

# The **FAB FACTOR** Formula



Dip your virtual toe in the waters of  
personalised email marketing.

**KYLIE LANG**



Welcome!

I'm so glad you're here and you've entered my world. If we haven't met before I'm Kylie and apart from being a complete Abba-holic I'm also the person behind the *Fab Factor*.

It all began five years ago when I was trying to find the perfect lead magnet for my digital course company. Our leads had almost dried up and I knew I needed something to get people excited about my course.

It was then that I stumbled upon the power of finding your *Fab Factor* and knowing how to use this with your audience. Within a month of injecting our brand's *Fab Factor* into our marketing we were bringing in between 20-30 qualified leads a day...it was insane. **That's a 700% increase!**

Fast forward five years and I've helped many creatives, just like you, find their **Fab Factor**, create an easy to manage sales funnel and master the art of email marketing.

I've tried every piece of tech in the book and now have my perfect jigsaw which includes just the right pieces for amazing automation.

Kylie x



# Why Fab Factor?

Because sales is like dating...you have to show your fabulous personality to get a second date.

When it comes to attracting clients to your business you have to effectively get them to fall in love with you. Make yourself irresistible and someone they can't live without.

But you also have to build that all important know, like, trust factor, so they feel understood and ultimately as though they've found the equivalent of their business soulmate.

And remember, just like in dating not everyone is right for you. Rejection is as important as acceptance and happens to us all.

Afterall, marrying the wrong person can end in disaster and so can working with the wrong clients. And this is where your Fab Factor comes in.

By embracing who you are, sharing the things you love and letting people see the real you, the right connections are made.



# THE FAB FACTOR FORMULA

Like so many things in my life this has been inspired by ABBA

## *Take a Chance on Me*

It all starts with attraction and persuasion. Before you can start wooing your ideal client you have to bring them into your world and onto your email list. Imagine you're writing a dating profile. How would you entice potential dates to 'take a chance on you'?

## *Honey Honey*

*I've heard about you before. I wanted to know some more.* Time to tell them your story. Let them into your world and give them a behind the scenes look into what you do and why you do it. And don't give them the corporate version. Be authentic and real.

## *Lay all Your Love on Me*

Make them feel special but above all else give them value. Showcase your knowledge, prove your worth and place yourself as the expert. BUT remember to keep it fun and fabulous. Don't give them any reason to go 'wasting their emotion' on someone else you want them to 'lay all their love on you'.

# THE FAB FACTOR FORMULA CONT...

## Ring Ring

*Why don't you give me a call? It's sales time. Remind them why they're part of your community and how you're the solution to their problem and that it doesn't have to be complicated. Make it easy for them to book a consultation, meet for coffee or whatever it is you want them to do to take the next step with you.*

## I do, I do, I do, I do, I do

Let them know you'd love to work with them. Share some success stories, show them the transformation they can have by investing in themselves and going on that journey with you. Don't be afraid to tell them what you want them to do next. And whatever you do never leave them guessing.

*So love me or leave me, make your choice but believe me*

*I love you*

*I do, I do, I do, I do, I do*

# THE 5 STEP STRATEGY

Knowing your Fab Factor and understanding how it works is just one piece of the puzzle. You then have to inject it into everything you do.

The best place to start is with your Sales Funnel as this is how you bring people into your world in the first place.

This 5 Step Strategy will show you how to build an email list that nurtures and brings you clients on autopilot.

## 01 THE PAIN POINT

What's their struggle and where do they need help in their business?

## 02 A QUICK WIN

Give them something to help ease the pain and show your relevancy.

## 03 INJECT PERSONALITY

Use your fab factor to showcase your uniqueness. It's your time to connect.

## 04 NURTURE & GIVE VALUE

It's all about building that know, like & trust factor, just like dating.

## 05 PROVIDE A SOLUTION

Convince them to swipe right not left. Make them an offer they can't resist.

# THE PAIN POINT

You know your audience, what they struggle with and where they need help. What's a common challenge your audience face? Find their business itch and be their 'go to' expert.

