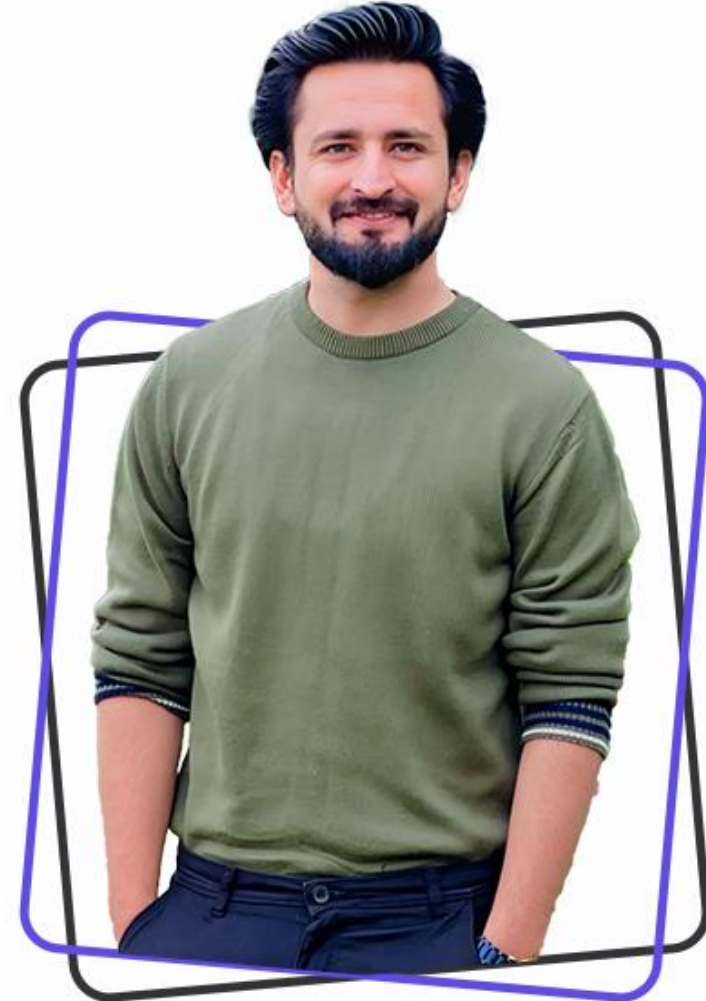


# **NOT** **KNOWING YOU** TO BECOMING YOUR CUSTOMERS

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## **YOUR BUSINESS CURE IS IN THIS 4-STEP FORMULA**

It is the proven formula to get high-ticket leads that will increase sales by 45% within 120 days or less.

But before I reveal my magnum opus, I need one PROMISE from you.... Will you?

Promise me you will follow the exact plan without missing a single day off.... That's it. Otherwise, excuses are our favorite go-to meal... RIGHT?

You need a well-crafted diet plan for your business health.

This secret formula helped me to get high-ticket clients without relying on paid ads and build my online brand to get recurring clients.

In the end, I will also reveal one magical statement that can double or triple your dollars and will surely justify this formula.

So stick here like glue so that you cannot miss this opportunity to get your next big fish.

### **Well, here it is:**

- Ideal Customer Profile (ICP)
- An Irresistible Offer
- 4 Ideal Platforms
- Closing the Deal

# IDEAL CUSTOMER PROFILE (ICP)

## NICHE

A niche is a specific area of the market that focuses on particular products or services.

## SUB-NICHE

A sub-niche is a smaller, more specific or refine part of a niche market.

While niching down, you need to make sure you ask yourself a few questions to ensure everything is going to be crystal clear:

- Is this a growing market?
- Does this market need my services?
- Can this niche pay me well?
- Is this niche going to be one-time or recurring?
- Does this niche have a hot product/service to offer?
- Can I find them easily?
- Do I really love this market or am I running after big bucks?
- Are there many others selling a similar solution to the same people?
- Do I have a Unique Selling Proposition (USP) to offer them? If not, I will work on it.
- Is it more profitable to serve than other niches?

