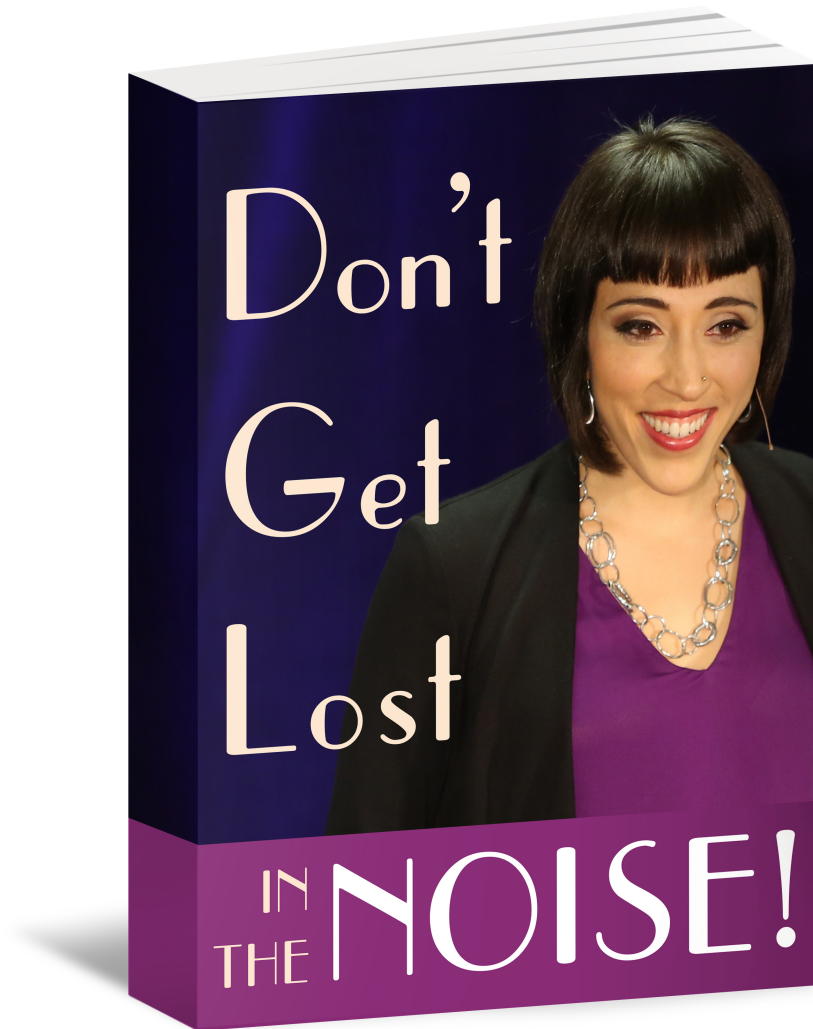


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**By Vrinda Normand**  
**The Irresistible Marketing Mentor**

## Introduction



### **You're in the right place if you...**

- Want to skyrocket your business online and reach 1,000's
- Know you're meant to make a bigger difference
- Are ready to get noticed online and grow a lucrative email list
- Don't want your powerful message to get lost in the noise

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### **How I Became an Expert at Attracting Clients Online**



With the right message and online presence, you can become a beacon of light for 1,000's of your ideal clients to find you.

This is the key to growing your email list so you can easily fill your programs and events. Your email list can give you an endless stream of clients - as long as you keep expanding and nurturing it.

I love sharing these insights with you, because I learned them on my path to growing a 7-figure lifestyle business. I get to serve hundreds of amazing clients in my marketing training programs. I reach over 80,000 entrepreneurs all over the world. Growing my

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email list has allowed me to make a global impact...and I've earned \$7 million dollars from filling my courses.

That's given me a fabulous lifestyle, and I can take great care of myself and my family. I am so grateful to have a lucrative lifestyle business that earns over a million dollars a year and gives me the freedom to work part-time from my home in the Santa Cruz mountains, on the California coast.

I love having lots free time to spend with my husband Jason and my friends and family. I go to yoga, get massages, belly dance, hike in the woods and go the beach. I also love to sing spiritual music called Kirtan.

It's important for me feel great and channel my highest creative energy into my business. I love creating and leading my marketing programs that serve 1,000's of clients in over 10 countries.





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The most fulfilling part of what I do is celebrating my clients' growth. They are expanding their email lists, creating successful launches, and skyrocketing their businesses beyond 6-figures.

