How to Design the Life You'd Love to Live with Michael Neeley

with Michael Neeley · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Michael Neeley went from professional actor to tech startup founder to podcast coach, launching his first show in 2014, two weeks after a coaching client told him he should start one.

- [ ] Make a lead magnet that solves one problem for your ideal client, if you don't have one yet.
- [ ] Join a giveaway with your lead magnet to grow your email list.
- [ ] Write down what your audience keeps asking you for, and build your next offer around it.
- [ ] If you can't deliver what people ask for, send them to someone who can.
- [ ] If nobody is asking yet, ask your audience about their fears and frustrations and note their exact words.
- [ ] Set up a naming protocol in your CRM so records are easy to find and sort.
- [ ] Map your email and customer sequences visually so you can see where a link is broken.
- [ ] Start growing your list now, not later.
- [ ] Before you build more, write down the schedule and freedom you want, then design your business to fit it.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/list-building-giveaways-michael-neeley/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
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