

# PASSION TO PROFIT *Playbook*

**Helping female entrepreneurs find their voice, share their story and generate an income through social media branding and online SELLING .**



**You have a passion for SUCCESS and you're ready to take your business to the next level! But the overwhelm is getting to you. No more! You have what it takes to achieve all your goals, you just need a system to help you get there! Let's do it!**

**BOOK A POST TO PROFIT CLARITY CALL**

# PEOPLE DON'T BUY WHAT YOU DO, THEY BUY WHY YOU DO IT.

**Hey there!** I'm Brandy and if you ARE READY to take your business to the next level, I am here to help you do it!

I have been a **TOP PRODUCER** in multiple companies, a successful business owner and I have been a consultant to business owners and entrepreneurs, helping them take their businesses **to the next level.**

**Social media, web presence and email marketing** gives us the ability to build our businesses virtually and market to our following from home, in our PJ's! You can grow your business and paycheck.

Are you ready to grow your business and take your income to the next level?

***Book your free clarity call and let's get started!***



*Brandy Sinoto*

CREATOR & COACH



# Playbook



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**REAL RESULTS**

## PASSION TO PROFIT

### PROBLEMS AND SOLUTIONS

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**Problem 1:** You have a product or program to share and a burning desire to help others and succeed **but you don't have a clear social media plan and you have not been leveraging social media the way you know you could/should.**

**Solution:** Be yourself and start posting DAILY. Show up consistently and show up in as many features of your social as you can (your wall, stories, lives etc.) You must consistently post **in order to** find your voice. If you don't post you'll never get the clarity of what to post. But when you do post, the clarity comes and you will **grow your audience, close sales, sign up clients and find your best business partners!**

**Post To Profit:** In the post to profit program, Brandy will help you create your social media strategy. She'll get you set up to come out on your page, share your authentic voice and attract your perfect audience.

**Problem 2:** You're just starting on social and/or you have not been quite active on the platform so **you don't have a HUGE following yet** unlike others who have been doing it for a while and you feel "behind..."

**Solution:** You DO NOT need a HUGE following to be successful! But **you do NEED to know how to communicate with the following that you do have.** You'll never get off the ground if you don't know how to effectively speak (sell) to your audience (big or small.)

**Post To Profit:** In the Post to Profit program you will learn how to **EFFECTIVELY** sell to the social following you currently have. You will grow your following and you will learn how to increase your "know, like, trust" factor and you'll be selling the whole way.

[\*\*CLICK HERE TO BOOK YOUR CLARITY CALL\*\*](#)

## PASSION TO PROFIT

### PROBLEMS AND SOLUTIONS

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**Problem 3:** You have a following on social but you're afraid to be "pushy."

**Solution:** You **MUST SELL** to be a successful entrepreneur. Stop worrying about being pushy and just start sharing your voice, your solutions to their problems and when you do sell they will appreciate you for it!

**Post To Profit:** You'll be **taken by the hand** and guided to create posts on your social that get's engagement. You will **LEARN** how to post in a way to get people listening and responding to you. You will get your **unique posting framework** and then you'll never be confused about what to post ever again and sales will be simple.

**Problem 4:** You're **unclear of your follow through system** so when someone does respond to your posts and you give them the initial info, you're not clear on the follow up system...and you lose them.

**Solution:** Save yourself all the double work, create a system for you and your team that easily takes the prospect through the sales process. Do you need them to watch a presentation? To book a call? To listen to an audio? To join a group? To sign up? To buy? You **MUST** have a system that immediately puts them through an information funnel to get them the info they need so they can get started!

**Post To Profit:** Brandy works with you 1-on-1 to create your online duplication system. We see the bigger vision together and we create a simple duplicable system on social (and the world wide web) to take your leads to the next step, to grow your team and help you achieve your goals.

**PASSION TO PROFIT**  
**NO OTHER OPTION**

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Right now...there is no other option for you than to market your business online! There are no networking events to attend, no lunch or coffee shop meetings and no home parties. **If you are building a business (today,) you must know how to effectively market yourself online and on social media.**

**BEFORE SOCIAL DISTANCING**

**90%**      **10%**

Income made  
face to face.

Income made  
online.

**AFTER SOCIAL DISTANCING**

**10%**      **90%**

Income made  
face to face.

Income made  
online.