I get to make an even bigger impact by empowering them to help more clients in their programs. Together we're raising the consciousness and quality of life for hundreds of thousands of people around the world.



Well things are great now, but it wasn't always this way. Just 10 years ago, I used to be an overworked, underpaid investigative journalist.

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I wrote front-page cover stories about political issues, and mastered the art of writing attention-getting messages. My job was to craft articles that got the newspaper noticed - and read.

Well long story short...I got burned out, physically and spiritually. I was unfulfilled because my work wasn't making a big difference in the world. I would write important articles that people buzzed about for a week, but they didn't create lasting change. I knew I was meant for more.

Then the most amazing thing happened. It was only a short moment but it completely changed my life. I went to my yoga class, which is always a great moving meditation to connect with my inner wisdom.

I was feeling confused and overwhelmed, not knowing what I should do next. But I just surrendered and opened up to divine guidance.



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I was in the downward dog position, listening for clarity, and suddenly I heard this voice in my head tell me, “You don’t have to be a journalist anymore. Go take a medical leave and find a new career.”

It was so loud and clear. I knew I had to follow it. At first I felt relief because I wanted to let go of my journalism career... I knew it would never fulfill me.

And then I started feeling nervous. I had no idea how I was going to support myself financially. I had no idea what I was going to do!

**The KEY to remember in moments like this, when you’re in that uncomfortable new place of transition in your life, is to TRUST.** Surrender to guidance, and keep your eyes and heart open for clues.

Don’t ever hold yourself back or stay small because it’s familiar. Be courageous and embrace change. You don’t have to know exactly how everything is going to turn out, just trust yourself, let your vision unfold and get support.

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That is when my ideal clients found me. I had been getting healing support from a few holistic practitioners...and they told me, we need your help with our marketing! You're so great at writing, that's what you should do.

They both referred me to this business seminar, where I was introduced me to the world of online programs and marketing. I saw the vision of having a lifestyle business - and I knew it was right for me. My background as a journalist had perfectly prepared me to help others with copywriting to attract more clients.

I wanted to create my life on my own terms, be able to make great money working less, and have the flexibility to work from home. Even more, I wanted to make a bigger impact by sharing my gifts - I had to choose a path that would fulfill my heart and my highest purpose.

So I said yes to my vision and enrolled in my first business training program. And that's how it all began!

Right away I started growing my email list and from that I filled several programs and events. I also attracted as many private coaching clients as I could serve.



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As I grew, I specialized in helping entrepreneurs create and package their online programs for sales success...and then my clients started skyrocketing their businesses. My marketing systems have empowered my clients to make \$100,000's...and they continue to grow.

In just a few years, my business up-leveled to 7-figures and I have earned \$7 million from my programs and events. My model is completely leveraged so I only need to work part time. I have a small but amazing virtual team that supports me.

The money is great and what's even better is, it represents how many clients I've served and the lives I've changed. My passion is supporting purpose driven entrepreneurs like you, who love helping others transform.

This path is perfect for you if you're craving a more fulfilling freedom-based business. You want more time to travel, be with your family, have fun and enjoy more pleasure in your life.

At the same time, you want your message to be making a bigger impact so you can be fulfilled knowing you're living your divine purpose. I want you to have that too - and you deserve it.

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### **You're about to discover:**



- What most marketing messages are missing and why they get lost in the noise
  - The #1 strategy to get noticed online and grow a lucrative email list
  - The marketing foundation that will empower you to earn \$100,000's in your business - and easily fill your programs and events whenever you want
- 
- This is perfect for you if you have a BIG vision for your business and you want to help 1,000's of people.
  - I want to acknowledge you for being driven to make a positive difference with your expertise. You are needed!

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### **#1 Most Powerful Way to Reach More Clients and Make a Bigger Impact is Mastering Online Marketing**

This is the single most important tool you need to get your message out there and create your lucrative lifestyle.

You don't need to be tech savvy to be great at online marketing. You don't even need to be a marketing geek! You don't need to reinvent the wheel.

You just need to learn the proven systems from experienced mentors who have figured them out. Just put them into action consistently.

And the most important part YOU need to focus on mastering is sharing your message in the most captivating, irresistible way.

Your message is the heart and soul of your marketing, and the #1 BIGGEST factor in your list building and sales results.



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### **Are You Trying To Stand Out Online with Lukewarm Content?**

If the content on your web pages and emails is what I call "lukewarm" - not bad or great, just good - it will get ignored. MOST entrepreneurs are struggling with lukewarm content and they don't even know it.

