

CASE STUDY:

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How I Went from \$0 to \$157,000 in the First Year of My Coaching Business

Have you ever wondered how to turn your passion into a business?

You see other people building businesses based on their interests and gifts. You know you too have something valuable to offer the world.

There might be things that come easily to you. Like, maybe you love helping people. Maybe you help people plan events, or you coach people in times of need, or you fix things or give marketing advice.

Whatever your version of “helping people” looks like, it’s probably something that comes naturally to you – something that you enjoy doing.

And it might be something you’re doing for free.

But what you may not know is the way you help people (even when you’re simply doing things that come naturally to you) can be turned into a business.



Hi. I'm Selena Soo.

Just a few short years ago, I was working at a non-profit, making \$42,000 a year. That was my career path, and I didn't see many other options.

I was hardworking and passionate, but I never really thought of myself as an entrepreneur. I was more of a behind-the-scenes person. I just didn't think I had any of the special gifts or talents that being a business owner requires.

Unbeknownst to me, the things I was already doing naturally (and often for free) were the very things that would soon become the basis of a business that would grow to \$157,000 in its first year – and has since surpassed \$300k in its second year.

People ask me all the time, "How did you do it? It was like you popped up out of nowhere, and suddenly everyone was talking about you."

I've shared bits and pieces of my story in interviews, and in my newsletters and programs, but I've never given an in-depth report on how I managed to go from \$0 to \$157k in 1 year.

So that's exactly what I'm going to do in this case study – share with you exactly how I did it, including the pitfalls and struggles I encountered along the way – so you can take some of the strategies I used and lessons I learned and apply them directly to your own business.



An Unlikely Entrepreneur

One thing you should know about me is...

I'm a total introvert.

I can be socially awkward at times.

And I've never been good at small talk.

For a lot of my life, I've felt like a fish out of water...

- In high school, I was the shy girl from Hong Kong who didn't fit in with the loud and boisterous girls. (I preferred to keep to myself and study.)
- In group settings like my college orientation, I would be terrified to speak in front of everyone. (I was uncomfortable having the spotlight on me. Because I was so self-conscious, I'd spend the whole time mentally rehearsing what I was going to say, instead of listening to everyone else.)
- Later, in business school, I had trouble engaging in small talk with my classmates. (When people wanted to chat sports or politics, I felt like a deer in headlights trying to come up with something to say.)



Selena in high school

So the idea of being an entrepreneur – the person out front and center, calling the shots – just didn't enter my head.

But, for as long as I can remember, I've wanted to do meaningful work. I wanted to help people. And I wanted to make a difference by using my unique gifts.

So even though I didn't see *myself* as an entrepreneur, I loved being in that environment, around people who were building companies and making a difference in the world.

And I loved supporting business owners.

The type of support I gave just happened to be the stuff that came naturally to me.

I've always been a people-connector, so anytime I met an entrepreneur trying to get their message into the world, I was happy to connect them with anyone in my network I thought they should meet. (My various jobs and internships had put me in touch with some amazing people, and I was able to help friends and acquaintances land consulting jobs, TV spots, magazine interviews, and more.)

I also loved sharing ideas and giving advice. Whenever someone asked to pick my brain or run some ideas by me, I came alive and gave them my all.

For the longest the time, though, it didn't even occur to me that I could make a living doing that.

Then, while I was working at a non-profit (feeling overworked and like I would never earn much more than \$42,000/year), I started immersing myself in the content of bloggers and online media personalities, like Danielle LaPorte, Ramit Sethi, Marie Forleo and more.

It was like discovering a world where you could have an amazing life yourself... AND help transform other people's lives.

These people had these amazing lives where they worked from home, traveled all over the world, spoke on huge stages, and got to help thousands of people.

They had the freedom to do the work they were born to do on this planet and were inspiring thousands.

And that's when I finally realized that **I was meant to join that world.**

Connecting with Influencers and Mentors

I started doing what I naturally did throughout my career – I looked for ways that I could support the online leaders I was following, and I offered my help.

Along with that, I enrolled in some of their courses, became a star student, and proved myself to be hardworking and committed to my dreams. This helped me to stand out and build relationships further. I also went to a few key events to connect with even more people. And soon, I became a valuable person in their network and had built genuine relationships with many of them.



Selena with influencers such as Marie Forleo, Ramit Sethi, Arianna Huffington, Derek Halpern, Jonathan Fields, Nathalie Lussier, and more.

