

EXPERT FOR A MILLION

HOW TO MONETIZE YOUR EXPERIENCE AND KNOWLEDGE

PAVEL AVDONKIN

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About this book

Pavel Avdonkin, a coach and personal development expert, shares his approach to recognizing the value of personal experience and the qualities that make each of us unique.

He explores why we so often underestimate our skills and achievements, and why sharing what we know matters. When we pass our knowledge and experience on to others, we help one another grow and improve our quality of life.

"I want every person to discover their individuality and potential, keep growing, share their knowledge, develop their expertise, and find the freedom to be themselves. This book is part of my own story, work, and development. I have tried to make it as useful as possible so that it can support you on your journey as an expert. It truly matters to me that people grow, share their experience and knowledge, and help others make the world around them better."

— Pavel Avdonkin

Praise for the book

A book that inspires action

I feel fortunate to have met someone as decent, kind, and determined as Pavel. He has become a friend of our family, and I have seen him in many different situations. Knowing both his professionalism and his sincere love for people, I can confidently recommend him as a mentor who believes in everyone and helps them turn their knowledge and experience into a meaningful result—their own million.

Expert for a Million is an inspiring book. Reading it feels like talking to a friend: honest, clear, and motivating. Pavel shares his life story, with its highs, difficult moments, and important discoveries. You feel as though he is speaking directly to you, offering encouragement and guidance.

The book is full of practical tools for turning your experience into the foundation of a successful expertise-based business. Real-life examples, accessible language, and the author's sincerity make it useful.

Pavel talks about the importance of vulnerability and trust. He shows that an expert's real strength lies in authenticity and openness. Those qualities are the key to more than attracting an audience: they help you build genuine, lasting relationships with people.

Step by step, the book takes you from recognizing what makes you unique to creating a program that generates income from your knowledge. Practical advice, inspiring examples, and clear recommendations make it a guide for anyone who wants to grow professionally and financially.

Expert for a Million is a book that encourages action. It reminds us that our journey is unique and our experience has value. Pavel truly believes in his readers, and that belief comes through on every page.

I recommend it to anyone who wants to realize their potential and build a business around their talents and expertise.

Elizaveta Babanova

Author of the bestselling Russian book *Finding Zen in Stilettos*, composer, and educator

An expert's real strength lies in authenticity and openness

We are capable of so much

How do you share your talent? How do you start taking action? Where do you begin when those first steps feel so difficult? These questions have always mattered to me. My own inner patterns often left me unsure of the structure: where to look, which direction to take, or how to begin. Becoming visible and putting myself out there seemed daunting, almost beyond reach.

Pavel showed me another way to look at it: lighter, clearer, and more structured. With every chapter, I understood more about how to bring the work I love into the world, how to present it, and how to express the important things I carry inside and want to share.

Most of all, each line strengthened my desire to act. I began to appreciate how much I had been given and how important it was to make thoughtful use of those gifts. I saw the value of not fearing my mistakes, allowing myself to be vulnerable, and looking at those experiences with dignity, recognizing what they could teach me. Instead of becoming discouraged by big goals, I could break them into smaller stages that felt understandable and achievable.

We need to protect the creativity within us—the creativity that allows us to dream and bring those dreams to life. This book reminds us how important it is to live, work, set goals, and grow into more of who we can be.

It is deeply practical, yet it also encourages you to look inward. It reminds you not to be afraid of giving yourself to the people and work you truly love. It is about honesty, authenticity, effort, and light. It is about the conviction that, when we truly want something, we are capable of so much.

Natalya Savenkova

Astrologer, systemic strategic therapist, and constellation practitioner

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Dedication

To my beloved children, Marusya and Danila.

The Academy of Life

A personal introduction

People will do anything for those who encourage their dreams, justify their failures, ease their fears and doubts, and help them throw stones at their enemies.

Whenever I meet someone new and hear their story, I see the wealth of knowledge and experience they carry. Very often, they cannot see it themselves. They dismiss what they have learned, what they have lived through, and who they have become.

Friends used to joke that I could make a million simply by telling my clients' stories. There was so much wisdom in them. I would laugh and brush the idea aside. Then one day I realized what was behind that laughter: fear of the unknown and doubt about my own abilities. That realization was the beginning of this book.

You may be wondering who I am, how I became an expert, and what I can offer you. The best way for us to get acquainted is for me to tell you my story.

Even as a child, I was what people call an old soul. Others came to me for advice and support. I could often find an answer to a difficult question, or simply the right words when someone needed them. Over time, I began to recognize that ability. I could sense what people were feeling and get to the heart of a problem. When I did not know or understand something, I felt compelled to figure it out. That has always been my personal challenge: keep looking until you find a way forward.

My name is Pavel Avdonkin. I grew up in an ordinary family. My parents worked in a factory while studying for their university degrees. When the Soviet Union collapsed, earning a living became a matter of survival. My father held down three jobs, combining factory work with loading and cleaning work. He also had a dream: to buy a car.

He was always reaching for something better and willing to try a new opportunity. Like many people in Russia at the time, he began buying goods and reselling them. In the 1990s, traders like him were known as shuttle traders: they traveled abroad, bought merchandise, and brought it home to sell at local markets. What began that way eventually became an established business. We opened a wholesale office and built a group of stores, with plans to develop a franchise network.

I remember my parents leaving for the market at four in the morning. I was eight and my brother was three, so I was left in charge. We would wake up at seven. I would get him dressed, take him to kindergarten, and then go to school. We learned independence early.

My father's business gradually grew. We survived Russia's 1998 financial crisis, when the devaluation of the ruble forced many traders to close. My mother deserves much of the credit: she took the initiative and was determined that we should keep going.

The business gained momentum, and as my brother and I got older, we became more involved. I can still picture our Lada station wagon packed to the roof, with a trailer full of enormous black bags of merchandise. Every morning, that little freight convoy set off for the market. We worked seven days a week and learned from our mistakes. There was no family tradition of private enterprise for us to draw on; we were building that knowledge ourselves.

After twelve years, we had an office and a showroom. We began opening stores and helping our wholesale customers get into major shopping malls. Believe me, that was no small undertaking. I had a new ambition: to build a large franchise network. As we started moving toward it, I kept coming back to the same question: how? How do you do this properly? How do you run a business professionally?

My usual response took over: if you do not know, go and learn. That was when business books and training became part of my life.

We opened our first retail store in 2008, just as the financial crisis was unfolding in the United States. I became convinced that transforming the business was the right direction. You have to keep learning and bring new ideas into your work, especially into the way you think. In my view, mindset accounts for 90 percent of success.

Our wholesale operation depended on retailers who were often slow to develop and not always ready to grow. That dependence was one of the reasons I wanted our own chain of stores.

We opened a second store in 2012 and three more in 2013. We launched under the name EleganceStyle, with celebrity appearances and media coverage as we expanded into Moscow and the surrounding region.

Everything seemed to be going to plan. We were digitizing our business processes and were almost ready to begin selling franchises. Then December 2014 changed everything. The exchange rate jumped from 36 rubles to 72 rubles to the dollar. Expansion was suddenly out of the question. The task now was to survive.

It is difficult to describe what I felt. Emptiness. Uncertainty. Questions I could not answer. How were we supposed to handle this? What would a larger, more experienced company do?

I began telling myself that I was not good enough, that I did not know enough, that I lacked the skills. Painful as those thoughts were, they also pushed me to grow.

I decided to learn how major companies were run and pursue an MBA.[1] I ordered study guides from the United States and began preparing for the GMAT[2] and TOEFL[3] exams as part of my intended application.

One evening, I was scrolling through social media on my laptop when I saw a post by business trainer and personal development specialist Itzhak Pintosevich. The offer was simple: join him at a training event in London and receive a coaching session as a bonus.

I had already attended several of his programs and knew him personally. I even had his phone number. To be honest, I hardly cared where we were going. I just wanted to clear my head and reset. I barely looked at the event details. I called Itzhak, we talked, and I decided to go. I have never regretted it.

The event turned out to be a Tony Robbins seminar,[4] on a scale I had never experienced: 10,000 people in one place. The energy was extraordinary. People were confronting fears and limiting beliefs that had kept them from living fully.

Saying I came away energized would be an understatement. I was on fire. But even amid that excitement, I had not forgotten my plan to prepare for an MBA.

One of the key organizers for the Russian-speaking participants was Gil Petersil. I wanted to understand what an MBA would actually give me, and Gil was someone I could ask directly. Itzhak introduced us, and that was the beginning of our friendship.

Eventually, I stepped back from the MBA plan. My brother went to study at the Moscow School of Management SKOLKOVO, while I booked a place at Tony Robbins' Business Mastery. That program gave me a broader understanding of how to build and grow a business. I also met Keith Cunningham, whom I understood to be an inspiration for the "rich dad" figure in Robert Kiyosaki's book Rich Dad Poor Dad, and later trained with him. I absorbed what I learned and immediately put it into practice.

But that came later. Back at that first London event, standing in the crowd, I was fascinated by something else: how was Tony working with people? What tools was he using to help them?

That curiosity led me to coaching and neuro-linguistic programming, or NLP, which combines ideas about language and psychological processes in work on communication, self-management, and influence. When I returned to Moscow, I searched online, found Erickson International, and decided to study there.

Over time, I found a mission that still guides me. I want people to discover what makes them unique, develop their potential, share their knowledge, become experts, and find the freedom to be themselves.

After completing four coaching modules and a train-the-trainer program with Marilyn Atkinson, the founder of Erickson International, my view of the world changed. I learned to listen more closely, to hear what someone was really saying, and to understand people and their intentions more deeply. Above all, I realized that I wanted to help others.

Something else struck me during my training. I met so many intelligent, talented professionals who struggled to sell their expertise, their services, or their programs. I could see how I might help.

That was the beginning of my work helping experts develop and launch their businesses. I created the Expert Academy, a program about turning knowledge into income and growing an online business. I also began developing Life-University.ru, an educational platform for my own programs and for the experts whose businesses and programs I help build.

In my view, conventional coaching can be difficult to sell because the word itself does not tell a prospective client what outcome they will receive. There is another issue, too: the beliefs people pick up as they train. Coaches can start undervaluing their work very early, particularly when they are told they should not charge while studying and accumulating practice hours. I believe that can be the wrong starting point for how they see their professional value.

I realized I could help them approach things differently. At first, I offered consultations and suggestions for presenting themselves and their services. That gradually grew into a more comprehensive role developing and launching expert-led programs.

My first failed launch cost me 500,000 rubles. I understood how to create a product and how to deliver value in a webinar, and I wanted everything to be perfect. That pursuit of perfection was part of my mistake. It was an expensive lesson, but an invaluable one.

I once read a saying along these lines: people with money end up with experience; people with experience end up with money. I was left with the experience, and with the realization that there were things I did not know and had overlooked.

A training program called Message to Millions helped me understand how to create and position an offer. Gil Petersil and I traveled to that program together. It also inspired him to create a mastermind group, which I later joined.

I went on to work with bloggers with audiences in the millions, lawyers who appeared on television, and highly accomplished trainers such as Nina Rubstein. I also worked with people who simply wanted a brief moment of fame and recognition. I no longer take on those projects; our values do not align.

As for the clothing business, it is still operating as I write this. It has not been easy. We had to rethink our strategy and focus on retail. We are developing our online store, dhmd.ru, alongside our physical stores. We survived and held our ground. Running a business in Russia's constantly changing conditions has certainly been a ride.

Here are some of the practices that have helped us keep going:

- Keep learning and developing.
- Invest in staff training.
- Watch relevant trends and respond to them.
- Stay flexible and adaptable.
- Put new ideas into practice.
- Try things you have not tried before.
- Hire people who are smarter than you.

There is no perfect formula. There are principles and strategies, but no one can tell you exactly what will work in your particular business.

This book is part of my own story, my work, and my growth. I have put as much practical value into it as I can to help you develop your expertise. It matters to me that people keep growing, share what they know, help others, and make the world around them a little better.

Try. Make mistakes. Learn from them. Then try again, differently.

Do not be afraid to be open and honest. Your story is already part of what makes you an Expert for a Million.

Now that you know me a little, we can turn to the practical work. You have heard my story. It is time to write yours.

CHAPTER 01

Your foundation as an expert

Your story. Your introduction. Your mission.



01 Read and reflect

02 Map the ideas

03 Put them into practice

THE IDEA AT A GLANCE

Your story is a journey

A simple structure for making your experience meaningful to others.

01

The starting point

Life before the challenge

02

The challenge

What had to change?

03

The setback

What made it difficult?

04

The search

How did you find a way?

05

The result

What did you achieve?

06

The transformation

Who did you become?



Your experience becomes useful when others can recognize their own journey in it.

Stay true to who you are. You do not need to play a part. Your real story is what will draw the right people to you.

Studying at Erickson International had a profound effect on me. Words such as values, beliefs, and mission stopped being abstract ideas. They became a foundation. I came to understand how much they matter to anyone who wants to be heard and understood.

There is an expression I particularly like: "If you confuse, you lose."

Whatever your field—psychology, astrology, coaching, business training, nutrition, tarot, or another area of expertise—people need to understand what you do from the very first sentence. Your values need to come through clearly, whether you are introducing yourself in person or communicating on social media.

Potential clients are all around you. The question is how you present yourself, and whether that presentation creates interest and trust. It also needs to feel right to you. Your public presence should be consistent with who you really are. In plain language: be yourself.

That matters for your own sake as much as for your audience. Wear a mask and play someone else's role for long enough, and eventually you will become exhausted, run out of energy, or give up. I have seen people simply repeat other people's programs and training material. Where are they now? They have disappeared. Others came to me looking mainly for validation. That is not enough to sustain the work, and they did not last either.

The hero's journey

A framework for telling your story

Imagine that you are building a house. You want it to stand firm when criticism blows through. You do not want fear and judgment moving in like unwelcome creatures and taking over the place. You need a solid foundation in the right spot.

Writing your own story of growth and achievement will help you build it. You do have such a story, even if you doubt that now. Perhaps you have simply been looking at your life from the wrong angle. We are going to change that.

First, let us look at how stories work.

Think back to the stories and cartoons you loved as a child. Did you ever imagine yourself as one of the characters? Feel what they felt? Wonder what you would do in their place? Perhaps you still experience that when you watch a film or a television series. You care about the main character, or the couple trying to find their way back to each other. You recognize something of yourself in them.

Sometimes you want to be like the character. Sometimes you disagree with a decision and think, "I would have done it differently." Either way, you are involved.

That is why this matters for your work: you need to find the people who connect with you, and your story is one of the best ways to reach them.

Your journey, including its setbacks as well as its successes, can become a beacon for your clients. Telling your own story gives you something distinctive in the market. No one else has lived exactly the same life.

Stories are like fingerprints. No two are the same.

When people hear yours, they can begin to recognize themselves in it. They see familiar problems, feelings, and obstacles. Whether they encounter your story in a video, an article, or a social media post, they may begin to think, "This person understands where I am. Perhaps they can help me move forward."

The difference is that you have already traveled some of the road they are facing. You have stumbled, fallen, and got back up. You have found answers, developed useful strategies, and achieved results. You have experience someone else needs, and you are willing to share it.

That experience gives you an inner strength that draws the right people toward you. They may be at the beginning of their journey or somewhere in

the middle. You can support them and show them a way forward because you have your own story, your own experience, and tools you have used.

Your personal story helps build two foundations. The first is internal: confidence rooted in your experience and values. The second is external: a clear way to present your expertise so that people can recognize what you offer. Without those foundations, you are building on sand. We want something that can last.

Your story begins a relationship with your audience. People recognize themselves in it and become interested in following you.

Storytelling is one of the simplest ways to introduce yourself and communicate the value of your work.

It is the starting point for positioning yourself as an expert. It helps you connect with people and stand out while remaining yourself. As I see it, there is no competition: we simply show up and take our own place.

Writing your story also changes how you see yourself. It helps you recognize the value of your knowledge, your time, and the lessons that were neither easy nor inexpensive to learn. It can challenge that persistent inner voice saying, "I am not good enough. I need another course before I can begin."

Stories can also help people set aside their preconceptions. We are used to evaluating and comparing: good or bad, safe or dangerous. We form judgments before we know the full picture. A story invites us to become curious instead. We enter someone else's experience rather than immediately judging it. Stories are metaphors: they help us move past the conscious mind's protective barriers, awaken a childlike curiosity, and reach the unconscious. We become engaged and open to change.

When I trained with Marilyn Atkinson, stories were one of the main tools we used. Every story can affect us, but each person takes from it what they are ready to understand and make their own. The same is true of a course or a training program.

Simply by telling your story, you begin to create a connection. You may also notice that the clients drawn to you have things in common with you. That will be useful later, when we develop your client profile.

Why write your story

Preparing your personal story helps you understand yourself, strengthen your confidence, and communicate more effectively. Here is what it can do for you.

Recognize the value of your experience

Telling your story brings important moments back into focus: achievements, difficulties, and hard-won progress. You begin to see how distinctive your path has been and how much you have learned. That can help you challenge impostor feelings—the sense that you do not deserve your success or your position.

Look at specific evidence of what you have accomplished. Reflect on how it happened. You begin to see that your results came from your effort and abilities. That recognition builds self-respect and confidence.

Begin selling even if selling feels uncomfortable

You do not need years of sales experience to tell a meaningful story. Your story can help prospective clients and partners understand who you are, why you do this work, and which values guide you.

When people see the real person behind a business, they have a reason to connect. You become more approachable, and trust has somewhere to begin. That makes a working relationship more possible.

Develop a position that is distinctly yours

Your experience and perspective are your own. A well-told personal story helps distinguish you from other professionals, especially in a crowded market.

It gives people something to remember and helps them recognize your brand. Your particular approach and experience can become reasons to choose you.

Find your mission and a clear introduction

Writing your story helps you understand why you do what you do. It brings your mission into focus: the purpose behind your work and what you want to achieve.

That mission can guide your decisions and keep you grounded in your principles. It also gives substance to the way you introduce yourself. People hear more than a job title; they begin to understand what matters to you.

Turn lessons into a program

Your story contains lessons from both your successes and your failures. Those lessons can become the basis of a course, workshop, or training program.

Experience gives your teaching practical substance. You can help participants apply what you have learned to their own situations, making your offer more useful and valuable.

Taken together, these benefits go well beyond a better biography. You are learning how to present yourself, attract clients, and create services and programs grounded in something that is yours.

The doubts that hold experts back

Do any of these sound familiar?

- "I am not good enough."
- "I need more training first."
- "What will people say?"
- "Who would be interested?"
- "I am the wrong age."
- "What if people criticize me or leave nasty comments?"
- "I am afraid."

The list could go on indefinitely. Your story can help you work through many of these doubts.

Let me tell you about one of my earliest clients. I will call her Anna. Her story began in childhood, with a difficult relationship with her mother.

Anna grew up, got married, and was very happy at first. She had three children. Over time, however, her relationship with her husband deteriorated. Conflict with his relatives followed, and the family seemed to be heading toward a breakup.

During this period, her youngest child became ill, and the doctors had not been able to establish the right diagnosis. Anna could not understand what was happening to her life. She felt helpless. She did not know where to turn, what to do, or who could help. Things kept getting worse. She no longer wanted to live.

One night she woke up struggling to breathe. Terrified, she began to pray. She prayed through the night and came to a realization: she desperately wanted to live. She wanted a different life, and she promised herself she would find a way forward.

She sought professional help. Courses and books became part of her life. For the first time, she began taking care of herself rather than giving everything she had to other people.

Gradually, things improved. Her relationships with her husband, children, and relatives became better. Her child also recovered. As Anna changed, her experience of the world around her changed. She kept her family together and found a new sense of love, strength, and wisdom.

Today, Anna helps women build happier relationships. She trained as a psychologist and a coach and created a program called The Wise Woman's

Path: How to Love and Be Loved. Her story encourages others who are facing a crisis. Having found a way forward herself, she turned what she had learned into something she could offer other people.

Now it is your turn to put this into practice.

Write your story of growth and achievement

Position yourself without losing what makes you unique

The framework is simple. We will work through the challenge, the setback, the search for a solution, the result, and the transformation that followed.

The challenge

I see two powerful forces behind action: love and fear. We may be drawn toward something we want, or driven to move away from something we can no longer accept. Both can give us the energy to get moving.

A hero may have a cherished dream or a goal: "There is something I want that I do not yet have." In my case, I felt I lacked knowledge, and that pushed me to develop. Or, like Anna, the hero may need to escape painful circumstances and work toward a better future.

Before we go further, there is something I want to make very clear. You decide how deeply to explore your experience and how much of it to share. You are in control of the emotional intensity of this exercise.

Many people have lived through painful events they are not ready to discuss publicly. You do not have to expose those parts of your life to write a meaningful story. Respect your own boundaries.

Your mental well-being comes first.

Every hero faces a challenge. You may be moving toward a desired goal or trying to change circumstances that have become unbearable. With that in mind, answer the following questions, preferably in writing. Include the setting, the events, and the people around you.

1. What was the challenge in my story?

2. Was I moving toward something I loved or away from something I feared?

3. What did I want for myself at that point?

4. What was I trying to achieve, and what was I trying to leave behind?

5. Why did it matter? Where did I want to go, and what did I hope would change?

Describe your challenge in your own words.

The setback creates connection

We rarely get something simply because we want it. Even fairy tales would be dull if everything worked out immediately. We tend to value what we have had to work for, and a story of achievement needs some sense of what stood in the way.

The hero encounters difficulties, whether external circumstances or an internal struggle. They fall into a hole and have to find a way out. That is where we become involved.

Two elements matter throughout this story: vulnerability and trust. Vulnerability allows your audience to connect with you during the difficult part. Remember how we identify with a character and feel what they feel? Prospective clients can recognize themselves in your experience in much the same way.

They may think, "This person is like me. They have faced what I am facing and felt what I am feeling. They understand."

There is strength in vulnerability. Not everyone is willing to talk about weakness. Social media is full of people presenting themselves as flawless heroes. But if you speak only about your achievements, you give your audience very little to connect with.

I remember a speaker at a forum who bounded onto the stage and began listing his cars, houses, and yachts. Within five minutes, almost half the audience had left. The achievements alone had not given them a reason to care.

A moment of vulnerability shows people who you are. It takes them back to a period when things were difficult and lets them see the person behind the results.

For this framework, the setback is the moment of vulnerability: a time when you struggled. Be honest about what you felt, while staying within the boundaries you have chosen.

Behind major achievements are ordinary people. They feel anxiety and disappointment. They experience loss and pain. When you talk about your own mistakes, it may feel uncomfortable, especially in front of strangers or a large audience. Yet that honesty can change how both you and your listeners understand what is possible.

Russian leadership and public speaking trainer Radislav Gandapas[5] once spoke about a time before he became a well-paid speaker. Sometimes he did not even have enough money for the subway, and he knew all the cheapest items on the McDonald's menu. That story gave people something to recognize and a reason to believe they, too, could move forward.

In my own story, there are several such moments. One came when the exchange rate doubled and I could no longer see how to build the franchise network I had planned. Another came when my first course launch failed and I lost a substantial amount of money.

The setback leads to a search for a solution. That search eventually leads to a result.

Your results give people reasons to trust your work as a trainer, coach, consultant, or speaker. Once you have written your story and tried sharing it, you will begin to understand the power of this sequence.

Think about your setback and answer these questions in writing:

1. What feelings, emotions, and fears did I experience?

2. What were the circumstances?

3. What was I doing at the time?

4. How did I respond?

5. Who was around me?

Write in the first person. It helps listeners enter your experience and understand what it felt like from the inside.

Here is a passage from my own story:

"I remember that day. I am sitting in the office, looking at my laptop. Zero. Zero sales. Not a single inquiry. I know the launch has failed and the money we invested is gone. I feel like a complete failure. Everything inside me sinks.

"But I also realize I must have missed something. There is something I do not know. I had thought I knew it all. I was so confident. I tried to make everything perfect and assumed that would produce the results. We even filmed all our marketing videos in a television studio. It still did not work."

The search for a solution

Fortunately—or unfortunately—wishing does not make things happen. Results require action. A world where every thought instantly came true might be dull, dangerous, and not nearly as rewarding as it sounds.

