



Marketing That Generates

90-day marketing mentorship for
service providers & consultants



What if?

What if... you knew exactly how and where to find new clients for your business?

What if... you had a clear picture of which marketing efforts were working (and to double down on) and which weren't (and to scrap)?

What if... business growth became so much simpler, because your online marketing got simpler?

And it didn't require increasing your traffic volume, growing your social media following, or investing more in paid advertising?

HERE'S THE PROBLEM...

Here's how most service providers and consultants look for new business:

- We spend months creating a fancy website, agonizing over every single aspect of design...up to the button colors. Then, we launch the site, because "if you build it, they will come." Shortly after the launch, we wonder why customers aren't lining up banging down our doors.
 - So we start a blog. Writing, week after week after week. Yet, there are still, crickets.
 - Then we decide it's time to start being more active on social media. Post after post after post. We get a few followers here and there, but all that work is still not translating into new customers. Or, it may be bringing some business...but not as much as we'd like or expect.
 - So we start investing in paid advertising. Dollar after dollar after dollar. We start seeing more traffic to your site (there's a nice little spike in your metrics) but still, there's not a tsunami wave of prospects begging for our services.
 - And quite frankly, at this point, we feel like we just can't seem to crack the code when it comes to online marketing. AND, that we're spending a lot of resources on our efforts, without seeing an increase in lead volume.
- Like the investors on Shark Tank like to joke: "There has GOT to be a better way!"
- And there IS a better way!**



HI, I'M LAUREN!

Hi, my name is Lauren Pawell, and I'm the founder and owner of Bixa Media. I've had my consultancy, Bixa Media, for 9 years now and since its inception in 2011, I've worked with hundreds of entrepreneurs.

According to State of Inbound Report from 2018, created by Hubspot, the top two marketing challenges for businesses are:

1. **Generating traffic and leads**
2. **Proving the ROI of marketing activities**

What does this tell you? Well, it tells me that most businesses:

1. **Struggle with how to get new buyers**
2. **Aren't sure which activities are working (and which aren't). And they're likely wasting a lot of resources on marketing efforts that don't translate into business revenue.**

These are certainly challenges most of our prospects and clients also face. And, these might be challenges your business experiences too.

To be honest, when a company struggles with how to get new buyers and doesn't exactly know which marketing activities are going to secure new business, well, it's no wonder growth feels so challenging!

So, I put together a program to teach our signature marketing methodology to business owners, so they can generate more leads, better leads and more sales-ready leads online...

...WITHOUT increasing their traffic volume, growing their social media following or investing more in paid advertising.

MY MISSION

I started out my career working in the medical device industry in Brussels, Belgium where we did marketing the “old fashioned” way.

Ready to get with the times, I moved to London to train with a digital agency where I worked on online campaigns for companies like NFL Madden Superstars and Foxy Bingo.

At the time, I remember thinking: “Why don’t small, local businesses have access to this kind of digital marketing strategy and expertise? It would be a game-changer for the way they secure new customers!”

And so I moved across the pond, back home, to start my own business as an online marketing strategist.

I’m obsessed with adventure, freedom and taking charge of your own destiny...so naturally, I became an entrepreneur.

One of my proudest accomplishments at Bixa was the time I generated over \$250,000 in revenue for a client using only 9 emails.

My clients often refer to me as their “secret weapon” and my unique

background gives me the ability to sit at the intersection of design, technology and marketing.

I have a less-is-more approach and am on a mission to simplify online marketing.

The #1 question my clients ask is:

How do I get more business from my online presence?

Through my work, I help businesses generate more leads, better leads and more sales-ready leads by creating more impact out of their existing online assets.

I firmly believe that when you master lead generation, lead qualification and lead nurturing...you can create both an impactful business and an enjoyable life.

And, in my humble opinion, the world needs more amazing entrepreneurs, like you, with impactful businesses and enjoyable lives...because they make this planet a better place.

WHO I WORK WITH

I have found that my program works best for these two groups of people:

1. Solopreneurs and consultants with a validated offer, looking for better ways to secure new customers online.

2. Service providers (with teams of 2-10) wanting to make their business growth simpler, by making online marketing simpler.

HOW IT WORKS

When you sign up to work with me, we'll start with a 1:1 call to talk about your goals and business. From there, we will develop a customized plan to move you through the following steps:

Step 1: Track Your Marketing Performance

In order to improve your marketing, you'll need to move towards a more data-driven approach. We'll teach you how to set up your tracking, so that it's easy to see what's working...and what isn't.

Step 2: Identify Your Target Audience

When you don't hone in on your target audience, it raises more questions at a point in the sales process when you should instead be providing answers. By narrowing in on your target audience, you'll establish more trust with your prospects, attracting rather than repelling them. And we'll show you exactly how to do this.

Step 3: Make Your Messaging Matter

Your marketing will only ever be as good as your messaging. So what the heck is messaging?

Essentially, your messaging defines your target market, their most pressing problem, and the benefits they'll get when you solve this problem for them. If your messaging is off...ie your target market, their most pressing problem and/or the benefits of your service are off...then it's no surprise that your marketing isn't working.

Let me share a little secret with you.

When your messaging is on point, you can get away with so-so marketing. You won't need all the fancy marketing bells and whistles because your messaging will be doing all the heavy conversion lifting for you.

We'll make sure your messaging is dialed in, so you can get better results from your already-existing marketing assets.

Step 4: Put A Lead Qualification & Lead-Nurturing System In Place

Most business owners follow what I like to call the “Buy Now or Bye Forever” approach to their marketing.

Meaning...they *only* address leads that are ready to purchase right away. Everyone else gets ignored completely. And, any lead that was ready to buy immediately but now requires more time before making a purchase decision...also frequently gets forgotten.

