

## X-1-X Strategy

The X-1-X Strategy is a quick way to get new qualified leads and prospects for your programs WITHOUT Facebook Ads, complicated funnels or launches.

What it means:

You're looking for X people who have 1 clear SPICE Problem that you can help them solve in the next XX days.

Truthfully the X-1-X could have any variables: 7-1-90, 5-1-30, 3-1-60, etc. So, it's really the I'm looking for X who have Y problem that want to solve it in Z timeframe strategy.

Examples:

- I am looking for 5 service-based entrepreneurs who want to generate \$100K in new sales in the next 30 days.
- I am looking for 5 homeowners who want to refresh their living spaces before Christmas
- I'm looking for 7 aspiring authors who want to write their best-selling manuscript in the next 90 days
- I'm looking for 7 organizations who need help creating a diversity and inclusion program in the next 120 days.

How to use it without Facebook ads, complicated funnels, etc.

To leverage the strategy, you need one of the following:

- Email Marketing List of 500 or more
- Facebook Group of 500 or more
- Linked In Connections of 500 or more
- At least 25 previous clients
- A Low Hanging Fruit List of at least 50
- A Clubhouse Profile and your own club or starting your own room

Yes, this can work on IG but it's harder if the people aren't truly connected to you in some way. On IG, is it challenging to determine if your followers are ideal. If you're using IG, do a swipe post

1<sup>st</sup> image: State the problem

2<sup>nd</sup> image: State the symptoms

3<sup>rd</sup> image: State the implications of the problem

4<sup>th</sup> image: State the best possible solution

5<sup>th</sup> image: Ask them a possibilities question

6<sup>th</sup> image: Call to action (your X-1-X statement and how to do it)

### Strategy Options:

<b>Email Sequence</b>
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#### **Email 1 → Reply Email 2 → Application → Call or Webinar Invite**

##### **Email 1:**

- Hi [First Name,]  
Are you still struggling with [insert their biggest problem]?

Hit reply if so, because I am looking for 5 people who are ready to solve [their biggest problem] in the next [timeframe].

When people reply, you send them through your discovery session process or send them the link to your application to qualify them for your sales tool (discovery session or enrollment webinar)

##### **Email 1 Option 2:**

Hi First Name,

I'm starting a new [Program Type] next month, and I'm looking for a few specific people.

So if you...

- Type of person they must be [single, married, recently divorced, entrepreneur, executive] who [what they must already be doing] and [results they must already be getting]
- Are making at least \$Xk a month...
- Have time to [what they must have time to do in the next 30 days]
- Have at least [whatever other qualified they need to have]
- Are friendly and coachable...
- And you can keep a secret...

...then reply to this email with the words [KEYWORD], and I'll be in touch with next steps.

### **Reply Email (after they respond to option 2)**

Hi First Name!

Thank you for raising your hand by replying back to my email about my new [Program Type].

I'm so excited to hear from you!!! I've been secretly hoping that we'd get to work together this year

Your next step is to answer these three questions, as a part of our application process to make sure you are a good fit (the fact that you meet all of the criteria mentioned in my first email is fast tracking your application).

1. What are your 2021 [business/relationship/wellness/career/etc] goals and why? (in order to achieve your goals, your reason must be clear because money/results needs a purpose to come in)
2. How can we find you on Social Media?
3. Your cell phone number in case we need to text you?

**When they reply to the second email if you want to approve them, send them to you're a) enrollment webinar or b) schedule a quick discovery call with them c) call them right away and see if you catch them to tell them about the program**

### **Short Emails to use for an X-1-X Strategy**

- I'm looking for X [ideal clients] who want to [problem they want to solve or solution they want to get] in the next [timeframe] — with no [whatever people think they need but they don't]

If that's you, hit reply with the word CLIENTS, and I'll send you all the details.

- Hi [First Name,]

Are you still struggling with [insert their biggest problem]?

Hit reply if so, because I am looking for X people who are ready to solve [their biggest problem] in the next [timeframe].

- Hi [First Name],

Still trying to figure out how to do [insert what they want instead]?

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].

- Hi [First Name],

Last I checked you were trying to figure out how to [what they're trying to figure out]. Still the case?

Hit reply if so, I have some time this week for us to chat or hit reply so I can send you a link to apply to my private event where I will be teaching how to [what you'll be teaching].

## Video Training

### **Video → CTA → Application → Enrollment or Follow Up**

- Do a 5-10 minute training video (live or pre-recorded) where you teach quickly about one of the biggest problems your Audience of One has RIGHT NOW. Here's the flow of this video:
  - The problem
    - If this is your problem comment 1
  - The symptoms (how to know they have this problem)
    - If you have any of these symptoms comment 2
  - The impact of the problem
    - How to know that this is their problem because it's wreaking havoc in their life
      - If you are experiencing this impact, comment 3
  - The needs pay off when they solve the problem
    - Give them 2-3 best case scenarios of what is waiting for them on the other side of the problem
  - At least 2 imagine what it will be like statements
    - If you can imagine everything shifting comment 4
  - CTA. (your X-1-X statement)
- Distribute the video to:
  - Facebook as a live to your personal page
  - Facebook as a live to your business page
  - Facebook as a live to your group
  - Linked In upload
  - IG TV
- Make sure you or someone on your team checks comments to DM anyone who likes, shares or comments on the video
  - Use the DMs to start the process to qualify them for your sales tool (discovery session process or application process to enrollment webinar)

- Thank you for commenting on the video, we'd love to learn more about you to see if you're the right fit for the program [your name] is starting. Is now a good time to text?
- Then rebroadcast the video at least every other day of the week you run it on every platform but vary the times the video is shared.
  - Rinse and repeat the follow up strategy.