Dull, because you would have no effort to appreciate. Dangerous, because if you happened to imagine a flying cow, you might get an unpleasant surprise from above. And far less rewarding, because you would miss the discovery and growth that come from working toward something.

But enough philosophy. A story holds our attention when someone has to make choices, look for answers, and overcome difficulties.

The search creates emotional movement and keeps your audience engaged.

In Russian folk tales, a hero often reaches a crossroads marked with difficult choices: take one road and lose your horse, take another and find a spouse, take the third and risk your life. Your own story also contains choices, attempts, and uncertainty.

Describe two, three, or four things you tried as you worked your way out. Which doors did you knock on? Whom did you ask for help? Where did you go? What failed? Where were you turned away?

For now, write down as many attempts as you can remember. Later, you can choose the most relevant ones. Explain what you did, what was happening around you, and why you chose that approach.

The result builds trust

Success is usually the result of many small steps.

Now it is time to recognize what you achieved. Value your results, give yourself credit, and be willing to talk about them. They provide the second part of the connection you are creating.

The setback helps your audience identify with you. The result gives them a reason to trust your ability to help. You are still someone like them, but you have traveled further along this particular path. You have found something that works and have an outcome to show for it.

That is why both parts matter. Share the difficulties that make you relatable and the results that establish credibility. Together, they help create a relationship based on trust.

Tell the story honestly, in your own voice. You do not need to play a role at any point in it.

Think back to the speaker who listed his possessions before establishing any connection with the audience. His achievements might have meant something to them if he had first shown the road that led there. Now you know how to give your results that context.

Imagine, for a moment, that you have just won an Olympic medal. Give yourself permission to feel proud. You have invested time and effort and worked through real difficulties. You have earned the right to stand up and speak about what you achieved.

Value yourself. Appreciate your effort. Give yourself credit.

Describe your results:

1. Where did you end up?

2. What worked? What did you accomplish?

3. What did you understand, learn, or feel?

You now have a fuller picture of your results. Perhaps you are seeing them differently and giving yourself more credit than before. That is another step toward a solid foundation for your work as an expert.

The transformation

Stories carry meaning beyond the events themselves. They teach us something and can change how we see our own lives. Every story is a metaphor, and metaphor brings transformation. That is one reason psychologists use stories in psychotherapy: they offer a safe, considerate way to explore experience and support change.

The hero changes along the way. Values, beliefs, and outlook may shift. So may relationships, surroundings, work, or where the person lives.

Describe your external transformation. What changed in your environment, relationships, location, or field of work?

Now describe your internal transformation. How did your values, beliefs, feelings, and view of yourself change?

With that new experience come new questions:

- What can I do with what I have learned?
- How might I make a positive difference?

- What else do I want to do?
- What could I do now that I could not do before, or do differently?
- Whom do I want to help?

Introduce yourself through the value you offer

We are now ready to write an introduction that helps people understand what makes your work relevant to them.

One of the most common mistakes is to introduce yourself with nothing more than a job title. Consider the difference between these two conversations.

Version 1

"Hello. What is your name, and what do you do?"

"My name is Pavel. I am a coach."

"Oh, a coach. I see."

The other person may be thinking, "Another coach. I am not sure what that means for me." The conversation has nowhere obvious to go.

Version 2

"Hello. What is your name, and what do you do?"

"My name is Pavel. I help experts turn their knowledge into income and grow their businesses online."

"That sounds interesting. How do you do it?"

"I teach it in my Expert Academy program. I also help experts develop and launch their programs, and I am building the educational platform Life-University.ru. I do this because I want people to discover their potential, share what they know, and find the freedom to be themselves."

"How did you get into that?"

Now you can tell the story that explains your journey, your values, and why this work matters to you.

There is a substantial difference between giving someone a label—coach, psychologist, astrologer—and offering a clear explanation of your work.

"I help experts turn their knowledge into income and grow their businesses online." In one sentence, the listener can hear whom I help, what I help them do, and the outcome we are working toward.

Exercise

Write your own introduction using these questions:

- Whom do I help? Identify your audience.
- How do I help them? Describe your service or approach.
- What result do they gain?

For example: "I help experts turn their knowledge and experience into paid offers so they can build an online business."

Write two or three versions. As you use them, you will discover which one fits you best and is easiest for other people to understand.

Your mission

Your mission is another essential part of your foundation. A useful starting point is the phrase, "It matters to me that…"

Here is mine: "It matters to me that people discover what makes them unique, develop their potential, share their knowledge, become experts, and find the freedom to be themselves."

Your mission matters to you first. It expresses the values you intend to bring to your work. It also lets other people understand you at a deeper level.

Be clear about why the work you do—or plan to do—matters to you. In the Expert Academy, writing a mission statement is one of our exercises.

Bring your introduction and mission together:

"I do _____, so you can achieve _____."

Or:

"I help _____ [audience] through _____ [service or approach], so they can _____ [result]."

Then answer:

"Why does this matter to me?"

"My mission is _____."

"It matters to me that _____."

A clear introduction and a coherent presentation of your expertise help people understand why they might hire you for coaching, consulting, speaking, or training. Your personal story and experience also contain the beginnings of a program you can teach and sell, online or in person.

Perhaps you want to help people improve their health and manage their weight. Perhaps you understand personal finance and want to help others become more effective with money and move toward financial independence.

Those are starting topics. I want you to go deeper and think about the change your work can create in someone's life. What will be different for the person you help?

We will need that understanding in the next chapter, when we create your program. You might call it coaching, consulting, mentoring, or training. Choose the term that fits your work. What matters is the value and the outcome.

What you should have by the end of this chapter

Your story

- The challenge: were you drawn toward something you wanted or moving away from something you feared?
- The setback: a moment of vulnerability that helps people connect with you.
- The search: the attempts, choices, and emotions involved in finding a solution.
- The result: evidence that gives your audience a reason to trust you.
- The transformation: what changed in you, what you learned, and why you now want to share it with others.

Your introduction

A clear explanation of what you do, whom you help, and what result your clients can work toward with you.

Your mission

An explanation of why this work matters to you.

Together, these form a foundation for a business built on your expertise. People will have a clearer sense of who you are, and the right people will be drawn to your experience and approach. You can begin to see your task as finding and occupying your own place.

There is more foundation work to do. In the next chapter, we will turn to creating your product.

CHAPTER 02

Creating your program

Turn lived experience into a teachable path.



01 Read and reflect

02 Map the ideas

03 Put them into practice

THE IDEA AT A GLANCE

From experience to a program

Define the problem, solution, result, and tool for every step.

01

Problem

What is the client facing?

→

02

Solution

What needs to change?

→

03

Result

What will they be able to do?

→

04

Tool

How will they get there?

Repeat for each step of your program.

Sequence the steps into a roadmap that takes your client from the current situation to the desired outcome.



THE IDEA AT A GLANCE

Your client is the hero

You are the guide who helps the client move toward a result.

01

A hero

Your client

02

A problem

What stands in the way

03

A guide

You and your experience

04

A plan

Your program



05

A call to action

Make the next step clear.

06 / 07

Success or failure

Show what changes with action, and what is at stake without it.

Your product's name should communicate the outcome a client can work toward with you.

Let me begin with a provocative but honest observation. It is not intended to diminish coaches or psychologists: coaching can be very difficult to sell. Why? Many people simply do not understand what coaching is. And as we have already established, if people do not understand you, they will not buy.

Now consider a program called The Wise Woman's Path, Expert Academy, Navigating Divorce Well, or Eat Well and Lose Weight. Immediately, people have a clearer idea of what is on offer.

Speak in language your audience understands, and they can decide whether your work is relevant to them. We live in the age of Dory, the forgetful fish: 80 percent of people scroll through fifteen-second videos, forgetting what they saw a minute earlier as they move on to the next Reel or Short. You have only seconds to make your relevance clear. The familiar seven-second rule may soon become five seconds, or even three.

Fail to make a connection, and your audience moves on.

Whatever your expertise—coaching, psychology, astrology, tarot, nutrition, family relationships, business, cooking, or another field—start with your personal story. Then develop a program and give it a name people can understand.

The name should express the result your client is seeking through the work you will do together.

Why create a program

1. You create a clear roadmap for yourself and prospective clients. People can recognize their problems, see a route toward resolving them, and understand how you can help.

2. You can sell a coherent solution at a price you consider appropriate, rather than selling isolated consultations one session at a time.

3. You make your offer easier to present. A screenshot or PDF can show a structured sequence of steps, helping clients understand your approach and the result it is designed to support.

4. You organize your knowledge and experience into something tangible. This becomes your roadmap for an online course, an in-person workshop, or one-to-one work.

5. You have a clearer basis for explaining and selling your services. We will explore the sales conversation later.

To create that roadmap, we will use a worksheet I call the Product Creation Formula.

People buy more than a product. They buy a picture of the outcome they hope to achieve.

A completed example of the Product Creation Formula

Here is how the formula can organize a program for experts.

Step 1: Positioning. The problem: people often undervalue themselves and their experience and do not know how to present themselves. The solution: develop your story, identify what makes you distinctive, define your mission, and prepare your introduction. The results: a distinctive position in the market, greater appreciation of your experience, and your first clients. The tool: the storytelling formula.

Step 2: Creating a program, product, or course. The problem: not knowing how to organize your experience and knowledge. The solution: create your own educational product. The results: a clearer introduction to you and your course, and your first sales. The tool: the Product Creation Formula.

Step 3: Attracting clients. The problem: having few clients or none at all. The solution: develop a steady flow of prospective clients. The results: more clients and growing profit. The tools: three client acquisition channels, two client profiles, and four stages of monetization.

Step 4: Initial consultations. The problem: not knowing how to conduct a consultation or make a sale. The solution: seven questions for the first session and an understanding of how to communicate with prospective clients. The results: confidence and your first sales. The tools: two approaches to a consultation that leads to an offer.

Step 5: Marketing and online business fundamentals. The problem: not understanding how to organize online sales and delivery. The solution: map the client's journey from the first contact to buying your core product. The results: a clear client journey and consistent online sales. The tool: the client journey framework.

Step 6: Building an online business. The problem: not knowing where to begin, how the process works, whom you need on the team, or which strategy supports growth. The solution: create a website, launch a YouTube channel, build a sales funnel, and promote your work through social media marketing. The results: a recognizable brand, increased sales, and room to scale. The tool: a step-by-step approach to building a knowledge-based business and developing your brand online.

Step 7: Online sales and webinars. The problem: people attend your webinars and enjoy them but do not buy. The solution: move beyond teaching alone and learn to sell; create a sales presentation using the three-stage sales framework. The results: higher conversion and more sales. The tools: online launches, webinars, an online school, and sales presentations.

Not every client will need to begin at step one. People arrive with different problems and different levels of experience. The purpose of the program is to organize what you know and put it into a form you can explain to others.

The time machine exercise

Remember the idea of traveling back into the past in a time-machine movie? Now imagine doing it yourself. Return to the beginning of the journey you described in your personal story. Picture yourself as you were then.

Now imagine that your present-day self arrives to act as a mentor. There are two of you: the person you were, who had not yet gained that experience, and the person you are now, who knows what happened and what helped.

What was the first problem you encountered?

What advice, recommendation, or sequence of actions helped you take the first step?

What result did you achieve after taking those actions?

Travel through the whole journey this way. Help your earlier self learn the lessons more quickly by drawing on what you know now.

Start by describing the problem. Perhaps you did not know where to begin, lacked energy, or had no structure. Perhaps communication at home had broken down and arguments were frequent. Perhaps you undervalued your experience and did not know how to introduce yourself or explain your services.

That becomes the first problem your program addresses.

Record your answers in a worksheet with these five columns:

PROGRAM ROADMAP

Step	Problem	Solution	Result	Tools
1	What is the first difficulty?	What actions address it?	What changes when it is resolved?	Which methods or exercises help?
2				
3				
4				
5				
6				
7				

Use this overview alongside the detailed explanations in the chapter.

Begin with step one and the Problem column. Then explain to your earlier self what to do about that problem, and record it under Solution.

For example, your solution might be to write your personal story, identify what makes your experience distinctive, define your mission, and prepare your introduction. In a relationship program, it might involve learning to express your own views and to listen carefully to other people.

These are examples. Use the lessons from your own journey.

Next, complete the Result column. Describe what changes when the problem is resolved. In the first example, you might gain a distinctive position in the market, begin valuing your experience, and use your story to attract your first clients. In the relationship example, the result might be better communication, greater mutual understanding, and more balance at home.

What was the first meaningful milestone in your own story? What became possible when you resolved that first problem?

In the Tools column, list the methods you can use to help someone work toward that result. Coaches can include the names of the coaching techniques they intend to use.

Now move to step two. You resolved one problem, but others stood between you and your eventual success. Work through those in sequence. Most programs can be organized into five to seven major steps or themes.

When you later create an online course or a series of webinars, each step can become a module containing several lessons. The level of detail will depend on your knowledge and the needs of the program.

The Product Creation Formula gives you a roadmap and a way to organize your expertise. It also helps clients recognize their own difficulties and see the outcomes the work is designed to help them achieve.

You can download the Product Creation Formula using this QR code.



QR code for downloading the Product Creation Formula

The Problem column describes what your potential clients are struggling with. The Result column describes the progress they are looking for.

Naming your program

Return from your journey through time and consider your program's name.

Here is a principle I keep returning to: people are drawn to the future they can picture through a product or service. The worksheet helps you explain that future clearly. In my experience, many experts struggle to introduce themselves or explain their offer until they have written their story and worked through this structure.

Once you have done it, your business has a stronger foundation. It rests on your own experience and values. You have permission to be yourself, and that freedom brings energy to your work.

Honesty with yourself and with your audience matters in any business. When your expertise is the product, it matters even more.

A rocket uses an enormous amount of fuel at launch. Starting a business also takes concentrated effort. If you are just entering the market, focus on one signature product: something you are proud to put your name to. Your aim is that, a year or two or three from now, people associate your name with your chosen subject.

Keep working at that subject rather than constantly switching direction. Talent matters, but persistence, purpose, and discipline are what keep the work going. Commit to the long term.

As soon as your positioning is clear, begin building your social media presence. It can become an important asset and a way to form good relationships with your audience.

Do not stay hidden. Share useful material and make yourself visible consistently.

Otherwise, you may remain an exceptionally capable person no one knows about while less capable people become established. We will return to that in the chapter on social media and promotion.

Once you have a possible name, close your eyes and say it aloud. Does it feel like you? Does it come naturally? If it does, keep it. If it makes you uncomfortable, keep working on it. You will be saying it often.

Next, write a subtitle that explains the program more clearly. Expert Academy is the title of my program. Its subtitle explains the outcome: How to Turn Your Knowledge and Experience into Income and Grow Your Business Online.

If you completed your introduction in chapter 1, you already have the basis of that subtitle. Replace “I help…” with “How to…” and adjust the sentence so it reads naturally.

My introduction is: “I help experts turn their knowledge into income and grow their businesses online.” That becomes the explanation of what Expert Academy teaches. Expert Academy has a government-issued educational license in Russia.

A single, coherent idea now connects your introduction, the program, and the result. That is the value of a system.

You can use your program structure for:

- One-to-one work, offering a complete process rather than only selling your time.
- Online training.
- In-person group training.
- Planning your content.
- Speaking engagements, with individual steps providing topics for lessons and presentations.

Pay particular attention to the problems, solutions, and outcomes in your worksheet. You will draw on them in sales conversations, copywriting, and landing pages. You are creating a roadmap for the work ahead.

Seeing the whole picture

I like simple systems that make work and life easier. Here is another way to look at the story framework and understand how your personal story, program, and positioning fit together.

This time, your prospective client is the hero. The hero wants something.

1. The hero has a goal. They are moving toward something they care about or away from something they fear.

2. The hero encounters problems, both internal and external.

3. The hero meets a guide: you. The guide understands the problems and has relevant experience and expertise.

4. The guide has a plan: the program you developed using the Product Creation Formula.

5. The guide believes in the hero and encourages action.

6. The guide explains the possible outcome of following the plan, and what may happen if nothing changes.

Think about your own role as the guide:

- You bring experience, knowledge, and credibility.
- You understand the client’s difficulties and respond with genuine empathy.
- You have a practical approach to resolving them.

- You provide a sequence of steps the client can follow.
- You support the client and invite them to take action.

That last point matters. A call to action helps someone take the first step. You will need to make that next step clear throughout your work, especially online. People need to know what to do next.

The invitation presents a choice: remain where they are or begin moving forward with your help.

Then describe the result. If you have completed your worksheet, you already have language for the outcomes your program is designed to support.

Show both sides of the choice. Describe a few consequences of leaving the problem unresolved—three to five at most, without exaggeration. The purpose is to help people understand the cost of inaction. Then describe the positive outcomes they are working toward.

Your story framework worksheet

Use the following prompts to put the whole picture on paper. Move from the hero's goal through the problem, guide, plan, and call to action; then describe the two possible outcomes.

Element	Your notes
Hero	What does your client want?
Internal problem	What is happening inside the client?
External problem	What practical difficulty does the client face?
Guide and empathy	How do you show that you understand?
Guide and credibility	What personal experience establishes your credibility?
Plan	What are the steps?
Call to action	What simple, clear action should the client take?
Success	What positive outcomes can the client work toward?
Failure	What negative outcomes could follow if nothing changes?

You can now see the whole picture. You understand the needs and problems of your audience. You have a story and a program. You can relate to your clients because you have faced a similar situation, and you can explain the progress your process is designed to help them make. Your values and mission provide an internal foundation for your work and the contribution you want to make.

It is easy to put the cart before the horse and focus only on getting rich quickly. Am I saying money is bad? Not at all. Money creates opportunities, and we need it. It is also a way of being paid for our work and the value we contribute.

My philosophy begins with service: use your abilities to help other people. I believe that contribution comes back to us, whether you call it balance, an exchange of energy, or simply the way you choose to live. But that does not mean people will automatically buy whatever you offer. You still need to learn how to sell.

Make helping people part of your purpose. As Zig Ziglar put it, "You can have everything in life you want, if you will just help enough other people get what they want." I agree with that approach.

CHAPTER 03

Understanding your clients

Know whom you can help, and how.

01 Read and reflect

02 Map the ideas

03 Put them into practice



THE IDEA AT A GLANCE

Find the right fit

Use the client profile to decide whom you can help most effectively.

01

Ideal fit

Motivation, readiness, trust, and a problem you can help solve.

02

Reasonable fit

Potential to work together, with clear expectations and boundaries.

03

Not a good fit

A mismatch in needs, commitment, or the way you work.

Choose the people you can serve well.

Use the client profile and the first conversation to understand fit before making an offer.



Knowing your clients is central to making relevant offers and meeting their needs.

What we put out into the world influences what comes back. I begin with that thought because it reflects a pattern I often see in expert-led businesses: clients bring us challenges that resemble our own.

I used to be terrified of public speaking. People with the same fear came to me, and we worked successfully on it together. As I have said, your clients may resemble you at an earlier stage of your life. They are two, three, or four steps behind on a path you already know. You now have a map and can help guide them.

Your target audience is you five to ten years ago.

Let us start with a basic marketing tool every expert should understand: the client profile, also called a customer avatar.

You need to know your audience so you can help effectively and explain your value in language they understand. That is why we will create one, two, or perhaps three profiles.

If people do not understand you, they will not buy. I repeat that because it is something to use every day. Remove complicated language that leaves people wondering what you mean.

When something is hard to understand, people may simply tune it out. We want the opposite: an audience that understands you, listens, and wants to work with you.

Begin by describing a client's situation in detail. What is painful or difficult? What solutions are they looking for? For example, they might feel stuck at work and be looking for personal development and a way to advance their career.

Your basic client profile

Answer the following questions for each profile:

1. What is the client's gender?

2. How old are they?

3. Where do they live?

4. What is their relationship or marital status?

5. Do they have children?

6. What name will you give this profile?

7. What do they do with their time?

8. What is their occupation?

9. What is their social or professional position?

10. Who is their partner or spouse?

11. How might their partner feel about their interests or a decision to buy your services? Which concerns would your sales page need to address?

12. What education do they have?

13. How might their education influence the buying decision?

14. What religious or philosophical views matter to them?

15. What principles guide them?

16. How might those principles affect whether they buy?

17. What is their greatest source of dissatisfaction?

18. What problems and fears do they face?

19. What do they dream about?

20. What do they want deep down?

21. What are their values and priorities?

22. What does an ordinary day in their life look like?

You now have a recognizable portrait of a potential client.

For this exercise, use between one and three profiles. Giving each a name will make them easier to remember and discuss. Later, that can also help a sales team train new colleagues.

The ideal client

The basic profile tells you whom you might serve. There is another useful filter that can save time, money, and energy: decide what makes someone a good fit for working with you.

People sometimes make detailed lists of qualities they hope to find in a partner. You can apply a similar degree of thought to a professional relationship.

An experience with an acquaintance helped me understand why this matters.

I was advising her, determined to give as much value as possible. I supplied most of the energy and momentum. We worked on her positioning, her story, and her product. After three hours, we had completed the work—but I was so exhausted I lay down on the floor and could barely get up.

I saw several reasons for that. First, I had not agreed on a fee or even an exchange of services. To me, an exchange of value matters; I believe there should be at least a modest payment or a clear agreement about what each person contributes.

Second, some people are easy to work with. Your values align, you respond well to one another, and the relationship feels good on both sides. This interaction felt the opposite. I experienced what I call "energy vampirism," and recovery was long and difficult. A proper fee might have helped, but payment alone does not always compensate for a poor fit.

Third, she did nothing with the work afterward. She did not launch the course or begin selling consultations. There was no follow-through. We had both invested time, but the work produced no practical benefit.

My clients' progress matters to me. Every minute invested in someone is valuable. Their achievements also reflect the work we have done together. A coach may dream of training an Olympic champion; in our field, we also care deeply about the people we help and what they go on to achieve.

At the same time, there is a firm boundary: we are not responsible for the client's result. We cannot make another person act, and we are not responsible for their action or inaction.

That experience taught me to distinguish between ideal clients, ordinary clients who can be good to work with, and clients I should decline or stop working with.

Qualities of an ideal client

1. Your values are compatible, and you enjoy the working relationship.

2. The client wants a result, wants to work with you, and is prepared to take action toward their goals.

3. The client understands the value of your work and pays for it. You are compensated for your experience and contribution, while the client benefits from the work. Both sides gain.

Sometimes I explain my expectations like this:

"I like your goals and your product, and I am willing to help. My condition is that we commit to the work and you do not abandon it halfway through. Your progress matters to me, as does my reputation. If we begin and it becomes clear that you are no longer prepared to do the work, I will refund part of the fee and we will end the engagement."

I say that because I care about outcomes. It also lets us establish expectations before we begin.

Clients who are a reasonable fit

You can and should work with people who do not meet every ideal criterion. In my experience, these make up the majority—roughly 80 percent. They fall short in one area or another, but you can still offer value and help them become more engaged and effective participants.

The concern is when an ordinary, workable client relationship becomes a poor fit.

Clients who are not a good fit

In my webinars, I often explain who the program is not for. Those are real boundaries, not merely a marketing device. There are people I will not work with regardless of the fee.

Create your own criteria. Use them when deciding which engagements to accept and which to decline. They help protect your time, resources, and mental well-being.

For example, I do not want to work with people who:

- Make everyone else responsible for their results.
- Expect a magic button that produces success without effort.
- Believe paying a fee gives them unlimited access to you forever.
- Constantly complain and blame everyone around them.
- Expect an enormous amount of work in exchange for a token payment.

Your criteria may be different. What matters is knowing where your boundaries are and accepting that you can decline a client when the fit is wrong.

Exercise

Describe three kinds of client for your business: your ideal client, a client who is a reasonable fit, and a client who is not a good fit. Use these descriptions alongside your basic audience profiles when deciding whom you can serve well.

CHAPTER 04

Monetizing your product

Build offers, relationships, and a value ladder.

01 Read and reflect

02 Map the ideas

03 Put them into practice



THE IDEA AT A GLANCE

The first conversation

From understanding the client to presenting a next step.