## WHAT IS A GOOD TOPIC FOR YOUR LEAD MAGNET?

The answer to this question depends entirely on WHO your target audience is.

The topic and title will determine who the lead magnet appeals to and who signs up for your list. **You want your list to be full of your ideal customers**, so you must make sure that your lead magnet will be most attractive to that type of person.

Consider what your ideal customer's greatest desires are. What do they want most? Now, what are some steps to attain this main desire?

## EXAMPLE 1

If your audience's greatest desire is to learn how to eat healthy food, then steps along the way might include: learning what is healthy and what isn't, learning how to shop for healthy food on a budget, learning how to cook healthy food when they are busy, learning how to LIKE eating healthy food, etc.

## EXAMPLE 2

Your ideal customer's greatest desire is to teach their child how to read. Steps to get to that end goal could include: finding books that motivate young readers, learning tips to encourage & motivate their child, or discovering strategies for getting started.

## CONSIDER THE PRIMARY PAIN-POINTS OF YOUR TARGET AUDIENCE

What are their biggest problems? What keeps them up at night? Then, determine what specific, smaller steps they could take to alleviate this struggle.

For example, if your target audience struggles with a chaotic, out of control house, then specific help they would appreciate might include: learning what the most important chores to do each day to keep their house under control are, learning how to declutter, motivating their kids to help, or discovering storage systems to help them keep things better organized.





# A QUICK WIN

Provide them with something of value to help them scratch the itch you've just identified. They have a problem and you provide the solution. But remember, give them the 'What' not the 'How'.

The 'What' is your solution and the 'How' is the way you implement. Your 'How' is the gold people pay you for.

## DRAFT POTENTIAL OFFERS

Once you've identified what would motivate your customers to want to buy your service or product, it's then time to craft some potential offers.

The title/subtitle of the lead magnet should clearly explain the benefit of the offer to entice visitors to take you up on it.

Lead magnets come in all shapes and sizes but some of the most popular are quizzes because of their ability to allow you to segment.

## LEAD MAGNET EXAMPLES

- Cheatsheet
- Quiz
- Report
- Video Tutorial
- Ebook
- Guide
- Collection (three recipes, 5 workouts, 10 best books, etc.)
- Template or Swipe File

A good lead magnet will give your customer an "easy win" in the area they would like to make progress in.

You don't need to (and shouldn't) try to solve all your customer's problems with one, free resource, but you do want to help them actually make specific progress in one key area.

Here's some ideas of draft "offers" that would potentially make good lead magnets:

- 10 Books to Motivate Your Child to Read
- 3 Recipes Ready in Less than 10 Minutes
- A Step-by-Step Guide to Your First Facebook Ad
- Simple Planning Checklist for a Stress-Free Wedding
- 12 Swipe Files for Our Most Successful Sales Emails

Remember to add some sizzle to your offers and make sure there's some 'Fab Factor' to entice them.

# Exercises

Use the area below to brainstorm lead magnet ideas that will solve the problems you've identified in Step 1.

## TOP TIPS

- Find your 5-10 closest competitor's websites and check out what they're providing in the way of lead magnets and content upgrades. Caveat: **DO NOT COPY THEIR LEAD MAGNET!** Instead, think about how you could make it better, provide more value, add to it.
- Survey your list. Again, something super simple but often overlooked. The most important question you need to ask is: "What's the #1 biggest challenge you're facing right now in/with [insert your topic here]?"

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# YOUR PERSONALITY

Use your fab factor to showcase your uniqueness. Inject a healthy dose of 'you' into your content. Make sure they know you're the thing that's missing from their life. It's your time to connect.

## BUILD A PERSONAL CONNECTION

If you've ever followed anyone online and sat there and thought, OMG he or she is exactly the person I'd love to hang out and have a wine or a coffee with then they're doing something right because they're creating a connection with you beyond just the services they provide.

