



Leading Digital Marketing Strategist, Funnel Geek & Ideas Doula
Katie Joy presents...

THE MAGNETIC MARKETING

MAMA

Makeover

Catapult into confidence as you grow your
income & impact online by launching your
money-makin' digital sales machine.

(even if you're a technophobe)

Co-create an automated system for you to grow
your business with support, ease and joy.



THIS IS YOUR VIP PACKAGE FOR SELLING WITH ALL OF THE SOUL AND NONE OF THE SLEAZE.

THE WORLD NEEDS YOU TO STEP UP & RISE

Are you going to step up, serve and sell in a way that is in alignment with your calling? With this epic VIP coaching and marketing program of course you are!

Now.....let's think back to when you first launched your business website...

I bet it was super exciting!

Then REALITY sunk in as you realised that the clients weren't coming in on autopilot and it was more like a virtual business card... Nooooooooooooo!!!!!!

You started to doubt yourself, thinking....

“OMG what am I not doing right here?”

I hear ya.....you've got some socials up, some people visiting your website. But....it feels like no-one ever buys. Not enough anyway. You might have updated it and have all the Call-to-Actions in place, but still nothing.

You're wondering, “how are other people making sales so easily?”

“Are all the insta stars going to overtake me?!”

The ups and downs are driving you nuts. You have put in SO MUCH HARD WORK already. It just has to pay off, hasn't it?

Since you're a go-getter, you got yourself online...yeeeeessss! But there's just so many gurus out there, telling you a billion different things, that you're pretty much over it and sick of hammering away on social media wondering why it's not working.

Not to mention having a staredown with tech and just be, well, let's face it.... **so damn overwhelmed you're about to call it quits.**

One guru tells you to show up on Facebook lives everyday, another says hang out on clubhouse, another is a firm believer to just comment in groups and yet another says that you only need to manifest clients through aligning your energy.....you're like...what the??

You've realised that you have to actually have a system to find and draw people in....

because if you don't, you'll struggle to make sales consistently, and you'll be building a business that'll take up far too much time, for far too little money.

Yes, show me the way!



But the REAL problem is that all of these things don't tell you the EXACT steps you need to do, to transition the people you meet online into cash-paying clients. You haven't got the mythical *funnel* that generates leads 24/7, brings you the perfect paying customers and creates the business you are busting your gut to get off the ground.

And here's the kicker...

**your business has to align with YOU, your strengths
and in a way the enriches your LIFE.**

You're a winner and make shi*& happen. I get that. But now is the time to turn that sh*& into GOLD, because it's good ole moolah that pays the bills.

You don't need to invest in more beautifully laid out content within lonely courses. You need eyeballs on your work and real accountability.

You need a clear pathway to success

A framework that applies all the best practice principles in marketing fused in with what's currently working in the rapidly changing online world.

You need **someone who's in your corner** and is vested TREMENDOUSLY in your success.

I'm inviting you to look at your business evolution in a whole new way, starting now!

SYSTEMISED ATTRACTION-BASED MARKETING WITHIN A CLEAR PROCESS

SO YOU CAN CONFIDENTLY ATTRACT NEW CLIENTS

Know exactly what you need to create and what systems you need to build so it runs so damn well you can sleep at night while your bank account goes 'cha ching!'



Get ready for massive transformation

How do I know?

I was exactly like you.

Didn't know what to do to generate clients online, overwhelmed with so many promos of what to do to build a flow of leads and have **now become the go-to for small business mummas taking their work online.**

I realised I didn't have what I needed, so I paused my online business and went to work for digital marketing agencies and successful online business owners to learn from those who had already figured it out.

.... I was determined to master this craft to help others with the integrity of "I really know my stuff". I dived deep in studying online marketing by the best in the business and it's **only after 1000's of hours of study, qualifications and 3 years practical experience** (no netflix here, you're speaking to a girl that has racked up 3 degrees and multiple diplomas),

I can put my hand on my heart, step out of digital marketing agency work **and solemnly swear that I can get you where you want to go.**

I know how to change your LIFE and your BUSINESS around, forever!

Are you ready?

We're going to make sure you have these 3 things to ensure you can make money online with ease and grace:

- A Trust-Building system
- An Automated-Sales system
- An Easy-Marketing system

Imagine



Having a clear plan on where you are going and what to do week to week in your lead generation. Say 'goodbye' to confusion and doubt as you master the digital landscape with ease, fun and grace.



