

August 2019

DROPMOCK

A MONTHLY NEWSLETTER FOR OUR INCREDIBLE AUDIENCE.



WHAT'S INSIDE THIS ISSUE

Behind the scenes updates from the team

How to sell to your audience the right way

Taking back control of your schedule

The brand new Instagram Training Course



UPDATES



DropMock Podcast: Coming September 2019

- The podcast studio has been painted & new furniture is arriving!

DropMock IM Virtual Summit: Coming November 2019

- Featuring all the best marketers that you know & love

DropMock Mainstream: Coming Soon

- Watch for secret video previews on social media!

How To Sell The Right Way

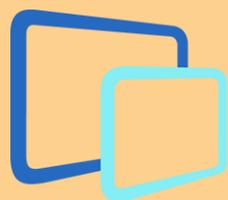


You probably don't love business insurance. Think about it! It's something that is nearly forced upon you to make your business legitimate and it costs you money every month/year!

If someone tries to sell me insurance because it's something mandatory I need to have to own & operate my business, I'm not going to be excited about getting it! BUT, if it was sold to me as an incredible policy because it protects me, my family and my assets, while saving me money, it truly makes me consider getting it because the benefits & results of paying for it is relatable to me! Let me use my coaching business as an example. I don't want to sell my personal growth or mindset coaching. I want to sell the transformation to my ideal client! I want to sell the achievement of goals, the mindset positivity & the personal happiness! That's what people want! They want results & that's what they are willing to put their money down for! How could you start to change the language in your selling to captivate your ideal client or customer's attention by selling what results they get from buying your product or using your services?

How To Sell The Right Way

**Sell the problem
you solve,
not the product
or service itself.**



DROPMOCK

**"Everyone can tell you
the risk. An entrepreneur
can see the reward."**

Robert Kiyosaki





Taking Back Your Control

Do you easily feel overwhelmed thinking about everything you need to accomplish in a given day? It's become incredibly common for people to experience stress, fatigue & burnout in our hustle driven culture. We put so much pressure on ourselves to show up at 100% in every area of our lives, neglecting to realize that we can't show up at our best if we aren't taking control over our priorities. I want to share three pieces of advice to help you take back control of your busy schedule and hopefully help you eliminate the messy stress in your life.

**Jen
Hatmaker
once said,
"If it's not
a hell
yeah, it's a
hell no!"**



Taking Back Your Control

1.) WHAT MATTERS TO YOU?

If you could pick 3-5 areas of your life that matter most to you in the season you're in, what would you choose? This is your priority list and your schedule needs to be a reflection of what you want to be most committed to.



2.) LEARN TO SAY NO

Jen Hatmaker once said, "*If it's not a hell yeah, it's a hell no!*" You have to claim a calendar that is reflective of the type of life that you want to live each day. At times, that means saying no to things & even people that don't serve what your present goals are.



3.) KEEP A PLANNER

If you want to start controlling the chaos in your life, you have to get organized! Buy a planner, sticky notes or use a Google Doc so that you can keep a running, prioritized list of what needs to get done in a given day. This will definitely help you out!



THE NEW INSTAGRAM TRAINING COURSE

Madyson Greene hosted a two day Instagram Training on how to set your business account up for success! The webinar training was incredible. Bob Eccles says, "It has inspired me to get my Instagram set up and start using it. Madyson taught everything from the basics of setting up a business account for engagement & results and even how to use various strategies, apps & Instagram features that will help you to dominate the platform & algorithm.

GET THE COURSE!

Now, remember: IG is a powerful marketing tool that has over 500 million daily active users. It's a hot place to market your brand or business! If you missed the live Instagram Training, don't worry! You can purchase the course recording so that you can learn all the strategies to being successful on IG.

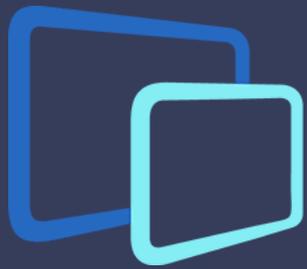
“

**THANK YOU MADYSON! AWESOME
JOB IN TEACHING US HOW TO USE
INSTAGRAM TO GROW OUR BUSINESS!**

**I'M LOOKING FORWARD TO
IMPLEMENTING EVERYTHING THAT I
LEARNED FROM YOU ON MY
INSTAGRAM PAGE!**

- ANDREA LEVERMORE





DROPMOCK