01
Motivation
Why this conversation?

→

02
Desired future
What would you like to achieve?

→

03
Priority
What matters most?

→

04
Cost of inaction
What if nothing changes?

05
Obstacle
What is stopping you?

→

06
Possibility
What becomes possible?

→

07
Commitment
How ready are you to act?

→

08
Payment
How would you like to pay?

A visual summary of the eight questions explored in this chapter.

THE IDEA AT A GLANCE

From discovery to advocacy

Eight stages in the relationship between an expert and a client.

01
Awareness
They discover you.

→

02
Engagement
They find your content useful.

→

03
Subscription
They stay in touch.

→

04
Purchase
They try a first offer.

05
Result
They solve a problem.

→

06
Development
They move to the next offer.

→

07
Testimonials
They share their experience.

→

08
Advocacy
They recommend you.

Deliver value at every stage. A purchase is part of the relationship, not its end.

THE IDEA AT A GLANCE

Build your value ladder

The six-level example used in this book.

More support, depth, and personal access



01
Lead magnet

02
Entry-level offer

03
Core course

04
Premium package

05
Mastermind

06
One-to-one coaching

INCREASING VALUE

The most common problem among psychologists, coaches, astrologers, womb-breathing practitioners, people who promise to remove curses, tarot readers, and others is the fear of selling—or of failing to deliver a result in the very first meeting with a prospective client. That fear makes you try to sound exceptionally knowledgeable. You unload everything you know, solve the person's immediate problem, and watch them leave happy, thanking you. And you? You get an A for effort. You feel proud of yourself. But you have not created a lasting, mutually beneficial relationship. There is no sale, and consequently no income.

There are two people who lose in this situation. The first is the person who never became your client and never experienced the improvements your work could have brought to their life. Satisfied with an apparent short-term result, they leave riding on your energy and enthusiasm. Tomorrow, that energy will fade, and they will find themselves in the same situation and emotional state. You were so eager to demonstrate your expertise that you immediately showed them what to do and how to do it. Perhaps you were afraid of looking incompetent. That fear is understandable, but this response is not helpful.

The second person who loses is you. You did not make the sale, so you did not give the prospective client an opportunity to become your client and achieve a result through your work and your product. The conclusion is simple: you need to know how to sell and how to present yourself and your product. That is what we will work on now.

First, let's explore the different ways you can earn money from your system, product, or program. If you have read the book in order and completed the exercises and recommendations, you already have a program: you have filled out the worksheet and named your product. I may be repeating myself, but this bears repeating: if you are new to the market, focus on one area for at least a year, or even two, until people recognize you and associate your name with the subject in which you have real expertise and help others.

Ways to monetize your program

- One- to three-month coaching or consulting engagements.
- Small-group programs.
- In-person training.
- Master classes and seminars.
- Webinars.
- An online program or online school.
- Time-limited challenges.
- Seminars.
- Conferences where you appear as a guest speaker.
- Books.
- Private, paid Telegram groups.

Let's start with the simplest option and what to do in the early stages. Selling coaching and consulting allows you to earn money while gaining experience. Yes, gaining experience. The wonderful thing is that every new client helps us grow. As we help our clients, we gain knowledge and experience and improve our skills. But before you can help them, you have to present your product and sell your services.

Few people enjoy being sold to, and many people are afraid to sell. We will learn to present your product in a way that does not create resistance or self-imposed limits for you, or push your prospective client away. Instead, the person will want to work with you and ask about the possibilities. Above all, we will get rid of that common beginner's ailment: “Please, somebody hire me—for any amount of money!”

Selling and presenting coaching and consulting

We are living in the online era. If you have no presence on the internet, you effectively have no business. Yet, as time goes on, you will see in-person meetings and conversations become even more valuable. Suppose you attend a conference, workshop, or any unfamiliar place where people gather. Those people are potential clients, and the more people around you, the better. Earlier in the book, we discussed how to position and present your expertise. I hope you have already done that work.

Imagine you are going to a business conference with many people you have never met, some of whom may need your services. For you, this is a chance to introduce yourself as widely as possible.

You need a goal: how many new people do you intend to meet, and why does that matter? Every new contact represents an opportunity. Someone may never become your client, but they have friends and acquaintances who could need your help one day—provided you make an impression.

Suppose your goal is twenty new contacts. Your strategy will focus on introductions and networking. Prepare for that. What do you need? That's right: a business card. Don't be surprised. Even now, a card is a convenient, quick way to give someone basic information about you. There is a very good chance they will notice it again, giving you another point of contact. Order a card with something like the wording I use:

Pavel Avdonkin
I help experts turn their knowledge into income and scale their businesses.

Add a QR code linking to your social media, Telegram channel, or website. And if you want to go the extra mile, use a QR code that delivers a lead magnet—a gift from you—and brings the person into your funnel or turns them into a subscriber. We will discuss funnels in later chapters.

You have your card. Now you need to interest people in what you do and distinguish yourself from other experts in your field. How?

First, stop giving the predictable answer to "What do you do?": "I'm a coach," "I'm a psychologist," "I'm an astrologer," and so on. The response practically invites the other person to say, "Okay, thanks," and move on. There is nothing engaging about it. The market is full of people who sound boring and interchangeable. We are going to use a more interesting approach.

Here is your script:

1. Introduce yourself.

2. Explain your system: how you do what you do, and the name of your product.

3. Tell your story in thirty seconds.

4. Share your mission.

5. Schedule a complimentary consultation where you can present and sell your product.

Your introduction

Structure your introduction like this:

> *"I do _____, so you can achieve _____."*

When someone asks what I do, for example, I say: "I help trainers, coaches, and speakers develop their personal stories, create educational programs, and scale their businesses online."

Your main aim is to introduce yourself in a way that sparks interest and keeps the conversation going, all within thirty to forty-five seconds. This tells the other person who you are, what you do, and the benefit and result they could gain from working with you—without the dull "I'm a coach."

Your system

After your introduction, someone may ask, “How do you do that? How do you help people create a story that sells and develop a product?” My usual answer is, “It's very simple. I created a course called Expert Academy.”

Having a course or system builds trust. It shows the other person how you can help and what they can gain from working with you. When you create an educational product or program and name it—Expert Academy, for example—you accomplish two things:

1. The name gives your course life and meaning. A product's name should convey the result the client can achieve through working with you and using it.

2. The name expresses the transformation available to your clients: who they can become by completing your course, coaching, or mentoring program.

Your story

Continue answering the prospective client's question with a thirty-second version of your story. Make it clear how you came to this work and why it matters to you.

Your story creates a personal connection.

Sharing your vulnerability and the results you have achieved creates room for an open conversation. It encourages the other person to open up, too.

Have a thirty- to forty-five-second version ready for networking events. Your story reveals your values and beliefs, making it easy for someone to understand who you are and what you stand for.

A story communicates those values and beliefs naturally, within a relaxed, friendly conversation. It also prepares the way for the next step.

Your mission

Once you have told your story, move on to your mission. Mine is this: “It truly matters to me that every person discovers their uniqueness and potential, keeps growing, shares their knowledge with others, becomes an expert, and finds the freedom to be themselves.”

Booking a consultation

You have introduced yourself in a memorable way, named your product, and shared your story and mission. You now have an opportunity to offer one complimentary strategy session or consultation—whichever term you prefer.

If the person seems interested in your subject, offer to meet after the event at a convenient time, have coffee, and get to know each other better. During that free consultation, you can present your program and services properly and, of course, provide value.

Even if the person buys nothing, it can still be a win-win. They get to know you, receive a consultation, and gain a clearer idea of how and to whom they could recommend you. The next time they or someone they know urgently needs help with a problem in your field, they are more likely to think of you first. You gain a warm contact, and neither of you knows what the future holds or how you may help each other later.

This is the key to no longer wondering where or how to find clients. Use these steps to build a continuing flow of new clients.

The same system and strategy work online. Make them part of your repertoire until they come as naturally as multiplication tables.

The Inspiration Formula: selling and presenting your program

You are in a café or online—it makes no difference—holding an initial session with a prospective client. Many beginners wonder how to approach it. Some believe they should give as much as possible because that is what a good expert does. Others worry about sharing too much information and value: if they solve every problem, what will be left to sell? Neither approach works. Let me explain what to do instead.

First, consider how sales happen and what people buy. I have always said, and will keep saying, that people need people. We are social beings. People buy people—or, more precisely, their energy. There is a reason you feel drawn to some experts and respond differently to others. That is normal.

What else do people buy? Solutions to their problems. The energy of someone who can help when they lack the knowledge or the inner confidence to rely on themselves. They buy a picture of an ideal future in which their dreams and goals have come true. And really, I should say "we," not "they."

We are all alike in this respect. The same principle applies to all of us.

After a networking conference, I once rode in a car with Natalia Dolina, former president of the Russian chapter of the International Coaching Federation, ICF Russia, from 2010 to 2013. We were talking about coaching when she said something fundamental: "One day I realized that clients come to me simply to be in my presence, in the space I create." And that is exactly what happens.

Believe me, this will happen for you, too. It may already be happening, even if you have not recognized it. People are drawn to people and to their energy. That is why conveying energy and love matters. Without them, even the most polished sales script will not help.

Presenting your program in the first session

I generally open an initial meeting or call like this:

> *"Thank you for coming. During our forty-five- to sixty-minute session, I'd like to explain how stories help build a personal brand and increase sales."*

That is my version, because I help people develop their stories, define their missions, and create personal brands. If you are a dietitian, yours might be, "I'd like to help you understand the importance of healthy eating." If you teach financial literacy, it might be, "I'll help you understand the importance of financial planning and setting up a retirement account."

You are setting a direction for the session:

> *"We'll work on the limiting beliefs that are keeping you from the result you want."*

Or:

> *"I'll also show you a plan that can help you achieve your dreams and goals."*

You have established a connection, and the person knows what to expect. Notice that you have been talking about creating a vision for the client and helping make that vision a reality.

You have laid the groundwork. Now move to the second stage: asking questions. There are usually eight.

1. What inspired you to come to today's meeting?

In answering, the client will tell you about their goals, dreams, and desires. You will begin to understand their values and what genuinely matters to them.

Once you agree on the overall purpose of the meeting—your working agreement—you can begin doing your job: inspiring the client to take action toward their goal.

The real sale happens when you inspire the client to act, to take steps toward their dreams, goals, and desires. You need to believe in your client.

People often focus exclusively on selling products. In my view, that is a serious mistake. How can you sell someone anything when you know so little about their needs and dreams?

When your product connects with a client's goals, it becomes the vehicle that helps them move toward those goals.

Think about it: if you become a source of support in achieving someone's wishes and goals, why would they turn that support down?

Find out the client's real needs and goals. Then you can see more clearly how your product can help them achieve a result.

2. Imagine you could achieve anything you wanted over the next twelve months in your personal life, professional development, or finances. What would it be?

The power of this question is that it removes the boundaries we so often impose on ourselves. It expands the person's thinking and engages their imagination.

Suppose the client says they have financial goals, while you teach yoga or work as a dietitian. How could your product help? The connection is simple: living more healthfully and having more energy can make a person more productive and help them achieve their goals sooner.

Our lives have different dimensions: family, health, money, relationships, career, travel and recreation, hobbies, and so on. If you know the Wheel of Life exercise, you will understand what I mean. Your next step is to connect your product with the client's need. Show how improving one area of life through your product can benefit other areas.

Remember, the client came to this session after getting to know something about you. They already have a potential interest in your work.

3. Of everything you have mentioned, what matters most to you?

A client might say, “Over the next twelve months, I most want to find work I love—something that inspires and energizes me. I want to do something I enjoy that also earns money.”

You respond: “Great. If you find that work, how will it affect your family? What do you think it will do for your productivity? How will it affect your relationships, the people around you, and the other areas of your life?”

Explore how this most important goal would affect each area of the client's life and the person as a whole. That information helps you understand their priorities and present your course more effectively at the end of the session.

When you make your offer, why would the client say no to something so important to them?

My philosophy of selling is to be a resource for clients' transformation when they are not yet ready to stand up for themselves.

If you do not know what matters to your client, you have no foundation for presenting your product. If you know their values and priorities, your presentation can focus entirely on the result they want, rather than what you want.

For example, suppose you are a fitness consultant and your client's goal is to earn a million rubles by the end of the year. You could say, “If you have more energy, lose excess weight, and begin eating healthfully, will you become more productive? Could that help move you closer to your million?”

4. What do you think it will cost you—or how will you feel—if you do not achieve what you want?

This question brings the pain of not achieving the desired result into focus.

The client might answer, “I won't feel happy or fulfilled. I won't have enough time for my family, my hobbies, and the things that matter to me.”

Use that information when you present your product.

5. Now that you know the cost of doing nothing, what is stopping you from achieving the result?

There is always an obstacle or problem on the way to a goal. This question allows you to address the client's problem directly.

Suppose the client does not know what to do and has no step-by-step plan. You might say, “I understand. You don't have a plan or strategy. At the end of our session, I'll invite you to consider my program. But a plan or system isn't always the biggest issue. What is really holding you back?”

The client answers: “The truth is, I'm not confident enough to ask for a fair price for my services. I'm not sure I can tell my life story or explain my product effectively.”

Now you know the real problem. Say, “I understand the problem and how you feel,” and move to the next question.

6. If we solve this problem, what will become possible?

This question removes limitations and gives the client room to picture their ideal life. They describe a future as though there were no constraints. You become their guide and helper in working toward that result.

7. On a scale of one to ten, how committed are you to taking action in this direction?

Now present your program or product. Explain every step, the final result, and the different ways to work with you: price, duration, stages, bonuses, and value.

You might ask, “Would you like to hear how I could help you with this?” or “Would you like my help?” Once the person says yes, describe your program.

> *“The first step is to position and present yourself as an expert so you stand out in the market while remaining yourself, without playing someone else's role. That is why the first stage of my program helps you develop your story, your introduction, and your mission. In the process, you'll see your life differently and begin to value yourself, your experience, and your knowledge. We'll use the Story Creation Formula to do that. How does that sound? Is that something you'd be interested in?”*

Ninety-nine percent of the time, the person will say yes.

Continue through the remaining steps using the same structure. Then introduce the price of the program:

> *“I like your goals and values, and I'd be happy to work with you in this program. But I want to be clear from the start: my clients' results matter to me, and so does my reputation. My clients get results when they follow the plan and do the work. If, after we begin, I see that you aren't completing the assignments or have lost interest, I'll refund part of your payment and we'll end our work together.”*

State the price and the time frame—perhaps two to three months, depending on your program. Have two or three pricing options so you can adjust the offer if someone cannot afford the highest level. For example, reduce the number of live online sessions and lower the program price accordingly. Collect either the full amount or fifty percent immediately, with the remainder due within three days.

An advance payment demonstrates commitment and strengthens the working relationship. Always collect one. The explanation is straightforward: “I need to plan my client work, and I can't always take everyone who wants to work with me. I need to know how much time I have available.”

8. The final question: How would you like to pay?

You now have a complete picture of how to start earning and move beyond selling individual consultations.

P.S. Later, you will also receive sales scripts and scripts for consulting and webinar funnels.

The client relationship journey

The hardest thing in the world is not the periodic table, Morse code, or even getting a rocket off the ground. It is human relationships and learning how to build them. There is no universal formula that guarantees how a relationship will work for you.

Someone may have built a wonderful family life by following particular principles, making compromises, and reaching agreements with their partner. That does not mean following the same rules will produce the same outcome for you. You may succeed, but differently, because you are different, and so is your partner, with their own principles and beliefs.

We build relationships every day—with family, coworkers, friends, and others. With clients and prospective clients, however, the process can be much more predictable and understandable, especially online. We can create a client relationship journey in which we set the direction and establish the rules, and, best of all, everyone ends up happy—like a fairy tale with pink unicorns.

The word "marketing" may frighten you. If you have never worked with it, you may associate it with selling, which you also dread. By this point in the book, though, I hope your fear of sales has diminished or disappeared, especially if you have started telling stories about yourself and your product.

Look at marketing and sales as a chance to help people and build good relationships. A simple, clear framework—the client relationship journey—will help. First, though, let's look at it through the lens of a man and a woman meeting and beginning a relationship.

Getting acquainted

It is a beautiful, warm summer evening. People are strolling through a small park, enjoying the weather and eating ice cream. A young man notices an attractive woman and decides to introduce himself. He gathers his courage, straightens his shoulders, and walks toward her. On the way, he decides he is in love. She is the mother of his future children. Why waste any time? Straight to the wedding!

With that attitude, our hero approaches: "You're lovely. May I introduce myself?" She says yes, and he immediately steps things up: he embraces her, declares his love, and asks her to marry him.

What happens next? If she does not hit him with her handbag, she will probably get away as fast as possible. Sales and marketing work the same way. If you lead with a hard sell before going through the stages of communication and building a relationship, you can expect the equivalent of a handbag to the head. You will not get the result you want.

Now imagine the story unfolding differently. They get to know each other gradually: dates, movies, restaurants, a first kiss, and, eventually, meeting the parents. The relationship grows until they are ready for another stage—perhaps moving in together or getting married. It develops naturally.

Our task is similar: learn to build relationships with prospective clients and then with clients. Learn to make introductions and be interesting; then invite them, figuratively speaking, to dinner and a movie, moving toward that first purchase.

You will not get to know someone you never notice, do not like, or find uninteresting. Marketing, especially online, is a constant competition for attention. There is a three-second rule; about five years ago, it was a seven-second rule. If you do not interest someone within three seconds, you lose them. A social media article, a short or long video, a post—all of these can capture the attention of people who may subscribe and eventually become clients.

First stage of the journey: awareness. People discover you or your product.

That first contact matters. How compelling are the titles of your videos, articles, and posts? How strongly do they engage people and convey the value a new follower will receive? How accurately do they address your audience's pain, and what solutions do you offer? These questions are critical.

Our couple exchanges phone numbers. In our case, someone follows us on social media or enters a funnel we have prepared, such as a consulting funnel or webinar funnel.

They exchange contact information, recognize their mutual interest, and keep talking until they go on a first date. Notice the important difference between a prospective client and a client: their inner attitudes and their relationship with you are different. It is like the difference between two people who are simply friends and two whose friendship has become a romantic relationship. Our job as experts is to build those connections gracefully and guide prospective clients smoothly toward becoming clients—to convert them.

Early stage	What happens
Awareness	People discover you or your product.
Engagement	They read a blog article, see a social media post, or watch a useful video.
Subscription	They subscribe and receive more useful content and information.

For our imaginary couple, a first kiss moves the relationship into a new phase with a different mindset and motivation.

Of course, you do not owe anyone a literal kiss—and even if you wanted to, that would hardly be practical. Your task is to prepare an inexpensive introductory product that accomplishes one thing: turns a prospective client or follower into a paying client and lets them experience just how good that "first kiss" can be. You see what I mean?

It could be a video lesson, a set of instructions, a short workbook, a checklist, or something similar.

The product should be inexpensive, quickly solve one problem or meet one need, and strengthen the relationship with your new client.

The client should also understand that something more is available to help with the rest of their challenges.

The next stages are purchase/conversion, when the person buys the inexpensive product, and result, when the client achieves a positive outcome and solves the problem or task.

Above all, they should be happy with the result, feel the money was well spent, and receive more than they expected.

Give more and exceed your clients' expectations. You will remain in demand, enjoy strong client relationships, and help your business prosper.

Think about visiting a perfume store. You can try the fragrances before buying. When you make a purchase, you often receive little sample gifts and leave feeling happy. Perhaps you also receive a discount card as a new regular customer. That is one way to exceed expectations and build warm, trusting relationships. Always give people more than they think they will receive.

Back to our imaginary couple. After the first kiss, they see each other differently. Their inner attitudes have changed. They begin developing the relationship and growing within it. Other stages follow: more dates, meeting the parents, perhaps living together, then a wedding, children, and so on.

In our business, the value ladder serves that role. After selling the entry-level offer, we continue developing the relationship by offering products that go deeper and address more complex needs. Every client keeps growing. The question is, with whom? With you, if you prepare a path for them—or with

someone else, if they eventually discover you have nothing more to offer their development.

The complete client relationship journey

Stage	The client's experience
Awareness	People learn about you or your product.
Engagement	They read your blog, see a social media post, or watch a useful video.
Subscription	They subscribe and receive more useful information and content.
Purchase/conversion	They buy an inexpensive product.
Result	They achieve a positive outcome and solve their problem or task.
Relationship development	You present and sell the main product, followed by upsell 1, upsell 2, and further offers.
Testimonials	A satisfied client leaves a positive review.
Advocacy	A happy client tells others about your brand, product, and the experience of working with you.

As you can see, our next task is to prepare a series of products—a value ladder—through which clients can develop. This book is part of my own value ladder, too.

Eventually, clients leave reviews of your products. I often say that testimonials sell without selling. Always collect them, and the more you have, the better: both written and video testimonials. Beginners often forget or fail to appreciate how important they are.

Testimonials are a key asset for an expert. They speak for you in your clients' own words, even when you are not there.

Think about your own purchases. How much have reviews influenced your decisions? Testimonials help prospective clients decide whether they want to share that "first kiss," build a relationship, and trust you. They show results described by clients who appreciate your work. Ask for testimonials: they sell without selling. I explain how to gather strong testimonials in detail in Expert Academy.

Advocacy

A client becomes your promoter and fan, telling everyone how much you helped them change their life and achieve new results. The more clients like that you have, the better it is for you and your business. The reason is obvious. Strive to deliver the best possible service, with love and care, and exceed expectations.

At every stage, know which problems your client faces and which solution on your value ladder you can offer.

Remember: a problem is solved at the next level. You can guide people through those levels because you have already been there and done the work.

Before we explore the value ladder, let me describe what makes it so powerful. When someone first becomes an expert, or a psychologist or coach begins a practice, they usually charge modest fees while gaining experience and developing their skills. Their client base grows along with them.

Eventually, there may be more clients than they have time to serve. Repeating the basics becomes exhausting. That is when the expert launches an online program for a broader audience, freeing time and generating income by teaching many people at once. There is less need for numerous individual consultations. Fees rise, and personal work with the expert becomes the most expensive option. The ladder below illustrates the progression.

Even if you are just starting, create your own value ladder. Keep in mind where you want your development to take you, how you want to influence the world, and how you want to help people.

How to structure your program: the value ladder

The value ladder shows value increasing horizontally and time and price increasing vertically. From the lowest step to the highest:

1. Lead magnet: a free, engaging checklist or PDF.

2. Paid webinar, recording of the first lesson, or one-time offer (OTO).

3. In-person training or an online course.

4. Premium participation package.

5. Mastermind.

6. One-to-one coaching.

It is not as complicated as it may seem. If you have prepared your product and completed the Product Creation Formula worksheet, you are halfway there. The value ladder fits naturally into the client relationship journey; it is one of that journey's components.

For example, one of the lead magnets I offer in exchange for contact information in my funnel is The Expert Development Journey. It explains what an expert can expect at every stage. Another is the Product Creation Formula, the worksheet you have already used to organize your knowledge and develop a product. A third is the Client Profile guide, which explains how to create your first client profile.

You can claim your bonuses now. Visit the bonus page. You will enter my Expert Academy webinar funnel and be able to watch the webinar.

You can also offer lead magnets in exchange for social media follows or deliver them through bots that respond to direct messages. A bot can begin a conversation and send a gift on your behalf. This helps you build positive relationships with your audience and offer different funnels and ways of communicating with you through something valuable. Above all, the process can feel honest, easy, and natural, without aggressive selling.

People do not like being sold to, but they love buying.

Second step: an entry-level offer, one-time offer, or mini-course

Our couple's story has already explained what an entry-level offer is and why we need one. What else could it be? A short mini-course of one to five video lessons, each five to seven minutes long, or just a single video lesson. Choose the format that suits you. Everyone works differently. What matters is that it provides value and solves one immediate problem. The client gets a result and is ready to continue with you.

You might also offer an older course that is still relevant. If you have created something newer and more valuable, you may be willing to sell the earlier course, or part of it, at a lower price.