Now, when I first started connecting with influencers, I was just doing what I always did, without realizing that it was a skillset not everyone had.

The biggest question people ask me is “*HOW* do you connect with people you admire?”

So how *did* I do this?

Here’s the story of how I built a relationship that has had one of the biggest impacts on my business...

How I Built a Relationship with NY Times Best-Selling Author Ramit Sethi Through Adding Value

I met Ramit Sethi through a stroke of luck, running into him on the streets of New York City. I was so excited! I love his work, and it has made a big impact on me.

Now, whether you have a similar moment of luck, or you strategically attend events to meet key influencers, the secret is to know what to do next. How can your first meeting leave a lasting impression?

Here's how I did it...

I walked up to him and introduced myself, and as we talked, I referenced his book and his Earn 1K business program that I had taken. In our conversation, he spoke about his family (he had just returned from a vacation with them), and I mentioned how I remembered he had two sisters, which he had mentioned in his book. It floored him that I had remembered such a specific, personal detail. This helped me to stand out from the start.

After that meeting, I followed up and stayed in touch with him. One day, he sent me an email and asked if I had 5 minutes to offer some quick feedback on his new website homepage. He had two different versions for me to assess.

What would most people do?

Most people would look at it for a few minutes and write back saying, "I like A or B better" and may share a sentence why.

What did I do? I didn't spend just 5 minutes on this...I spent 5 hours.

I was a graduate student at NYU at the time. After I got his email, I went to the library, gathered my classmates, and organized a mini focus group, where we dissected the copy, the positioning, and the design. Afterwards, I sent him a detailed report with our feedback.

As you can probably imagine, this made me stand out in a big way.

Want to know how to do this yourself? Keep reading... (or skip ahead to keep going with my story).

How to Get Important People to Notice You

So what was my secret to building a relationship with Ramit? I'm about to break it down for you into 4 simple steps.

The main focus is to lead by *giving*. This was a game-changer for me. And, even if you think you have nothing to offer these big influencers, there absolutely are ways you can add value to them...

Step 1. Identify the Important People in Your World

First, make a list of your goals. (Six-figure book deal? Your first 10 clients? Crossing \$100k?)

Next, ask yourself: "Who has already achieved these goals? Who inspires you? Who do you aspire to be like?" Make a list of 5 people for each of your goals. (Put some super aspirational VIPs on your list, but also consider those who might just be a few steps ahead of you, as they're often more accessible.)

Now, choose the top 3 people from your list that you want to start building a relationship with.

Step 2. Research Their Needs

The way to start your relationship with VIPs is to lead by giving.
When you add value and stand out as a giver, people are naturally going to want to be around you.

Come up with the 3 ways you can add value to each of the 3 important people you want to connect with.

For example:

- If someone has an online presence, a newsletter list, or posts regularly to social media, they often share how they need help. Maybe they're hiring an assistant and looking for a great referral. Or maybe they're moving to a new city, and you just happen to know the best sushi restaurant in town.

- If they don't share their needs publicly, you can often simply ask them, "What is your biggest need right now? I'm so passionate about what you are doing and would love to help you." (Generally, if you do not have a relationship with the person, this is NOT something to do over email. But this is something you could do in person or on the phone with someone you admire.)

Step 3: Connect and Add Value

When I say "add value," it doesn't have to be life-changing results. Little things that show you are paying attention and care make a big impact, especially if you are consistent!

For example:

- You can promote their content, cause and products.
- You can express gratitude for the impact they've had on your life.
- If you have a network, you can connect them to other people and resources.

Step 4. Follow up.

This is the part where you begin to nurture your new relationship and stay on their radar.

To stay top of mind, get back in touch and add value to them again within a short period of time. **Again, the focus is on totally adding value, and not needing them to do anything for you.**

You can also stay on their radar through social media. At this point, they are likely to recognize your name, so when you engage with them on social media, they'll remember you. You could:

- **Engage in the conversation they are starting.** With Facebook, when someone posts a status update, they are hoping other people will "like" it and leave a comment. The more people that engage in that status update, the more Facebook will share it on other people's news feeds.

- **Share their work, articles, videos, or status updates.** You can also share their work on Facebook and tell your network to check it out. Again, you want to be specific here. So when you're sharing, share how their work has impacted you.