**Your social media following are waiting to hear your message, all of your customers and potential business partners are waiting for you to level up and show them who you are! It's time to set goals, show up consistently and take your sales and business to the next level!**



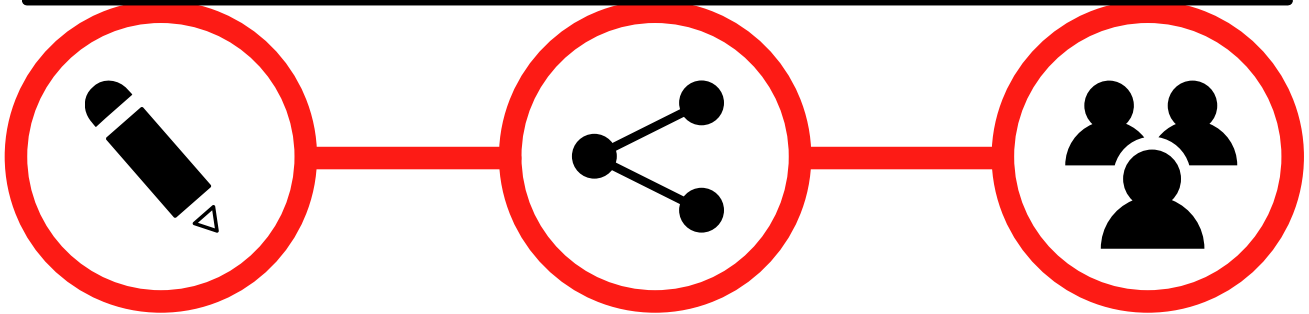
# WHY IT WORKS...

It works because it's simple, you're taken step by step, no overthinking and we get into action QUICK! You're simply sharing what's already in you, your authentic voice and then you lead them to your "information" funnel and keep them moving till you welcome them as a new customer, client or team member!

**WE TEACH YOU HOW TO SPEAK TO THE PEOPLE WHO ARE WANTING AND NEEDING YOUR PRODUCT...WHO ARE WAITING TO JOIN YOUR BUSINESS!**

# THE PROCESS

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**passion**

We tap into your passion to succeed and find your story! We decide on your verbiage and messaging. We prepare your posts while thinking of the perfect customer that you would like to attract! Your vibe attracts your tribe!

**post**

Then you post to your FB wall to connect! Not to sell, not to pitch but to attract! You'll get more engagement, more likes and comments and more people finally seeing what you have to offer them! The people who want what you have will TELL YOU!

**profit**

Then you get with them in private message and you implement our duplication system and you sell! We give you a simple script to use to move them through your funnel. Get them the info they are looking for and get them into your business!

## **\*FOR NETWORK MARKETERS: WHAT ABOUT YOUR UPLINE???**

Your upline may **discourage you from working with me** and here's why: They want you to follow ONLY their system because they think their system is the only one that works. And though their system may work for them, how's it working for you? Even if your team has a system in place...

- You still need to bring **your own personal genius to the table**. If you just post what they tell you to post and do what THEY tell you to do, you'll be like everyone else, right? I teach you how to be unique in your posts, **stand out from the crowd** and get leads engaging with you!
- You might be **so down on the totem pole** that you'll never get access to the top people that REALLY know how it works. And if you're being lead by your "friend" who's a day old in this business...how are you going to get ahead? truth is if you really want to make this work, you need to get the coaching.
- Honest truth, your upline may **NOT know how to build online**. Many companies **HAVE NO IDEA how to teach their distributors how to build on line**. A majority of companies have not had to rely solely on online marketing for business, it's been all face to face....so chances are, they are not doing it right and you can see this by the untrained people on social media every day promoting all the **WRONG WAY**.
- You still need to learn this stuff. Getting 1:1 coaching will put you **WAY ahead of your competition** and give you and your team an upper hand! You AND your team will benefit from this coaching. Invest in yourself and your leadership NOW to save time and make money!

If they don't discourage you, then they are AWESOME! Introduce them to me and we can get them on the same page as you so they can be of help to you!



## HOW IT WORKS:

This is a 30-60 day intensive coaching program. In 30-60 days, you will be set up for success and able to get into massive action to create personal and business momentum. However, You will have **life time access** to the Passion to Profit training content and you will be considered a LIFE LONG CLIENT! **Unlike a majority of other coaching programs, your memberships with Brandy NEVER EXPIRES!** Here are the 4 pillars of the program:

- **Pillar 1. Your Personal Brand Discovery** - based on our initial consultation we will set up your social media accounts and profiles with corresponding bio's and pictures, we'll choose your "brand style," find your CORE messaging and start creating posts.
- **Pillar 2. Platform Post Framework** - Here we will dig deep and find your core messaging. Your vibe attracts your tribe your messaging attracts your customers and business partners so you'll get clear on your core messaging and learn how to do posts based around what you're selling and finding partners.
- **Pillar 3. Organic Sales Mastery** - we'll work together to create your (authentic and engaging) sales posts as well as your sales scripts. Posting to get them hooked and leading them to reel them in. If you do this right, you'll increase your sales rates and your business will grow!
- **Pillar 4. Personalized sales funnel (advanced)** - we'll work on your online sales funnel.