Another form of entry-level offer is the one-time offer, or OTO. A separate chapter will cover the video sales letter, or VSL, which works particularly well with an OTO.

We use an OTO in a webinar funnel to recover the cost of advertising to a cold audience. The idea is to offer a product at an exceptionally low price that is available only then and there, with no second opportunity.

Third step: a training program or online course

Our focus is the client relationship journey, and, as you have noticed, we are following a structure. A system makes the rules clear: you know what to do to achieve a result. Those rules matter both to you as a trainer, expert, coach, or mentor and to your clients.

A brief aside: a value ladder can have five steps if you wish. My example has six, but there is no fixed limit. Yours might have five or even seven. It is up to you.

The third step is your foundational course, where you teach the fundamentals of your subject. If you completed the Product Creation Formula, you already have the outline.

I recommend three participation packages:

• Standard: the basic package, without bonuses or feedback. Participants receive the lessons and study independently.

• VIP: the middle package, with bonuses, group chats, and feedback.

• Premium: everything above and more—for example, personal meetings with you, a separate chat for the premium group, mastermind sessions, and so on.

We will return to packages when we examine the sales presentation. If you structure the offer well, the middle package is usually the most popular. But let's not get ahead of ourselves.

My first course had the same name as this book, Expert for a Million, and provided a foundation for beginners. Later, I created Expert Academy, bringing together as much as possible in one program. I continually refine and improve it.

Had I kept Expert for a Million as a separate course, it would have occupied the third step of my value ladder. Instead, I decided to create one substantial course rather than divide the program, and Expert Academy became my flagship product.

Create a product you are proud of, and focus on it for a year or two until people associate you with your subject. Later, you can create something new and add programs to your range. First you build your name; then your name works for you.

Fourth step: a mastermind, private community, or advanced course for graduates of the foundational program

Let's begin with the definition. A mastermind is a group of people united by a common goal who meet regularly to exchange experience and knowledge, find solutions, and achieve the results they want.

There is always demand for premium products. Some people want the fastest possible result and are willing to pay for it. Price is not their main concern. They want results, direct access to the expert, and the opportunity to ask their own questions and receive personal answers relevant to their needs.

Why am I so confident about this? Because I am one of those people. I have always used this approach, and it has helped me achieve results quickly.

Learning and transformation happen much faster when you are surrounded by capable people and the leader who brought them together.

I learned that a long time ago and still apply it. I recommend that you do the same. There is a reason people say we become the average of the five people we spend the most time with. Our environment influences us. A mastermind is therefore one of the best ways to develop among peers who share an interest and similar goals.

A little history. In 2015, after attending a Tony Robbins event in London, I found myself in Los Angeles at another program, Message to Millions. At the time, I was devouring books and absorbing knowledge like dry ground soaking up rain after a long drought. I was looking for an MBA program because I wanted to understand how to develop a business professionally and make effective decisions.

At Tony Robbins's program, I met Gil Petersil. At the time, he was a guest speaker at the SKOLKOVO business school and Tony Robbins's partner in the countries of the Commonwealth of Independent States, taking groups to his programs. Choosing the right business school for an MBA mattered a great deal to me, so I wanted to talk with Gil. To make a long story short, we became friends. Instead of an MBA, I completed another Tony Robbins program: Business Mastery.

Gil turned out to be an exceptional networking expert. In London, he met Ted McGrath from California, who was also attending Tony's program. Ted invited Gil and me to his training in Los Angeles, and we went.

That trip to the United States proved pivotal for both of us. I was stunned by the prices Ted charged for his services and courses: amounts with six zeros, in dollars! It was a shock. And the products themselves were remarkable. One of his most expensive and best-selling offers was a mastermind.

Why? Because a mastermind offers access to an influential peer group with shared values and a supportive environment for your own development. And that is not its only benefit. An even more powerful one is direct access to the expert within a private community, where you can get answers to your questions quickly. That means faster development for you and your business and, as a result, higher income.

A mastermind from the participant's and the expert's perspectives

In my view, a mastermind is one of the strongest tools for development. As the saying goes, two heads are better than one—and here, one plus one can equal eleven. Imagine at least ten such minds, each with substantial experience in a particular field and each ready to help you with knowledge and resources. That is a powerful combination.

On the flight from Los Angeles back to Moscow, Gil told me, "Pasha, I'm going to create my first mastermind, and you'll be its first participant." We shook hands, and when we returned to Russia, he kept his word. The first mastermind I joined, where I gained experience and began to develop, was the networking mastermind Gil created. Later, I returned to subsequent groups as a guest expert, while continuing to meet new people and learn.

What makes creating and selling a mastermind worthwhile for an expert?

First, it brings together people who are interesting and have something to contribute. Usually, they are already your clients: they have completed your training, achieved results, and developed a substantial knowledge base. Here is a secret: we learn from our clients, too.

Second, it is a high-priced product. Imagine charging 500,000 rubles for a yearlong mastermind with ten participants who meet once a month. The arithmetic is simple. Have you worked it out? Impressive, isn't it?

I recommend that every expert grow toward offering something like this. You invest a relatively small amount of time, but use that time well with carefully selected clients. The collective intelligence and brainstorming of the group support everyone's growth—including yours as the organizer.

Picture ten accomplished experts listening as you ask a question, explain a business challenge, or put an idea up for discussion. How many solutions might emerge? How many new contacts could each person share? How many perspectives could you gain on your situation? It is an extraordinary resource for the development of people and businesses.

Some time later, I returned to California for a different event: the Traffic & Conversion conference on online marketing. I was learning constantly. There I met up with Timur Tazhetdinov, who had been living in Chicago for a long time and running his online education business.[6]

Between sessions led by American speakers, we got talking, and I suggested creating a joint mastermind for experts. Timur said he had been thinking about that for a long time. We shook hands. Five months later, we were selling our mastermind from the stage at the Business from the Heart conference for 500,000 rubles—and selling it very successfully.

I gained an enormous amount of experience from that project. Timur and I noticed that people enjoy speaking and being heard. We learned a great deal from the participants. This format keeps both the organizers and the members engaged and alert. People left with more ideas and solutions than we could possibly count on our fingers.

For experts, then, a mastermind is a convenient premium product that attracts strong clients, saves time, and can generate substantial income. For clients, it is a catalyst for growth and development.

How to run a mastermind group

I recommend no more than ten to twelve participants. Beyond that, the group becomes overloaded and effectiveness declines.

The right group size

The number of participants is a key factor in a mastermind's success. Ten to twelve is the ideal range in my experience. It supports productive group dynamics and gives everyone sufficient time and attention. With more participants, the quality of interaction and depth of discussion inevitably decrease.

Program formats

Several proven formats work well, each with its own advantages.

Short-term format: three months

- Weekly meetings or calls every two weeks.
- Intensive work on the subject.
- Faster results supported by frequent meetings.

Six-month format

- A combination of in-person and online meetings.
- Two in-person meetings during the program.
- Online sessions every two weeks.
- More time to explore topics in depth and implement changes.

Yearlong format: twelve months

- Two or three in-person meetings during the year.
- Monthly online sessions.
- Opportunities for long-term planning and tracking results.
- The development of a lasting community.

Bonuses and access

Someone who buys your premium product—the mastermind—automatically receives access to all your foundational products and materials. This creates a complete system for learning and development.

Some clients will join the mastermind directly, without first taking your foundational programs. Keep two things in mind:

- The advantage: they can grow quickly by immersing themselves in a group of more experienced participants.
- The potential challenge: a temporary knowledge gap may require extra effort to learn the fundamental concepts.

Selecting participants

A strong mastermind requires careful selection. The key principles are:

1. The ability to pay is not the only criterion.

2. The organizer makes the final decision about admission.

3. Assess compatibility with the existing group, motivation and willingness to work, relevant experience and expertise, and the potential for members to contribute to one another's growth.

4. When necessary, the organizer may decline an applicant or remove an existing participant who breaks the rules or creates a destructive atmosphere.

The quality of the group matters more than the number of people in it. Sometimes refusing or removing a client is necessary to maintain the standard of the mastermind.

There is another important point: you, and only you, decide whom to admit. Money and someone's willingness to pay immediately are not always decisive. I have had to turn people away for various reasons and even remove

people from masterminds, although those cases have been rare. Remember: sometimes you can—and should—fire a client.

Mastermind ground rules

Imagine you have assembled your group. Now you need rules. Adults can be like children: they, too, need a code of conduct and a shared set of expectations.

You are in charge. Remember that and make your role clear. Sometimes you will need to state it explicitly.

As the person in charge, you are the facilitator and moderator, responsible for order and timing.

Time matters enormously. Suppose you have ten people and four hours: 240 minutes. That may sound generous, but it is not. You would be amazed at how easily people lose track of time or struggle to express their thoughts and define their questions. Without timekeeping, someone may miss the opportunity to benefit from the group.

At first, 240 minutes gives you twenty-four minutes per person. Set aside twenty minutes to open the mastermind and plan on twenty minutes for each participant's turn.

During that time, the participant needs to:

1. Present the case: describe the problem and task, clearly answering, “What challenge am I facing?”

2. Suggest a possible direction and define the desired outcome: begin with, “The best outcome of this session for me would be for you to share a contact or help me understand how to…”

3. Answer clarifying questions: if the task is unclear, the moderator helps the participant formulate the request.

4. Listen to the group: members share their experience and recommendations. The moderator watches the time, manages the process, and gives each person a turn.

5. Reflect and commit to action: ask what was valuable, what the participant learned, and what they plan to do. Identify the first steps. By the next meeting, there will be results to discuss, and the group becomes a supportive environment for growth.

The basic timing is:

- One minute for the introduction.
- One minute to explain the task.
- Two minutes per person to share experience and suggest a solution.

Essential rules:

1. Maintain confidentiality.

2. Share experience rather than judging or telling people what to do.

3. Respect the time limits.

4. Contribute fully.

5. Share contacts that could help solve the problem.

Be as open as possible. Welcome even fantastic, absurd, and unconventional ideas. Once developed and adapted to reality, they are often precisely the solutions a mastermind exists to uncover. Ideas can be combined and improved.

No criticism. Criticism discourages people and makes other participants less willing to share their ideas.

Make sure this product has a place on your value ladder. It will help both you and your students grow.

Fifth step: one-to-one work

By now, you can see how a value ladder affects your income and what you can charge for consultations. Let me repeat: move away from selling individual consultations. Sell a program, a system—in other words, a result.

At the beginning of your journey, your prices will be very different from what they can become after you take the steps above. The price of personal access to you can rise many times over. You no longer have to work with everyone individually. You can send people to your course first, then work with them personally at a very different fee.

Why? Because your business is now working for you. Your mindset and your sense of your own value as a professional change, too.

One of the great benefits of a value ladder and recorded courses is that you no longer need to repeat the same information personally to every client. People arrive prepared and speaking the same language as you.

Even if you are a coach who does not give advice, you still have personal experience others need. You can incorporate coaching tools into a broader program and continue helping people. Be flexible rather than limiting yourself to coaching tools alone. Each of us has a rich range of talents and experiences that other people need.

The same applies to psychologists and other helping professionals. Do you want to earn more and help people on a larger scale? Follow the steps in this book, and, above all, let yourself be seen. Stop hiding.

No one will know about you until you introduce yourself to the world.

Only then can people be drawn to your inner light and enthusiasm. Believe me, every expert has clients who are right for them. The key is to do your work with heart and love.

I also want to add that developing as an expert takes time. Along the way, you will grow and change together with your clients. Sometimes you will want to give up and walk away. Keep going.

Sometimes the journey matters more than the destination.

Putting the client relationship journey into practice

The next version of the journey shows the tools and activities that can support each stage.

Stage	Tools and activities
Awareness	Paid advertising; organic traffic through search engine optimization (SEO); content marketing; a blog; social media; a YouTube channel.
Engagement	Retargeting, content marketing, social media, and email marketing.
Subscription	Landing pages, lead magnets, email marketing, and testing and improving the offer.
Purchase/conversion	The first sale, webinars, demo access, scripts, and checklists.
Result	Content marketing, social media, email marketing, and other clients' success stories.
Relationship development	Sale of the main product, followed by upsell 1, upsell 2, and further upsells.
Testimonials	The client is now on board: communities and private groups, email marketing, and new offers.
Advocacy	Referral marketing and word of mouth.

If you are just starting, you may be wondering how to put the client relationship journey into practice. Compare this table with the earlier version. The underlying stages are the same; the content is different. Reduced to its simplest form, the funnel has three stages:

Awareness → Engagement → Purchase

Resources for building a simple funnel

1. BotHelp: create a chatbot and deliver your lead magnet.

2. GetCourse: the number-one platform for online courses.

3. Supa: create your visual designs.

4. Telegram: create a group and maintain your social media presence. Integration with BotHelp can automate processes.

5. Reg.ru: register a domain for your website. Even if you are not planning a website yet, it is better to register your domain now.

> *A value ladder and recorded courses mean you no longer have to repeat the same information personally to every client.*

Treat your work as a business from the beginning—as a system you are building. Over time, that system will begin working for you.

Exercise

- Write out your client journey and start implementing the first steps.
- Create a lead magnet and post it on social media.
- Set up a chatbot to deliver it, using BotHelp or another service.
- Create a Telegram group and begin managing it and publishing content.
- Record your first inexpensive paid product.
- Open a GetCourse account for hosting your video lessons.

Let me also look ahead and suggest another way to monetize your knowledge and experience: a paid Telegram channel.

What should you do first? Start building an audience by creating video content on Yandex Zen. Add a link to your Telegram channel to your channel information so people who watch you can also read your posts on Telegram.

Once you have at least 200–500 loyal subscribers, you can create a paid Telegram channel with a recurring subscription. The service VIPSub can help.

You can learn to set it up in a few hours, and if you have trouble, customer support can help. You will also need to connect a payment-processing service.

Above all, create a channel with distinctive content you do not give away in your public channels. Provide real value and explain to your audience why paying to subscribe is worthwhile.

CHAPTER 05

Your online sales funnel

Guide people from first contact to a purchase.



01 Read and reflect

02 Map the ideas

03 Put them into practice

THE IDEA AT A GLANCE

Two paths to a consultation

The entry point changes; the relationship still needs to develop.

WITH A LEAD MAGNET



DIRECT INVITATION

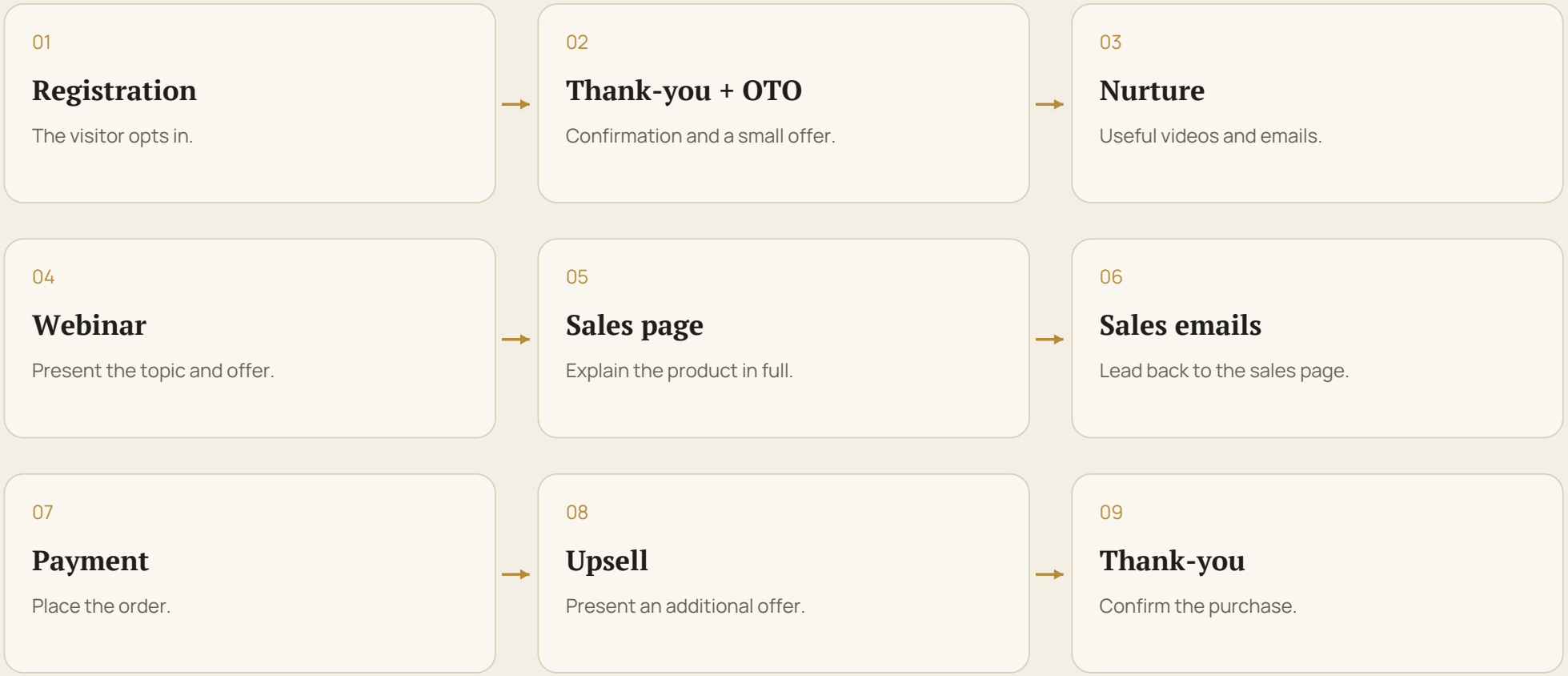


Give value. Establish fit. Invite the next step.

THE IDEA AT A GLANCE

Your webinar funnel

A visual map of the launch sequence described in this chapter.



Read left to right, then continue on the next row. OTO = one-time offer.

If you need money quickly, or you are just starting out as an expert, sell consulting. The simplest and fastest way is to sell online, without leaving home.

I always tell my clients that if they complete every step in Expert Academy, they will earn back their investment in the training in their very first month. Why am I so confident? Because that is the result the program delivers in its earliest stages—when people actually do the work!

Evgenia Sazonova, a coach trained at Erickson International and a public-speaking trainer, moved away from individual consultations, created a program, and sold it for 100,000 rubles. We live in an age when you can reasonably say, "If you are not online, you do not exist." That applies to every freelancer, coach, and business. The internet has connected us all, and, sad as it may be, we spend more time there than anywhere else. Naturally, it is faster and easier to find clients online. I remember when we had nothing but *Iz Ruk v Ruki*—"From Hand to Hand"—a classified-ad newspaper where people advertised cars, apartments, and services. Now we have the internet, social media, websites, and sales funnels.

The key is knowing how to use them. That is what we are going to work on now. In this chapter, you will learn how to sell online consulting and coaching through a funnel.

One important point: you must already have a product of your own—the program we discussed when I gave you the Product Creation Formula. Without it, there is no point in building a consulting funnel.

Remember, every sale begins with a relationship: give, give, give, then sell! Always offer something useful. Make it easy for a potential client to decide whether you interest them, whether to read your article or finish your video, and whether to leave their contact information.

The classic consulting funnel uses four videos. My recommendation, however, is to make one video lasting three to seven minutes at most. Here is how the funnel works.

1. Step one: attract people. You will need advertising unless you already have an audience of your own. Let us look at paid advertising. Everything starts with the ad creative: an image, a photograph of you with a call to action, or a short video invitation. For example: "Get the Ideal Client Profile Checklist," or "How to Create Your Product in 30 Minutes, Even If You Have No Experience."

2. Step two: provide value. Someone clicks your ad and arrives at a thank-you page containing a video you have prepared with useful content. Remember: give, give, give, then sell. It may sound cynical, but in practice people receive a great deal of value—often more than they expected. At this stage, everything you give them is free. You are simply building a relationship.

Video is an extremely important part of the funnel. I will explain how to record it shortly. Its job is to provide value and invite the viewer to a free consultation.

Funnel 1: a lead magnet followed by a consultation

Stage	What happens
Audience / introduction	Advertising and social media introduce people to you.
Engagement / opt-in	A landing page offers a PDF resource.
Interest / engagement	A thank-you page provides valuable content and an offer.
Qualification	An application form filters potential clients.
Receiving value	A strategy session also serves as a sales conversation.
Purchase	The client pays.

3. Step three: the application. The application is a filter that screens out clients who are not a good fit or cannot afford your services. Remember the rule: we choose whom we work with and how much we charge.

4. Step four: make contact and schedule the online consultation. Usually, 20–30 minutes is enough to give the person value, present your services, and make the sale. We discussed selling in detail earlier.

5. Step five: payment. In the Russian business context, I recommend registering as an individual entrepreneur and choosing the patent tax system so you can operate formally and confidently. At the beginning, self-employed tax status may suit some people. Looking ahead, when you create an online course or school, you will need to register as an individual entrepreneur, obtain a tax patent, and add the relevant Russian OKVED economic-activity codes for education: 85.13, 85.30, and 85.41.

Of course, this is a basic model. You can absolutely use it on social media as well: post a simple message or video saying you are available for two or three free consultations, then follow the process. And do not forget testimonials. You need them on the video page, in the video itself, and on social media.

Testimonials sell without selling!

There is another option: invite people directly to a free consultation without using a lead magnet. Send them from the ad to a registration page with an application form. What deserves your attention? Everything. The ad creative determines clicks and visits; the video and consultation application matter just as much. An online business is a chain. If even one link is weak, the whole system suffers. Its reliability and effectiveness depend on its weakest element. Let us look at the details.

Funnel 2: a direct invitation to a consultation

Stage	What happens
Audience / introduction	An ad introduces you through text and video.
Interest / engagement	A thank-you page provides valuable content and an offer.
Qualification	The viewer completes an application.
Receiving value	A strategy session also serves as a sales conversation.
Purchase	The client pays.

The registration page

Place your unique selling proposition, or USP, in the first screen visitors see. Add a subheading that develops the promise. Include your content video and the invitation to a consultation. You will find the script later in this chapter.

Add a button that opens the application. If you are using the checklist version of the funnel, add a form for requesting it. Test both options: a page with a contact form and one without it.

My example includes a form. It adds a potential client to the email list, but it can lower conversion because the visitor now has two possible actions: apply for a consultation or enter contact details to receive the checklists. You can, of course, repeat the consultation-application link in the email delivering the checklists, but effectiveness may still decline.

Example: the first screen with a checklist form

Expert Academy

How to Sell High-Ticket Services

Storytelling • Product Creation • Audience Analysis

“Use my system to make it easier to sell coaching, mentoring, and consulting at higher prices.”

The page includes an invitation video and this form:

“Complete the form to receive the Product Creation Formula checklist.”

• Your name

• Your email

• Your phone number

• Button: Get My Gift

I am showing you different options, but the choice is always yours.

Nobody can tell you with certainty what is right or what will work best. You have to test everything. More mistakes mean more experience, more confidence, and more results.

Example: the version with a direct consultation invitation

How to Sell High-Ticket Services

Storytelling • Product Creation • Audience Analysis

“Use my system to make it easier to sell coaching, mentoring, and consulting at higher prices.”

Book a Free Consultation

Place your video beside the consultation button. Repeat the button farther down the page.

Then describe the difficulties your audience faces:

• People do not understand how you and your product can help solve their problems.

• You are not presenting yourself, your product, and your services effectively.

• You do not know how to communicate your value or your product’s value to clients.

Describe your audience’s problem

Here are the problems shown on my example page:

• Most experts do not know how to sell, or are afraid to.

• They do not know how to introduce themselves and their services quickly, clearly, and naturally.

• They sell individual consultations by the hour instead of selling a complete package of services.

• They undervalue themselves and their product and earn too little. They have no clear market positioning.

• They work with whoever chooses them instead of choosing their own clients, and gradually lose the motivation and energy to continue.

Button: Book a Free Consultation

Next, offer a solution and help people picture their future. As human beings, we buy more than a product. We buy the way we expect to feel after using it and getting a result. What would an ideal result look like for clients who work with you and use your products or services?

Help the reader picture that result

The example page invites the reader to imagine:

• People understanding you and becoming interested from your very first words.