**ALSO, FILL THIS FORM TO UNDERSTAND YOUR CUSTOMER AVATAR:**

- NICHE	
- LOCATION	
- JOB TITLE (REACH DECISION MAKERS)	
- DO YOU STALK THEM WELL?	
- WHAT THEY WANT TO ACHIEVE	
- DO YOU FIGURE OUT THE ROOT PROBLEM IN THEIR BUSINESS?	
- ON WHAT AWARENESS STAGE ARE THEY SITTING?	

## **ALSO, FILL THIS [ON WHAT AWARENESS LEVEL YOUR CLIENTS ARE]**

- 1.** Unaware -----
- 2.** Problem Aware -----
- 3.** Solution Aware -----
- 4.** Product Aware -----
- 5.** Most Aware -----

## **DID YOU FINISH WITH YOUR ICP?... BREATHE NOW.**

Now you have a clear track to move on blindly without vague rambling.

**Gift:** [If you want a list of 2000+ Niches to narrow down your favorite one, DM me "Niche"]

The next part is even more interesting --- EXCITED.

## AN IRRESISTIBLE OFFER

This exercise will boost your confidence enough that your ICP will be unable to sleep until they take your services, which is - An irresistible offer.

### It includes:

- Who you help --- ICP
- Why you help --- USP
- How you help --- Process
- What you help with --- their desire/dream

If you have a clear offer for your ICPs, just stick with it and start gathering data to post on social media for gaining trust, which is important, you know that... Right?



## TO UNDERSTAND AN OFFER MORE CLEARLY, CHECK THIS OUT:

1. I help Health Coaches to get 5/10 leads per month through content marketing without depending on paid ads.
2. Revitalize your kitchen cabinets on a budget with our expert remodeling services! Book now and get a 20% discount on total project costs.
3. Find your dream home within seconds! Sign up this week for a free inspection. Act now—these homes are selling fast!

**Imp Note:** [Offers can make or break your deal – put much of your time and energy on it, I say carve, carve, and carve until you make a diamond that people get dead hungry to earn it.]

**Gift:** [If you are still unclear, breathe - my team will help you write a killer one – absolutely free.]

**Conditions apply.**

## 4 IDEAL PLATFORMS FOR INBOUND LEADS

This is the most fascinating part of my entire journey --- You should also choose it wisely.

Everyone knows this is the online era, but they are barely taking advantage of it --- Poor.

**Imp Note:** [This is the best time to strengthen your online presence – a bit late – Result, you will cry in a corner when your competition devours all your clients.]

Look around for a while; everyone is on their mobile phone.

They are addicted to **Google, Facebook, Twitter, Instagram, TikTok, Reels,** and **Snapchat.**

People trust these digital creators/influencers more than your old way of selling – You know that.

### **They try to copy what they see on these platforms:**

- They are influence by the influencers
- They are influenced by the new fashion
- They are influenced by hot trends
- They are influenced by positive reviews



## TELL ME...

How can you do injustice to your business by not showing it on the right platform to the right people?

### Choose them wisely:

- Is Google best suited for your business?
- Or Facebook, LinkedIn, Instagram, YouTube, Twitter, or TikTok?

Make a combination of 4 platforms.

Then build a personal or business brand there.

# PERSONAL BRAND IS THE FUTURE

(Personal brand is hotter than business brand in 2024 because 74% of people are more likely to buy from, recommend, and trust an individual who has an established personal brand)

**How do audiences believe them? Because they've seen them on these big social platforms:**

- They see their journey.
- They see their influence.
- They see their positive reviews.
- They see their struggle from A to B.
- They see their authority.
- They see their credibility.

