

The background of the entire image is a light gray gradient. It is decorated with numerous realistic water droplets of various sizes. Some droplets are large and prominent, while others are small and subtle. They are scattered across the frame, with a higher concentration in the top-left and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

HOW MY BUSINESS GREW BY 20% WHEN I BARELY WORKED ON IT

SHAYNA OLIVEIRA

ESPRESSOENGLISH.NET

ENTREPRENEURSINMOTION.COM

MY 7-YEAR-OLD BUSINESS + MY 1-YEAR-OLD BABY



espressoenglish



HOW DID 2018 GO?

- 4 MONTHS MATERNITY LEAVE
- 2 MONTHS TRAVEL IN BRAZIL
- REST OF THE YEAR:
ONLY 5-6 HR/WEEK OF WORK

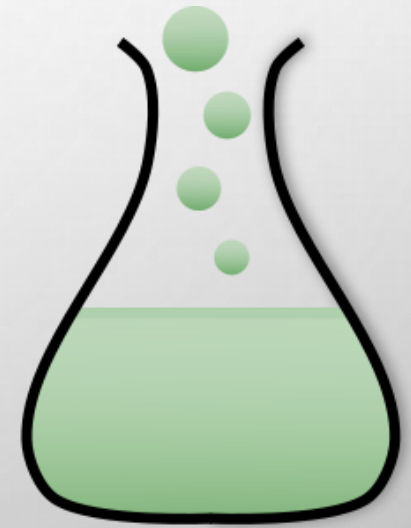
HOW DID 2018 GO?

- 4 MONTHS MATERNITY LEAVE
- 2 MONTHS TRAVEL IN BRAZIL
- REST OF THE YEAR:
ONLY 5-6 HR/WEEK OF WORK
- REVENUE GREW 20%
- EXPENSES STAYED THE SAME
- LIFE IS GOOD!

WHAT'S YOUR BREAD & BUTTER?



FOCUS ON BREAD & BUTTER + ADD EXPERIMENTS



LET'S WORK THROUGH...

- **LEAD GENERATION**
- **CONVERSION**
- **FULFILLMENT**
- **REPEAT REVENUE**

LEAD GENERATION

**HOW ARE PEOPLE
FINDING YOU?**



MY B&B: CONTENT MARKETING

- **1000+** BLOG POSTS
- **586** YOUTUBE VIDEOS
- **208** PODCASTS
- **???** SOCIAL MEDIA POSTS

MY B&B: CONTENT MARKETING

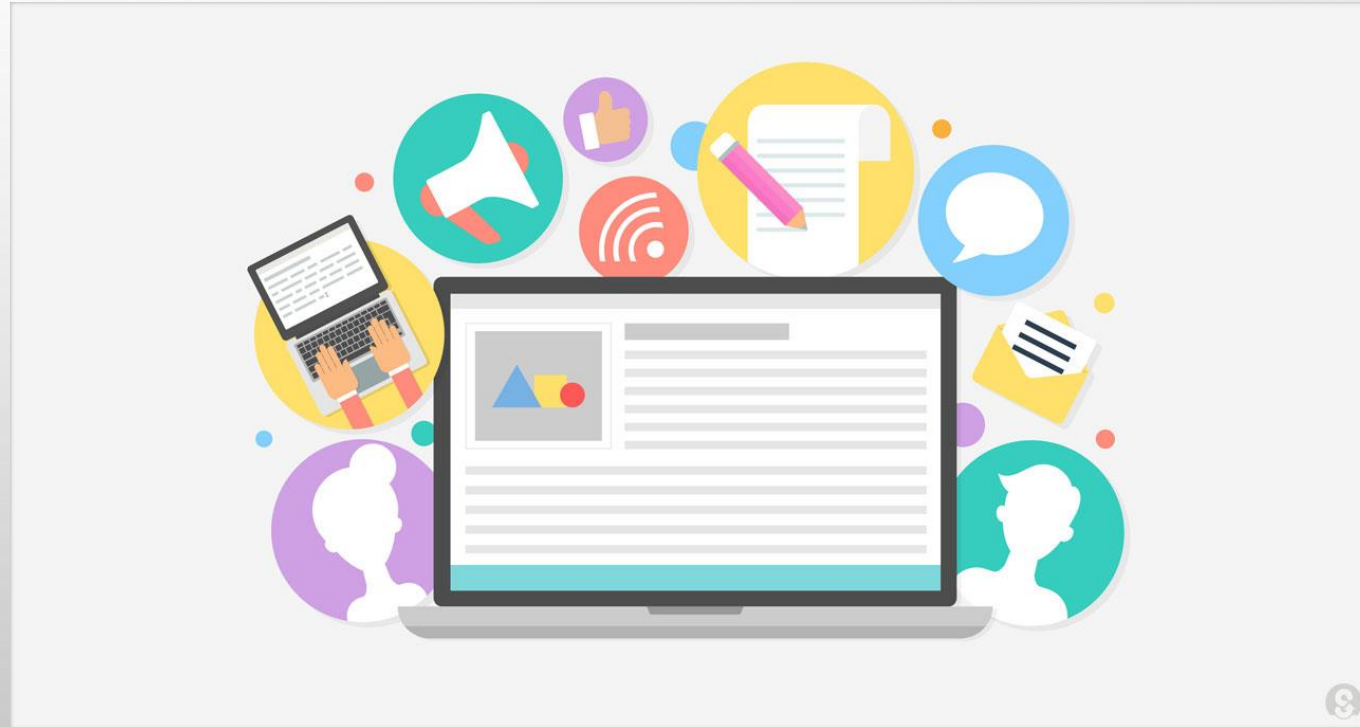
- **1000+** BLOG POSTS
- **586** YOUTUBE VIDEOS
- **208** PODCASTS
- **???** SOCIAL MEDIA POSTS
- **1M** VISITORS/MONTH
- **315K** YT SUBSCRIBERS
- **115K** DOWNLOADS/MO.
- **100K** FOLLOWERS ON FACEBOOK + TWITTER
- **100K** EMAIL LIST