You've gone from scrambling to find clients to having ideal clients lined up endlessly in your inbox by mastering magnetic messaging and psychological buying triggers.



Cash and clients pouring in consistently with ease because you've moved from scatter-brained confusion to laser lucid clarity about your vision, mission and message delivered by automated systems and sales funnels.



Having bucket loads of fun and pleasure so you can run your business and your life without being a burnt-out mess!



A business strategy that allows you to experience pleasure, energy and joy as you wake up knowing exactly what to do to grow your business even while you sleep.

A woman with dark hair and bangs, wearing a white sleeveless dress, is smiling and looking towards the camera. She is sitting at a desk, painting a large red heart on a map with a red pencil. She is wearing several silver bangles and a gold chain with a heart pendant. In the background, there is a computer monitor and a pen holder with various pens.

**FROM ANXIETY
TO MAGNETISM –
SHIFT FROM
WORRYING ABOUT
NOT SELLING TO
LOVE, TRUST &
ABUNDANCE.
YOU DESERVE IT**

- Katie Joy

THE STEPS IN THIS GORGEOUS IMMERSION:

On this 4 month journey together we're going to set up an automated system for you to build your business with joy, ease and pure mama magic.

You'll be guided to implement a measurable marketing strategy with all the pleasure, confidence and support of Katie & her team holding your hand.



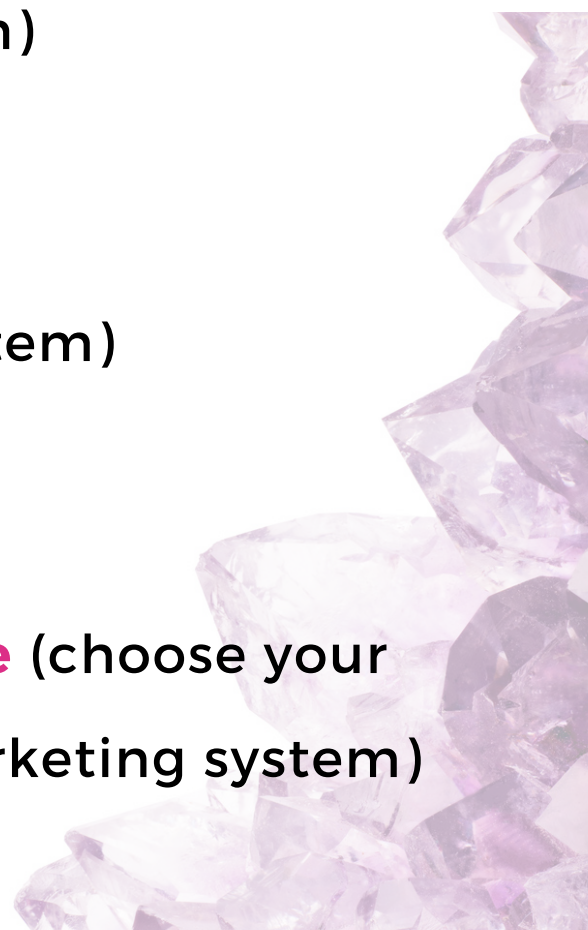
Get crystal clear and confident in communicating your message & the problem you solve
(trust-building system)



Create your funnel
(automated-sales system)



Promote your main program/offer/course (choose your aligned and easy marketing system)



Sounds great, but what is it?

Let's take a look at how the magnetic marketing makeover works

You'll put all the pieces of the online puzzle together so you can serve and share brilliance in a "virtually" deep & soulful way

THE MAGNETIC MARKETING MAMA MAKEOVER CURRICULUM

The Foundation Phase

MILESTONE 1: MAGNETIC MESSAGING MAKES THE MONEY

VALUE: \$500

Get crystal clear and fall in love with WHO you're serving and WHY they should choose YOU. We'll solidify who your customer is and why they should choose you. Crystalise your WHY and harness your story to captivate hearts as you feel in alignment with your message.

MILESTONE 2: MASTER POWERFUL SOCIAL MEDIA STRATEGY THAT WON'T SUCK YOU DRY

VALUE: \$500

How to create social media content that connects with your audience and compels them to take the next step. You'll create your content map so you will never wonder what to post again, organize your posts to save you time, frustration, and overwhelm and recycle content that consistently keeps your fans coming back for more. This will give your funnel some fuel!