Lukewarm content is grammatically correct and may seem like good writing from an academic perspective, but it doesn't stand out and inspire action. It doesn't activate emotions or powerfully express your value.

That's why you might have experienced a flopped marketing campaign. You put a lot of energy into filling a program but got tiny disappointing results. Too many smart, passionate experts are wasting time with lukewarm content - and I'm on a mission to change this.

Hot content, or in marketing we call it hot copy, is so much more effective because it connects with exactly what your ideal clients want. It gets noticed because it's crystal clear, specific and compelling to the right people.

## **Example of Lukewarm Versus Hot Copy**

My client, Nihal Kaur is an acupuncturist and health expert. She came to my program with a big vision to reach thousands more clients online.

**The first program title she created was:**

**40 Days to a Vibrant You.**

Vibrant is a great pleasure word, but it has no specific context. We don't really know what it means or what it looks like. We also don't know what problem this program solves.

So following my system, Nihal made the result clearer and more specific for her ideal clients – She tapped into what really motivated them.

**Her new title became:**

**Energy for Your Destiny**

This is perfect for high achieving women who are up to big things. They're sick of being held back by low energy. That definitely got attention from the right people. Nihal recently made over



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\$18,000 in a month from filling her program! She's having a blast sharing her gifts - and she's making more money with more freedom. I want that for you too.



**Nihal Kaur**

Energy For Your Destiny  
[nihalkaur.com](http://nihalkaur.com)

### **"I made \$18,700 in my program launch!"**

"Before working with Vrinda I wasn't attracting clients and my marketing messages were actually scaring people away. I invested a lot of money into advertising that wasn't working. It was costing me a lot of time, money... and confidence.

Now I have a clear path forward and know exactly how to create a marketing system that catapults my message. I'm on vacation this week - and still delivering my program. It doesn't even feel like work!

I get to share what I love with clients who'll happily invest. I earned \$18,700 offering my program.

Before working with Vrinda I thought I had to be discovered... now I see the value in booking my own stage and I see the impact I can make by putting myself out there."

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### Different Types of Marketing Messages You Need

Each type of marketing message has a unique purpose to inspire action.

**In an email,** you need to pique curiosity and get people to click on the link to see more.

**On your opt-in page,** you need to catch your ideal client's attention by reflecting their desires and intriguing them with a valuable gift they're craving.

Attention Purpose-Driven Entrepreneurs:

### Get the Top 3 Templates for Hot Headlines That Boost Sales (Without the Hype)



Learn the 3 top strategies to craft marketing messages that rapidly attract 1,000's of your ideal clients

[DOWNLOAD FREE NOW](#)

- ✓ Make writing irresistible headlines **quick and easy**
- ✓ Get **crystal clear** about the most important marketing message on any web page
- ✓ See headline examples from entrepreneurs who **skyrocketed their online sales**

**In your gift,** which is a form of education like a special report with a video, you need to make them aware of what they need to transform and get them excited about what's possible. In your

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gift you're creating a stronger connection with your potential client, building their trust by sharing value. At the same time you're making them hungry for more.



**Download the FREE  
eBook Here**

Then you'll offer people the next step, whether that's applying for a consultation with you or enrolling in your program.

This invitation must empathize with the pain of your ideal clients so they understand the cost of staying where they are. You need to tap into their deep commitment to transform, so they are ready to invest in themselves and say yes to their vision.

Enrolling clients is the most powerful way to change lives, because you inspire people to commit to themselves. You're

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empowering them to believe in their own transformation and make it a priority.

So your marketing messages can make a huge impact, turning interested website visitors into happy invested clients.

**Here's what the client attraction pathway looks like:**



At each step of this client attraction pathway, your content strategy is critical. You need to be succinct and clear... and your message must stand out and sizzle in a crowded marketplace full of millions of other promotions.

You don't have to get overwhelmed or figure this out all on your own. I teach the complete, proven system to create wildly successful marketing messages for your emails and web pages in my **Big List Big Impact Virtual Retreat**...and I promise to share more about that very soon!

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Right now I want to talk about a deeper layer of your message that must be present for you to grow your list and attract your ideal clients online.

### **It's your purpose statement!**

There may be thousands of other businesses helping people in the same area you do - and you probably see a lot of them with very attractive online marketing. You're probably wondering, how am I going to get noticed with all this competition?