• Having a system for presenting yourself and your product and increasing sales.

• Achieving full financial freedom and attracting clients who can afford higher prices.

• Making your product simple and clear to potential clients and increasing sales tenfold.

• Establishing distinctive market positioning that reflects all your values, so talking about yourself and your product feels easy.

The solution: what are you offering?

My example presents three parts:

REFERENCE TABLE

1. Storytelling Formula	2. Product Creation Formula	3. Ideal Client Profile and Sales System
Create a story that sells and establishes your positioning.	Create your product.	Create your ideal client profile.
Develop your introduction.	Organize your experience and knowledge.	Work on your mindset as an expert.
Define your mission.	Choose a product name that sells.	Build a system for selling and presenting your product.

Use this overview alongside the detailed explanations in the chapter.

Why strong positioning and presentation matter

The next section of the page explains:

- People begin to value themselves, their experience, and their story.
- A good story sells without selling.
- It creates an authentic brand and expert positioning in the market.
- Your story helps you create or strengthen your product and business.
- Your price as an expert can increase tenfold.

Button: Book a Free Consultation

Who are you?

List your credentials and achievements. Here is the example from my page:

Pavel Avdonkin

- Founder of the LifeUniversity educational project.
- Entrepreneur, business trainer, and mentor to mentors.
- Creator and instructor of Expert Academy.
- Trainer trained at Erickson International.
- Coach trained at Erickson International.
- Producer for coaches, business trainers, experts, and bloggers.

Testimonials

Include three to five testimonials, in video or written form. My example section is titled Our Students' Success Stories and includes:

- Evgenia Sazonova: life coach, public-speaking business trainer, and creator of the program *Speaking with Ease*.
- Pavel Verbnyak: expert in personal effectiveness and achievement.

That is what the page should look like. You can find an example at life-university.ru/consulting. Scan this QR code for a second version.

Alternative consultation page QR code

Now that you understand the consultation-registration page, let us turn to the video: how to record it and what to say so people want to listen and complete the consultation application.

The four-part video

Content 1: "Wow! How?"

Introduce a new idea that makes people say, "Wow!" Then explain how it helped you and your clients, and show the results.

Content 2: transformational content

Show how you did it and how your audience can do the same with your help. Incorporate video testimonials.

Content 3: the ideal future

Show and describe what the client's life will look like and how it will improve after they do the work and implement the new system.

Content 4: the offer

Explain your proposal.

Let us examine each part in more detail.

1. “Wow! How?”

The big promise. Choose one valuable idea or principle you will teach your audience through the full video sequence.

How to Turn Your Experience into Income and Start Earning, Even If You Do Not Know How to Sell

Bust a myth. Address the doubts that might stop people from believing you—or believing in themselves.

You may think you have to become a sales expert and pester people. That simply is not true. My students and I have been earning money through coaching, consulting, and online courses for a long time.

Let us look at the results.

Content 1. Show and explain how other people are already getting results with your system. Tell success stories or insert clients’ video testimonials.

Look at [name]: _____.

She is already doing _____ without _____.

She could not believe how easy it was.

Just look at her results: _____.

2. Transformational content

Let us do it together. If you doubt that you can do it alone, let us do it together!

At first glance, this may look complicated. You may find it hard to believe you can _____. So let us go through every step together.

How I do it: Content 2. Explain what you do, step by step.

Here is how I usually do it:

Step 1: _____

Step 2: _____

Step 3: _____

Prove that it works. Show your own results and your students’ and clients’ case studies.

Here is how it works for me: _____.

But do not take my word for it. Look at how it worked for my students. [Testimonial.]

3. The ideal future

Show and explain what life will look like and how it will improve once clients introduce the new system into their businesses and their lives.

Step into the future. Imagine how your life would improve if you did all of this.

I want you to picture how your life will change when you _____.

What new opportunities will open up? _____

What kind of person will you become, and how will that help you and your family? _____

When you do this: Content 3.

Imagine you complete every step. What will your life look like? _____

Now imagine doing _____, then _____, and finally _____.

Can you see yourself doing it? It looks fairly simple to me, does it not? _____

Lead into the offer: a hint.

Would you like the opportunity to learn the quickest and easiest way to _____?

We all know that reality is usually a little more complicated than our imagination. But I am confident this will change your life, and I want you to succeed. That is why I am going to help you _____.

You may already have realized that this script works for sales as well as for getting people to sign up for a free consultation.

4. The offer

Describe your offer, its price, and how to buy it.

Here is what I have for you. Introduce and present the offer.

I truly want to see you succeed. I understand you. I have been where you are, and I know how difficult this can seem at first.

That is exactly why I created _____. [Your product's name.]

Here is what you will receive: _____.

Here is what you will do with it. Explain how it works.

_____

Here is how each step will move you forward: _____.

Here is what the system will do for you. Explain the results.

_____

Once you have completed every step, what will you have gained, learned, and understood? _____

Here is what to do right now. Explain how to order and what happens next.

_____

Simply click the button below to go to the payment page. In just three clicks, you will be on your way to _____. [The successful outcome.]

Use the payment instruction when you are selling a product. For a consultation funnel, direct people to the application instead.

The application

As I said, the application is a filter you can build into your funnel. You could use a simple lead-capture form asking only for a name, but then you may find that 50 percent of your leads are unqualified: they are not a fit, cannot pay, or simply drift from one free consultation to another, wasting time. Sometimes, admittedly, that can be useful practice when you are gaining experience.

Application for a free consultation with Pavel Avdonkin

1. What is your name? _____

2. What is your phone number? _____

3. Tell me about yourself and what you would like help with.
_____

4. What is your biggest, most important goal? _____

5. What is your greatest challenge? _____

6. How can I help you? _____

7. What is your average monthly income?

- 50,000 rubles or more
- 100,000 rubles or more
- 300,000 rubles or more

"By clicking Submit, you agree to the user agreement and privacy policy."

Button: Submit

Before the consultation, you will already have plenty of information: whether the person and their request interest you, whether they can afford your services—and, most importantly, the form is already selling you and your work. How? Very simply: question six asks, "How can I help you?" I explain other versions of this application in more detail in Expert Academy.

The application saves time and removes irrelevant leads and unnecessary conversations.

Application = a filter in your funnel.

This is a simple system you can build yourself and use to begin working with clients. Choose an advertising platform. If figuring it out on your own is difficult, hire a paid-ad specialist to help organize the campaign.

Tools and services

1. Tilda.cc: to build your website.

2. Yandex Zen: to upload recorded video.

3. A phone: to record and edit video.

4. Video-editing software: CapCut, Videoleap, iMovie, or whichever computer or phone app you prefer.

5. An application-form service: Simpoll or GetCourse.

The key to success in any field is how quickly you put new knowledge and skills into practice. The more attempts and mistakes, the better—and the faster you will get results. Be bold. Take action!

The funnel for launching an online course

There are many ways to sell your knowledge and products. We have already discussed one-to-one consulting, coaching, mentoring, and related formats.

For anyone starting in a helping profession, this is the main line of work and the place to focus your efforts. It is also where you "sharpen the saw," as Stephen Covey put it.[7]

You grow, gain experience working directly with clients, and become more confident. People get to know you. Eventually, you realize that you have many clients, little time, and perhaps a workload that is wearing you out. Then it is time to play a bigger game: an online course, program, or training—whatever you prefer to call it. Record video lessons in advance so you no longer have to repeat the same information to every new client.

This is where the magic I mentioned earlier happens. You can always recommend your course to a new prospect. If they still want to work with you personally, even better: you have moved into a higher price bracket.

An online course makes an excellent bonus for clients who sign up for ongoing support.

Once clients complete the online program, working together becomes easier because you speak the same language. You do not have to repeat everything again and again. You can simply say, "Before our next meeting, watch lessons two, three, and four."

I should add that this approach does not work every time or for everyone. Sometimes it is enough to raise your prices and become more selective about your clients. That creates a filter that frees your time and increases your income.

There are also other paths to growth: sales funnels, webinars, and video sequences. They are not for everyone, but everyone should give them a try. You will never know until you do.

A webinar funnel, built well and set up to run an automated webinar, can sell your online program automatically. Yes, you will need a small team—a technical specialist and at least one sales representative—but only at the start.

Before you build the webinar funnel, however, you need to know what you will sell in the webinar. Think back to the Product Creation Formula. It becomes the plan for your online program. Each step is a separate course topic. Each topic can contain several lessons; that is up to you. The point is that if you have already created your product using the framework I gave you, you already have an outline for your online course.

Many people hire instructional designers and spend enormous amounts of money, even though they could work this out themselves in 40 minutes. Even the book you are reading follows the structure of my program.

Clients often ask whether they should record their lessons in advance or deliver them live and use the recordings for later groups. Which is the right approach?

If you are new to online teaching and this is your first launch through a webinar funnel, deliver everything live. You will gain invaluable experience with an audience. Feedback from students will show you what to improve for the next group. Every expert's job is to serve people and keep improving the quality of the product.

Once you have experience, you can record lessons that take earlier mistakes into account and invest in a studio and editing. That is another reason to teach the first groups live: you save money and improve the product. As experts, we keep learning and growing alongside our clients.

Here is an example. My good friend and business partner Timur Tazhetdinov and I ran a mastermind—a premium product. Every time we held a live meeting, we noticed ourselves having fresh insights and learning in the process, too.

People need people!

You have two strategies: record the lessons first, or teach them live. I have explained the difference; the choice is yours. The next step is selling the program, using a webinar funnel and a sales webinar. We will examine the funnel here, then move into the principles of presentations and webinars that sell.

Product launch and sales funnel

The diagram follows this sequence:

1. Opt-in. A visitor registers.

2. Thank-you page and entry-level offer. The new subscriber receives confirmation and sees a small initial offer.

3. Nurture emails. The diagram shows Video 1 and Video 2, delivered through emails before the webinar.

4. Webinar. The subscriber attends the presentation.

5. Sales page. The product is presented in full.

6. Sales-email sequence. Follow-up emails lead readers back to the sales page.

7. Payment page. The customer places an order.

8. Upsell page. An additional offer is presented.

9. Thank-you page. The purchase is acknowledged.

What does a webinar funnel contain? First, a landing page where people register and enter the funnel. They arrive, watch an invitation video, and hear what they will learn in the webinar and which problems you will help them solve. If they are interested, they sign up.

An important point: we usually prepare a lead magnet—a checklist or set of instructions that helps solve one simple problem.

After registering, the person is automatically redirected to the second page: the thank-you page. Its job is to thank them for registering, through a video, and explain what happens next and what they need to do. For example: join a Telegram group or channel to collect the gift—the lead magnet—and get ready to receive useful videos that will prepare them for the webinar.

That sequence of useful videos builds a relationship between you and the audience. You are new to these people. How do you build a relationship? Easily: be useful. Help them with your advice before the webinar even begins.

Give, give, give, then sell!

Let us do the math. Suppose 1,000 people register for your webinar and about 300 attend. Those are the people to whom you can present and sell your product.

Assume a sales conversion rate that is not particularly high: 10 percent. That gives you 30 buyers. Remember that you should always offer three participation packages. If we use a minimum price of 30,000 rubles, the result is 900,000 rubles in revenue.

You must, of course, subtract advertising costs, the paid-ad specialist, the funnel's landing pages, and other expenses: GetCourse, Tilda, chatbots, designers, and so on. And do not forget the sales team. You absolutely need one!

Bringing people into the funnel

The traffic diagram includes both paid and free sources:

- Telegram
- YouTube
- VKontakte
- Yandex Zen
- Partners
- Blog reviews

All of these lead to the opt-in page.

A lead is a potential client who has shown interest in a product or service and left contact information: a phone number, email address, or messaging account. Put simply, a lead is a website visitor who leaves their contact details.

A lead magnet should help your target audience with something related to your subject and product. It solves one specific problem. It encourages people to exchange their contact details for the resource, bringing them into your funnel.

Types of lead magnets

1. A how-to guide.

2. A checklist.

3. A video lesson or training.

4. A survey.

5. A test or assessment.

One distinctive promise. Everyone wants a magic pill, so a lead magnet should solve one particular problem in your niche for your audience.

An outcome in the title. I have always said it, and I will keep saying it: the name of your product, including your lead magnet, must communicate a clear result for the client.

A change in the relationship. It changes the potential client's state of mind and way of thinking. By solving a problem or easing a pain point, a good lead magnet creates goodwill and gratitude and encourages the person to keep engaging with you.

Professional presentation. Use quality graphics, images, and design.

Quick and easy to use. Deliver value and solve the prospect's problem quickly. Do not leave them stuck working through the lead magnet for ages; help them continue through the funnel.

Now let us examine each step.

You can build the perfect funnel, but it cannot operate without advertising, just as a light cannot turn on without electricity.

You always need people!

There are two groups. The first is your loyal social-media audience. They are much more likely to buy because they know you and already have a relationship with you. But no matter how large that audience is, you will eventually exhaust it unless you keep bringing in new followers. Growing your audience is a separate, very important job.

The second group consists of people who do not know you. They see an ad on social media or another platform, click the banner, and find out who you are and what you offer.

Your funnel will last as long as it pays back the advertising investment and generates income. Otherwise, it is not worth running. Typically, after a successful live webinar, the funnel becomes automated and earns money while you rest. Your job is to replenish the advertising budget on time.

The webinar registration page

After clicking your ad, a person arrives at your webinar registration page. What should it contain, and what should it look like? I will describe the fullest version. You do not have to use every element. For example, you can sometimes leave out the invitation video, although I always include it.

The first screen contains the invitation video, a form connected to GetCourse, and a USP explaining what the visitor will receive and learn. I usually take the USP from my introduction and change the opening words. If you remember the chapter on positioning, you will see the connection immediately.

To persuade a potential lead to register, offer something in exchange: a checklist or guide. Once they complete the form, they enter an email sequence containing video lessons. Record those lessons and write the emails in advance.

First-screen example

Expert Academy

How to Become an Expert and Earn 300,000 Rubles or More from Your Knowledge, Create an Online Course, and Bring It to Market

When: Today and tomorrow, 7:00 p.m. Moscow time.

“Register for the free webinar and receive the Expert’s Development Path checklist.”

Fields: name, email, phone number.

Button: Join

For a Russian launch, prepare consent to personal-data processing in accordance with Russian law.

A simple invitation-video script

Even a school student could follow this script. The key is to relax and imagine that you are talking to friends or people you know, especially if you are nervous on camera.

Hi, everyone. My name is _____. I help experts turn their knowledge into income and scale their businesses online.

[Insert your own introduction, and the first part is ready.]

After receiving so many requests, I have decided to hold a master class on _____.

[For example: How to Start Earning as an Expert and Reach the Next Level.]

Describe the problem.

People often run into the following problems:

1. Their product is good, but no one buys it.

2. They do not know where to start or what to tackle first.

3. They have no system and do not know where to find clients.

Present the solution.

In this master class—or webinar, whichever you prefer to call it—you will learn:

1. How to position and present yourself from scratch and stand out.

2. How to create a program.

3. How and where to find your first clients.

[Use your own topics here.]

Offer a gift.

Register for the master class right now and receive a checklist for creating your client profile.

See you at the master class!

Replace the content with your own, and you will have an effective invitation video for your webinar.

That takes care of the first screen. Do not forget to include the webinar's date and time.

Continue down the page in this order:

- Challenges: list three to five.
- In this master class, you will learn…: list three to five topics you plan to cover.
- Who will benefit: describe three to five client profiles.
- Picture the future: help readers imagine the outcome.
- Imagine how good it would be to…: list three to five possibilities.
- Your instructor: include your photograph and credentials.
- Testimonials: include three to five.

See the example at life-university.ru/opt-in1.

Once you fill in all these sections, your registration page is ready. Now it is time for the thank-you page.

The thank-you page

The page continues the funnel and performs three jobs:

1. Thanks the person for registering.

2. Explains the next steps.

3. Adds communication channels.

The example page reads:

You have successfully reserved your place in the webinar.

An email containing your bonus will arrive within five minutes. For now, watch this video to the end.

Below the video is a Go to Telegram link. The diagram beside it shows the thank-you page and entry-level offer, followed by Video 1 and Video 2.

Let us take a closer look. In the video, explain how you will stay in touch. Here is the script from one of mine:

Thank you! You have successfully registered for the master class. Within three minutes, the checklist I promised will arrive in your inbox.

I also wanted to be even more useful to you before the master class, so I have prepared a series of training videos on _____. Keep an eye on your email!

We have also created a Telegram group where you can ask questions before the master class. Join the Telegram channel. See you at the master class!

In this script, I thanked the person for registering, explained how to get the checklist, told them about the free lessons arriving by email, and asked them to join Telegram. Why?

My goal is to get as many people as possible to attend the webinar. The more ways we have to reach them, the more likely they are to remember our meeting. Once they watch this video and join Telegram, we have a third channel for communication and for delivering the video lessons.

Communication channels

1. Phone: text reminders about the upcoming master class and automated reminder calls.

2. Email.

3. A Telegram channel or group.

The logic is simple: you have invested in advertising, and now you need as many registrants as possible to attend. More people, more sales.

Incidentally, why can launches with bloggers be so profitable? Because they have a warm audience, so you do not need a separate advertising investment. That is why every expert should become a content creator in their field and publish useful material. But I am getting ahead of myself. Back to the funnel.

Emails

We divide the emails into two stages: those sent before the webinar, which we call nurture emails, and those sent once sales open, which are sales emails. This is a classic approach that will still work a hundred years from now. Let us break it down.

Nurture emails

Nurture emails contain video lessons that build a relationship with people who do not know you at all. Your goal is to increase trust and help them look forward to meeting you. How? Give them value before the webinar with useful videos lasting three to five minutes. Send the same material through your Telegram channel or chatbot if your launch uses one. You could make three or more lessons; in my view, there is little point in making more than three.

At the end of each video, say what the next lesson will cover. Repeat that information in the email. People will understand what comes next and whether it interests them.

The nurture sequence shown in the diagram

• Purpose: give value and build a relationship with a cold audience—people who do not yet know you.

• Method: record a short sequence of useful advice videos. Explain what to do, without revealing the entire how-to process. In each video, say that the webinar will go deeper into the subject.

• Reminder: 24 hours before the webinar.

• Reminder: 6 hours before.

• Reminder: 1 hour before.

• Reminder: 15 minutes before.

• We are starting: at the scheduled start time.

• We are live: 15 minutes after the start.

I recommend signing up for my funnel so you can see it working in practice. And, of course, remind people about the upcoming webinar.

Example registration and nurture email

LifeUniversity

Hello, [first name]!

This is Pavel Avdonkin. For eight years, I have been helping experts earn money and build businesses online.

Congratulations! You have made the right decision and successfully registered for the webinar "How to Become an Expert, Earn from Your Knowledge, Create a Program or Online Course, and Bring It to Market."

Date and time: February 27, 7:00 p.m. Moscow time.

Collect your bonuses:

- *Client Profile*
- *The Expert's Development Path*
- *Scale Your Business / Product Creation Formula*

Download them and put them into practice.

Button: Get My Bonuses

An additional bonus for you: the Story Creation Formula.

Button: Download the Bonus

[First name], watch the useful videos I have prepared for you:

- *Where an Expert Should Start*
- *Three Destructive Mistakes on the Road to Bigger Sales*
- *How to Build a Sales Funnel*

Featured video: Stories and Expert Positioning.

You can also find me on Yandex Zen, Instagram, Telegram, and VKontakte.

Why so many emails? The answer is simple. You invested in advertising and in building the funnel. Your job is to get as many people as possible to the webinar. I have said it before, and I will say it again: that is the goal of every webinar funnel.

Next comes delivering a terrific webinar and learning to sell well. We will discuss that shortly. We usually open enrollment during the webinar, and the people who attend really do get the best prices.

But what about those who miss the live event? Send them the recording and tell them that enrollment opened yesterday for two or three days. This is where sales emails come in.

Sales emails

The strategy is simple: open sales for 48 hours, close them, then reopen for 24 hours. During this period, have at least one sales representative handling applications. The size of the team depends on your numbers and volume.

Your business will not get far without a sales team.

Post-webinar sales-email sequence

Email	Message
1	Send the webinar recording and announce that sales are open at a special price for attendees. State how many days the sales window lasts and when it closes.
2	Remind readers that enrollment is open and time is running out. Specify whether 48 or 24 hours remain.
3	Announce that sales close in one hour.
4	Sales are closed.
5	Wait 24 hours, then explain that, following many requests, you have decided to reopen sales for 24 hours.
6	One hour remains before closing.
7	Sales are closed again.

A person may need help choosing a package. Someone else may enter their details, get distracted, and abandon the checkout. Another may pay a deposit. There are countless possibilities. Here is the kind of order list shown in the example:

REFERENCE TABLE

Order status	Date and time shown	Amount
New	Sunday, March 24, 8:59 p.m.	99,900 rubles
Completed and paid	Thursday, March 21, 9:22 p.m.	99,900 rubles
Unconfirmed	Thursday, March 21, 8:56 p.m.	99,900 rubles
Completed; order not paid	Monday, March 18, 7:34 p.m.	1,990 rubles
Completed and paid	Monday, March 18, 11:38 a.m.	49,900 rubles
Completed and paid	Thursday, March 21, 10:47 a.m.	49,900 rubles

Use this overview alongside the detailed explanations in the chapter.

I would also like to send a special greeting to everyone who has recently "invented" a new social-media launch model. A thoughtful reader will already have noticed that this same foundation works for Telegram launches and social-media launches. The principle is identical.

You may replace landing pages with posts and messages, but the underlying mechanism is the same: build relationships with your audience through content.

The one-time offer: OTO

There is another model that can cover your entire traffic cost, although fewer people have been using it lately.

The webinar-funnel diagram shows:

1. Lead magnet.

2. OTO / entry-level offer.

3. Main product.

4. Upsell / additional purchase.

5. Value ladder.

The second step in the diagram is an OTO: a one-time offer available only here and now at a very attractive price. You can use an OTO in a webinar funnel or on an opt-in page on a website or blog.

What is the idea? The psychology of someone who has already bought a product from you is very different from that of someone who merely plans to attend your webinar. The first person is already a customer; you have a different relationship. The second is a passerby looking in the window, with no guarantee they will ever enter the store—or attend the webinar.

Adding an OTO to the webinar funnel accomplishes two things: it recovers advertising costs and moves new leads—registered users—into a customer relationship.

The best format for an OTO is a VSL, or video sales letter.

The product page

The funnel ends with a page describing your product: a sales page, or sales landing page.

Let us look at its structure using my own example.

You may have noticed that, logically, the discussion of funnels should come after the discussion of sales presentations. When I work with clients, however, the presentation is my roadmap. It contains every message we need for the online-course launch funnel. In the section on sales presentations, I will show you how it works: take slides from the presentation, put them in the right order, and you have a finished sales landing page. The same principle applies to the funnel's registration page.

Sales-page structure

1. USP: product name and subheading.

2. Audience: who the product is for.

3. The future: help readers picture their desired outcome.

4. Make the case for the subject: why taking this course matters now.

5. Statistics: figures and charts.

6. Challenges: describe the problems clients face.

7. The product: explain what it is.

8. Each lesson: provide a detailed description.

9. Bonuses: show everything the client will receive.

10. Optional credentials: my program has a government license, so I include that information.

11. Instructor: credentials and achievements.

12. Testimonials: the more, the better.

13. Participation packages: at least three. This is essential.

14. Frequently asked questions: basic answers about the program.

You can change the order of some sections. For example, the packages could come immediately after the bonuses, although I arranged mine differently. View the complete page at life-university.ru/experts/kurs. The examples below reflect the page when I wrote the book. It may look a little different by the time you visit.

Example sales page: Expert Academy

How to Earn from Your Knowledge, Achieve Financial Freedom, and Help People

Who is this course for?

- Beginners who want to follow this path but do not know where to start.
- Coaches, trainers, psychologists, and experts in their fields.
- Bloggers and opinion leaders.
- People who want to learn a profession and become producers for experts.
- Anyone who wants to turn experience and knowledge into income online.