You could also look for ways to follow up in person. For example: inviting them to events you organize, like a happy hour or brunch with other influencers.

The biggest key here is to consistently add value over time. That's how you become an important person in these influencers' networks how you become the kind of person they want to help in return.

However, you also have to keep in mind that you're not giving solely for the purpose of getting. This isn't tit for tat. **The act of giving in itself, of helping someone you admire, is the reward.**

And if you're someone who adds great value in the world, it will come back to you, even if it's not in the form you expect at first.

Taking the Plunge and Becoming an Entrepreneur

I continued to build relationships with other influencers by watching for similar opportunities.

So when I was ready to spread my wings and make my first attempt at being a business owner, I already had a network of people who genuinely cared about me. They gave me invaluable encouragement and feedback... and they connected me with my first clients.

Since I loved helping people get more exposure and become more visible, and since I had many contacts in the media from my past internships and jobs, I decided to go into PR and started my first business as a publicist.

After all, my greatest passion was promoting people and ideas that I believed in. I loved it so much that I was already doing it for free! I was constantly hooking up friends with media opportunities, speaking gigs, jobs, and influential people I thought they should know.

So without too much effort, I got my first PR client in August of 2012. It was an amazing opportunity that I was (and still am) extremely grateful for.

Almost Giving Up

As time went by, I realized PR was not the right business for me.

There was too much grunt work. And there was a lot of pressure to aggressively pitch and get results as quickly as possible.

My approach to publicity has always been focused on giving. I choose to connect people because there is a natural synergy, not because I'm being paid to do so.

There were moments when I felt pressured to operate in ways that weren't in line with my personal values. Yes I wanted to get great results, but I was also deeply afraid of damaging my most valuable relationships in the process.

I wasn't making much money, even though I was working nonstop... And because I was unhappy with what I was doing, I didn't want more work! So while prospective clients continuously approached me for help, I would turn them all away.

Furthermore, I'd never established any clear boundaries in my work, and was often working early mornings, nights and weekends. As a result, my business (and personal life) was severely suffering.

The Turning Point

In October that year, I decided I needed to do something else, even though I didn't have much time. I had participated in group coaching situations, and that gave me the idea to do my own workshop.

So I put together a 2-day workshop and charged \$600 per person. 7 people signed up, and it was an eye-opening experience for me. I was able to make \$4,000 in a single weekend, working with people who were excited and grateful to be there.

(I saw what was possible as a coach and teacher, rather than doing every aspect of execution. Not only was it fulfilling and exciting – but I could also leverage my time, serve more people, and make the kind of money I wanted to make.)

When I compared that experience to the PR business and how miserable and stressed out I was, I knew something had to change.

Getting Help from My Network

In November, I reached out to my network of smart, successful influencers (many of whom had become my mentors and friends by this point, like Ramit).

I asked them to join me for a focus group to talk about my business. And because I had already built genuine relationships with them, they were happy to come and help brainstorm solutions with me.

I told the group how unhappy I was with my business, but that I had really enjoyed hosting the workshop... and that I eventually wanted to help people at a higher level, too, like Marie Forleo and Danielle LaPorte.

I shared a new idea I had – to host VIP dinner parties where I could bring together the media to connect with each other and entrepreneurs who they would love to feature (and who would love to *be* featured).

But I didn't know how to sell it. Getting big names from the media into a room together would be much easier if I had a group of interesting entrepreneurs for them to meet, rather a single client now and then. But I had no experience with creating and selling group programs.

The focus group told me I needed to grow my email list, which felt like a huge roadblock. I had about 150 people on my list at the time, and I didn't know how to build it.

I remember saying to the group that I had tried a couple things, like speaking in telesummits, but they were only getting me around 20 new subscribers at a time. And with this slow approach, it would take me forever to get many thousands on my list.

Then Ramit said, "Well, who are some people who can help you, who know more about list building than you?"

I sat and thought about it....

And then he said, "Well, look at some of the people here in this room!" Referring to himself and a few other people with big email lists.

"Selena, why haven't you ever asked if you can guest post for me? I think your writing is great."

(I was speechless.)

Then he said, "But you have to ask me."

So I said, "Ramit, can I guest post for you?"

And he said, "No. You didn't ask in the right way."

He had me ask again and essentially pitch to him how I could add value to his audience, right in front of the entire group.