Well, this is how. Your ideal clients want to work with you because of who you are and what you believe. Yes they want results, and you need to connect to their pains and desires in your messages.

But the reason they choose you and your programs over other businesses is that they resonate with you. They feel connected to you through your online presence and the deeper that connection, the more they trust you.

Attracting and enrolling clients is all about creating authentic trust in your value. This doesn't come from sharing brainy statistics or trying to logically prove your method is the best. That doesn't move people.



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To motivate people into action, you need to connect with their hearts. You can do this through sharing your story, that's part of it. And most important element to make this emotional impact in your marketing is your purpose statement.

This is a short, memorable sentence about what you believe and WHY you're driven to help your clients transform. It also speaks to why your clients want to transform, and the most inspiring outcome that's possible for them.

Your purpose statement is more than a specific benefit or result of your offering. It's about a bigger reason for growth that's deeply meaningful to you and your ideal clients.

### **Here are two examples:**

In my business, I empower purpose-driven entrepreneurs to grow their email lists and fill their programs with irresistible marketing messages that stand out.

My core marketing message is focused on specific results I help people get, like growing your email list and filling profitable online programs.

Now here's one of my purpose statements: You were born to make a big impact with your message. It's time to live your purpose by growing your business and expanding your reach.

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You heard me share this earlier on in this video. That's what I truly believe about the purpose-driven entrepreneurs I attract. You are meant for this, and that's why you have the vision to grow your business and help more people. If you weren't really cut out for it, you wouldn't even have the vision.



You also have a message that can make a positive difference in the world, and more people need to hear it. Even if you don't know exactly what your message is yet, you have a calling to express yourself and inspire others with your words and expertise.

Your life has prepared you for this, and every challenge and experience you've lived through has made you the unique expert you are today. You were born to share that wisdom with others by growing your business online.

So that's the deeper purpose of my business, and if you resonate with it, you're in the right place! I'm so excited to connect more and support you.

## **Client Example of Purpose Statement**

Now here's another example from one of my amazing clients, Kathleen Graham. We met a few years ago when she was just starting to develop her brand.

At the time she didn't have programs created, she didn't have an email list or even a website, but she had a big vision and she wanted to help women around love and relationships.

Through working with my program, Kathleen honed her marketing messages and offerings.

She launched the **Wild Woman in Love program** to help single women attract powerful men who will cherish them forever. She specializes in helping successful women who are sick of being lonely and losing hope that their match is out there.

Kathleen's deeper purpose statement really speaks to the heart of her ideal clients. Your soul's true match is waiting for you. Then she inspires her clients to open up to this possibility and shows them how to become love magnets so their men can find them.

Kathleen has earned over a hundred thousand dollars from successful program launches - right out of the gate and she's grown her email list with over 3,000 ideal clients. She's making a

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big difference with her message, empowering women from all over the world. That is totally possible for you too!



**Kathleen Graham**

The Love Magnet Mentor [wildwomaninlove.com](http://wildwomaninlove.com)

**"In my current program launch, I've made \$50,000... and I still have more to go."**

"A year ago today I had a vision, tons of passion and 25 things I wanted to do with women... but I wasn't sure what to call it or who to market to. I didn't have the foundation.

After working with Vrinda, we put together my whole program. What the modules were, what to call them and it's still working a year later - it was that spot on!

In my first soft program launch I was able to bring in \$50,000 using the principles Vrinda taught me.

Now, I'm a hell of a copywriter. I know how to speak to the women I want to serve. I was clueless before.

In my current program launch I'm about halfway done, and I've made \$50,000... and I still have more to go.

I just followed her steps, trusted the process and I showed up fully. The growth is so fulfilling. Thank you Vrinda!"

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### **Answer the following questions to start brainstorming your purpose statement...**

Why should your ideal clients believe their desired outcome is possible for them?

Why do you believe transformation is possible for your ideal clients?

Why do you believe it's so important for your ideal clients to transform?



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Now you might be wondering, "What do I need to change with my current website for this to work for me?"

If you've ever struggled with people ignoring your message or feeling stuck about how you can use your website to grow your list fast, then you're going to love this!

Join us for our Online Masterclass: **Make Your Website Stand Out and Sizzle!**

- Clarify the unique value of your offer so you stand out above the competition
- How to avoid the 3 most costly mistakes that make you invisible online (Kiss of death!)
- Before and After Copy Makeovers so you can see what works (and what doesn't)
- The proven website blueprint that builds your list and attracts clients 24/7

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