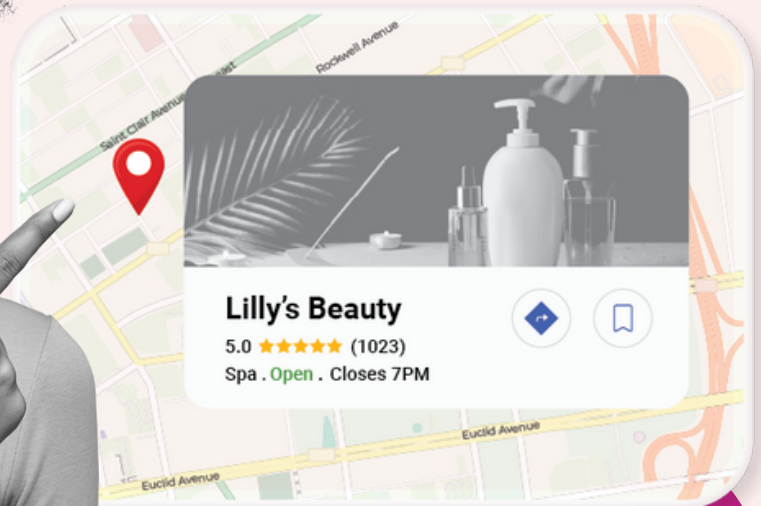


5-MILE  
FAMOUS



5-MILE  
FAMOUS  
CHEAT SHEET

# Become "5-Mile Famous" and Transform Your Business

Imagine, just for a moment, being the talk of the town. The beauty professional everyone knows, trusts, and raves about to their friends. That's the power of being "5-Mile Famous"!

## Why This Program is a Game Changer

### Hyperlocal Fame

Being the most sought-after beauty professional within a 5- or 10-mile radius means a consistent influx of clientele who recognize, trust, and advocate for your brand.

### Fully Booked Calendar

Anticipate a calendar brimming with appointments.

### Affordable and Efficient

For a minimal daily investment, you can make a massive local impact.

### No Daily Content Grind

Stay top of mind without burning out.

### Maximize ROI on a Budget

Within a mere 90 days, witness your brand's transformation and own your market.





# The Three R's of 5-Mile Famous

So How Do You Become Famous? Simple...  
Use the Three R's of "5-Mile Famous"



## Reach

Consistently be in front of your audience.



## Repetition

Be in front of them as many times as possible.



## Relevance

Ensure your content resonates. Speak directly to your audience's needs and interests.

Below you will find an outline of how we make people 5-Mile Famous! We create content at 3 levels of awareness and we set up 3 campaigns on Facebook and Instagram.

## Quality Content: The Heart of the "5-Mile Famous" Strategy



The power and effectiveness of the "5-Mile Famous" system hinge on the caliber of content you produce. The entire framework, from reaching your audience to converting them into loyal customers, is driven by engaging and relevant content.

### Why Quality Content is Non-Negotiable

#### Content Does the Heavy Lifting

Each piece of content, whether TOFU, MOFU, or BOFU, plays a crucial role in targeting and converting your audience.

#### Engagement is Key

The success metric isn't just about reaching thousands but captivating them. If your audience isn't interested or doesn't find value in your videos, the whole strategy falls apart.

#### It Reflects Your Brand

Every video you put out is a representation of your brand. Mediocre content can harm your reputation and erode trust.

To succeed with the "5-Mile Famous" strategy, adherence to the process is paramount. The quality of your content will determine if you swim or sink. Commit to excellence at every stage, and you'll not only attract but also retain and convert your local audience.

# Campaign Outlines

## Top of Funnel (TOFU) Content

### Objective

Position yourself as an expert without selling.

### Content Examples

Beauty tip videos, behind-the-scenes glimpses, beauty myths debunked.

### CTA

"Follow me for more beauty tips!"

### Targeting

5-10 mile radius, minimal demographic exclusions, no interest targeting.

## Middle of Funnel (MOFU) Content

### Objective

Sell your services, targeting only those who've shown prior interest.

### Content Examples

Transformation videos, treatment & care room walkthroughs, personal beauty journey stories,

### CTA

"Book an appointment with us!"

### Targeting

Those who've engaged with your content or visited your website in the last 60 days.

## Bottom of Funnel (BOFU) Content

### Objective

Time- sensitive promotions.

### Content Examples

Flash sales, special holiday offers.

### CTA

Flash sales, special holiday offers.

### Targeting

Same as MOFU but for shorter, promotional periods.





## Master the "5-Mile Famous" Strategy with Our Exclusive Workshop

Do You Want Step By Step Help to Implement The "5-Mile Famous" Program?



This is a 4-hour masterclass where we will show you step-by-step how to deploy this in your practice. Lessons include:



Craft Your USP

Stand out in your market.



Discover Sizzling Content Ideas

Engage the right customers effectively.



Master MOFU & BOFU Videos

Learn potent techniques to close more business and time-sensitive promotions.



Filming Guidance

Achieve optimal content filming, lighting, formats, while staying on brand.



Meta Ads Setup

From pixel installation videos to ad setup, we've got you covered.

It covers everything you need to become "5-mile famous!"

Join us for the "5-Mile Famous" Masterclass

[Sign up Now](#)

## Bonuses



### Utilize AI for Scripting.

Harness the power of AI to create compelling scripts and content ideas.



### 30+ Script Examples & Templates

Dive into a treasure trove of ready-to-use content scripts.



### 101 Content Ideas

Never run out of engaging content again.



### Automate Your Marketing

Put your marketing strategy on autopilot.

Need Extra Hands-on Help?  
We can set up your first ads for a special fee of \$500.

Don't miss this chance to revolutionize your beauty professional business. Take your marketing to the next level with expert guidance and a tried-and-true strategy.

Join us for the "5-Mile Famous" Masterclass

Sign up Now

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