Remember how I've always been uncomfortable being the center of attention? It was one of the most awkward experiences I've been in, and I stumbled all the way through it.

But when I finally got the words out, he said yes.

(Now, I want you to remember, I had known Ramit for over a year at that point. We had a solid relationship. But if I had said in the first month or two of knowing him: "Hey can I write a guest post for your audience?" he probably would have said no. Because I had added value over time, and he was in this focus group brainstorming with me about how I could reach my goals, he was more invested in my success. And he was also the one who came up with this idea!)

Finding the Right Business Model

Now, I wish I could say that I wrote that guest post for Ramit right away... but it took me a long time. I sent him a draft, which wasn't up to his standards. He tore it apart, and I let what I saw as a rejection really bother me. So instead of getting back up on the horse and rewriting the post, I avoided it for a while.

Don't worry – I eventually got around to it (and later in this story, I'll share how it has contributed to over \$100k in my business to date).

In the meantime, I was spending more time around other entrepreneurs, including many coaches who were making over 6 figures. They would all talk excitedly about launching new programs and hosting live events...

... which sounded exactly like what I wanted to do (the money part sounded great, too).

I started asking questions about their businesses. It turned out they were all working with a business coach – and they were each investing close to \$30,000/year in it.

I immediately knew that this was what I needed: a clear path and expert guidance.

Now, based on the amount of money I was making, it didn't make sense for me to make this kind of financial investment.

But here's the thing — I believed in myself.

I knew that I was smart and hard-working. I knew that I would do whatever it takes.

So I signed up and made my first major investment.

And that was when I learned how to restructure my business model...

The Business Model that Got Me to 6 Figures (and Beyond)

You know those certain coaches and consultants who seem to magically hit six figures in their first 1-2 years of business?

Well, there are usually a number of factors (like building a network of peers and influencers), but there's one major part... their business model.

The Traditional Model

Most coaches and consultants charge an hourly rate (i.e. \$100/hour).

Now \$100/hour is great money!

But as an entrepreneur, if you don't have consistent clients or consistent work, this kind of business model is setting you up for failure.

As a coach or consultant, people often approach us for an hour of our time. "Can we do a 1-hour session where you can help me with [X problem]?" Or maybe they want to test out our services before making a commitment.

Here's the problem:

It's very difficult to get people meaningful results in an hour.

And if people have unrealistic expectations of you and aren't seeing the big transformation they were banking on for that expensive hour – how likely is it they'll sign up for another 1-hour session? Not very likely.

It breaks my heart to see coaches and consultants trapped in a broken model, where they are spending all this time hustling to get ONE client, only to get 1 hours worth of business.

So now, I'd like to introduce the first secret to creating a successful six-figure business...

The High-End Model

Instead of offering hourly coaching or consulting, **I recommend you create packages and programs.**

What you offer your clients is up to you and there are plenty of ways to be creative. For instance, if you have a coaching model, then 3 - 4 sessions per month is a great foundation for this kind of offering.

And it's much easier to get to 6 figures, as you don't have to keep chasing down new clients or reselling previous clients for your hourly fee.

Furthermore, with six months of focused attention, you can create really powerful changes in your clients' lives. And that's what they're really paying for!

Every coach and consultant has the ability to create high-end offerings – using the skills and experience you have right now. If you're looking to charge more, you don't have to go back to school or get 2 more years of experience.

(I teach about business models in-depth in my group program, Get Known, Get Clients, which will be opening for enrollment soon. If you're interested, you can [get on the waitlist here](#), and you'll be the first to get all the details!)

Putting My New Business Model Into Action

I had just spent 6 months trying to make my PR business work.

When I invested in my first business coach, it was both a new year and a new start for me: I had a brand new coaching business, starting at \$0 in early 2013.

In February, I was having dinner with a well-known life coach, Nisha Moodley (we had connected on Facebook, and I had been nurturing that relationship, too). I told her about how much I had enjoyed doing my 2-day workshop, and she encouraged me to do more...

... but she suggested a major tweak:

Instead of doing a 2-day workshop for \$600, she said I should turn it into a 2-month program for \$1,200. They would still get the 2-day workshop, but also 2 group Q&A calls.

It was a big leap for me, just doubling my price like that... but I went for it...

And that was the first month I broke \$10k.

In the meantime, I was also working with my business coach to create my coaching programs.

I started with a 6-month private coaching program for \$800/month...