I've had people I don't know add things about Lottie, my border collie, at the end of the email – such as '*hope Lottie's ok*' or '*hugs to Lottie*'. I love that. It's amazing to know I've connected with someone on this level through my emails.

## CREATE YOUR CONTENT BUCKETS

Which leads me on nicely to content buckets. At the end of the day buckets are like general categories you'd have on your blog. I call them buckets because I like the idea of filling them up with more specific content ideas.

I have five personal and five business content buckets that I dip in and out of on a regular basis. The personal focus on my '*Fab Factor*.'

1. **The first is the fact I live in France** and I talk about this all the time from riding around the French countryside on my bike to grabbing a daily baguette at the boulangerie.
2. **Next up is my daughter.** She's a massive part of my life and has now finished Uni and moved to London. My audience love to know what she's up to and how she's doing.
3. **Another big part of my life, as I said earlier, is my dog, Lottie.** She's a nutty border collie who's been in my life now for 6 years. She's my constant companion and I talk to her all the time.
4. **I also have rather an obsession with ABBA.** I'm referred to regularly as the Dancing Queen of Quizzes. I'm always finding ways to weave ABBA songs into what I do.
5. **And finally, travel. I love to travel.** Of course, that's not one I've used so much recently since the Corona Virus, but I still have plenty of throwbacks from all the places I travelled too and all the places I've lived. I mean blimey, I've lived on three different continents. How many people can say that?

# Exercises

Use the area below to brainstorm your personal Content Buckets and don't over think it.

## TOP TIPS

- The most important thing to remember when doing this is to be authentic. People can tell if you're being fake. Everything you say, do, and write should be consistent with your personality, your values, and what you're passionate about. Hence, your Fab Factor.
- If you get stuck think about things you love to do, hobbies etc. Are you a foodie? Do you love wine? Do you enjoy the outdoors? Is camping your thing? Perhaps you can be found at a flea market every weekend? These things all make up your Fab Factor

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# NURTURE

It's all about building that know, like & trust factor, just like dating. Don't propose marriage on the first date. Slowly woo them with your amazing expertise and knowledge. Make working with you a no-brainer.

## KNOW, LIKE, & TRUST

You've identified the pain point, provided a quick win and decided on your personal content buckets. Now you need to build the know, like, and trust factor with your leads by giving value in your email nurture campaign.

So the 'know' in this equation is your opt-in, lead magnet, or freebie. It helps to pull that person towards you and elevates your brand into their awareness. It's like being introduced to someone at a party for the very first time.

And then we move onto 'like'. You know that nobody buys from someone they don't like. That's just a fact. So if you want someone to hire or buy from you they have to like you first.

In your email nurture sequence you're going to share more about you and try and create those connection points to accelerate the like factor.

And then finally we move onto the trust factor which is about several things but the most important being consistency. With a nurture sequence you can consistently show up in your ideal client's Inbox and help them solve their problem. With each informative and helpful email you build trust with that person. Trust is layered over time.

So your emails and the copy you write will do the hard work for you. But what you need is a framework for this nurture sequence.

And that's what I'm going to give you.

From there you'll brainstorm the ideas, content and frequency of those emails.

I have six emails in my main lead magnet nurture campaign and they all have different jobs. Check out the breakdown of each email on the next page and then use the brainstorming area to start mapping it all out.

# THE NURTURE CAMPAIGN

## EMAIL 1

The first email in your sequence is going to be delivering whatever it is you've promised in return for the email.

Now that might be quiz results, a PDF Guide, a video series or some beautifully designed mood boards. Whatever it is this email will be triggered to go out immediately.

## EMAIL 2

This one is all about accelerating the 'like'. So 24 hours later, after the original email delivering their freebie, they get a follow up email and this is an introduction to you and what you do.

And it's a great, great way to get them building that emotional connection with you as you're going to share some personal details about yourself and why your business exists to serve them.

## EMAIL 3

Now the 3rd email is to get in their heads and it goes out 2 days after the last email.