MILESTONE 3: CLIENT ATTRACTION MASTERY

VALUE: \$500

Ditch the overwhelm and make consistent sales by connecting like a BFF through kick ass video and captivating writing. We'll map out the transformation your client is on and pinpoint where your product or service comes in and what marketing assets are needed. This will ensure you have all the key foundational pieces to build instant trust and credibility.

MILESTONE 4: **CASH CREATION KICK-START**

VALUE: \$500

Organise and present your offers in a way that best serves your audience.

We'll go through your product suite and pathe your clients' natural ascension. We'll make working with you easy, peasy and a logical next step. We'll dive deep into what you already have that your package up for an instant cash injection.

MILESTONE 5: **MIRACLE METRICS**

VALUE: \$500

Fall in love with metrics so you can build your business with confidence, predictability & endless possibilities. Get crystal clear on how much money you want to make so we can see how many people you need to be talking to each day. This is a bit of forecasting and super exciting as you get concrete on the steps to reach your goals.

MILESTONE 6: **CULTIVATE YOUR COPYWRITING QUEEN**

VALUE: \$500

How to speak with your Heart to connect and craft your words to inspire action.

We're going to look online to find great copy in your niche for inspiration. Learn the fundamentals of direct response copywriting & create a sacred space to channel in the language that your ideal customer needs to hear.



The Magnetic Multiplier Phase

MILESTONE 7: **ACTIVATE YOUR SEDUCTIVE LEAD MAGNET**

VALUE: \$500

We'll create an irresistible lead magnet designed with the end \$\$ in mind.

Conjure up a new sensational offer that aligns perfectly with your message, your product/service and what your client is looking for.

MILESTONE 8: **FEMME FUNNEL DESIGN**

VALUE: \$500

Learn from the legends as we replicate million dollar funnel formulas and modify it for your brand. This is where we'll map out a compelling multi-sequence of web pages to showcase your offers (the funnel) in a pleasurable, natural and joyful way (all the sales, without the sleaze).

MILESTONE 9: **NOURISHING EMAILS THAT CONVERT**

VALUE: \$500

The riches are in the follow up, so bring out your copywriting maestro to play!

Craft compelling copy that draws out the people who have been waiting for you through dynamic headlines, stories and offers that speak to your readers hearts and minds..... 'ah, she gets me', you'll hear them say!

MILESTONE 10: **ROCK-IT ON VIDEO**

VALUE: \$500

Video is your rapid trust-building system and the key to accelerate know-like-trust which leads to sales much faster! Learn how to craft, record and edit using just your phone & release any blocks of self doubt to absolutely fall in love with video and share your beautiful self. Be fully supported as you make the key videos you need for your sales funnel and gain magnetic marketing momentum.



**NO-ONE IS LEFT BEHIND HERE,
YOU'LL ALSO GET:**



**Here's what you'll get to supercharge
your marketing and feel on **Fiyah!****

**10 X 60 minute LIVE group calls to present the curriculum teachings.
10 x 30 minute LIVE Q&A (immediately after the teachings)**

BI-WEEKLY LIVE SMALL GROUP SUPPORT

VALUE: \$2250

6 x 60-90 minutes of bi-weekly accountability & implementation sessions. These are workshop style where we co-work and get things done together.

BI-WEEKLY CRITIQUE, FEEDBACK & REVIEW OF ALL YOUR WORK

VALUE: \$2250

6 x 60 minutes of feedback on all your work. Twice each month you will have the opportunity to submit your work. This is where we actually look at the assets you're creating (everything from your content, landing pages, email copy etc!) This is how you get our eyes on your business directly giving you actionable insights to keep you in momentum.

4 MONTHS PRIVATE FACEBOOK GROUP SUPPORT

VALUE: \$1,500

A private facebook group where you'll get all the tech and program support you need in a group of other mums.

Total Value: \$11,000



Now let's talk bonuses, coz I wanna see you shine & have
LOTS to give!

Bonuses

done-for-you services

01

BONUS 1: PRODUCT MOCKUP TEMPLATES TO PRESENT LIKE A PRO

VALUE: \$97

Ever wonder how people create the laptop, book or pro-looking instagrammable mockup images? In this bonus you'll get Canva templates for mockups and training on other tools and apps that you can use to beautifully present your products in your sales funnel.

02

BONUS 2: STYLISH SOCIAL MEDIA TEMPLATES

VALUE: \$97

Fully editable CANVA social media templates to give your social media a brand new makeover. Including instagram / facebook feed, formatted social media banner templates and copy prompts for whenever you're stuck for what to say!

