90 Day Continuity Workshop

Week 12 of 13

WHAT SHOULD YOU HAVE DONE?

1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments
14. Installed Facebook Marketing
15. Installed Youtube Marketing
16. Have a basic valuation of your business.
17. Have a basic weekly system of activity for your business.
18. Have created a product in your niche that moves your potential customers forward
19. Create a 4 day sales campaign for your membership program around Labor Day (September 2nd) or something else (Birthday, something personal, website anniversary)

Don't forget you can reach out to me at kamjenningspro@gmail.com at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 12

What we are going to cover today...

1. Building leverage for your business
2. Examples of Leverage
3. Building Infrastructure
4. How leverage and infrastructure effect the valuation of your business
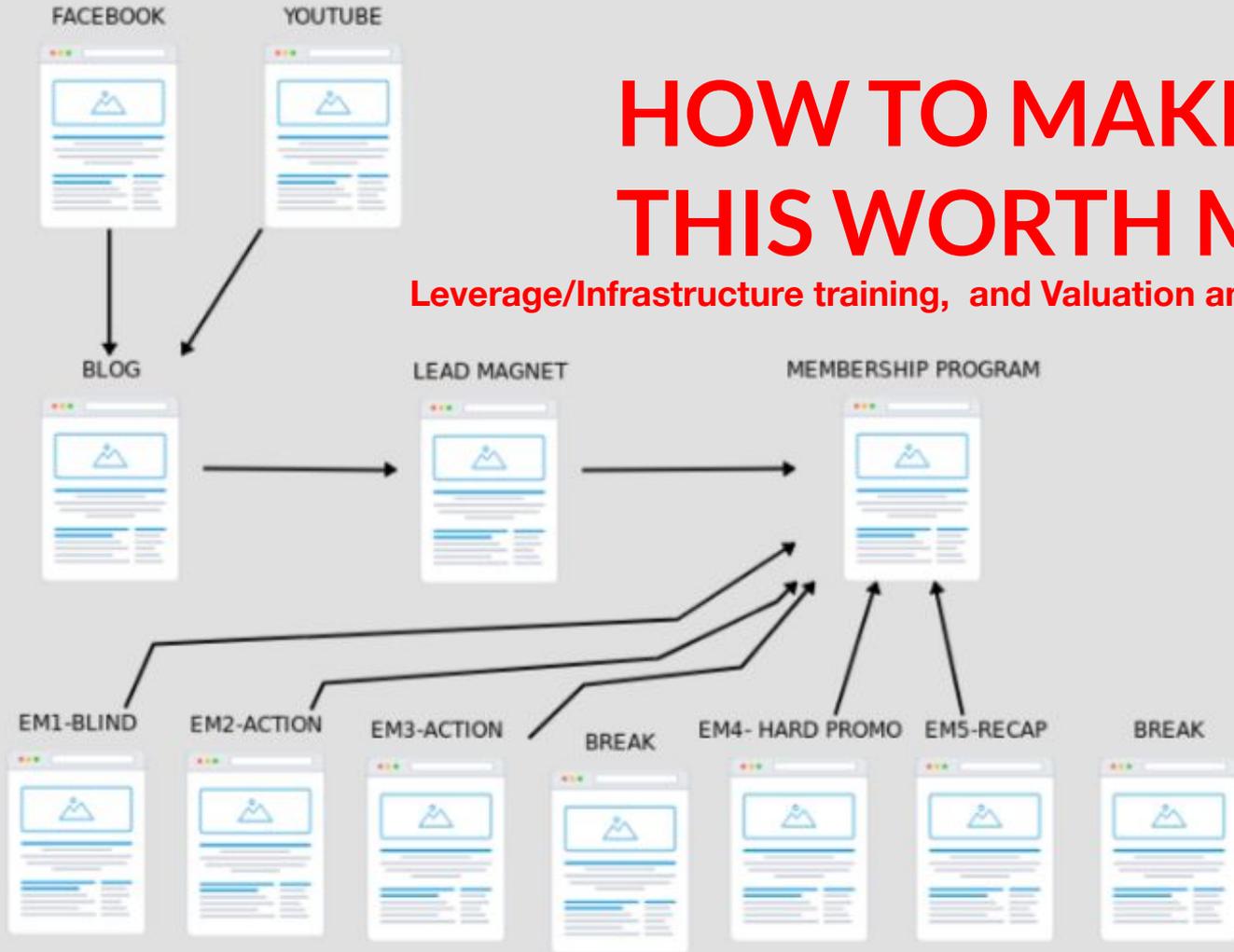5. Yearly Scheduling
6. Monthly Scheduling
7. Homework
8. Q&A

"Everyone wants to live on top of the mountain, but all the happiness and growth occurs while you're climbing it."

