

The Ultimate Guide to
**HITTING
YOUR FIRST
SIX FIGURE
YEAR**

VIRAL GROWTH MEDIA

THE ULTIMATE GUIDE TO HITTING YOUR FIRST SIX FIGURE YEAR

85 MILLION DOLLARS.

That's how much revenue we've generated for our clients using the 3 simple secrets you're about to learn today.

But first, let me introduce myself.

I'm Laura Egocheaga, founder of Viral Growth Media. My team and I run the [Magnetic Branding & Monetization Facebook Group](#) - which is probably the MOST profitable Facebook group to be in right now.

Why?

Because on this private group, we share all the secrets we learnt while generating 85 million+ for our clients.

We teach coaches, thought leaders, consultants, creators and authors how they can hit their very first six figure year by building an online business that practically runs itself once its set up.

And here's the best part...

We help you do this WITHOUT burning out.

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There's nothing we hate more than 'gooroos' who tell you you have to grind it out for 14 - 16 hours a day - including weekends - if you want to find any success.

Using the **3 secrets** that I'm about to share today, you'll be able to hit **your FIRST six figure year** without grinding it out for long hours.

Now, I have a ton of incredible information to share with you today, so I'm just going to dive right in...

Hitting your first six figure year as a coach, consultant or thought leader comes down to you having & implementing these 3 secrets:

Secret #1.) How To Find 25+ 'ideal Clients' Every Week Without "Grinding" Your Face Off...

Secret #2.) How To Sell \$1,000+ From Email Without A Boring Weekly Newsletter...

Secret #3.) How We Use Our 'Viral Sales Method' To Generate 85 Million Dollars (& Counting) For Coaches & Thought Leaders...

When you put these 3 secrets to work, you'll be on your way to hitting your very first six figure year in your online business.

You ready to dive in?

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We'll start with...

Secret #1.)

**How To Find 25+ 'Ideal Clients' Every Week
Without "Grinding" Your Face Off**

Now, the first thing you need for a successful business is **your audience.**

This is a pool of prospects that are QUALIFIED to buy from you.

The biggest mistake most new entrepreneurs make happens right here.

They search for ANY lead without focusing on its quality.

The result?

They end up wasting time trying to sell to people who were never going to buy anyway.

That's why the first thing you need to do is map out who your IDEAL prospect is - in detail.

I'm talking about figuring out not just their demographics like age, gender, location...

But also breaking down their psychographics.

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This step is called **creating your ideal customer profile**.

Think about the people you've worked with in the past (your best clients) and ask yourself...

- What did these people have in common?
- What do they want to gain or achieve?
- How are they currently trying to achieve this goal?
- How do they make the decision to buy?
- What do they value?
- What's their buying process like?

By answering questions about your current buyers, you'll start noticing themes.

This will help you find **the RIGHT people to sell to in the future**.

Now, once you've done this...

You're ready to start hunting for prospects.

All you have to do is match the prospects to the ideal client profile that you just built out.

Trust me, this secret alone will stop you from wasting your time with the wrong prospects...

And will help you multiply your revenue by focusing all your efforts on only ideal prospects.

Now, once you have a solid flow of prospects coming in...

How do you sell to them?

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That brings us to Secret #2...

Secret #2.)

How To Sell \$1,000+ From Email Without A Boring Weekly Newsletter...

Copywriters and marketing agencies will try to tell you that you need to be sending out daily emails and newsletters to make any money from email.

But that couldn't be farther from the truth.

In fact, we recommend that our clients don't waste their time on newsletters until they're already making significant email revenue.

If your goal is just to hit your first six figure year...

You can EASILY do that without sending out daily newsletters.

You only need TWO things:

1. [Your email list](#)
2. [Our Evergreen Sales Sequence](#)

Now, after applying secret #1...

You'll have a consistent flow of qualified leads coming in.

What do you do now?

Ready. Fire. Aim.

Every time a prospect comes into your email list...

They'll be sent your evergreen sales sequence.

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This is our proven sales sequence that we've used to generate hundreds of thousands of dollars for our own client.

It only takes a few hours to write up.

(Seriously, it's just 10 short emails.)

And once you've written it up...

All you have to do is plug it into your email software and wait for the money to start pouring in.

How's that for creating an almost-automated income stream?

Let's say you're selling a \$1,000 dollar course and you have only 100 people coming into your list every week.

While most evergreen sequences convert much higher...

Let's assume your sequence converts at just 1%.

That means every week, you're selling 1 copy of your course.

That's enough to make \$1,000 per week - or \$4,000 per month.

Do the math for your business and you'll be shocked at how much money you can make using this simple secret.

Now that you know how to hunt ideal prospects and convert them with email...

Let's talk about the system that ties it all together.

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Secret #3.)

How We Use Our 'Viral Sales Method' To Generate 85 Million Dollars (& Counting) For Coaches & Thought Leaders

Now, most entrepreneurs have no real system to sell their services.

They're just winging it and hoping for the best.

But here's the thing...

Trial and error can only get you so far.

If you're serious about hitting your first six figures in your online business...

You need to use a **PROVEN system** that can help you smash your goals.

At Viral Growth Media, we use our 'Viral Sales Method' to help our clients hit 7 figures and beyond.

This is the same system that has generated 85 million and counting for our clients.

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It's built of 3 basic pillars:

#1) Your Irresistible Offer

Without this, everything else falls apart.

You could have the best marketing strategy in the world, but if your audience doesn't already want your product, you're going to end up broke.

That's why the first thing you need to do is **create an irresistible offer.**

At Viral Growth Media, we use our proven formula to do this for our clients.

#2) Your Bulletproof Sales System

Now that you know your offer, you need a sales system that can get you to your goals.

We do this using our **proprietary 8 step 'flow sales system.'**

#3) Scaling Your Launch

Once you've launched your product and had some success...

You need to be able to **scale it to the next level.**

This involves having the right systems in place that can take you to your goals.

Including making your first hire, setting up your sales pipeline and scaling past 6 figures with ads.

There you have it. Those are the 3 secrets that will help you hit your first six figure year in your biz.

They've worked for every client we've had and have generated over 85 million dollars in revenue.

So what's next?

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Well, there's only so much we can explain in this guide, so if you're happy with what you're reading so far, here's your next step:

Join our [free Facebook™ group for coaches, consultants, thought leaders](#).

This might be the most profitable Facebook group you ever join.

Inside, we dive deeper into the 3 secrets to hitting your first six figure year in your biz.

You'll be able to look over our shoulder and see how we do it for our clients...

And get access to the exact frameworks we use to put these secrets into action.

Each framework alone is worth thousands of dollars.

Click this link to join
https://bit.ly/MBNM_FBG

See you inside.

- Laura Egocheaga

P.S. If you got value out of this guide, feel free to share it with friends and/or colleagues who would benefit from it.

Copy & paste this link to share:
https://bit.ly/MBNM_FBG