03

BONUS 3: HIRING A FUNNEL BUILDER

VALUE: \$97

Now that you have the vision, funnel maps and branding, you're ready to hire a funnel builder. This is great for long-form sales funnels when you know all the pieces and just need someone to piece it all together.

04

BONUS 4: TECH TRAINING VAULT - LIFETIME ACCESS VALUE: \$397

Click-by-click tutorials to master your tech as you sell and serve with ease and joy - all on autopilot!

Let tech do the heavy lifting as we connect up your lead magnet, landing page, video and email sequences so you can start sending your client through a beautiful journey to know, like and trust you! If there is no video yet, we'll make one just for you!

Total Value: \$688

*Extended 12 months support on done-for-you inclusions





YOU'LL LEARN
WHAT IT REALLY
TAKES TO OFFER
AND DELIVER
YOUR
BRILLIANCE IN
THE MOST
MAGNETISING
WAY POSSIBLE.

- Katie Joy

But Wait, there's more!

Get these PAY-in-FULL bonuses.

Pay in full Bonuses

BONUS 1: CHOOSE TO HAVE A MEMBERSHIP SITE OR FOUNDATIONAL FUNNEL SET UP FOR YOU IN GROOVEFUNNELS (NO ONGOING SOFTWARE COSTS)

Option 1:

MEMBERSHIP / COURSE WEBSITE SET UP

VALUE: \$1000

You will get a complete course website / membership area set up and integrated with your domain name, logo and colour scheme so you can start enrolling students in your programs and courses (no ongoing software costs for up to 100 members).

or

Option 2:

FOUNDATIONAL FUNNEL SET UP

VALUE: \$1000

You will get an opt-in page and thank you page set up and integrated with your domain name, logo and colour scheme so you can start building your email list and filling your funnel with the people you're ready to help.

BONUS 2: MILLION DOLLAR FUNNELS

VALUE \$630

You'll get the visuals of all the sales pages, order pages, upsells, and downsells (and some include all the facebook ads) of multi-million dollar funnels that you can ETHICALLY model, so you don't have to start from scratch such as LadyBoss, MentorBox, The Millionaire Booklet, Tai Lopez, and The Fletcher Method..

BONUS 3: MILLION DOLLAR FUNNEL MAPS

VALUE: \$297

You get access to the successful funnel maps of multi-million dollar funnels to visualise the journey of your customer.

BONUS 4: MILLION DOLLAR CLICKFUNNELS® TEMPLATES

VALUE \$600

A replica model template of each of the funnel pages from your chosen funnels so you can instantly add it in your Clickfunnels™ account or build it out in other software. We're currently building out templates in Groovefunnels.

Total Value of PIF Bonuses: \$2,527

Let's recap

Magnetic Marketing Miracle

BI-WEEKLY LIVE SMALL GROUP SUPPORT VALUE: \$2250

BI-WEEKLY CRITIQUE, FEEDBACK & REVIEW OF ALL YOUR WORK VALUE: \$2250

4 MONTHS PRIVATE FACEBOOK GROUP SUPPORT VALUE: \$1,500

VALUE: \$11,000

BONUS 1: PRODUCT MOCKUP TEMPLATES TO PRESENT LIKE A PRO VALUE: \$97

BONUS 2: STYLISH SOCIAL MEDIA TEMPLATES VALUE: \$97

BONUS 3: HIRING A FUNNEL BUILDER VALUE: \$97

BONUS 4: TECH TRAINING VAULT - LIFETIME ACCESS VALUE: \$397

VALUE: \$688

Pay in Full Bonuses

PIF BONUS 1: MEMBERSHIP / COURSE WEBSITE SET UP VALUE: \$1000
OR

PIF BONUS 1: FOUNDATIONAL FUNNEL SET UP VALUE: \$1000

PIF BONUS 2: MILLION DOLLAR FUNNELS VALUE \$630

PIF BONUS 3: MILLION DOLLAR FUNNEL MAPS VALUE: \$297

PIF BONUS 4: MILLION DOLLAR CLICKFUNNELS® TEMPLATES VALUE \$600

VALUE: \$2,527

TOTAL VALUE: \$14,215



**SELLING IS SERVING
& IT'S THE MOST
SACRED PATH TO
PERSONAL **GROWTH**
& FINANCIAL
INDEPENDENCE.**

- Katie Joy

TOTAL VALUE ~~\$14,215~~

Special pricing for
kick-ass women
who I know have
got what it takes.

