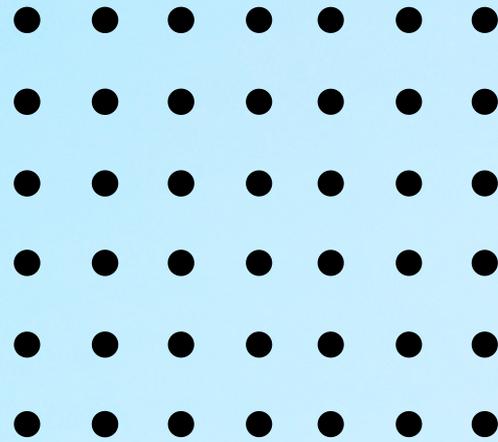


# POSITIONING

*Your Access to Hundreds of Qualified Leads for Coaching*



  
PMP



RUTH ZUBAIRU



# hello

So many coaches/executives want to monetize their skills and knowledge but are frustrated by their inability to use digital tools and all the tech involved in growing a business online.

Many have tried spending countless hours on Instagram liking and commenting on other people's posts, joining 128 different Facebook groups or even creating their website or a landing page just so that they can attract the right kind of people and build a profitable business. In fact some begin to worry that maybe their idea isn't viable as they have spent so much money and time trying different methods without success. The feeling of being a failure is almost palpable.

Don't worry, in this article, I'm going to show you a better way. First let me explain why these approaches won't work so well for you especially if you are a seasoned executive trying to build a business online.

Liking and commenting on Facebook/Instagram posts works if you understand the strategy of connecting with mentors, peers and brand amplifiers. But it takes an awful amount of time which you don't have. So you find that you start, stop, disappear for weeks, then come back again. Results: Zero impact

But using the PMP Maximizer, you can generate multiple streams of income without knowing a lot of tech. This is my tried and tested methodology to help you get seen, get known and get paid.

# What is PMP Maximizer?

The customized system that helps you grow, engage your audience and monetize your skill/ expertise.

It helps you avoid copying random strategies and creating a success framework for your UNIQUE business.

It is an acronym that stands for

- Positioning
- Messaging
- Packaging.

When you put this three together, you will be able to build a profitable business, six figure business, every month, every week, depending on how you want to structure your offers and your services, and do that even without having so much knowledge about tech.

# Why This Works

You already have the expertise.  
You already have a solution that you bring to the marketplace.

You have someone or even five people who have interacted with you, they have learned from you and can attest to the fact that you have a solution.



This is not for those who are looking for a “get rich quick” scheme.

No!

This is for people who have created products or services that deliver a transformation to those who use them, whether it is a physical transformation, mindset, financial, etc.

So we are looking to amplify your MESSAGE and increase your INCOME earning ability.

As promised, this guide will help you uncover ways you can attract quality leads without wearing yourself out or knowing a lot of tech.

Let's dive in!

**"You are the light  
of the world...  
No one light a  
lamp and puts it  
under a bushel...  
Let your light so  
SHINE..."**

Matt 5: 14-16

It should be considered illegal or a violation of fundamental human rights for you to have a good product/service and then keep quiet about it.

No more hiding.

Show up and not just show up but get to an elevation. You need to be positioned in such a way that people see the good that you do.





**Show up!**

## **The Push and Pull method**

This is a double-pronged approach for ensuring that you are seen from far and near. Many people are familiar with the first approach - the PUSH.

This describes what everybody and their grandmother is doing especially online to grow their business.

You have to actively be there to push out your content, to push out your brand, to talk about what you do.

So whether you're on a podcast/radio interview, or on YouTube, or social media - Facebook, Instagram, Twitter, TikTok, LinkedIn, you're constantly pushing.

You're constantly talking about what you do. This also applies to speaking engagements, whether physical or virtual. You are pushing. If you do not work at this, you don't get results.

So you're either actively writing, doing audios or creating videos.

Investing time. Effort. Resources. Every single time.



## The Pull Method

This other approach I really love.

The Pull approach is something that I have found to be very rewarding, in that, you just set it up once, and voila!

You're good. When it is done properly, you get quality leads generated for you on a daily basis without you having to do any other thing.

What systems help you achieve this?

SEO articles, magnetic lead magnets, guest posts and optimized bios.

### Creating SEO Articles

These articles/posts can either be on your own website, if you have a website or on platforms such as Medium. You share your expert thoughts but include search engine optimized keywords that will help your ideal clients, your ideal audience.

Search optimization in its simplest form, is writing your post using actual search terms that people are already looking for using search engines such as Google. These search terms are called keywords.



For example, someone in the finance niche can use “how to get out of debt” as a title and because this is something people are searching for, Google will send traffic to different posts according to how relevant they are when people search for those words on Google.

So your article gets shown to people when they search for related terms and it doesn't matter when you wrote the article, this month, last year, you keep showing up as long as people are searching.

How cool is that? Talk about plug and play.

So whether it is on your own website, you can create SEO optimized content, or if it's on another person's website. In as much as it solves a problem for your ideal audience, you will constantly get traffic.

Now, this is free, organic and highly targeted traffic, because you are talking about a pain point. You are talking about something that reflects the need or solves a problem for your ideal audience.

So it's almost as though Google is giving you a cheat sheet, okay, this is what people are asking for, so write about it.

# Creating Magnetic Freebies/ Lead Magnets

Lead magnets are amazing. I have a separate step-by-step guide to creating irresistible lead magnets.

For the sake of clarity, every lead magnet you create MUST be useful to your ideal audience.

Guess what, you can cut short the tedious process of finding out what will be useful to your audience. By using search engine optimization.