It's time to transform your online presence and become your personal selling and recruiting machine! You will create a regular flow of customers and enroll business partners, you will save time and you will not have to figure this out on your own.

You will soon be selling like a pro on your social! Engaging with your audience and building your business right from your phone!

If you'd like to connect with me and learn more of how you can incorporate my system and coaching into your business, I'd love to talk to you! No pressure, ask all the questions you want, the clarity call is absolutely FREE and you'll learn a lot from talking to me! If you'd like to set up the call, click: [BOOK A CLARITY CALL HERE](#)

Feel free to send me an email (if you need anything) or if you just want to say "thanks for the guide" bransino@gmail.com. Looking forward to talking soon!

Aloha,  
Brandy

## PASSION TO PROFIT

### DO THESE 4 THINGS

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**\*EVEN IF WE NEVER END UP WORKING TOGETHER, IF YOU DO THESE 5 THINGS, YOUR BUSINESS WILL SKYROCKET AND YOU WILL THANK ME FOR YEARS TO COME!**

**\*1. Write posts that catches the attention of your audience** and emotionally connects with them. People don't buy **WHAT** you sell, they buy **WHY** you sell it. Share your authentic thoughts and beliefs through your posts and you will find your tribe (your tribe will find you!)

**\*2. Consistently show up on your social in as many ways as possible.** People have different learning styles and they take in info differently. So show up on your wall, in your stories, in reels and live and you will give your audience the best opportunity to find, follow and join you!

**\*3. Use 3-way chat with your team and their prospects.** You cannot expect your new team members to prospect, present and close their prospects on their own. You can do 3 way zooms (but who really has the time for that), you can do 3 way calls (but who really wants spend hours on the phone) or you can do 3 way CHATS☒☒☒ Where everyone comes in and out at their own convenience and business is closed without ever needing to get on the phone!

**\*4. Ask your following for referrals.** If you rely strictly on your own network for leads you will very quickly tap out. You need to incentivize and motivate your followers to refer business to you.

**\*5. Systemize your sales and recruiting process!** You must have a system for making you and your team \$\$\$\$. If you are not systemized, you will never be able to SCALE your business.

## PASSION TO PROFIT

I'VE USED THIS TO HIT THE TOP RANK IN MY COMPANY

## I USED THIS SYSTEM TO HIT THE NUMBER ONE RANK IN MY COMPANY BUILDING MY BUSINESS 100% ONLINE!!! AND NOW I'M TEACHING THIS EXACT SYSTEM TO MY VIP CLIENTS!

What I had to go through personally, in my heart and mind  
 🧠 and the skills that I had to learn and master t... See More



👍❤️ Anjuli Leilani and 441 others 470 Comments 1 Share

My FB recognition hitting the TOP rank of the company building 100% online!

Here's some messages I got from happy customers on my liquid gold👇👇👇👇👇  
 ... See More



👍❤️ La'i Castaneda and 79 others 57 Comments

A simple giveaway post getting over 50 comments of leads wanting more info!

**Together we will look over your social media accounts and get you up and running with creating your brand, posting to increase engagement, getting more eyes on your content and SELLING!**

**LET'S CONNECT!**



# I HELP MY MEMBERS INCREASE ENGAGEMENT BY UP TO 300%!

I am at that moment where I'm ready to start putting myself 1st.  
I have started this journey and I'm ready to take it all the way! Nothings gonna stop me! 🙌 Stepping out of my comfort zone is never easy, but I know it's what I need! So today I'm saying YES to opportunity! YES to possibilities and YES to fun 🙌 Sometimes you just have to change things up and I'm ready for a change and I'm ready for opportunity! There are no coincidences! Stay tuned friends 💖



You, Ah Sen and 54 others 25 Comments 1 Share

**54 ENGAGEMENTS**  
**25 COMMENTS**

Jul 11 · 🌐

🔥 6 weeks ago I made a decision that I wanted to regain control of my health AND create an extra stream of income online. Staying consistent with this in the past was hard for me because I doubted myself. I needed to work on my mindset and get it right. I did the work and made self development and growth a part of me. This time I'm ready to do it and do it... See More