### **X-1-X Longer Email Sequence**

#### **Email 1 → Email 2 → Email 3 → Reply Email → Application → Discovery Call or Webinar → Enrollment or Follow Up**

- Send the longer email to your marketing list in a sequence
  - Email 1 Sample

Hi [First Name]

I'm looking for 5 [ideal client] who want to [ultimate goal] in the next [timeframe] without [what creates stress and overwhelm for them]

I'll show you exactly what to do.

It's simple and it works.

This proven strategy has [what has occurred when other clients have used this strategy]

This could be a great fit for you if:

1. Qualification 1
2. You'd like to [what they want instead] (or more) before [Timeframe]
3. Qualification 2
4. You're fun and coachable
5. You know how to keep a secret

If you'd like to learn more just reply to this email with the word [keyword] and I'll send you the details.

Then you send them the link to start your discovery session process or the link to apply for your private enrollment webinar

- **Email 2 Sample – next day**

Hi [First Name]

Yesterday I sent an email looking for [ideal clients] who are tired of struggling with [problem] that want to [goal/result] in the next [timeframe] and I wanted to make sure you didn't miss it. Here it is again:

Hi [First Name]

I'm looking for 5 [ideal client] who want to [ultimate goal] in the next [timeframe] without [what creates stress and overwhelm for them]

I'll show you exactly what to do.

It's simple and it works.

This proven strategy has [what has occurred when other clients have used this strategy]

This could be a great fit for you if:

1. Qualification 1
2. You'd like to [what they want instead] (or more) before [Timeframe]
3. Qualification 2
4. You're fun and coachable
5. You know how to keep a secret

If you'd like to learn more just reply to this email with the word [keyword] and I'll send you the details.

○ **Sample Email 3**

Last Chance for my help this week

Hi [First Name]

On [day of the week]. I sent out a clarion call for [ideal clients] who are tired of struggling with [problem] that want to [goal/result] in the next [timeframe] time is running out for me to help you.

Am I talking about you? If so, hit reply with [keyword] now so that we can get you started toward [what they want instead]

### **When they reply send**

Hi First Name!

Thank you for raising your hand by replying back to my email about my new [Program Type].

I'm so excited to hear from you!!! I've been secretly hoping that we'd get to work together this year

Your next step is to answer these three questions, as a part of our application process to make sure you are a good fit (the fact that you meet all of the criteria mentioned in my first email is fast tracking your application).

1. What are your 2021 [business/relationship/wellness/career/etc] goals and why? (in order to achieve your goals, your reason must be clear because money/results needs a purpose to come in)
2. How can we find you on Social Media?
3. Your cell phone number in case we need to text you?

### **Clubhouse**

#### **Clubhouse room → DM or CTA → Application → Discovery Call or Webinar**

- Open your clubhouse room with a great topic for discussion
- Use the clubhouse cheat sheet to moderate and re-set your room frequently
- Determine your X-1-X Strategy CTA that you'll use in your clubhouse room
- Go check your DMs and follow the process to qualify each prospect and put them through your sales tool

### **Linked In Strategy**



- Existing Contacts
  - Determine which existing contacts are a good fit for your X-1-X strategy and CTA
  - Send them a short email
  - As they reply give them the next steps to book a call or enter your sales tool
- New Connections
  - Request to link in
  - After they accept your request as a part of your welcome email give your call to action this way
    - First Paragraph of email: Thank you for accepting my request to link in
    - Second Paragraph: I am [your name] and through my company [company name] I help [ideal client] [problem you solve or solution they get] so that they [ultimate goal or transformation]
    - Third paragraph: the reason I requested to link in was because I noticed [a problem you noticed]. Right now I am looking to help X [ideal clients] [problem they have] in the next [timeframe] if this is you, can you hit reply with [keyword]
    - Fourth paragraph: I'm excited to get to know you and add value so I appreciate you taking the time to read and respond.
    - Fifth paragraph: your closing
- Posting
  - Do the video strategy above and as people comment or like the post inbox them to start a conversation to see if they have the problem and want some support around solving it
- Live Video
  - If you're approved to go live on Linked In. Go live or upload a video at least once a week and make sure that your CTA is your X-1-X strategy
- In Linked In Groups

- Start a post asking a question that appeals to the likely problems of your ideal clients in the group
- Monitor the comments for people who respond
- Inbox those people and thank them for sharing their thoughts
- Open up a dialog about their problem (as it relates to the post in the group)
- As you qualify them, send them to your sales tool

This is a quick infusion strategy to help you to hit your monthly goals and it can also be a strategy that you leverage weekly or monthly in your business. In the Incredible Factor 90 Day Business Growth Planner, we have the strategy listed every other week or twice each month.

I love that you can do this at any time without a lot of work as long as you have a list or community to share it with. If you leverage this strategy, switch up your ask from week to week based on the challenges you resolve for your clients.