Picture your ideal future

- Create your own educational product and bring it to market, or become an expert's producer.
- Have a flexible schedule and choose whom you work with and when.
- Do work you love and help other people.
- Work from anywhere in the world and travel.
- Create a personal brand that works for you.

People need people

We live in a world where everyone has unique knowledge, skills, and life stories. Every day, people help other people.

But few realize that they can turn their experience and story into income and a profession, help others solve everyday problems, and gain the freedom and independence to do work they love from anywhere in the world.

We live in an extraordinary age of technology that gives us limitless freedom!

Expert Academy is for coaches, experts, business trainers, and consultants, as well as beginners who are just setting out on this path.

Some people may tell you that you need a diploma or certificate to teach others. I want to challenge that myth. That is not so!

If you have experience, a life story, a history of overcoming difficulties, or results you have achieved, you are already useful to other people and to society. You do not need to ask anyone's permission.

You have probably already noticed people coming to you for advice.

- Create a program.
- Attract clients.
- Scale.

In Expert Academy, everything begins with developing your personal story. It becomes the foundation for distinctive positioning, writing your program, and setting yourself apart from competitors.

Example supporting arguments and statistics

Why being an expert is worthwhile

- Your work is built entirely on what you know and love.
- You can work where and when you want—and begin right now.
- You choose whom you work with, when, and how.

• Your advancement depends on promoting your ideas, yourself, and your product.

• You do not need a large team.

• The tools for success are simple and accessible.

Why become an expert?

The sample page presents these figures:

• According to the page's *Forbes* reference, coaching and consulting represent a $125 billion-a-year industry.

• The average person makes about 17 "how" searches a month on Google, directly expressing a need for expertise.

• The educational platform Udemy reports that its top 10 online instructors earned $1.6 million.

Problems and challenges the audience faces

• Not knowing where to begin; having no system.

• "What will people say?" Fear of judgment.

• "I am not good enough." Impostor syndrome.

• "I need more training first." Perfectionism and the perpetual-student mindset.

• Having no tools or course for working with clients.

Example lesson descriptions

The solutions this course provides

Topic 1: Positioning and Presenting Your Expertise

• Create distinctive market positioning that is completely authentic to you and your values.

• Help people understand you, your product, and the mission behind your programs and courses.

• Develop your personal story and introduction, and write your mission statement.

• Most importantly, learn to use storytelling in sales.

Topic 12: Online-School Architecture / VSL—Video Sales Letter

• Learn to cover the cost of cold traffic.

• Understand how to sell inexpensive products to a cold audience, leading to purchases of your main product.

• Create a VSL for your own product.

VIP module: Client Profile—Who Is My Ideal Client?

• One individual, one-to-one session with me.

• Twelve online mastermind meetings with me and the other participants.

Example bonuses and credentials

Bonuses

1. Svetlana Kursova: coaching tools for life and business.

2. Lyubov Dutova: the technical side of launching an online school.

3. Albina Toritsina: legal issues in online business.

The program has a government license.

Course creator and instructor: Pavel Avdonkin

• Founder of the LifeUniversity educational project.

• Entrepreneur, business trainer, and mentor to mentors.

• Creator and instructor of Expert Academy.

• Trainer and coach trained at Erickson International.

• Producer for coaches, business trainers, experts, and bloggers.

Example participation packages

The sample page presents three columns: Standard, Intermediate, and Premium. The visible portion lists these modules in each:

1. Positioning and Presenting Your Expertise.

2. Product Creation Formula.

3. Product Sales Formula.

4. A Steady Flow of Clients and Selling Consulting.

5. Client Profile and Ideal Client Profile.

6. How to Price Your Services: The Expert's Mindset.

7. Content and Promotion.

8. Marketing Fundamentals and the Client Journey.

The visible bonus is Coaching Tools for Life and Business. It is crossed out in the Standard column and included in the Intermediate and Premium columns.

Client testimonials follow, including videos from Maria Sergina and Evgenia Sazonova.

Frequently asked questions

• How will the program work?

• How long will I have access to the lessons?

• How much time will I need to complete the program?

• What will I receive if I choose the most expensive package?

The lead magnet

Now let us examine lead magnets more closely. There are five principles I always follow, and I recommend that you do the same.

1. One distinctive promise. Everyone wants a magic pill. Your lead magnet should solve one specific problem for your audience within your niche.

2. An outcome in the name. I have always said, and will keep saying, that a product's title—including a lead magnet's—should clearly communicate the result the client will receive.

3. A change in the relationship. A good lead magnet changes a prospect's state of mind and perspective. By solving a problem, easing a pain point, or helping with a task, it builds goodwill and gratitude and encourages continued communication.

4. Professional presentation. Use quality graphics, images, and design.

5. Quick and simple application. Give the prospect value and a solution quickly, so they do not get stuck on the lead magnet and can keep moving through the funnel.

Possible formats include a guide, checklist, video lesson or training, quiz, or test.

The examples shown here include The Product Creation Formula, The Expert's Development Path: From One-to-One Consultations to an Online School, and a free lesson on expert positioning from a producer of experts, psychologists, bloggers with millions of followers, and leading business trainers.

Lead-magnet examples in detail

The Product Creation Formula

Create a program • Attract clients • Scale

For coaches, experts, psychologists, mentors, and business trainers: how to organize your knowledge, create a clear product, and increase sales.

"Complete the form to receive the step-by-step Product Creation Formula guide."

Fields: email and name. Button: Get the Gift.

The Expert's Development Path: From One-to-One Consultations to an Online School

The illustrated guide begins with Stage 1: Positioning and Presentation:

> *If you have knowledge in a professional field—psychology, NLP, or coaching, for example—you are an expert. Or perhaps you have faced difficulties in your life and successfully overcome them. You have experience. You may have lost weight, gone through a divorce, or found the strength to build a new, happy life.*

> *People often come to you for advice. Friends and acquaintances have probably suggested that you start posting on social media and charging for consultations. But most of you do not know where to begin or what step to take...*

Free lessons from a producer of experts, psychologists, bloggers with millions of followers, and leading business trainers everyone is talking about

"How can you turn yourself and your knowledge into a product and communicate so that people who see you on social media want to buy?"

Watch the lessons to learn how to build a sales system through content marketing on YouTube, Telegram, Zen, and VK:

- Get a step-by-step plan for positioning yourself and standing apart from competitors.
- Let go of the instructional designers and create a product yourself in 40 minutes.
- Understand your value and uniqueness as an expert.
- Build confidence in your abilities and belief in yourself.
- Learn to present your social-media accounts effectively and turn them into a money-making system.
- Learn to shoot 45 videos for Reels and YouTube Shorts in one hour.
- Get a step-by-step system for taking action to grow your business.

Button: Watch the Lessons.

"Get the lesson series and your gift, The Expert's Development Path, before time runs out." The example includes a countdown timer showing 14:45.

What you need to implement this

The following is the setup I use in Russia:

1. Register as an individual entrepreneur.
2. Obtain a patent under the patent tax system.
3. Register the relevant OKVED economic-activity codes:
   - 85.42: supplementary vocational education.
   - 85.42.9: supplementary education activities.
   - 85.13: basic general education.
4. Open a business bank account for the individual entrepreneur.
5. Register a domain through Reg.ru.
6. Use GetCourse.ru to host video lessons and accept payments.
7. Use Tilda.cc to build websites and landing pages.
8. Choose a chatbot service, such as BotHelp.
9. Create a RuTube account to host the funnel's videos.

Be bold. Take action!

Gain experience and learn from your mistakes. Repeat the process until it works. Many people start; only a few get results—the ones who do not give up after setbacks.

As Thomas Edison is often quoted as saying about 10,000 unsuccessful attempts at the light bulb, he had learned 10,000 ways that did not work. The difference between Edison and you is that you are reading a guide written by

someone who knows what works and how. I have given you detailed instructions in this chapter. Take them and get to work.

If it works for me and for the clients I have coached and produced, why should it not work for you? I cannot see a reason either.

There is one "but."

Do it with a sincere heart and real love for your work and your clients. Bring something useful to the world. An expert's true mission is to keep growing and make the world better by helping other people.

The sales presentation and webinar

Imagine that you have done everything and built your webinar funnel. The webinar is scheduled. You will give people value and sell your program. Now pay attention: there is one crucial point at which almost every beginner—and plenty of experienced people—comes unstuck.

I used to think, "The product is good. I believe in it. People will buy it." No, no, and no again. Nobody will buy simply because it exists, even if it is the best product in the world.

Every expert needs to know how to sell—and to understand the structure of a sales webinar and presentation.

Before I tell you about my first webinar, I want to point out the most common mistakes.

Mistake 1: turning the webinar into a class

Never, never, never teach a full class in a sales webinar. The moment you begin teaching the detailed how-to, you can forget about sales. I know many beginners worry: "What will I talk about? If I do not give people information, they will leave." Believe me, they will not. People come for people, for energy, and for motivation. That is why I say competition does not exist: we simply arrive and take our place.

But the moment you turn into a boring lecturer or professor, it is over. You can forget about selling. People may thank you and go off to follow your recommendations—if they have not fallen asleep. Why would they buy when you have already told them everything?

Principle 2: inspire and motivate

Your main job in a sales webinar—or any presentation where you intend to sell—is to inspire and motivate.

Every sale is a show!

People want celebration, ease, and a show. They need motivation and belief. How many people really believe in themselves? According to the statistic I use, 80 percent live with doubts and look outside themselves for support. They carry a plug around, looking for an outlet—and that is normal. Everyone needs help, support, or an occasional little push to take action.

Your webinar should provide that push: light, engaging, motivating, and inspiring. That is why I keep telling you not to turn it into a class.

In a sales webinar, explain what to do, without giving away the complete how-to.

Your main tool is stories. In Chapter 1, I explained how stories work and how they affect us.

Mistake 3: rushing through the offer

Fear before and during a sale has a simple explanation. For generations, people in the Soviet Union were told that selling was bad, that commerce belonged to the Western bourgeoisie, and that it was dishonest. I still remember my parents beginning to sell clothes in the early 1990s. My mother would say, "Pasha, do not tell anyone at school. It is embarrassing." What? Earning money to feed your family was embarrassing?

This is why so many presenters rush through the sales portion of a webinar, sounding as if they are begging for charity. And then they make no sales.

How you speak, how you present, and how you carry yourself matter enormously. The speaker's energy matters. Tell stories. Answer questions. If even one application comes in during a 15-minute period, keep going for another 15 minutes. Never be in a hurry to end the sales portion of the webinar.

Mistake 4: failing to engage the audience

You arrive, deliver your talk, and leave, like the dullest lecturer at a university. I remember one professor who spoke in an unchanging monotone. The room fell asleep. Do not do that.

How is a webinar different from an in-person master class? It is not. Create activity. Read questions, answer them, involve people, make jokes. These people came to see you and are giving you their time. They want answers from you. Do you know whom people buy from most readily? Someone with whom they have formed a warm emotional connection.

Work with the audience as you would in a live workshop.

My first launch: a costly lesson

I often tell this story in webinars to show that doing everything perfectly does not necessarily produce results, especially when you are just beginning. We always gain experience, though, and that is worth more than money.

It was my very first launch with an expert. By then, I understood funnels and marketing well, but I missed one enormously important detail. The subject was what people call a "soft niche": motivation, goals, and achievement. I threw myself into the work with energy and excitement, expecting extraordinary results.

At the time, everything we produced deserved an A—or better. Anyone would have admired the organization and the quality of the funnel materials. Why? We recorded every funnel video at the VGTRK television studios, in the studio used for the morning show *Good Morning*. The marketing, advertising, and emails were excellent. Around 700–800 people attended the webinar. You can see from those numbers that we had an audience to sell to.

Imagine my surprise and disappointment when I realized we had taken in nothing. Zero sales. None were coming, either. There had been one application, but no payment.

I remember sitting in the office, staring at my laptop and realizing I would not recover the money I had invested. First came anxiety, then anger. After I calmed down, I began looking for an explanation. Above all, I needed to know: What had I done wrong? What did I not know? What had I missed?

The answer was very, very simple. It was right in front of me. I had done my part well: I had brought in an audience, and they had attended. But the speaker and I had never discussed selling. Not once. I had simply thought, "He has presented before. He must know how to do it."

That assumption sank us. Neither the speaker nor I had ever sold through a webinar. I had not studied the subject in detail, and he simply enjoyed speaking—the act of presenting itself. It is funny now. It was not funny then.

I gained expensive but valuable experience and began studying webinar sales. A producer needs to understand the entire process from A to Z. At the very least, an expert must know how to sell, or they will be living on crumbs.

Here are the mistakes we made in that launch:

- The expert tried to give as much value and teaching as possible—the very thing I tell you not to do in a sales webinar.
- He did not use sales techniques and did not know how to sell. I did not know them either, so I could not help.
- We made the classic assumption: the product is good, so people will buy it anyway.

That experience sent me back to examine my mistakes and study the principles of webinar selling. I am sharing them in this book so you do not repeat my mistakes.

The structure of a sales presentation

A sales presentation has three parts:

1. Make the case for the topic.

2. Deliver content.

3. Sell.

The sales portion includes the offer itself and handling objections. Let us take them in order.

As I said earlier, when I begin working with experts, we first develop their story and strengthen their positioning and presentation. Then we create the product. Only after that do we move on to the presentation.

Remember: the presentation is the roadmap for the funnel. It contains all the information required to create the funnel's landing pages, including the product sales page.

There are different webinar models, from one-day events to five-day challenges. In my experience, one to three days works best.

If you decide to run a three-day intensive, challenge, or whatever you want to call it, use this model:

• Day one: do not sell—although you can if you really want to. Give value through stories. Explain what to do, without providing the full how-to. Build a relationship and a sense of gratitude by being useful.

• Day two: tell your personal story, provide some content through stories and client case studies, and sell.

• Day three: answer questions, review what people have learned over the past two days, provide a little content, and sell.

That is the three-day intensive model. Why can it be more useful than a single day? Over three days, people decide whether they need the training, become more comfortable with you, and are more ready to buy.

Part one: make the case for your topic

The first part introduces you to the audience, explains what the event covers, and, most importantly, sells them on the topic.

What does "selling the topic" mean? It means showing people why the subject matters, why it is relevant, and why now is the time to get involved and develop in this area. You plant the seeds of the sale at the very beginning. As usual, I will use my own presentation to make the process clear.

The first slide is the title slide, displaying the webinar's name.

Example title slide

Expert Academy

How to Earn from Your Knowledge, Achieve Financial Freedom, and Help People

The next slide explains who will benefit from the master class or webinar. Yours should describe your own target audience—unless, of course, you plan to finish this book and sell exactly what I sell.

Who will benefit from this master class?

• Beginners who want to start on this path but do not know where to begin.

• Coaches, trainers, psychologists, and experts in their fields.

• Bloggers and opinion leaders.

• People who want to learn a profession and become producers for experts.

• Anyone who wants to turn experience and knowledge into income online.

Include a slide with recommendations and ground rules: focus on the subject, get a notebook and pen, and take notes. Writing things down helps you absorb them, and there will be plenty of useful information today.

Next, explain what the webinar will cover. In effect, this is your product outline. Later, you can duplicate it on the funnel's registration page and list the same topics in the invitation video.

Now do you see why I call the presentation the central document and roadmap? We are only getting started. Buckle up—we are gaining speed!

Example transition and agenda slides

Who would like me to share...
...and explain:
1. The expert's development path.
2. Positioning and presenting your expertise.
3. Creating a product.
4. Promoting a product.
5. A product launch and sales funnel.

As human beings, we buy emotions. How we feel matters to us.

Show people what life could look like after using your product. Paint the ideal picture they are working toward, and remind them to ask: Have I lost my way? Am I moving toward my goal? Have I abandoned my dreams?

You may say, "Pasha, that is manipulation." My answer is, "Yes and no. If I do not remind you, who will? If you do not remind your clients, who will? Is that not part of what people pay coaches, mentors, consultants, and other helping professionals to do?"

Sometimes people need to wake up and feel inspired. Who knows? One sentence from you could help someone change their life for the better. So I see it as a reminder: have you lost your way?

Example future-oriented slide

Have you ever imagined how good it would be to…

1. Create your own educational product and bring it to market, or become a producer for experts?

2. Have a flexible schedule and decide whom you work with and when?

3. Do what you love and help other people?

4. Work from anywhere in the world and travel?

5. Build a personal brand that works for you?

You invested in advertising to bring people to the webinar. Make the most of that resource. It is entirely logical to invite them to follow your social accounts—or one particular account where they can find more useful material and download a gift. A chatbot can deliver the gift to new followers, or respond when someone enters a particular word. There are many options.

My example slide says:

Join me on Telegram
t.me/pavel_avdonkin

Next, help as many people as possible stay until the end. Why? Because that is when you will sell.

How do you motivate them? First, deliver a charismatic, lively, energetic presentation. Second, use an open loop: the same effect you feel when an episode ends at the most exciting moment, or a commercial interrupts just when something interesting is about to happen.

To open a loop, begin a story and stop at its most interesting point. Say you will finish it at the end of the webinar. The loop is open. Now put on the handcuffs and… I will tell you what happens next at the end of the chapter.

The third option is a gift for everyone who stays until the end. It can be a PDF book, a checklist, or a video lesson. You have many possibilities. Let us keep going.

Example gift slide

Your Gift

A book or *The Expert's Development Path*.

Here is a script for another open loop and slide. Remember it:

> *I have prepared for today and know what I want to share, but I also want to make this as useful to you as possible. Please ask your most pressing questions about the topic. I will make sure to answer them all.*

Read the questions, then say you will answer them at the end of the webinar. Another loop is open.

The slide asks:

> *What is the biggest question you want answered?*

Keep directing the audience's attention to what matters. Ask the questions on the next slide. They help people focus and take the webinar seriously—or leave if they ended up there by accident.

I often say, "If you do not like me, there is an X in the upper corner. One click and it is all over." It is a useful technique. You give yourself permission to be imperfect, which is normal. You do not have to appeal to everyone. Only kittens and money can do that.

Questions for the audience

- Why are you here?
- Why is this important to you?
- How could it help you and your family?

Ask people to answer in the chat. Read what they write and engage with them. Communication is essential.

There is one more open-loop tool before we begin making the case for the topic. It is another script you can put directly on a slide: your personal promise.

My personal promise

> *By the end of this webinar, you will have a step-by-step roadmap for developing yourself as an expert. You will have a completely clear understanding of what to do and how to move toward becoming a strong speaker and launching your own educational programs.*

Create your own promise around your own topic.

Why this topic? Why now?

Now we reach the main case for the topic. Answer these questions: Why does it matter? Why now? Show the statistics and the possibilities. What matters to me personally here is that everything is honest. No deception.

Present arguments supported by figures about the product and the field. Ask guiding questions that build a clear, logical case. Let us look at an example.

> *We live in a time of tremendous change and new opportunities!*

Is that true? Yes. The world changes. New technologies arrive, old ones disappear. We need to keep developing. But here is a question: What cannot be taken away from you? What remains unchanged? What can no crisis take from you?

Example question slide

What will remain unchanged? What can no one take from you?

Work with the audience on this slide. Read and discuss their answers. The answer is simple: knowledge and experience.

People will always need people. People will always need experts.

Who is an expert? What does the word mean to you?

Read the responses, discuss them, and give your definition.

Who is an expert?

• Someone with specialized knowledge or skills in a particular field.

• Someone you can trust, who knows what to look for, how a system works, and how to improve or repair it.

• Someone who shares experience, wisdom, and knowledge and is paid to help solve your problems.

It is also a dream profession and the freedom to be yourself. In this way, I gently and methodically make the case for becoming an expert and developing in this direction. In fact, every person becomes an expert in some areas over the course of a lifetime. The question is what you do with that expertise.

For me, being an expert means the freedom to be myself, a flexible schedule, and the ability to work from anywhere in the world. It means choosing my projects and clients. Most importantly, it means helping other people grow and contributing to the world and to society.

Why? Because an expert's mission is to teach and inspire people to reach their goals and improve their quality of life. I also have a mission of my own.

I want every person to discover their uniqueness and potential, keep growing, share their knowledge, become an expert, and gain the freedom to be themselves. I mean that. It is why I do what I do.

You have your own mission, even if you have not yet put it into words. It already lives inside you. It is what keeps you moving and acting even when no money is involved.

Two mission slides

Expert = the freedom to be yourself.

An expert's mission: inspire and teach people to achieve their goals and improve their quality of life.

Continue making the case for the topic. Give reasons why being an expert is worthwhile. Here are the arguments on my slide.

Why is being an expert worthwhile?

1. Your work is built entirely on what you know and love.

2. You work where and when you want, and you can begin right now.

3. You choose whom you work with, when, and how.

4. Your advancement depends on promoting your ideas, yourself, and your product.

5. Your income depends on the value you bring to people rather than the hours you spend in an office, and it grows with age.

6. You do not need a large team.

7. The tools for success are simple and accessible.

For variety, let us try other subjects: exercise, weight loss, healthy living, and, of course, my favorite—astrology.

Why is a healthy lifestyle worthwhile?

1. A lower risk of chronic disease. A healthy lifestyle helps prevent cardiovascular disease, diabetes, obesity, and other chronic illnesses. It can reduce the risk of premature death and improve quality of life.

2. More energy and productivity. Regular exercise, healthy eating, and adequate sleep help maintain energy throughout the day, supporting productivity and effectiveness at work or school.

3. Better mood and less stress. Physical activity, proper nutrition, and sufficient rest support the production of endorphins—often called happiness hormones. They improve mood and reduce stress and anxiety.

4. Staying youthful and living longer. A healthy lifestyle can slow aging and help preserve youthfulness. It also reduces the risk of age-related conditions such as dementia and Alzheimer's disease.

5. Lower medical expenses. People who live healthily visit doctors less often and spend less on treating chronic conditions. Over time, that can mean significant savings.

Why is it useful to lose excess weight and improve your nutrition?

1. Better health. Excess weight can contribute to diabetes, cardiovascular disease, and problems with the joints and spine. Losing excess weight helps reduce those risks and improve general health.

2. Greater self-esteem and confidence. Weight loss can positively affect self-esteem and confidence as people become more comfortable with their appearance and their bodies.

3. Less strain on joints and the spine. Excess weight places additional stress on joints and the spine, potentially causing pain and health problems. Losing weight reduces that burden and can help prevent future problems.

4. More energy and endurance. After losing weight, a person may feel more energetic and have greater endurance. The body uses less effort to carry excess weight, leaving more energy for other purposes.

5. Staying youthful and living longer. Good nutrition and a healthy lifestyle can slow aging and preserve youthfulness. They also reduce the risk of age-related illnesses such as dementia and Alzheimer's disease.

Why is it useful to be an astrologer?

1. Understanding yourself and others. Astrology helps people explore their strengths and weaknesses, personality, and behavior. This can support personal development, decision-making, and relationships.

2. Predicting events. Astrological forecasts may offer an idea of possible future events and trends, allowing people to prepare or take steps to prevent them.

3. Developing intuition. Working with astrological symbols and interpretations may develop intuitive thinking and an ability to see hidden connections between events.

4. Helping others. Astrologers can help people examine problems, find ways forward, and seek harmony in life, making them sought-after specialists.

5. Self-discovery and self-realization. Studying astrology can be an engaging interest that encourages self-discovery and self-realization, helping people explore their potential and find their place in the world.

Now let us use the same astrology example but change the question from "Why is it useful?" to "Why is it worthwhile?" Here is what we get.

Why is being an astrologer worthwhile?

1. The opportunity to help people. Astrologers can offer emotional support and personal-development suggestions that may help clients improve their quality of life.

2. Creative fulfillment. An astrologer continually studies new subjects, communicates with people, and uses creativity in preparing natal charts and horoscopes.

3. A flexible schedule. Astrologers can set their own working hours and combine the work with other activities or interests.

4. Continual development. Astrology is a field that keeps developing. Astrologers need to study new methods and approaches to remain in demand.

5. Remote work. Many people now prefer online consultations. This allows astrologers to work from anywhere in the world.

The next equally important question in the opening part of your presentation is: Why now?

Example slide: Why now?