... and I remember feeling sick to my stomach. I didn't think anyone would buy it at that price. Surely it was too high.

By working with my coach, though, I learned how to find the right clients and how to have sales conversations to invite them to work with me. I didn't spend close to 30K NOT to take her advice, so I did what she said.

And people signed up!

I was like, "What? I can work with only 5 clients and do 5 hours of work a month and make the same amount of money I made for ONE client with my old business model?"

Before:

1 client at \$4,000
(working 50-100 hours/month)

New Business Model:

\$800 x 5 clients = \$4,000
(5 hours of phone sessions/month)

Not only was I doing less work and making more money, but I also had more time to do OTHER things in my business. With my old model, I never had time to think about other streams of revenue, let alone CREATE any of them. I had been stuck, capped at how much work I could take on and how much money I could make.

Now, I was able to pay my bills and work on growing my business.

Which meant I was finally able to launch my own website.

Coming from “Out of Nowhere”

At this point, I had lots of great connections with influencers and VIPs... but I was still pretty “unknown.”

When it came time to launch my website, I wanted to make a big impression right away. I wanted to establish credibility and expertise, even though no one knew who I was.

So I reached out to the network of VIPs I had now been growing and nurturing for over a year...

... and I received some amazing testimonials that I was able to have on the front page of my website, from Day 1.



“Selena Soo is a woman you want on your side.”

“A powerhouse of publicity and marketing genius, Selena Soo is a woman you want on your side. She’s connected, results-oriented, and beyond brilliant.... I cannot recommend her highly enough!”

– Marie Forleo, *Creator of MarieTV*



“For the love of god, THANK YOU!”

“Selena! This pitch is impeccable. Every angle, the whole spirit of it. Really, so good. I’m so *impressed*. You’re so in your zone. For the love of god, THANK YOU.”

– Danielle LaPorte, *Creator of The Desire Map*

I also had testimonials from editors at places like O, The Oprah Magazine and Forbes.

When I launched my website with these testimonials, the impact was almost instant – people wondered who I was, where I had come from, and how did I magically show up out of nowhere and already have such amazing connections?

It gave me a level of authority that otherwise would’ve taken months (maybe years) to gain.

So, how did I get these testimonials?

It goes back to adding value... Here’s how I did it:

How I got a Killer Testimonial from Danielle LaPorte

Having those testimonials is one of the reasons why I've been able to grow my business so quickly.

It might have taken someone just a few minutes to write a testimonial for me, but the impact has been massive. They've been one of the biggest ways I've built the Know, Like, Trust Factor with new clients, subscribers, or other big deal influencers.

First, the most important thing is to make it as easy as possible for them to help you.

Because we don't want this to feel like another time-consuming item on a busy influencer's to-do list. Plus, maybe they've already given you what you need.

If an influencer has already sent you an email thanking you for your help, you have a potential testimonial right there.

For example, some of you might know the story of how I got my testimonial from Danielle LaPorte.

Danielle was coming out with her book *The Fire Starter Sessions*. I asked her if I could contact the editors at *O, The Oprah Magazine* to tell them about it.

She said, "Yes, absolutely." So I wrote a heartfelt pitch and also sent over a care package. I had a copy of her book in a brown paper bag with red fire paper bursting out, a chocolate chile fire bar, and Fire Starter tattoos.



I sent the photo of the package to Danielle, and forwarded her the pitch. (This is an important step – when you do something nice for an influencer, take the time to let them know about it.)

Danielle wrote back to me and said, *“Selena! This pitch is impeccable. Every angle, the whole spirit of it . . . For the love of God, THANK YOU.”*

Several months later, I was launching my company website and asked her if I could use those sentences for a testimonial on my site and she said, “Of course!”

Because I had added value, she was happy to support me. And even more than that, notice that I completely eliminated the need for extra work on her side. All she had to do was review the quote and say yes.

Building My Business with the New Model

I launched my website in July 2013. People were starting to hear more and more about me...

... And I developed a low-cost marketing system to get a steady stream of clients.

My Simple Client-Getting Marketing System

There are a number of things I did to get clients, but these were the 2 most effective:

Step 1. Developing and audience & building a relationship with them

I emailed my list 3 times a month, making sure to build emotional connections with my readers and provide value in everything I sent.

→ The result was an engaged newsletter list that trusts me and feels connected before I ever ask them to buy something.