### Look at these three big names:



Justin Welsh

Justin Welsh built his personal brand by sharing his expertise in building and scaling companies on social media platforms like LinkedIn. He focused on practical advice, personal stories, and engaging content to attract and retain a large following. Justin also created online courses and wrote extensively about entrepreneurship and personal development. He achieved (5M\$) within 5 years by consistently providing value, connecting with his audience, and monetizing his skills and knowledge through courses and consultation.



Iman Gadzhi

Iman Gadzhi started building his personal brand as a young entrepreneur by sharing his journey and insights into digital marketing on YouTube. His honest and practical advice resonated with viewers, rapidly growing his following. Within just a few years, he expanded into online courses, teaching others how to launch and scale digital marketing agencies. His straightforward, experience-based teaching methods transformed his brand into a trusted resource in the digital marketing world. As of now, Iman Gadzhi's net worth is to be around \$25 million.



Alex Hormozi

Alex Hormozi built his personal brand by sharing valuable business strategies and growth tips online. He focused on helping businesses increase profits through his content on YouTube and podcasts. By consistently providing actionable advice and creating practical courses, he gained a loyal following. He leveraged this attention to promote his books and services, rapidly growing his wealth. In just a few years, specifically by the age of 32, Alex Hormozi achieved significant financial success, notably reaching a net worth of millions.

SO, build trust as much as you can to gain as many inbound leads as you want... SIMPLE.

**Gift:** [If you want my content strategy to strengthen your online presence, just DM me **“send me Strategy”**.]

## **CLOSING THE DEAL**

This is the last step of the 4-step proven formula where you can lose the client in seconds because your potential got dim here.

This step also increases the 60% chance for your clients to close if you can keep their interest alive... How?

When they show interest in your services by seeing your credibility online, now it's totally up to you how you can create easiness for them.

If they say, they are interested OR say we need more information OR do any activity on your social media handles – now it is your turn.

Your first goal is to gather all your intention here and serve them like Majesty.

Stalk all their social media handles like a mad man.

And refresh your approach to serve with a few personalized questions.

Before having a first call, send them an audit questionnaire to fill out.

It will help you and your client to move that call on the track.

**On the final call, tell them:**

- What problems you see in their business.
- What you have to make them solve.
- Why your services are better than the rest.
- Why you want to help them.
- How much time it will take.
- How much effort it will take.

But keep in mind, listen to them before throwing your homework...

After that, send a summary of that call to win client trust.

He/she will assume you are professional.

Or at least,

They have a written document to think more....

Tell them what special magic you have to boom their business - that's it.

**Bonus:** [Build trust, build trust, and build trust – use different angles to leave strong impressions in your ICPs' minds.]

Isn't it amazing...? Tell me what you learned.

# TAKE THIS CHALLENGE

## Take this 90-day challenge:

- To strengthen your online presence
- To build trust among your target audience
- To increase sales by 45% in your business

## First 30 days:

- Make a content calendar
- Write posts related to your business
- Schedule posts for selected online platforms
- Choose a stern time to post on
- Engage with them to build more trust
- Build a list of your ICPs
- Send them super personalized messages
- 10 DMs/day
- 300 DMs/ Month

If we have at least a 1% conversion rate, which means 3 clients/month (vary), Calculate \$\$\$ with your offer to see how much you can make.



- Make sure you are doing A/B testing
- Rinse and repeat your approach for the next 2nd and 3rd month

**Bonus Tip:** Set ambitious goals, even if you think they might seem out of reach at first. You might surprise yourself with what you can achieve

**Bonus Bonus Tip:** Build trust online as much as you can with your words, free help, experience, testimonial, case studies, and you can use different angles to make yourself up...

Reviews are hot to gain more big clients...

That's it.

If you need my services just direct message me so that we can start as soon as possible to make sure we don't miss another working day...

CHECK OUT MY OTHER SERVICES AT [www.zainfy.com](http://www.zainfy.com)

*THANK YOU*