So that you can generate more leads, better leads and more sales-ready leads, we'll show you how to fix your “*Buy Now or Bye Forever*” problem once and for all. How? By implementing a lead-qualification and lead-nurturing system.

Step 5: Activate Your Existing & Past Customer Base

Your existing and past customer base is the most powerful marketing tool you'll ever have. We'll show you how to *truly* leverage your customer base in a way that brings in new business.

Step 6: Map Out Your Lead Generation Strategy

There are LOTS of ways to generate more leads for your business. We're going to help you identify the best channels for your business and map out a step-by-step strategy for you to take action on.

RESULTS

“Bixa helps me save time for what I’m best at, taking care of patients. Our work together has brought us peace of mind = priceless ROI. Plus, we’ve received 20–30 more new patients in the first quarter of this year. Business is better than ever.”

— Vicky Black, Smiles 4 OC

“Lauren of Bixa Media helped me think better and strategize. I’ve gotten a massive increase of my mental, financial and emotional bandwidth. I now have the clarity and confidence to step up my game in the daily operations of my business. Plus, I now have accountability to put better delivery, systems and processes in place for the marketing of my business...without wasting dollars, time or energy in doing so.

I really enjoyed working with Lauren and value her work, talent and high-level thinking. It was an absolute pleasure to learn from and work with her. The support she provides is literally revolutionizing how I show up, serve and support my people. Thank you.” — Heidi Roberts, MOTION THERAPY

“Bixa Media has been one of the best investments we’ve ever made. As beginners in the online marketing realm, Lauren of Bixa Media not only offered insight and assistance, she always ensured to educate and help us learn to implement these new tactics on our own.

From the simplest of tasks to our sometimes overboard wish-list, Bixa Media always approaches each new project with YOUR best interest in mind. She is willing to go the extra mile in ensuring each project is well executed and beneficial for your business.

Lauren is creative, organized and extremely versatile in her superior understanding of all things web. Always thinking ahead and outlining next steps, we look to Bixa Media as our online guru!” — Caroline Didlake, ROYAL HAWAIIAN ORCHARDS

“The video tutorials were great as was the generous transfer of knowledge on best practices. The most valuable two things Bixa helped us with was: (1) getting our email list cleaned up, organized and optimized and (2) developing a go-forward strategy for capitalizing on this list. We’ve been talking about doing this for months and with your assistance, we got it done!

I found the weekly calls and tasks very helpful in keeping this project on the front burner instead of continually being pushed to the bottom of our long ‘to-do’ list. Plus, the video tutorials were great as was the generous transfer of knowledge on best practices for maintaining an email list. Thanks for all your help!” — Laurie Reiss, TWO SISTERS CRAFTING

RESULTS

“Lauren of Bixa Media provided great coaching support, helping me to prioritize goals. She also provided training to reach those goals as well as support to make sure they were completed properly.

Her education was excellent. I believe the information I gained will definitely lead to valuable growth in the coming year. Plus, I was introduced to several software tools that have proved quite valuable.

It was a pleasure to work with Lauren. I really appreciated her professionalism and hope we can do some more work together in the future.” — **Dan Vis, FAST MISSIONS**

“Bixa helps me get stuff completed!

I loved working with someone that is smart and really benefited from having someone to brainstorm with and talk over the work. It's hard to do that on your own.” — **Annalkine Dinkelmann, WALL STREET WALKS**

“Lauren's framework and presentation on (getting, qualifying and nurturing) leads in your business was both refreshing in its straightforwardness (as in zero hype or fluff) and, after putting her suggestions into action... highly impactful.” — **Hélène Scott**

“When I signed up to work with Lauren, I hoped to become more confident and consistent with my email marketing. Now that we've worked together for a few months, I realize that was only the tip of the iceberg when it came to the ways Lauren has impacted my business.

When you work with Lauren, you gain access to a wealth of information and strategy about becoming more comfortable in the way you reach out to your audience, list-building strategies, simplifying online platforms and connecting them to each other. Her program is worth every penny.

Lauren and all she offers is solid gold. She is an excellent sounding board for ideas and seems to have answers to everything

Each exercise and lesson that Lauren includes in her program is going to reveal more than you realized you had to offer your audience. I especially loved the workbook about planning your automated welcome series. The questions pulled out so much goodness that I didn't realize was tucked away.

As I went through the work of designing my email sequences and broadcasts with her, I gained confidence, felt excited about all I had to share, and became more focused – successfully using strategies that grow my business.

Yesterday was the first time I made a sale from someone I've never met, who purchased a small offer I promoted in my welcome series, thanks to Lauren's recommendation to include it. This is by far, one of the best investments I have made in my business.” — **Christie Bilbrey, CONSULTANT**

MARKETING THAT GENERATES

Marketing That Generates is a 90-day, high-touch marketing mentorship that gives you the 1:1 support you need to generate more leads, better leads & more sales-ready leads online.

You will receive:

- 90 days of detailed curriculum
- A Kickoff Goal-Setting Call
- Weekly Q&A Calls
- Daily support via Slack
- Bi-weekly accountability nudges to keep you on track

Ready to finally get MORE impact from your online marketing efforts? In a way that results in business growth?

WANT TO WORK TOGETHER?

Click the button below to book a Strategy Session with me. I'll get to know you, your business, your current marketing performance, and your goals on the call.

[CLICK HERE TO BOOK A CALL](#)

At the end of the call, 1 of 2 things will happen...

You'll either be a perfect fit, and I'll extend an invitation to work with me as one of my clients...

Or, if it's not a good fit, that's ok too. There won't be any hard feelings and NO obligation on your part. I will recommend something else to help you achieve your objectives and point you in the right direction.

Can't wait to chat!