- In 5, 10, or 20 years, more than 60 percent of today's professions will no longer exist.
- More than 70 percent of professions will be new.
- The internet and new technologies are growing rapidly and changing our world.
- More and more products are sold online.
- If you do not start now, your competitors will.

Move from general arguments to statistics and numbers. References to respected publications help here. I used information from *Forbes* and the GetCourse platform.

Forbes source QR code

GetCourse source QR code

Here is an important point: throughout your presentation—or any talk—ask closed questions that invite a short "yes." Wherever you speak, use this tool. "If you agree with me, raise your hand and say yes." "If you want that too, type yes in the chat." And so on.

Why? Very simply: seven yeses = a sale. People get used to agreeing with you and become more open to buying later.

I hope you can see that when you make your own presentation, you simply follow the steps I am demonstrating and adapt them to your subject.

To continue the "seven yeses = a sale" approach, add a slide with a quotation from a well-known person—something it is difficult to disagree with. Its meaning should support your topic.

I usually comment on it this way:

> *If you agree with this statement, type "yes." If you would like to help other people and get results, type "yes"!*

Create a slide like this for yourself.

Introduce yourself

Next, explain who you are, what kind of expert you are, and why people can trust you.

Example slide: Who am I, and why should you listen to me?

- Founder of the LifeUniversity educational project.
- Entrepreneur, business trainer, and mentor to mentors.
- Creator and instructor of Expert Academy.
- Trainer trained at Erickson International.
- Coach trained at Erickson International.
- Producer for coaches, business trainers, experts, and bloggers.

Use your photograph and a short list of facts about yourself. Read the list without going into detail. Simply state your credentials.

The book includes another example, from a different expert:

Example slide: Who am I, and why should you listen?

- Entrepreneur.

- Actor.
- Producer.
- Blogger with 7,000,000 followers across three social networks.
- Lost 30 kilograms and completely transformed my body.

Then, if relevant, talk about where you studied and show photographs of your certificates. My example includes Erickson certificates for *Standing in Contribution: A Trainer's Training*, completion of Modules I–IV of *The Art and Science of Coaching*, *4 Quadrant Quantum Thinking*, and *Training for Trainers: Advanced Level Skills*.

Once you have introduced yourself and, in a sense, climbed onto a pedestal, say that it was not always this way—and begin climbing down.

Transition slide

But it was not always this way…

This is a crucial point in a sales presentation. Tell your story: the hero's story we developed in Chapter 1 using the Story Creation Formula. Now is the time to use it.

Build a relationship through shared experience and identification. Show people that you are an ordinary, real human being, just like them, and that you faced the same problems as the people attending your webinar. The difference is that you have already found a way through. You have a plan and results. They can follow you.

What happens if we remove your story? The message becomes: "Look how amazing I am. I have achieved so much, and I will teach you everything. You are all crap, and I am brilliant."

How does that positioning make people feel? Repelled. Our market has had speakers like that. Things did not end well for them.

Good things in this world are built through sincerity, truth, and love. Tell people about yourself, how you got here, and what results you achieved. Do it calmly, without showing off, while respecting your own worth. Your people will find you and follow you. Be sincere. Do it with love.

What should you create? Do you remember filmstrips from childhood—photographic slides with pictures and text? Make something similar about yourself. Tell your story with photographs from your life: where you were born, your schooling, growing up, the moment you faced a problem, what you realized, how you addressed it, the result, and how your life changed afterward.

The structure is the same as before. Now you add photographs.

I include only a few slides from my own story as examples; there is no need to reproduce all of them. The photo sequence shows motorcycle stunt riding, performing music, training and professional events, television appearances, travel, time with others, and my own workshops and mastermind sessions.

Once you have done this work, telling your story becomes easier. People will also see you differently as an expert.

Every element and step of a presentation matters, but I always give the story a special place of honor.

Let me remind you of the structure.

The Success Story Formula

1. Challenge
2. Setback
3. Search for a solution
4. Victory / result
5. Transformation
6. Introduction
7. Mission

Challenges, your program, and myths

Next, introduce your product and begin handling objections your audience may have. The slide after your story is called Challenges.

Challenges most people face

1. “I do not know where to start.” No system.

2. “What will people say?” Fear of judgment.

3. “I am not good enough for this.” Impostor syndrome.

4. “I need to study more first.” Perfectionism and the perpetual-student mindset.

5. “I do not have the tools to work with people.” No course or program.

Simply read this slide and ask, “Who has experienced this?” Remember the “seven yeses = a sale” rule?

Next, we openly use a little manipulation and take the blame off the person: “It is not your fault. No one taught you or showed you how.” You could instead write, “This is not your fault; it is your opportunity to put things right.” Choose the version you prefer. Removing blame creates relief.

Remember the line that contains the essence of marketing and sales:

> *People will do anything for those who encourage their dreams, justify their failures, ease their fears and doubts, and help them throw stones at their enemies.*

Example transition slides

> *But it is not your fault...*

> *No one taught you or showed you how.*

> *That is exactly why I created this program.*

> *Expert Academy*

I created Expert Academy to help you solve these problems. I have a personal mission: I want every person to discover their uniqueness and potential, keep developing, share their knowledge with others, become an expert, and gain the freedom to be themselves.

Those words show that we created the program to help people and that an inner mission, values, and beliefs drive us. For you and me as trainers, speakers, and mentors, this work has a deeper meaning.

Next, distinguish yourself from competitors and show how your course is different. Notice that at this point we are only introducing the existence of the program, not directly selling it, although this introduction is part of the sales-webinar strategy.

What makes the program unique?

My example slide lists:

- The entire system is built on my experience, knowledge, and story.
- It creates distinctive market positioning.
- It offers the freedom to be yourself and do work you love through a proven, step-by-step system simple enough for a school student to understand.
- You build a business around your values: work that comes from the heart.
- You can be anywhere in the world and work with people who are right for you—complete freedom.

Write three to five points explaining what distinguishes your program or course and makes it unique.

Then move to the Myths slide.

Myths are the real objections your target audience may have.

What is the difference between the Challenges slide and the Myths slide? A great deal. With Challenges, we state the facts and read them aloud. With

Myths, our job is to challenge and dismantle them as objections to a purchase.

Common myths

- Training is expensive.
- I do not have time.
- I have tried many times, and it did not work.
- I do not have experience or knowledge. What could I possibly give people?
- I have no talent.
- The market is already overcrowded. There is too much competition. It is too late to start.
- I do not know how to sell.

Let me challenge just one myth as an example. When someone says training is expensive, I ask, “How much will ignorance and not learning cost you?”

Then I tell the story of a business owner who was offered training to improve his employees’ skills. He asked, “What if I spend the money, they learn at my expense, and then they leave?” The reply was, “What if you do not train them—and they stay?”

One of the most widespread problems in our world is ignorance. Imagine if children learned how to use financial tools from an early age. Would they be so likely to take out ill-considered loans and fall into debt as adults? The problem comes from not knowing. Ignorance can cost far more than investing in yourself and your education.

The Myths slide completes the first part of the presentation. Next comes the content. Before moving on, let us take stock: we have given the webinar’s outline, opened loops, promised a gift at the end, made the case for the topic, introduced ourselves, told our story, described the challenges, introduced the product, and challenged the myths.

Build a relationship by helping your audience identify with you. Show them that you are just like them. The difference is that you already have results.

CHAPTER 06

Delivering content the right way

Present your value and make a clear offer.

01 Read and reflect

02 Map the ideas

03 Put them into practice



THE IDEA AT A GLANCE

A clear video offer

Four elements to organize the message.

01

A distinctive offer

Show the value of the entry-level product.

02

Problem + solution

Make the relevance clear.

03

Social proof

Support the offer with real experiences.

04

Call to action

Explain the next step.



VSL = video sales letter

In a sales presentation, we are never teaching. Let me repeat that. You are a performer, an entertainer, a storyteller, an actor, a comedian. People want a show, a celebration, a little lightness! Over my years of working with experts, I have noticed one quality that matters enormously in any presentation: energy.

The more energy an expert has, the more that person radiates a love of life and a love for the work, the more effectively that expert sells.

> *My recommendation is to keep your energy up, put yourself in a good mood, and deliver webinars standing up. We have more energy when we stand.*

How do you deliver content that holds people's interest without being accused of padding your presentation? Read on. And if someone does accuse you of that, you can always remind them that there is an X in the corner of the screen. Knowing with unshakable confidence that you are not forcing anyone to stay makes presenting much easier.

The structure is very simple:

1. Name the topic.

2. Tell your own story or a client's story.

3. Draw the lessons from that story.

4. Give a list of recommendations: what to do.

5. Share a client testimonial.

Notice that we do not explain *how* to do it. Here are examples from my slides.

Slide: The problem most experts face

1. Their expertise is not presented simply and clearly. The audience does not understand them, how they can help, or how their product will change people's lives.

2. No understanding = no purchase.

Slide: 2. Presenting your expertise—create a distinctive position in the market

1. What makes you different?

2. Write your success story.

3. Develop a clear introduction.

4. What is your mission? What larger purpose are you serving?

5. Create a product—a system.

Client testimonial: Elena Yuryeva, networking expert

> *I would like to share my impressions of working with Pavel Avdonkin on my personal story.*
>
> *I had tried to write it several times myself and discovered that it was not easy. I asked Pavel to help, and we managed to do it in a short time.*
>
> *I appreciated Pasha's very professional, sensitive, and thoughtful approach to writing the story.*
>
> *I believe this is a very relevant subject. It helps you show what makes you unique, strengthen your brand, reinterpret and transform your personal story, and support your sales. Sometimes all you need to do is tell your story sincerely.*

If you have promised three topics in your webinar, you will need your own story or a client's story, along with client testimonials, for each topic. Testimonials can be written or recorded on video. I prefer video because people do not have to read it, and it conveys the client's energy.

> *Always ask for testimonials, especially video testimonials. Collect them. You will always need them.*

What is the best way to get a testimonial? Interview the client, or send a list of questions for them to answer. There is a challenge, though: not everyone

feels confident on camera. If you can find clients willing to give their testimonial in an interview, that is ideal.

Introduce yourself and your client, then ask:

- What was happening before the program?
- How did you find us?
- How did you decide to buy?
- What doubts did you have?
- What insights did you gain? What did you like?
- Why did you get results with us when you had not with others?
- What would you recommend to someone else? What advice would you give?

You can add or remove questions. Do not let the interview drag on. Above all, have the client describe the before and after, and offer advice to the people watching now.

After you have delivered your content in this format, you will need additional testimonials. Following your last content slide, include another two or three. Make that a rule.

Now move toward offering consulting with these words:

> *Who would like results like these? Type "Me!"*

> *Who would like to hear about other ways to work with me? Type "Me!"*

Once the audience has agreed, explain the opportunity to work with you personally, with an application required first.

Slide: One-on-one work, starting at 300,000 rubles

- I do not accept everyone.
- It is expensive.
- Access to all my programs.
- Access to my phone 24/7.
- Access to my network of contacts.
- I will guide you personally toward your result.
- Application form.

You will have your own slide. You already received the application form in the consulting chapter; prepare it before the webinar and make it available. After introducing the opportunity to work with you personally, move directly into the sales section.

Slide: Expert Academy

How to earn money from your knowledge, gain financial freedom, and help people!

Money, self-worth, and the fear of selling

Before we move into the sales section of the webinar, let us address some of the limitations people experience around selling.

> *People love to buy, but they do not like being sold to. Many people also believe selling is wrong.*

But wait—we buy and sell things every day. Fear and limiting beliefs get in our way.

First, we need to work on your emotional state and your mindset about selling.

Second, we need to remove the fear of a possible negative reaction from others: the fear of selling itself.

Third, to sell successfully, you need a thorough understanding of your audience's challenges and needs. If you are afraid to sell, remember that your competitors may have a worse product, but they are not afraid to sell it.

When you do not sell, you are robbing yourself and your family. You are devaluing the experience and talent God has given you! You disrupt the exchange. In my view, energy that is not expressed either turns into illness or sits unused, like stagnant water in a swamp. Energy needs to circulate!

Let us talk about a painful subject: money and self-esteem. I often meet remarkably talented people who practically give away their experience and time. Why does this happen? Let us work through it.

The losing script

"I am not good enough." "My work is not worth much." "Who would ever pay me that?" Sound familiar? That is a road to financial failure.

The law of attraction at work! When we think this way, guess whom we attract? Exactly: clients who want everything for free, employers willing to pay the bare minimum, and projects that use us because we "believe in the idea."

Picture an enormous container ship with an engine that will not start. A specialist arrives, walks around, looks it over, and hits one spot with a hammer. The engine starts! His bill? Twenty thousand dollars.

"For one blow with a hammer?" the owners protest.

"No," the specialist replies. "The blow costs two dollars. The hammer costs ten. The rest is for knowing where to hit. For my experience!"

That is what it means to understand the value of experience.

Why we undervalue ourselves

1. "But this is easy," we tell ourselves. It is easy *for us* because we spent years learning it.

2. Fear of rejection makes us accept any terms.

3. Impostor syndrome tells us, "I am not a real professional."

The remedy? Learn to say no.

The first step toward earning more is learning to refuse: to say no to yourself, to clients, and to anyone who does not value your work.

Make a list of situations in which you will definitely say no:

• Free consultations disguised as "just a quick question." Familiar? "Do you need advice or a consultation?" "What is the difference?" "A consultation is paid; advice is free." "Then I want advice." "All right. My advice is to book a consultation!" Cynical? No. Honest—with yourself and with the principle of exchanging energy.

• Partnerships that promise payment "after we make sales," sometime down the road. Again, no. Agree on a fixed fee for your services as part of the partnership. That gives you protection and keeps you from working for nothing.

Exercise

Take a sheet of paper and write: "I say NO when…" Complete at least ten entries.

A pricing strategy

1. Determine the minimum, average, and maximum prices for your services.

2. Create a price list and send it to clients. This removes the awkwardness of discussing your fees.

3. Consider hiring a sales assistant.

Why a high price can benefit everyone

• For you: fair compensation gives you room to grow and provide even more value.

• For clients: they take the process more seriously and get better results.

> *Your experience, knowledge, and time are PRICELESS. Yet they have a specific price in the marketplace, and that price should be a worthy one. Friends, it is time to stop giving yourselves away. Start valuing yourselves*

now!

Stop letting your family down to please people who will never buy from you anyway.

Some people will respond negatively regardless. That is normal. Do not dwell on them; get on with your work.

Your main job is to focus on the result and keep moving toward your goal.

It mattered to me to tell you all of this before we entered the sales section of the webinar.

Remember that selling begins after you have built a relationship and delivered value to your audience. You have every right to explain your offer and sell. The more confident you are, and the more deeply you understand and feel your product's value, the better you will sell. You should feel almost possessive about your product, as though it is a shame to let it go at the price you are offering.

Presenting the offer

Let us get down to business. I will show you using my own example.

Begin by identifying who belongs in the program. Say:

"Here is whom I do not want in this program..."

[List those characteristics here: _____.]

"But I am sure there is nobody like that here! Here is whom I do want: everyone who is ready to grow, do the assignments, move forward, and get results from learning."

Then describe the product in detail, lesson by lesson, helping people picture their future. Speak in terms of outcomes.

People buy emotions and a picture of their future. We do not buy only the product itself. We buy the effects it will produce and the way we will feel after we have used it.

Slides: Who is this program not for? Who is it for?

Slide: Topic 1

Presenting your expertise. Branding. The storytelling formula.

You will develop your personal story and introduction and write your mission statement. You will establish a distinctive position in the market that is fully authentic to you and your values. People will easily understand you, your product, and the mission expressed through your programs and courses. Most important, you will learn to use storytelling in sales and understand how stories influence people and help you promote yourself and your products.

Slide: Topic 2

Product creation.

In this lesson, you will discover a step-by-step formula for creating your first product, or learn how to improve and structure a program you already have. You will create your first program or course and give it a clear, compelling name that helps it sell. You will receive four models for monetizing a product and learn how to present your program to clients.

That is how to describe every lesson, using words such as "learn," "understand," "gain," "create," and "receive." Once you have covered all the lessons, state the program's value. Notice: its value, not its price. That value should be about ten times the actual asking price. And, of course, talk about your mission. Then explain the price and add the bonuses.

Be sure to state the value of each bonus, increasing the value of the offer as a whole.

Here is my example.

Slide: The real value of the training—990,000 rubles

Slide: If everything this system does for you allows you to…

1. Earn money doing work you love.

2. Choose whom you work with, when you work, and where you work.

3. Gain the freedom to be yourself and contribute to society, receiving gratitude and financial freedom in return.

Program amount shown: 990,000 rubles.

Slide: And when you join the program, you will also receive…

Bonus No. 1: Checklists on introducing yourself and selling your program. Value: 10,000 rubles.

List the bonuses and their values. Again: value, not price!

Then show a table with the value of each lesson and the total, followed by a table showing the value of each bonus. Add them together and state the total value the person receives when joining the program. Notice that I say "when you join." We do not say "if you join." That wording introduces a choice.

Example: Expert Academy online course

Lesson	Value, rubles
1. Presenting your expertise	70,000
2. The product creation formula	70,000
3. The product sales formula	70,000
4. A steady flow of clients and selling consulting	70,000
5. Your client profile and ideal client profile	70,000
6. Pricing your services: the expert's inner psychology	70,000
7. Content and promotion	70,000
8. Marketing fundamentals and the customer journey	70,000
9. The coaching and consulting sales funnel	70,000
10. The launch funnel for an online program	70,000
11. Sales presentations: webinars and selling through webinars	70,000
12. VSL: the video sales letter	70,000
VIP module	150,000
Total program value	990,000

Example: Bonuses

Bonus	Value, rubles
1. Coaching tools for life and business	50,000
2. Launching an online school: technical essentials	50,000
3. Albina Toritsina: legal issues in online business	50,000
4. Checklists: introducing yourself and selling your program	30,000
5. Participants' Telegram chat	Priceless
6. Starting and growing your YouTube channel	50,000
7. Gil Petersil: first steps in networking	20,000
8. 54 post ideas for blogs and social media	20,000
9. Effective communication	20,000
10. Breaking through your income ceiling	30,000
11. Checklists for funnels, landing pages, and websites	30,000
Total bonus value	350,000

Program value: 990,000 rubles. Bonus value: 350,000 rubles. Combined value: 1,340,000 rubles.

Then use the same script once more: "If everything this system does for you allows you to…" Repeat the benefits of doing work you love, choosing where, when, and with whom you work, and gaining the freedom to be yourself while helping others.

Price slide: Real training value: ~~1,340,000 rubles~~. Your investment: just 99,900 rubles.

Always include a call to action:

> *"Act now. Follow the link. Place your order."*

It helps enormously to demonstrate where to click and how to complete the form. Not everyone is comfortable with technology, and difficulties can arise in the most unexpected places.

Slide: Act right now.

That completes the first stage of the sales presentation. The second stage addresses objections and uses sales triggers.

One example is a money-back guarantee:

> *"Sign up for the training and complete the first two weeks. If you do not like it, we will refund your money as soon as you ask."*

You are showing the person that there is no risk. That makes the decision easier when doubts remain.

Then you can show the inside of the program: “What you receive when you join,” with screenshots of the learning platform and lessons.

Continue through your sales triggers.

How quickly will your investment pay for itself?

> *Any training is an investment that should pay for itself and generate income.*

Example slide: How quickly will your investment pay for itself?

1. Average consultation fee: 3,000–5,000 rubles.

2. Program price: at least 100,000 rubles.

3. Three program sales per month: 3 × 100,000 = 300,000 rubles.

What if we increase those numbers?

When you join my program, complete the training, and create your product, you only need to sell your program to one client to recoup your investment in the training.

Always remember the call to action. People need guidance; tell them what to do.

You have three options:

1. Forget everything you heard today.

2. Try to apply it by yourself, make your own mistakes, and come back for training later.

3. Do it with us and a team of like-minded people.

The choice is clear! Act now. Follow the link and pay for your order.

Next, I usually ask who has not purchased yet, and why. For some, the price is too high. In that case, remove some bonuses and lower the price. You can present three prices at once and then continue through the triggers and objections. Experiment and see which approach you prefer. Alternatively, sell in descending steps, progressively removing bonuses and lowering the package price.

As far as packages are concerned, you should always have three. For me, this is the gold standard, an unbreakable rule of selling. There will always be people who want everything and more, and others who want only the least expensive package, preferably with a payment plan.

But if you sell a large refrigerator and include an iron, television, microwave, oven, and vacuum cleaner as gifts, it is hard to turn down, is it not?

When you create your offer, make sure the bonuses complement the product and address objections the audience may have. Do not know how to work with people, and lack the tools? Then the Coaching Tools course is your bonus. We have solved a problem and met a need.

Do not know how to manage social media, and have no ideas? The 54 Blog Post Ideas program is included as a bonus to help. The principle is straightforward. Use it.

What happens if you do nothing?

Obviously, nothing in your life will change. You will stay where you are while other people, no different from you, begin taking action, getting results, and earning money.

With the descending-step approach, you gradually lower the price and remove bonuses. People eventually see three price packages, but not all at once. You can display the full comparison table at the end of the webinar.

Example package comparison

REFERENCE TABLE

Price shown	Standard	Gold	Premium
First price row, rubles	29,900	49,900	99,900
Second price row, rubles	39,900	49,900	119,900

Use this overview alongside the detailed explanations in the chapter.

The comparison lists access to Expert Academy and these bonuses: coaching tools for life and business; launching an online school and its technical essentials; Albina Toritsina's legal issues in online business; checklists for introducing yourself and selling your program; the participants' Telegram chat; starting and growing a YouTube channel; Gil Petersil's first steps in networking; 54 blog and social post ideas; a remote sales team; breaking through your income ceiling; and checklists for funnels, landing pages, and websites. The VIP module comprises twelve online meetings and one consultation. In the example, the Standard column has an X beside every bonus and the VIP module; Gold has an X beside the VIP module; the Premium cells are blank.

If you present all three packages together, describe each in detail, beginning with the highest, premium level. That works too.

Selling on webinars is a skill you develop through practice.

The more often you do it, the faster you improve. Want to learn to present in a short time? Use every opportunity—and create opportunities yourself. The math is simple: one expert speaks once a week, another four or five times. Who will get better results? The 10,000-hour rule applies here too. Find opportunities to speak about yourself and your product.

More examples of sales triggers:

1. A payment plan.

2. A price comparison: soda or education?

3. A deposit: reserve your place at the best price.

Example slides: Reserve your place for 3,000 rubles. Want a payment plan? Spread payments over twelve months. 4,991 rubles a month = 166 rubles a day, illustrated with a bottle of cola.

Once you have explained the complete offer and presented all three packages, orders will begin coming in. Announce the names of people who have paid and congratulate them. This creates momentum in the group. You can offer a special bonus to the first five buyers, such as a consultation or another valuable extra. That helps start a wave of sales.

Typically, though, sales made during the webinar represent 30 percent of the total. People place orders without completing payment for two reasons:

1. They have not fully made up their minds and need help from your sales team.

2. They have made a deposit and also need help completing the purchase.

By now, you can see why running webinars without a sales team, or at least someone handling applications, abandoned carts, and sales, makes little sense—unless you plan to get on the phone yourself. My view is that each person should focus on their own job.

Your job is to host the webinar, tell stories, give examples, and answer questions. And remember to close the open loops you created earlier.

Webinars have become an essential part of online business. Yet many people still do not realize that a successful webinar is more than a presentation followed by questions and answers. The real art is combining useful content, audience engagement, and effective selling techniques.

Let us bring the pieces together.

Webinar structure

The classic webinar includes the main presentation, questions and answers, and a sales section. Many presenters overlook a crucial element: the follow-through after the main presentation. As many as two-thirds of all sales can happen at this stage.

Exercise: Create a detailed plan for your next webinar, paying special attention to the closing portion and the techniques you will use to help people complete their decision.

Addressing objections

Handling objections well is a key skill for a webinar host. Prepare a list of 80–100 possible questions and objections in advance. Answer them during the webinar even if nobody asks. This helps resolve doubts for people who feel too shy to speak up.

