


# How Tarot Readers Can Make A Difference In The World (And Make Money Doing It!)

Presented by Gary Karp (aka That Tarot Guy)



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# Purpose of This Workshop:

- Give confidence to the healers, empaths, and Spiritual Warriors to share their gifts and make an impact on the world by showing how simple it is to start an online business.
- Share the three "must do" secrets to build the foundation of a successful online tarot business



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# What We'll Cover Today:

- Define Your Ideal Client (Hint: It's not everyone!)
- How to deliver your product and services
- Building Your Tribe (Getting Your Message Out)



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# How to Define Your Ideal Client

- Who are they? (demographics)
- What makes them tick? (psychographics)
- What do you want to focus on?



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# Who Are They?(Demographics)

- Gender, Age, Etc.
- Education, Job, Income, Etc.
- Where do they live?, Where do they play?, What do they like?



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# What Makes Them Tick? (Psychographics)

- What are their dreams and goals? Why is it important?
- What pain are they trying to get rid of?
- What do they believe?



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What do you want to focus on?

- Who do you want to work with?
- What kind of business do you want to have?
- What specific type of reader do you want to be?



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# ✦ How To Deliver Your Product ✦ And Services

- Online reading services
- Your own website
- Patreon
- Email



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# Your Own Website

- DIY or Hire a Professional? (Fiverr, Upwork, Craigslist)
- Coded or Drop and Drag (Wordpress, WIX, SquareSpace)
- Traditional Website or Funnel?
- Estore? (Shopify, Etsy?)
- Membership Site?
- Custom Domain (GoDaddy, Bluehost, NameCheap)



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# Patreon

- Started in 2013
- Used mostly by Content Creators
- Allows People to Donate a Monthly Amount to You in Exchange for Perks/Benefits
- Can Deliver Right on Platform or Off-site



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# Email

- Deliver Tarot Readings
- Deliver Course Materials
- Promote Products, Services and Specials



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## Building Your Tribe (Getting Your Message Out)

- Social Media
- Blogs
- Podcasts
- Ebooks
- Email





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**Social Media**

- Allows you to interact directly with people
- Which channel to use (Facebook, Twitter, Instagram, Tik Tok, etc.)
- How often to post (and what to post)

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# Blogs

- Articles that show your expertise
- Informative, Listicles, How-To, Opinion-based
- Medium.com



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# Podcasts

- Set yourself up as an expert
- Show your personality
- Easily delivered and easy listen to
- [Anchor.fm](https://anchor.fm)



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# Ebooks

- Establish yourself as an expert
- Opens up opportunities to leverage other people's tribes
- Doesn't have to take years to write
- Amazon KDP (ebook, paperback, hardcover)



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# Email

- Only resource you truly own
- Easy to develop relationships and deliver value
- No cost to promote products, services and specials
- Don't need a list of 1,000,000s



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## Don't Need A List Of 1,000,000s

- The Power of The True Fan
  - Will come back regularly for readings
  - Will travel to see you at events
  - Will buy three copies of your book (one to read, one to give away and one for you to sign and sit on their bookshelf)
- Only need 1000 True Fans
- \$100/year. ( $\$100 \times 1000 \text{ True Fans} = \$100,000!$ )



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# What We Covered:

- Define Your Ideal Client (Hint: It's not everyone!)
- How to deliver your product and services
- Building Your Tribe (Getting Your Message Out)
- The Power of True Fans



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# Additional Information and Resources



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## Additional Information and Resources:

- Legal Zoom to set up business
- Canva for designing graphics
- Zoom for giving readings and recording podcasts, interviews, trainings, etc.



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**Conclusion and Final Thoughts**



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# Next Steps



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# Next Steps:

1. Create your Ideal Customer Profile
2. Create your social media profile and post
3. Contact Legal Zoom to set up corporation
4. Reach out to me for any help
  - 50% off for Tarot Guild Premium Members  
(email: [gary@thattarotguy.com](mailto:gary@thattarotguy.com))



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Questions?



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