MY B&B: CONTENT MARKETING

BATCH PRODUCE



REPURPOSE



LEAD GENERATION

DIDN'T WORK:

- PAID ADS
- WEBINARS
- LIVE VIDEOS
- GIVEAWAYS

DIDN'T TRY:

- GUEST POSTING
- COLD CONTACTING

WHAT'S YOUR LEAD GENERATION BREAD & BUTTER?

HOW CAN YOU DO
MORE OF IT, OR DO
IT MORE EFFECTIVELY
/ EFFICIENTLY?



CONVERSION

**HOW ARE YOU
CONVERTING
LEADS INTO
CUSTOMERS?**

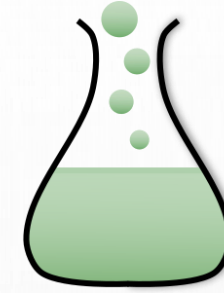


MY B&B: EMAIL MARKETING



- **100K+** EMAIL SUBSCRIBERS
- **1 YEAR LONG, 100-MESSAGE**
AUTORESPONDER: ~50/50
FREE VALUABLE CONTENT +
PROMOTIONAL MATERIAL

MY EXPERIMENTS:



- “SHOULDER TAP”
TRIGGERED EMAIL



- RETARGETING “WARM”
SALES/CHECKOUT PAGE
VISITORS ON FB



CONVERSION

DIDN'T WORK:

- VISITOR-SPECIFIC
COUNTDOWN TIMERS
- WEBINARS

DIDN'T TRY:

- SUPER-COMPLICATED
EMAIL SEGMENTATION
- SALES CALLS

WHAT'S YOUR CONVERSION BREAD & BUTTER?

HOW CAN YOU DO
MORE OF IT, OR DO IT
MORE EFFECTIVELY /
EFFICIENTLY?



FULFILLMENT: SERVING CUSTOMERS

**HOW ARE YOU
DELIVERING THE
PRODUCT OR
SERVICE THEY
BOUGHT?**



MY B&B: SELF-STUDY ONLINE COURSES

Welcome To Your Homepage!

Hi S! Scroll down to access the courses and e-books you've purchased. The ones you currently have access to will be marked with a green check mark. If you buy any future products, they will automatically be added to this page. [Contact me](#) if you have any questions or problems!



Courses:



HOW CAN YOU MAKE IT
AS EASY AS POSSIBLE
FOR PEOPLE **NOT** TO
NEED YOUR DIRECT
INVOLVEMENT?

MY B&B: ASSISTANT TEACHER



**HUNDREDS OF EMAILS /
HOMEWORK PER WEEK**

- **\$15/HOUR, 12 HR/WEEK**
- **SAVES ME 1HR+/DAY...
PLUS THE MENTAL
BURDEN!**

(ENTREPRENEURS IN MOTION PODCAST – 104, 105, 106)

WHAT'S YOUR FULFILLMENT BREAD & BUTTER?

HOW CAN YOU DO IT
MORE EFFECTIVELY /
EFFICIENTLY (SO THEY
DON'T NEED YOU)?



SELLING MORE TO PREVIOUS CUSTOMERS

**HOW ARE YOU
GENERATING
ADDITIONAL
PURCHASES OR
RECURRING
REVENUE?**



MY B&B: KEEPING MY PRODUCTS TOP OF MIND

- LOGICAL UPSELL
- MEMBER DASHBOARD
- AUTOMATIC FOLLOW-UP EMAIL

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MY B&B: KEEPING MY PRODUCTS TOP OF MIND

- LOGICAL UPSELL
- MEMBER DASHBOARD
- AUTOMATIC FOLLOW-UP EMAIL



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Level 1

Buy Now



Vocabulary Course
Level 2

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Speaking Course
Level 1



Pronunciation Course



Shadowing with Shayna

Buy Now



Speaking Course Level 2

MY B&B: KEEPING MY PRODUCTS TOP OF MIND

DIDN'T WORK: MONTHLY SUBSCRIPTION PROGRAM

DIDN'T TRY: HIDDEN MEGA-HIGH-TICKET PROGRAMS

WHAT'S YOUR REPEAT REVENUE BREAD & BUTTER?

HOW CAN YOU DO
MORE OF IT, OR DO IT
MORE EFFECTIVELY /
EFFICIENTLY?



STREAMLINE & SIMPLIFY!

BETTER FOR BUSINESS

BETTER FOR LIFE





THANK YOU!

QUESTIONS?

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