Exercise: List your audience's twenty most common objections and prepare clear responses.

Social proof

Your clients' testimonials and success stories are powerful tools of persuasion. Use them actively throughout the webinar.

Exercise: Collect ten to fifteen strong client testimonials and decide where each will work best in your webinar.

Engagement techniques

The more actively people participate, the more likely they are to buy. Use different ways to involve them: ask them to type "+" in the chat if they agree, ask questions, and invite them to perform simple actions.

Exercise: Develop five to seven interactive moments for your next webinar.

Presenting the price

Presenting a price well is an art. Break it into smaller amounts, such as a daily cost; use comparisons, such as "just a cup of coffee a day"; and use contrast, showing what people stand to gain or lose.

Exercise: Develop three different ways to present your product's price during a webinar.

Creating urgency

Urgency can strongly motivate a purchase. Use time-limited offers, bonuses for the first buyers, and a price increase after the webinar. For example: "Enrollment is open at this price for 48 hours."

Exercise: Develop three ways to create urgency for your offer.

Consistent practice

The art of running webinars comes with experience. Analyze every webinar. Notice which techniques worked best and which need improvement.

Exercise: After every webinar, record three things that worked extremely well and three that need improvement.

By applying these techniques and practicing consistently, you can turn your webinars into a powerful sales engine.

> *The key is balancing valuable information with skillful selling.*

The world is waiting for new discoveries and new results. It is waiting for you to step onto the stage and put your talents to work. Share your experience and knowledge!

P.S. I recommend ending every presentation with a story or metaphor that carries a deeper meaning and gives the audience something valuable. I always do this.

Want to hear the story I tell in my own sales webinar? Visit life-university.ru/opt-in1.

Act right now! You get the idea…

> *The art of a webinar lies in combining useful content, audience engagement, and sales techniques.*

VSL: The video sales letter

In online marketing, experts continually look for effective ways to monetize their knowledge and sell their products. One of the strongest tools is the video sales letter, or VSL. Let us explore how to use it to sell an entry-level offer and why that matters to your business.

What is a VSL, and where can you use it?

A VSL is a video designed specifically to present and sell your product or service. It is especially effective for selling an entry-level offer: an inexpensive product that moves a person from "I am curious" or "just looking" to becoming a customer.

You can use a VSL at several key points in your sales funnel:

1. After webinar registration, to recover your traffic costs.

2. On your blog or website.

3. After someone downloads any lead magnet.

Imagine you are a personal finance expert. After someone downloads your free budgeting guide—the lead magnet—you can invite that person to watch a VSL offering an inexpensive investing course for beginners: your entry-level offer.

What a VSL can do

1. Change the relationship with potential clients.

A VSL helps move someone from "just passing by" to "I bought something and became a client."

In your VSL, you might tell the story of a client who took your investing course, started building an investment portfolio, and earned a first profit. That helps the viewer imagine being in that client's position.

2. Recover your traffic and advertising costs.

A VSL can be an excellent way to recoup advertising costs quickly. Suppose you spend 100,000 rubles on advertising that brings 1,000 people to a registration page. After completing the form, they are redirected to a page with a one-time offer, or OTO, and your VSL.

If 10 percent of viewers buy your entry-level offer for 1,900 rubles, the example yields 171,000 rubles in revenue, more than covering the advertising expense. You recoup the advertising costs and make 71,000 rubles in profit before the webinar even begins.

I once managed an online launch and the entire production of a course for a very popular blogger. The program was called *Eat and Lose Weight*.

I decided to use a VSL in the webinar funnel. To keep the story short, the entry-level offer alone generated about a million rubles. Incidentally, relatively few people in the market were using this approach at the time.

3. Show the product inside the platform.

A VSL lets you demonstrate your product and its advantages visually.

You can show excerpts from your investing course, the learning platform's interface, and student testimonials so potential clients can imagine using the product themselves.

Key elements of an effective VSL

1. A distinctive offer. Present your entry-level product as a one-time offer at a substantial discount, available only at that moment.

> *"Today only, just for you: the complete Investing for Beginners course, not for $19,900, but for just $1,900! This offer disappears in fifteen minutes!"*

2. A clear description of the problem and the solution. Show that you understand your audience's challenges and have a solution.

> *"Want to start investing but afraid of losing money? Our course teaches the basics of safe investing and helps you take your first steps without risk."*

3. Social proof. Use testimonials and success stories from your clients.

Show screenshots of reviews or short video testimonials from successful students.

4. A call to action. Tell viewers exactly what they need to do to get the product.

> *"Click the Buy Now button below this video to access the course and start your journey toward financial freedom today!"*

Remember that your VSL should serve the two primary purposes of the entry-level offer:

1. Recover paid traffic costs.

2. Turn a lead into a customer.

When creating a VSL, focus on the value your product brings to the client. Show how an inexpensive entry-level offer can solve an immediate problem or open up new possibilities. This helps you recoup advertising costs and build a base of loyal customers who are ready to buy your more expensive products later.

VSLs in webinar funnels: an effective way to recover traffic costs

One of the most powerful uses of a VSL is in a webinar funnel, particularly immediately after registration. This approach can recover the cost of traffic before the webinar starts.

How it works:

1. Someone registers for the webinar.

2. Immediately after registration, you show a VSL presenting the entry-level offer.

3. Some registrants purchase before the webinar begins.

Benefits of this approach:

1. A quick return on advertising. Even if only a small percentage of registrants buy the entry-level offer, you may recover advertising costs before the webinar begins.

2. Greater commitment to attending. People who buy the entry-level offer are more likely to attend and participate actively.

3. An initial qualification of the audience. Buyers demonstrate a willingness to buy further products, making them prospects for more expensive offers.

4. Higher overall conversion. Even someone who does not purchase immediately will be better prepared for the main webinar offer.

The VSL structure:

1. Greeting.

2. Promise.

3. Reveal the problem and the mistakes people make—usually three.

4. Give the solution: what needs to be done, with three recommended actions.

5. Present the product, which answers the question of *how* to do it.

6. Show testimonials.

7. Present the price and the special price.

8. Give the call to action.

9. Address objections.

You can already create your first video using this structure. I explain VSL creation in more detail in Expert Academy. To see how I do it, visit life-university.ru/product. Put it to work.

> *When creating a VSL, focus on the value your product will bring to the client.*

CHAPTER 07

Social media and promotion

Share your expertise and build an audience.



01 Read and reflect

02 Map the ideas

03 Put them into practice

THE IDEA AT A GLANCE

One expertise. Many formats.

Choose the formats that help you communicate consistently.

01

Interviews

Conversations and expertise

02

Podcasts

Ideas in audio form

03

Talking-head videos

Explain one useful idea

04

Short videos

Answer a focused question

05

Clips

Extract moments from longer work

06

Behind the scenes

Show your process

07

Lifestyle

Reveal the person behind the work



As Bill Gates is often quoted as saying, if your business is not on the internet, it is out of business. I agree with that idea 100 percent. We live in a fast-moving world where companies compete for every person's attention, then turn that attention into customers. We discussed this in earlier chapters. An audience is an asset. That is why everyone wants to create a video that gets more views, goes viral, attracts new subscribers, and eventually leads to sales.

You need to be on the social networks where your clients spend time. My philosophy is to use the same content across all your social networks. What do I mean? Suppose you have written a post, recorded a video or video interview, or created any other content while growing your Telegram channel. My first question is: why not publish that material on other platforms too?

I once heard a piece of advice that stayed with me and that I still follow: be everywhere your clients might be. It led me to this conclusion: publish your content across social networks.

> *Your social networks should work together.*

Suppose you have started a Telegram channel. What needs to happen? First, set it up properly. Write a description explaining who you are and what the channel covers, and include a link to your page—for example, your website. I also recommend adding links to your other social accounts in every video description. Do the same when you upload videos to Yandex Zen, VKontakte, or Rutube.

Why does this matter? It allows your audiences to cross-pollinate. Someone discovers you on Yandex Zen, sees that you are on Telegram, follows the link, subscribes, and starts reading your content there.

Let us look at each social network separately, beginning with my favorite: YouTube.

Getting started on YouTube

To start a YouTube channel, first create an email account at gmail.com. Your Google account also serves as your account for YouTube. Once you have it, go to YouTube and sign in with your Google credentials to get started with your channel.

My *Life University* channel uses the banner message “Freedom to be yourself.”

Use the settings panel to complete a few essential steps: have a designer create a banner with your channel's name and visual identity, upload your photo, and write a channel description.

What should the description include? Explain who you are, why you created the channel, and what kind of content viewers will find. Be sure to add links to your social accounts. I recommend including your Telegram channel.

How should you work with YouTube? It is a sophisticated platform. If you begin publishing videos on Fridays at 6:00 p.m., stick to that schedule. My approach is that consistency helps the system recognize when to expect your next video and promote it.

To upload a video, open the menu in the upper-right corner and select YouTube Studio. This is where you manage and configure your channel. Find Create in the upper-right corner, click it, and choose Upload videos.

Add your video. While it uploads, prepare everything that will help it reach people.

Write a description for every video: what it is about and what people will learn by watching. Always add timestamps. If it is a podcast, list the questions and the times they were asked. Do the same for an interview. This helps viewers navigate the video.

Add video tags as well. There is a separate field for tags related to the video's subject. To make the task easier, I recommend software that can generate tags, identify popular ones, and provide other useful features. Add your tags within the 500-character limit. As I mentioned earlier, include links to all your

social accounts in the description. I give Telegram priority; I believe it has a strong future.



Video tag resource

Now there are four final steps:

1. Add end screens.

2. Add cards.

3. Create a playlist and add the video to it.

4. Test your thumbnails.

The fourth step deserves its own explanation. YouTube's thumbnail-testing feature lets you upload three thumbnails for the same video. After a period of testing, it shows statistics indicating which one attracted the most audience interest and generated more viewing. After a week of testing, you can decide which thumbnail to keep as the main one.

You can also schedule a Premiere so your subscribers are notified about an upcoming release. It is a useful way to encourage engagement. Use it.

Let us move on. Imagine that you have been running your YouTube channel for a month. In a month, it is possible to gain 500–1,000 subscribers, or even more.

At this stage, you can make a point of inviting viewers to subscribe to your Telegram channel. As I explained earlier, you can have a free channel offering free content and a separate paid subscription channel. A service such as vipsub.ru can help you set this up. That way, you begin monetizing your audience right away.

Content formats to start with

Interviews

Interview invited guests. This is a convenient format: you ask questions, your audience receives value, and so do you. You grow as an interviewer while people come for interesting conversations and develop alongside you.

Podcasts

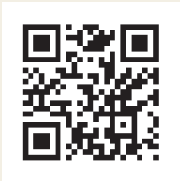
In a podcast, you and your guests discuss important, thought-provoking subjects as equals. Choose topics that interest you, your guest, and the audience for whom you created the YouTube channel.

Talking-head videos

These are relatively simple to record. Sit in front of the camera and record a video sharing your expertise. Offer information, reveal useful techniques, and give advice and recommendations in your field.

What matters in this format? Engaging editing. A single unchanging shot, combined with a dull delivery, is unlikely to attract many views. Give the editing proper attention.

Here is another technique I often use. During editing, we extract the audio track and post it separately on Telegram. This is convenient for subscribers who want to listen to your podcast while driving.



Audio content resource

You can also upload it to mave.digital, which helps you create audio podcasts and distribute them to platforms such as Yandex Music, iTunes, VK, and others. Recording one video gives you both an audio podcast and a video

podcast: two results from one effort. Audio podcasts are growing in popularity and are nearly keeping pace with video podcasts.



Podcast distribution resource

Short videos

Record sixty-second videos for YouTube and Reels of up to ninety seconds.

Clips

Excerpts from your live presentations or webinars can also make very useful content.

Behind the scenes

Suppose you are on your way to film an interview. Record how the process unfolds. People enjoy going backstage and seeing how things happen. They are interested in the whole process. This kind of content brings the audience closer to you.

Lifestyle content

Share as much of your life and family as you want to. You can choose not to share any of it. I keep this material to a minimum in my own content. It is your decision. Some people build their entire blogs around lifestyle content and attract their audiences that way.

Preparing to create content

When preparing content, I recommend using ChatGPT, which has already been integrated into Yandex, or downloading the Chat&Ask AI smartphone app.

Write a prompt such as:

> *"What are fifty questions I could ask an expert about [topic]?"*
>
> *"What are fifty questions I could ask a marketing expert?"*
>
> *"What are fifty questions I could ask an astrologer?"*

The AI will give you a list. Select the questions you find most relevant and interesting. Then sit in front of the camera and record fifty answers, each sixty to ninety seconds long. Congratulations: your short-form video content is ready!

Now let us address the psychological issues that, in my experience, affect 80 percent of people. For me, public speaking, recording myself on camera, and hosting webinars once felt like facing death. But I desperately wanted to share information with people. I wanted to do it. I knew I needed to. Yet my knees shook, my mouth went dry, and I lost my train of thought. I did it anyway.

That became my approach: "I am afraid, and I do it anyway."

Over time, as I worked with experts, I reached another conclusion: create the most comfortable atmosphere you can. If I point a camera at you and ask questions while you stare into the lens, you may freeze and struggle to speak coherently. Or your anxiety may show itself in some other way.

How do we solve this? Use a conversational interview format. Someone sits across from you and simply talks with you. You relax, as if chatting with a friend in the kitchen. Then you cut that conversation into individual videos.

That is the first approach. The second, as I said, is "I am afraid, and I do it anyway." We move toward the fear.

Third: practice makes progress. The first attempt may not go particularly well, the second a little better, and by the third you may begin to feel like a professional. Eventually it becomes as ordinary as brushing your teeth. This is a skill, and skills can be developed.

If you are reading this book, your work clearly matters to you. The more you speak and practice, the sooner you will see results.

Compare someone who gives a presentation, runs a training session, or hosts a webinar once a week with someone who does it five times a week. Who will gain experience, skill, and success faster? Obviously, the person who does it more often.

The secret to making great content, overcoming fear, and developing strong skills is simple: the more frequently and extensively you practice, the faster you grow as a professional.

Yandex Zen and consistent content creation

Now let us look at Yandex Zen, a platform serving Russian-speaking audiences. In my experience, it is slower to build on than YouTube, but simpler to use. Your audience may grow more slowly at first. Then, after a month, six weeks, two months, or three, it can begin growing much more rapidly.

The key is consistency in producing video and written content. Treat content production as part of your regular work, and do not expect quick results.

> *Many experts make the mistake of thinking, "I will record two to five perfect videos, and immediately huge numbers of people will like me and subscribe." That is a serious misconception.*

How to approach it

Create without becoming attached to the immediate response. Record and publish for yourself. Put your knowledge out into the world, and let the world use as much of it as it needs. When people see after a month, two months, or three that you have not given up or abandoned your direction, believe me, the response can be powerful—and you will love it.

Why does it work this way?

Imagine if everyone could record five to ten videos and become hugely popular. How many experts, bloggers, and other creators would we have? I think the balance would be lost. The people who prevail are the most patient, the most persistent, and those who truly consider helping others their calling.

Here is my practical advice: create and record content without placing expectations on it. Do it for yourself. Record it and let it go. Do not keep checking how many likes or views it has. There is one important exception: always reply to comments, like the comments, and stay in conversation with your audience.

When you go online and share useful information, you have effectively chosen a path of service: helping people and improving their lives. The closer you are to people, the closer they will feel to you. That brings more subscribers and, eventually, advertising opportunities if you want to grow as a blogger, or sales of your product.

Publishing on Yandex Zen is straightforward. Upload your video, copy its description from YouTube, and add the five hashtags the platform allows. It does not offer A/B testing for thumbnail click-through rates, but it can still work well for an audience within Russia. That makes it worth including.

VKontakte

On VKontakte, or VK, I recommend creating a group or community and developing it in the same way. Add your videos and articles, and communicate with your audience. Work with the attitude: "Write it, upload it, let it go."

Set up the page properly. Write a description of your channel, group, or community, upload an attractive banner, and include links to your other communities. You can also link to gifts or lead magnets, giving people a way to claim the gift and enter your funnel. My Expert Academy community is an example of this approach.

One useful service for VK is Cerebro. It helps analyze audiences, see who follows particular communities, and target advertising to them.

How can you grow a VK community at the start? Invite your friends, or purchase advertising in other communities. Useful, engaging content for your audience remains the foundation of growth.

Haters

In the age of digital technology and social media, anyone who shares an opinion risks negative comments and criticism. Haters are an unavoidable part of life online. No matter how professional or well-intentioned you are, someone will criticize your work. Still, you can do more than survive negativity: you can use it to grow.

Overcoming the fear of hate

Fear of hostile comments is natural, and most people experience it. Often that fear grows out of insecurity. Working on your self-esteem and confidence can reduce it. Regularly reminding yourself of your value and accomplishments, along with support from people close to you, can also help.

Accept that criticism is inevitable. You cannot please everyone. As you become more visible, you will hear a wider range of opinions about yourself.

Separate constructive criticism from hostility. Learn to distinguish useful feedback from empty negativity. Constructive criticism can help improve your skills and content.

Choosing your response

Your response determines both how negativity affects you and how your audience perceives you.

Avoid getting pulled into arguments. Responding to negative comments can make a situation worse. Ignoring them or replying calmly and neutrally is often better. In my own promotion strategy, however, I sometimes choose to engage because the discussion produces more comments and can help the video reach more people. Let the critics bark; keep moving forward.

Stay professional. Your audience judges you by your content and by how you behave in a conflict. Remain calm and professional.

Focus on support. Pay more attention to positive comments and the encouragement your audience offers. This helps you maintain a constructive outlook.

Sometimes extending a conversation with a critic can generate many comments and increase a post's or video's visibility. Always remain constructive, preserve your dignity, and, above all, protect your energy.

What to do when someone leaves a negative comment

Respond rationally.

Assess the situation. Give yourself time to calm down before replying. A response written in the heat of the moment may make things worse.

Delete and block when needed. If a comment is abusive or hateful, you have every right to delete it and block the person.

Respond to constructive criticism. If the comment contains useful observations, thank the person for the feedback and invite a conversation. That demonstrates professionalism and a willingness to improve.

Turning negativity to your advantage

Handled well, negative comments can become a source of growth and attract new people to your work.

Use criticism to generate content. Questions and objections often suggest topics for new posts and videos. Answers to frequently raised questions can attract attention and interest.

Respond publicly to criticism. Create a video or post addressing the most common or challenging comments. This demonstrates openness and a willingness to talk.

Use feedback to improve. Treat constructive criticism as an opportunity to grow. It helps you improve and take your audience's views into account.

> *Negative reactions are an inevitable part of being visible on social media. Learn to respond effectively and use criticism constructively. By developing yourself and your content, you can overcome the fear of hate and turn it into a tool for growth. Your audience values your professionalism, openness, and willingness to engage.*

Recording video without leaving home

Quality video does not require an expensive studio or complicated equipment. Technology makes it possible to record and edit professional-looking videos at home. Let us look at the equipment you need and mobile editing apps that can help.

Good video starts with appropriate equipment.

Smartphone

Modern smartphones have high-quality cameras that can record in 4K. Make sure yours supports high-resolution recording and has enough storage space.

Webcam

If you record on a computer, a good HD or Full HD webcam is a useful choice. I often record my video lessons directly on my laptop.

DSLR or mirrorless camera

For more professional production, you can use a camera with interchangeable lenses. This offers better image quality and more control over settings. You do not need one when you are starting. A smartphone is enough.

You will also need suitable lighting.

Ring light

A popular choice among bloggers. It lights the face evenly and helps reduce shadows.

Softboxes

These provide soft, even lighting for different types of filming.

Natural light

Use light from windows, but watch out for harsh, bright sunlight that creates strong shadows.

And, of course, you will need microphones, tripods, and editing software.

Lavalier microphone

This clips to your clothing and provides clear audio for interviews and talking-head videos. I recommend wireless microphones from RØDE.

Desktop microphone

Useful for recording podcasts and voice-overs.

Smartphone tripod

Keeps the shot steady and lets you adjust the camera angle.

Flexible tripod

Useful on unusual surfaces and for securing a camera in different positions.

Mobile video-editing software

You can edit on a smartphone as well as a computer. Many apps let you work directly on your mobile device.

1. iMovie (iOS). A simple, convenient editing app available free for Apple devices.

Features include titles, transitions, sound effects, music, trimming, and joining clips. It supports 4K video and offers themes and templates.

2. Adobe Premiere Rush (iOS and Android). Adobe's professional editing tool adapted for mobile devices.

Features include multitrack editing, color correction, titles and graphics, and cloud syncing. Integration with Adobe Creative Cloud lets you continue editing on a computer.

3. InShot (iOS and Android). An easy-to-use app for editing video and photos.

Features include trimming and joining clips, music, text, stickers, filters, and effects. It supports different aspect ratios and can create collages and slideshows.

And, of course, there are the very popular CapCut and Videoleap.

Recording at home is convenient and can be done with a modest equipment budget. Modern smartphones, affordable lights, and microphones let you produce quality video. Mobile editing apps let you refine and improve your footage, making content creation accessible and enjoyable. Remember that equipment is only part of the picture: your creativity and approach matter just as much. These tools and recommendations can help you make professional-looking videos at home and take your social media presence to the next level.

Be present across the social networks and platforms where your audience might be. You have already spent time and money creating the content. Publishing it elsewhere does not have to be difficult.

Now you have the full picture and a road map for entering the market and growing your personal brand and business. Whatever stage you are at, keep going. There will be times when you want to quit and negative thoughts arrive: “Who even needs any of this?”

Keep taking action. Action helps push discouragement back. Work through those difficult periods, because brighter times follow, and your efforts can be rewarded.

Above all, remember that you have chosen a profession dedicated to helping people. Make your clients' results and the benefit you bring them your priorities. Their results often say more about an expert than anything else. Service is what I want to emphasize: sincere service, offered with love. I believe that is the foundation of success in any endeavor. Approach your work with love, and the results will follow.

Believe in yourself, your product, and your clients.

Never give up!

Useful resources

Dear friends,

If you were unable to use the QR codes, or missed any of the resources mentioned in the book, you can find them here.

Follow the links and put them to good use.

Yours,

Pavel Avdonkin

- Book a consultation: life-university.ru/consulting_c
- Expert Academy—webinar registration: life-university.ru/opt-in1
- Expert Academy—about the program: life-university.ru/experts/kurs
- The Product Creation Formula: life-university.ru/product
- Content for a Million: How to Create 90 Videos That Sell: life-university.ru/90media
- Expert Academy—free video lessons: life-university.ru/free-lessons
- All my links: taplink.cc/pavel_avdonkin
- Podcast: lifeuniversity.mave.digital
- YouTube: @life_university
- Training: life-university.ru
- Telegram channel: t.me/pavel_avdonkin

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This is only the beginning!

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Notes

1. MBA stands for Master of Business Administration, a graduate degree in management.

2. The Graduate Management Admission Test (GMAT) assesses mathematical skills, logical reasoning, and the ability to work in English.

3. The Test of English as a Foreign Language (TOEFL) is a standardized test of academic English, commonly taken by applicants to US universities.

4. Tony Robbins is an American business trainer, life coach, bestselling author, and adviser to US politicians and entertainment celebrities.

5. Radislav Gandapas is a prominent Russian business trainer and a recognized authority on public speaking and leadership. He has served as president of the CIS Speakers Association since 2018.

6. Timur Tazhetdinov is an internet marketer, social media promotion specialist, business trainer, and consultant, and the founder of the Center for Artificial Intelligence Training.

7. Stephen Covey was an American leadership and personal-management consultant, educator, and organizational consultant. He was known as a speaker and as the author of *The 7 Habits of Highly Effective People*, which *Time* named one of the 25 most influential business books in August 2011.

THE IDEA AT A GLANCE

Put the book into practice

Return to your program roadmap as your expertise and your clients evolve.

01
Problem
What is the client facing?

→

02
Solution
What needs to change?

→

03
Result
What will they be able to do?

→

04
Tool
How will they get there?

Repeat for each step of your program.

Sequence the steps into a roadmap that takes your client from the current situation to the desired outcome.