You, Anjuli Leilani and 83 others 17 Comments

Like Comment Share

**83 ENGAGEMENTS**  
**17 COMMENTS**

Last year I planned to improve my health by eating healthy & exercising. That came and went 😂 LOL This year was a slow start...but a start!! 🙌

I've made a choice to start a new chapter in my life, to start this new opportunity that life has brought me 🙌

Ashleigh 5.0 now in progress!! 🙌



You, Anjuli Leilani and 160 others 73 Comments

**160 ENGAGEMENTS**  
**73 COMMENTS**

If you know me, you know how crazy busy I am. 😂 I've lived in the chaos of busy-ness for years now and in that, it's been easy for me to neglect myself and forget about me 🙌

During these past months, I've had time 🕒 to reflect and think about what it is that I want & where I wanna be! In spite of 2020 and where our world & state may... See More



You, Anjuli Leilani and 291 others 144 Comments

**291 ENGAGEMENTS**  
**144 COMMENTS**

This year is flying by and I can't even remember how a regular life feels like. So I'm making a choice to make the most of the rest of this year.

I'm a little anxious but I'm over the top excited because I have learned a lot about myself the last couple of months. Lots to self reflection, a little crazy cry-laughing.... See More



Ah Sen and 114 others 51 Comments

**114 ENGAGEMENTS**  
**51 COMMENTS**

Spent a day with a friend yesterday and I got to share about my life as a mom of 8 children, married for almost 10 years and then divorced and then finding my partner for life and now raising my children and wanting to be the b... See More



You, Ah Sen and 304 others 118 Comments

**304 ENGAGEMENTS**  
**118 COMMENTS**

**AFTER WORKING WITH BRANDY AND IMPLEMENTING THE PASSION TO PROFIT PRINCIPLES, THEY HAVE SKY-ROCKED THEIR ENGAGEMENT AND BUSINESS IS BOOMING!**



# HAPPY VIP CLIENTS!

VIP Client ✨ Anj ✨ >

Hey Brandy! Dropping in! Wanted to say hi 🙌 and let you know, since working with you my business has absolutely taken off! When we first started, I literally had crickets 🦗 on my posts 🙄 and I had no idea how to market myself or my business on social.

But you took me step by step and I followed what you told me to do. I've been mentored by many others and none of them ever knew how to market and duplicate online like how you teach.

I have now hit a TOP rank in my company, I have an amazing ✨ team that is also duplicating and I'm making a FULL TIME INCOME in less than 6 months.

And I've done this all of this from my phone 📱 with 8 kids and a full time job, so simple! Everyone in my company wants to know what I'm doing 😊 You have a genius way of helping someone communicate what they really feel inside and share that on social to attract! Authenticity at its finest! Thank you for your program and mentorship!

VIP Client ✨ Ku'ulei ✨ >

Brandy this has been the most amazing journey! I started off wanting coaching on how to build my business and brand myself the right way and it ended up being about building ME and my confidence and my belief that I could do this... coupled with your program I have learned how to SELL and attract people TO ME! I know I still have more growing and learning to do but because of your system and the tools that you've given me, I know how to do it! AND I wanted to share with you that I hit a great rank in my company and I'm still going! Thank you so much for all that you do to support the industry and teach people how to raise up the profession 💕

Thank you woman! You're amazing yourself and it's been wonderful to work with you! You're posting like. A PRO! We still have more to do and you're going to evolve through your entire build. Keep focused on your goal and always remember DUPLICATION is the key and you got the tools to do in online!

Delivered

# THE TIME IS NOW!!

## NETWORK MARKETING TOP LEADER



Yasmin Khan Pascua



Brandy I would recommend anyone that is serious about their business and wanting to take it to the next level to work with you. I knew some basic selling and network marketing skills, but very surface level that kept me stuck at an income level I wasn't happy with.

What Brandy teaches is beyond what others are teaching that you will not get from any other coach. She teaches you selling and people psychology that has people buying your products and joining your business. She is a systems and duplication expert. Her expertise combined with the online build is exactly what you need to build an online income stream.

I've worked with several coaches and they were all basic and teaching the norm.

Brandy was the first coach I received massive results by from showing me how to use my voice to create a social media presence and use that create now a serious income.



**BOOK YOUR CLARITY CALL TODAY**