Are you ready?

ENERGY EXCHANGE

***AKA INVESTMENT, COZ MONEY IS JUST AN EXCHANGE OF ENERGY**

\$3,500

But it gets even better....
we're rewarding Fast Action Takers with special Scholarship
pricing of

\$1,997

for the next 48 hours only

You can save \$1500 and treat yourself to a pampering weekend away!

Choose the best option for you...

OPTION 1: MAGNETIC MARKETING MAKEOVER

PAY IN FULL

US\$1,997 (save \$200)

PAYMENT PLAN

US\$737 X 3 (no pay-in-full bonuses)

OPTION 2: ALL OF THE ABOVE PLUS EXTENDED 12 MONTHS SUPPORT

You can extend to 12 months of live coaching and tech support to optimise your funnel including 4 x 1:1 private strategy sessions (every 90 days).

PAY IN FULL

US\$3,500 (save \$700)

PAYMENT PLAN

US\$1400 X 3

PLEASE CONTACT US IF YOU WOULD LIKE 12 MONTHS FINANCING OPTIONS FOR AUSTRALIANS STARTING AT US\$42.5 WEEK AND YOU'LL GET ALL THE PAY IN FULL BONUSES!!

Pay a DEPOSIT NOW to hold the PIF Bonuses



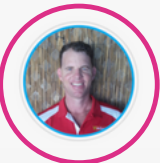
Real Strategy

Real Results



"Expanded my audience hugely which has significantly increased sales"

Leah Samson - Founder, QUEEN CHERRYBOM



"Helped us take our business online and we're getting people sign up from all over the world"

Wayne Hanrahan - Founder, KINDYSPORT



"I was terrified as digital marketing is alien to me, but I learned a lot of information that is highly valuable and helped me move forward confidently"

Leanne Smith - Business Owner, MARRIAGE CELEBRANT



"this holds you hand and takes you step by step on what you need to be a success online"

Kylie Ufer - Business Owner, PROFITABILITY VA



It's Time to Ascend



Leanne Smith ★ recommends **Inspiration by Katie Joy.** ...

May 22, 2020 · 🌐

Katie is so positive in her outlook, her enthusiasm is inspiring and she is very quick to identify what her clients will need to be successful. It's a real joy to work with her!



1

1 Comment



Alan Barker ★ recommends **Inspiration by Katie Joy.** ...

May 23, 2020 · 🌐

Katie is great to work with as she exudes such a bubbly, positive attitude that it makes it very hard not to see the positive side of an issue you may have. She is prepared to listen and then becomes fully invested in working with you.

A pleasure to work with!



Carlyn Hepburn ★ recommends **Inspiration by Katie Joy.** ...

August 8, 2020 · 🌐

An absolute joy and amazingly helpful. Thank you so much Katie ❤️



Elle Wallin ★ recommends **Inspiration by Katie Joy.** ...

August 6, 2020 · 🌐

Katie is a pleasure to work with, super positive in her approach and very easy to communicate with. She took some photos for our business and we were super impressed with how they turned out! Would highly recommend Katie 😊



Why Work With Me?

HERE'S WHAT I WANT YOU
TO KNOW ABOUT THE
LEVEL OF MY WORK AND
HOW I'M UNLIKE EVERY
OTHER COACH OR
MARKETER OUT THERE.



NOT EVERY COACH WILL HAVE

- **Coached Leading Digital Marketing Programs** Led by the Big Wigs (such as Ryan Diess from Digital Marketer) and mastered the framework to support your transition online with ease and grace.
- **Over 12 years in Business & Working Online** from fitness, to coaching to digital marketing
- **A Post-Graduate in Entrepreneurship** with the skills to support you to quickly validate your new offers.
- **Mentored & Participated in over 7 Business Accelerator Programs and Startup Weekends** where you ideate, validate and launch a business with lightning speed following the lean startup method (meaning you grow your biz with little to no investment).
- **An Obsession with Funnels** and everything marketing, tech and automation to help you transition online with maximum simplicity.
- **Certified in 10 Digital Marketing Disciplines [view online](#)**
- **Is an Extrovert and Empath** who can create a fun vibe for a whole group to thrive and who goes the extra mile.

MY GUARANTEE TO YOU

I commit to you, you commit to me. You put in the work, show up & take action and I'll stay working with you until you know your funnel works!

If you want to rock it online, you have to do things differently. Let's co-create your marketing makeover!

Katie Joy xx