Just the same way we used it to generate content ideas, you can use it to find what people are asking for.

Keywords Everywhere is a useful tool that you can attach as a Chrome extension and it generates results of top keywords.

For example, you're in the finance sector and you're trying to create a lead magnet about how to get out of debt. When you type that in your search bar on Google, your Keywords Everywhere would help you generate the kind of keywords that are associated with how to get out of debt.

The screenshot shows a Google search for "how to get out of debt". The search results include a featured snippet from Credit.com with the following steps:

6. Spend less money.
7. Create a budget and **debt** pay-off plan stick to them.
8. Rinse and repeat.

The snippet is dated Jan 14, 2020 and includes traffic and keyword data: traffic (us): 3800/mo - keywords: 479. The title of the article is "8 Ways to Get Out of Debt in 2020 | Credit.com".

Below the snippet is a "People also ask" section with the following questions:

- How do I get out of debt with no money?
- How can I pay off my debt if Broke?
- What is the first step to getting out of debt?
- How can I pay off 5000 in debt fast?

On the right side of the search results, there is a "Related Keywords" section with a "Copy" button and an "Export to" button. The keywords listed are:

- how to get rid of debt without paying
- how to get out of debt without money
- how to get out of debt with no money and bad credit
- how to get out of debt when you are broke
- how to get out of debt on a low income
- how to get out of debt canada
- steps to get out of debt
- how to get out of debt and build wealth

There is also a "Search in" chart showing search volume over time from 2004 to 2019, with a peak in Jan 2004. A link "Want historical search volumes for the above trend chart" is provided, along with a "Buy Credits Now" button.

With this, you get associated ideas and can address pressing pain points as quick wins which will then guide your audience into making the investment with you.

Your lead magnet - e-book, PDF download, video, etc will be high-value material because of the research behind it.

So wherever you have placed the link to your optin/lead magnets, it constantly brings people to you on a day to day basis.

That is a pull approach.

You can be sleeping and somebody downloads your freebie, and then they sign up for a consultation call with you.

You didn't do anything that day to trigger it, but it has pulled people to you.



## Guest Posts

If you have no website, no huge social media following, just your expertise, you will love this one.

Anyone that knows about me, knows that I always talk about guest posting because it is a quick way to get in front of hundreds of thousands of people, those who are your ideal audience in just one post.

I shared a huge win for one of my clients recently. She got featured on a popular blog with 3 million monthly readers.

Awesome, right?

If we use her case as an example, if 10% of the 3 million readers see the post, that is 300,000 eyes on her content.

Every guest post offers each expert a bio under the post where you have the freedom to include a link to whatever offer you have, either free download, amazon book link, course landing page, etc.

If 10% of the 300,000 click the link to view her lead magnet, that is 30,000. If 1% eventually put their email address to download the freebie, that is 300 NEW leads with just one post.

Such is the power of the pull approach!

You can do less and achieve MORE!



## Optimized Bios on Social Media

Every social media platform provides a bio or profile page.

The structure differs from platform to platform but generally you can give a brief introduction/description to who you are, what you do, who you serve, and then a link /links to other places you or your content can be found.

On Instagram, it is pretty straight forward. You have just one link and 150 characters to describe yourself. Same thing goes for Twitter. Facebook is more flexible. And LinkedIn allows you to have a full profile page.

One rule of thumb is to always talk more about how what you do affects your ideal audience. Always think of the person saying “why should this concern me?”

This will help you get rid of all the technical jargon or unnecessary fluff, and communicate clearly.

Remember the keywords! \*winks\*

So as you go about leaving comments on social media, people will check you out. Only LinkedIn sends out a notification when anyone looks at your profile. Others don't. So it will work to your advantage when you have an optimized bio as people constantly check you out.



## Your Bio should have:

- a headshot photo; a headshot photo (and cover image for Twitter, Facebook and LinkedIn)
- A brief description of how you help your audience
- A quick link to your website, landing page, or lead magnet download
- Testimonials, services can be placed as highlights

What this does for you is to strengthen your credibility and get people to take the next step to working with you.

## Over to You

These are the ways you can generate hundreds of leads over a period of time without heavy infrastructure like a complicated funnel, or a fancy website or running paid ads.

You get more results by strategically creating content that serves your audience and setting up the SEO pieces like a Domino. And you watch them come to you.



## 90-Day Premium Leads Maximizer

Imagine having to:

- Get in front of your ideal audience every day
- Create consistent content strategy that educates, informs your ideal avatar, builds trust with them and establishes you as an authority
- See your calendar fully booked with prospects wanting to speak with you to invest in your program/service

And YOU don't have to do the heavy lifting. We schedule weekly calls and then it is Done for You!

What would you do with the extra time you would have on your hands when you don't have to worry about daily posting on social media trying to get qualified leads?

Let's have a chat if this interests you and you want to accelerate your results:

**[Book a call HERE](#)**





My strategy session with Ruth was professional and to say the least eye-opening. Ruth clearly is very aware and on top of public relations and marketing. There were multiple moments of clarity that proved very helpful. I would highly recommend Ruth if you're looking to get your marketing into gear.

Ruth's insight on pricing and structuring my offer allowed me to create multiple streams of income AND save time simultaneously. It simply doesn't get better than that.

**Tilern, London**

Higher Purpose

# ENABLING SYSTEMIC SANITY & PROSPERITY



Ruth Zubairu

Let's discuss your preference of any of the above packages.

Kindly respond via messenger/DM or send an email

[info@avc-ng.com](mailto:info@avc-ng.com) or [ruth@avc-ng.com](mailto:ruth@avc-ng.com)

*It is time to shine your light*