You're going to nurture them with some frequently asked questions they might be having after downloading your freebie. And this email is a great way to show them you're a pro.

## EMAIL 4

You're showing up to help them again & this would usually go out 2-3 days after Email 3.

Consider sending them to another resource that you've built. Something of real value to them. Maybe it's a blog post, or if you have a podcast then maybe a particularly relevant podcast episode or even video.

## EMAIL 5

It's time to start the sales process. Yes the 5th email is about selling. Send it between 3-5 days after Email 4. You've nurtured, you've given value and you've built an emotional connection so this is absolutely the next step.

This is where it's time to sell a product or service that is directly related to the freebie you created.

## EMAIL 6

It's time to ask for the sale again. I know I'm asking you to do this twice – how dare I – but trust me it's important. You never just ask for the sale once. That isn't going to get you anywhere or increase your bottom line. **YOU ARE IN BUSINESS.**

This goes out 7 days after Email 5.



# THE SOLUTION

It's time to make the offer you know they want and need. Convince them to swipe right not left. Every great funnel has an equally great call to action (CTA). Make yours AMAZING!

## 7 STEPS TO AN IRRESISTIBLE OFFER

**1. Right offer to the right person.** No point in trying to sell ice to Eskimos. Bald men do not buy combs no matter how amazing they may be. Make sure you're offer is related what drew your audience to you.

**2. More value than cost.** Offer so much value that the price becomes irrelevant. Always think about the emotional, physical, mental, financial and spiritual needs of your customer, and then weave together an offer that speaks to all of those elements.

**3. Prove it.** We secretly all want to belong and feel safe in our decisions. So when we see lots of people using a product or service we decide it's a good choice, whether it is or not. This is called social proof. "Could one million people be wrong?" is a classic example often used by advertisers.

**4. Solve their pain.** The number one way to create an irresistible offer is to solve a problem. Write an offer that communicates how your product can solve that problem.

**5. Keep it simple.** It's essential that your offer makes sense to your customer immediately. For example: "Two for the price of one," or "Learn XYZ in 12 days." To keep it simple, you must understand the benefits of your product or service, and then identify the most important one. That is the basis of your offer.

**6. FOMO.** Create scarcity/urgency with your words, for example, "Only 2 days left to register...". Scarcity works on FOMO or fear of missing out. Create FOMO but do it in an authentic way. Don't tell people you only have 100 copies of your Ebook to give away as we all know digital products are zero cost and not manufactured.

**7. Don't forget your amazing Fab Factor.** Remember people buy from people they know, like & trust so always put yourself into your offer. Let your passion shine through in everything you do, including your offer.

*"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."*

- Maya Angelou



# Exercises

What's your irresistible offer? How are you going to get your audience swiping right?

## TOP TIPS

Use this formula to help you identify you offer:

If I can make people believe that \_\_\_#1\_\_\_\_\_ is the key to  
\_\_\_#2\_\_\_\_\_ and is only attainable through \_\_\_#3\_\_\_\_\_, then all other  
objections will become irrelevant and they have to give me money.

#1 is the vehicle | #2 is the pain | #3 is the offer

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# JOIN ME FOR A *Fab Factor* STRATEGY SESSION

Ready to bring in leads on autopilot? Wave goodbye to overwhelm say hello to a fully fleshed out sales funnel

## WHAT'S INCLUDED?

**This is an intensive two hour session held over Zoom. Together we'll map out your entire Sales Funnel so you have a clear implementation strategy. You'll have access to the recorded session along with my notes and completed plan within 48 hours of our call.**

For a fraction of the price of my 'done for you service' you'll get access to my funnel brain and come away with your lead magnet nailed, a personalised funnel map and a template of emails to use in your funnel that just need tweaking to your brand and voice.

I use the same methods I've used for my own digital course company where I've developed several highly converting funnels that have taken my business to seven figures. I can't wait to find out more about your fabulous business and the special gift you put out in the world. It's time to get more eyeballs on your business and money in the bank.



FIND OUT MORE >>>



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