Step 2. Getting clients through referrals I built relationships with my colleagues and offered 10% commission for referrals.

→ The result was potential clients who were already excited to hire me because my colleagues had given me glowing recommendations.

And soon, I was ready to launch my Publicity Mastermind.

Launching My First Mastermind

I had really been enjoying coaching clients 1-on-1, and I had taken on a couple PR clients to supplement my income (though I was much better at structuring their packages and giving boundaries than I had been a year earlier!).

But I also wanted to host events.

I had a great network: magazine editors, television producers, bloggers, and more. I wanted to be able to bring my clients in to live gatherings where they could connect with the media and other influencers, so they could have some big opportunities to get their message out into the world.



So I created a 6-month mastermind program, The Publicity Mastermind, for \$9,500.

We would work together to develop their brand and business in a way that would get them maximum exposure in as short a time as possible – and they would fly in to New York City for our special VIP Dinner with the media.

Other coaches told me I was doing a mastermind prematurely (I'd been working with private clients for less than a year).

And they were right. It was hard to fill at first. I started pre-selling it in the spring, and I remember being SO stressed about it. That was when people still didn't really know me, and my list was small.

But I kept pushing and plugging away, and was able to sell all 10 spots by September. (It absolutely helped that I already had an amazing network of people who were thrilled to refer high-end clients to me.)



Client Success Stories

Here are some of the media opportunities my amazing mastermind clients have gotten...

My client Christine Walsh Egan was on Fox News!

Christine is the author of *The Healthy Girl's Guide to Breast Cancer* and one of my star clients in the Publicity Mastermind. Here she is speaking to Dr. Manny and Dr. Laura Berman (Oprah's go-to sex therapist) on how breast cancer can make your sex life better.



My client Daphne Cheng was featured in *SELF Magazine*!

Daphne is a vegan chef who runs a high-end vegetable supper club in Tribeca, a neighborhood in downtown New York City. She's worked with companies like Lululemon and Whole Foods, and catered for celebrities like Vera Wang, Alec Baldwin, and Lea Michele. **Here's a photo of her spread, and some of the decadent vegan recipes she shared (like butternut squash polenta with shaved apple).**



My client Julie Parker got Danielle LaPorte to be on the cover of her online magazine!

Julie Parker runs Beautiful You Coaching Academy, a coaching certification program that sells out each time she offers it! She also provides a beautiful online magazine, called *inspired COACH*. Having author Danielle Laporte on the cover was a huge win that drew even more attention to Julie's popular magazine.



The Email I Sent to Get People to Refer \$24k Clients to Me

Hi Michelle,

I hope you are well. I'm just writing to give you an update about my Publicity Mastermind (and to ask a little favor) =) ...

It has been going really well, and here are just a few of our results so far:

- One client got a 6-figure book deal...
- Another client met an editor of a popular women's magazine & is now her love coach... They are working on articles together to share the editor's story in the magazine!
- Another client recently had a 3-page spread in *SELF Magazine*.

I am looking for just 3 more people to fully book my mastermind program, and I was wondering if you knew anyone who wanted to get a book deal, speak on bigger stages, expand their affiliate network, or just get more publicity for themselves or their business?

The VIP dinner party is approaching soon, and we have an incredible guest list that includes editors from magazines like *Glamour*, *Self*, *Shape*, *Fitness*, *Entrepreneur* and *Inc.* and producers from ABC and FOX, so if you know anyone right now that could benefit from these amazing contacts, please let me know.

Also, is there anything I can do to support you with your business?

Warmly,
Selena

Let's break down why this email is effective.

- First, I make it clear why I'm writing (to give her an update on my Publicity Mastermind).

- I share big results that 3 of my clients have gotten from the program, and then I ask her if she knows any people who are looking for these kinds of results too.
- I mention my Mastermind dinner party and all of the VIPs who are going to be there.

It's a very enticing email, and I made it easy for her to forward it to someone – and for them to see the value of the program right away.

(One thing I should note is that Michelle is already an official referral partner of mine. We have a strong relationship and she's someone who continuously sends amazing people my way. But if you're asking someone to refer clients to you for the first time, you'd want to warm them up first, and perhaps suggest a phone call.)

That same month (September), I finally rewrote my guest post for Ramit... and he approved it.

My \$100,000 Guest Post

At the time, Ramit had 215,000 highly engaged and responsive newsletter readers. I knew this guest post was going to be one of the biggest exposure opportunities for my business.

