



THE SELF-EMPLOYED LIFE INTERVIEW ACTION GUIDE

A guide to accompany Impact 011

Introduction

This guide contains three big takeaways from my interview with Jeffrey Shaw. I pulled these from his book [The Self-Employed Life](#). In each section, you will find quotes from the book, tips and ideas from me, and the location in the book where you can read more about the topic.

Step-Up, Step-Down Business Model

“Typically, businesses have a step-up model. A customer enters at one level and is given the opportunity to step up to a higher, more expensive level (the upsell). That works! Better still is a step-up and step-down model with the possibility of various peaks.”

One way to do this by offering a membership program for clients to enroll in between purchasing your other offers. This has the benefits of maintaining the relationship and providing extra monthly income.

To create your membership program, Choose which benefits you will provide. Here are examples of the kind of monthly benefits clients will gladly pay for.

1. A community where they can connect with and support others like them
2. Up-to-date information and analysis
3. Access to you (be careful not to give too much at this level)
4. A library of tools they use on a regular basis
5. Networking with valuable contacts
6. Workshops or masterclasses with experts in your network

Be careful when offering access to you as a part of your membership program. If you give too much access at this level, it will erode the value of your higher-touch services.

Jeffrey Shaw talks more about the *Step-Up, Step-Down Business Model* (and how to organize your product suite for maximum value and revenue) in [The Self-Employed Life](#), starting on page 141.

Customer-Only Loyalty Benefit

“There should be an established program within every small business that shows favor to existing customers, whether there’s a price incentive when sliding up and down the scale of services or added benefits for being an ongoing customer.”

Your current and past clients and customers are your greatest source of new revenue. You want to keep them loyal and happy so they keep doing business with you and refer others to you as well.

One way to build this relationship and foster loyalty is to surprise customers with benefits that are only available to them.

Here are a few ideas of what you could offer.

1. An occasional one-time mastermind sessions with some of your other clients
2. Networking events where you invite people you know your clients would like to connect with.
3. Co-working sessions where you and your clients work together virtually.
4. Special payment terms
5. Access to an exclusive library of training or tools
6. Access to your “Step Down” offer (see the previous section of the guide)
7. A client-only in-person event
8. Early-bird access to your upcoming offers

Read more about this idea in [The Self-Employed Life](#) starting on page 143.

Emotional Journey Site Map

“This idea of knowing the emotional journey your audience needs to go on in order to buy into your offer means understanding them on a whole new level.”

“The brand message on your home page has to be killer—instantly compelling to get their attention—and provide everything they need to know to choose you.”

The Emotional Journey Site Map is Jeff’s template for creating an experience on your home page that guides ideal prospects to take the next step toward doing business with you. It does this by taking them through a specific sequence of information and emotional resonance to build their trust in your brand.

Phases of *The Emotional Journey Site Map*

1. **Opening Scene** - Evocative Image + Stand-Out Statement
2. **Lead Magnet** - A sample of the value you offer in exchange for their email address.
3. **Empowerment Section** - Post questions or use statements that make it clear you have a deep understanding of their needs and circumstances.
4. **Benefits Section** - Paint a picture of what they will gain (and what they will move away from) by doing business with you.
5. **Process Section** - Give them a high-level preview of how you do what you do.
6. **Authority Section** - Tell a little about why you do what you do.
7. **Contact Form** - Make it easy for them to take the next step.

See Chapter 6 of [The Self-Employed Life](#) for more details about how to apply this strategy to your website. Jeff breaks down every element of your home page (e.g., fonts, layout, colors, copy) and explains how each one plays a role in capturing attention and earning trust.