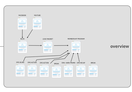
90 DAY WORKSHOP on setting up and running a profitable membership program

- GOAL RESULT
  - FINISH WORKSHOP WITH A WORKING MEMBERSHIP PROGRAM THAT IS MAKING MONEY OR IN POSITION TO MAKE MONEY
- OVERVIEW MAP
  - 

- ITENERARY
  - WEEK 1
    - Introduction to Branding and Membership Programs
      - talk about branding and the idea of a business name to operate under that can be expanded to other endeavors and or be sold
      - talk about examples of membership programs
      - talk about benefit over content
      - talk about pricing for membership
      - HOMEWORK: come up with a name for your online business, come up with an idea for benefit on membership program, Go through Continuity Trilogy and take some notes.
  - WEEK 2
    - Install Brand and Blog on Website
      - talk about website options
      - talk about logo for brand
      - talk about legal pages
      - talk about about me page
      - talk about blog and first post
      - HOMEWORK: Get your website up. Get your legal pages up. Get your about me page up. Get your logo up. Get your first blog post up.
  - WEEK 3
    - Introduction to Impact Content Creation
      - teach formula for content creation that gets impact
      - teach the hook (hit them in the mouth and then tell them why you did it.)
      - teach entertainment value
      - teach actionable value and takeaways
      - teach the pitch
      - teach impact over length
      - HOMEWORK: write and post 3 blog posts any length with hook/entertainment/value
  - WEEK 4
    - Install Lead Magnet on Blog and DB1
      - teach no brainer lead magnet
      - give examples of great lead magnets
      - give autoresponder service options
      - teach linking lead magnet to autoresponder
      - teach squeeze pages and opt-ins
      - teach confirmation page (we will change whats on this page when we install membership program)
      - HOMEWORK: Get lead magnet done. Sign up for autoresponder service. Link the 2 together. get confirmation page done. Get squeeze page done.
  - WEEK 5
    - Install Initial Autoresponder Sequence
      - teach 7 day autoresponder sequence (b.a.s.b or a.i.b+)
      - teach sales page for membership program
      - HOMEWORK: get your 7 day autoresponder sequence set up. get your membership program sales page done.
  - WEEK 6
    - Install Membership Program
      - give examples of membership program plugins and software's
      - teach fundamentals of membership program to deliver benefit, secure pitch purchase and collect recurring payments, easy way for customers to cancel!
      - HOMEWORK: Get membership program set up with benefit / running and ready to take payments
  - WEEK 7
    - Install Facebook Marketing
      - teach ENTER THE FOUNDATION 2019 method
      - teach conversational marketing
      - HOMEWORK: get facebook marketing installed. Share a post from your blog on all 5 groups you joined and on your profile and on your page. DO a facebook livestream on your profile, entertainment value, actionable content, pitch free thing
  - WEEK 8
    - Install Youtube Marketing
      - teach niched down
      - examples of niched down
      - teach mensolmic marketing
      - teach network of 10 marketing strategy
      - teach unaffiliated review tactic
      - show youtube channel set up proper
      - HOMEWORK: set up youtube channel, publish channel trailer, start a new playlist for facebook livestreams and sindicate your facebook livestream video over on youtube. Link to your lead magnet in description.
  - WEEK 9
    - Valuation and Schedule Training Part 1
      - teach value of business training
      - teach how to schedule for the week
        - Monday - 1. blog post 2. daily fb and youtube networking
        - Tuesday - 1. share to facebook groups and fanpage as text post. Share to profile as text post and also as url share 2. daily fb and youtube networking
        - Wednesday - 1. Livestream to FB profile speaking on topic of shared post. Share to FB fanpage. Syndicate to youtube. 2. Daily fb and youtube networking
        - Thursday - 1. Send email out to list sharing last version of blog post (pitch membership) 2. Daily fb and youtube networking
        - Friday - 1. plan the content piece for next week 2. Daily fb and youtube networking
      - HOMEWORK: run a week long schedule. The blog post, share it on facebook, do the livestream, share it on youtube, share the content with email list pitch membership to list, pitch lead magnet to youtube channel and livestream)
  - WEEK 10
    - Introduction to Paid Content
      - teach paid version of free content
      - teach asking the question "What does the paid version of this content look like?"
      - teach 1 problem 1 solution products
      - teach mind map products
      - teach name impact "hit them in the mouth with title , tell them why you had to with the subtitle"
      - teach listening to the market (whats selling well, what are people interested in)
      - teach glass slipper offer
      - teach case study product
      - teach interview product
      - teach the PLR makeover
      - HOMEWORK: Create a product and add it to your membership program. No sales page needed. This will be something that you are going to give to your membership program
  - WEEK 11
    - Email Marketing and Sale Training
      - teach the give and the take
      - teach 4 day offer campaign
      - teach syndicating the offer campaign
        - on blog, on facebook profile and page, on youtube
      - the blind subject line/ story email with a soft pitch
      - the actionable content email with a next step pitch
      - the actionable content email with a where to get started pitch
      - the hard pitch promo email with features, benefits, and scarcity
      - HOMEWORK: write and use a 4 day promo campaign for your membership program promoting your new product. Sindicate on facebook profile, page, and youtube.
      - teach the art of sales around holidays and the effectiveness is based on the scarcity
      - teach any reason to run a sale but must have a reason
      - give examples of sales that have and could work for membership programs
  - WEEK 12
    - Leverage/Infrastructure training, and Valuation and Schedule Training Part 2
      - teach building leverage for your business
      - give examples of leverage building
      - teach building infrastructure for your business.
      - teach how leverage and infrastructure affect the valuation of your business
      - Teach Monthly Scheduling for business
      - Teach Yearly Scheduling for business
      - HOMEWORK: Map out your month and year for your membership program. Set your monthly and yearly goals. Leverage and adjust as you move forward.
  - WEEK 13
    - RECAP and Q&A