Getting access to his community of passionate students was a huge privilege.

Here's a summary of what happened:

- 1) On the morning the guest post was released, it felt like Christmas. The blog went out to 215,000 people. Each time I'd hit the refresh button on the article, I'd see a new comment from an IWT reader.
- 2) My email list grew by 2,000 and I was introduced to a brand new audience of extremely smart, action-taking readers. I know this, because Ramit kicks anyone off his list who isn't taking action on his material!
- 3) Over the next several days, friends, colleagues, and influencers shared the guest post with their followers. This led to even more exposure to high quality readers. One of these influencers was Derek Halpern, who was mentioned in the article. He shared the piece on Facebook and Twitter, where he has 30,000+ fans for each social media platform.



Over 850 of Derek's followers read the article as a result:



4) Then, the article eventually reached my favorite author, Adam Grant, who wrote Give and Take. I found out when I received this tweet:



We ended up getting on the phone, and Adam generously offered to help me. He began connecting me to amazing people. As a result, a top literary agent who works with New York Times bestselling authors came to my Publicity Mastermind VIP dinner!

5) Next, an acquaintance who read the guest post offered to introduce me to Adam Rifkin who, according to *Fortune Magazine*, is the #1 most connected person in the world. When we were introduced over email, my contact shared the IWT article with him, which gave me immediate credibility. He responded right away and expressed interest in learning more about my work.

6) The article also gave me credibility with a popular media personality who is a regular on The Today Show and has a book coming out. When we spoke on the phone for the very first time, she mentioned the article and how much she enjoyed it. I'm happy to say that she signed on as a new client!

7) Julie Stubblefield, one of Ramit's readers, read my guest post and then applied for my Publicity Mastermind. She later became one of my star clients!



Julie Stubblefield with Marketing Expert Derek Halpern
at my Publicity Mastermind

8) Each time I reach out to a blogger to write a guest post or pitch myself for an interview, I share the link to my IWT guest post, which now has 244 comments. This helps me make a powerful first impression, as Ramit has very high standards and only a small handful of people have been selected to write for IWT.

To date, I have generated over \$100,000 as a result of this guest post through new clients and opportunities. It has also helped me raise the profile of my business and gotten the attention of some major influencers, especially in the media.

I'm still so grateful for this opportunity. It has opened up so many doors for me, and I know it will continue to do so in the years to come.

\$157k and Beyond

I once heard someone say, "**Your dream job doesn't exist. You have to create it.**"

Those words ring so true for me.

And not only did I create my dream job by starting my own business, I did something that few entrepreneurs do – I crossed six figures in Year 1, generating \$157,000 of revenue in 2013.

And I realized that I was able to do so because I had 3 big things going for me...

1. I figured out my business model and an overall strategy that WORKED.
2. I developed a powerful personal brand, establishing myself as an expert and leader in my field.
3. And I had a network full of VIPs, influencers, and successful colleagues who genuinely cared about me and my success – because I had built those relationships from a very human, authentic place.

Since then, I've just continued to grow...

... I relaunched the Publicity Mastermind as a 12-month program for \$24,000.

... I launched and filled Get Known, Get Clients, a 6-month group program that teaches you how to earn more and stand out as the go-to expert in your field. (I'm reopening enrollment for this program soon – if you're interested, you can [get on the waitlist here](#), and you'll be the first to get the details.)

... My revenue surpassed \$300,000 in 2014.

... I created and filled INFLUENCE, a 4-week group program to teach people how to connect with influencers and VIPs.

... And I had my first \$100,000+ month in February 2015.

I don't say these things to brag. I share my successes with you because I want you to see what's possible for you – even if you're uncomfortable being in the spotlight, or feel like you've been going in the wrong direction with your business, or just don't know if you have the right skills to make it as a six-figure (and beyond) entrepreneur.

Remember, I used to be terrified of public speaking. I was shy just introducing myself for 15 seconds in front of a group! But I moved forward in spite of my fears, which allowed me to lead workshops, host events, and build a powerful network with people who were way ahead of me in their businesses.

If I can overcome these hurdles, you can, too.

My hope for you is that you're able to take my story and apply my strategies and systems to your own business, so you can reach a wider audience, get more clients, and keep growing.

Warmly,
Selena

To learn more about Selena, visit her website at
www.s2-groupe.com