— Andy Rooney, journalist

FACEBOOK   YOUTUBE

HOW TO MAKE ALL THIS WORTH MORE?

Leverage/Infrastructure training, and Valuation and Schedule Training Part 2

overview

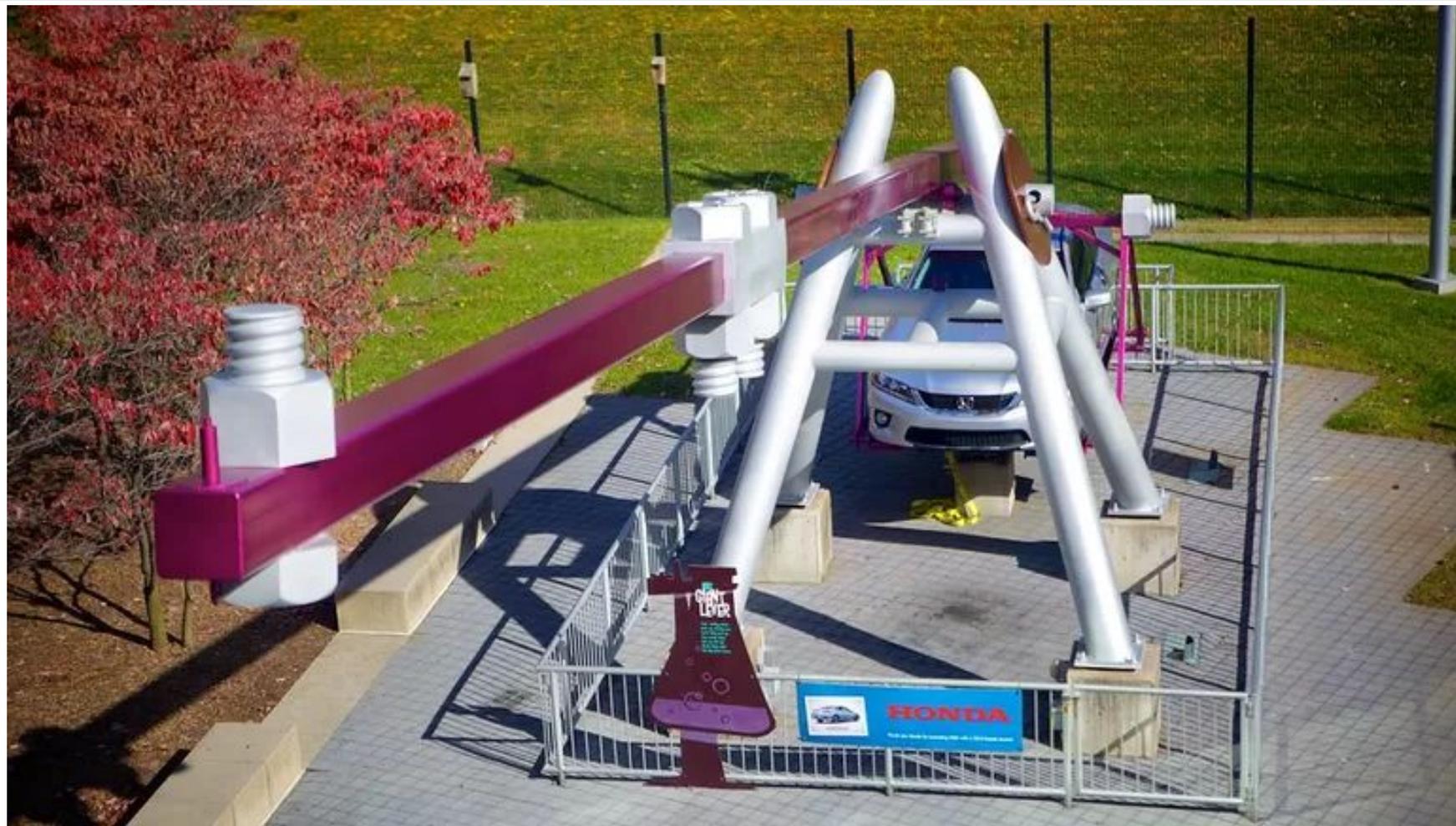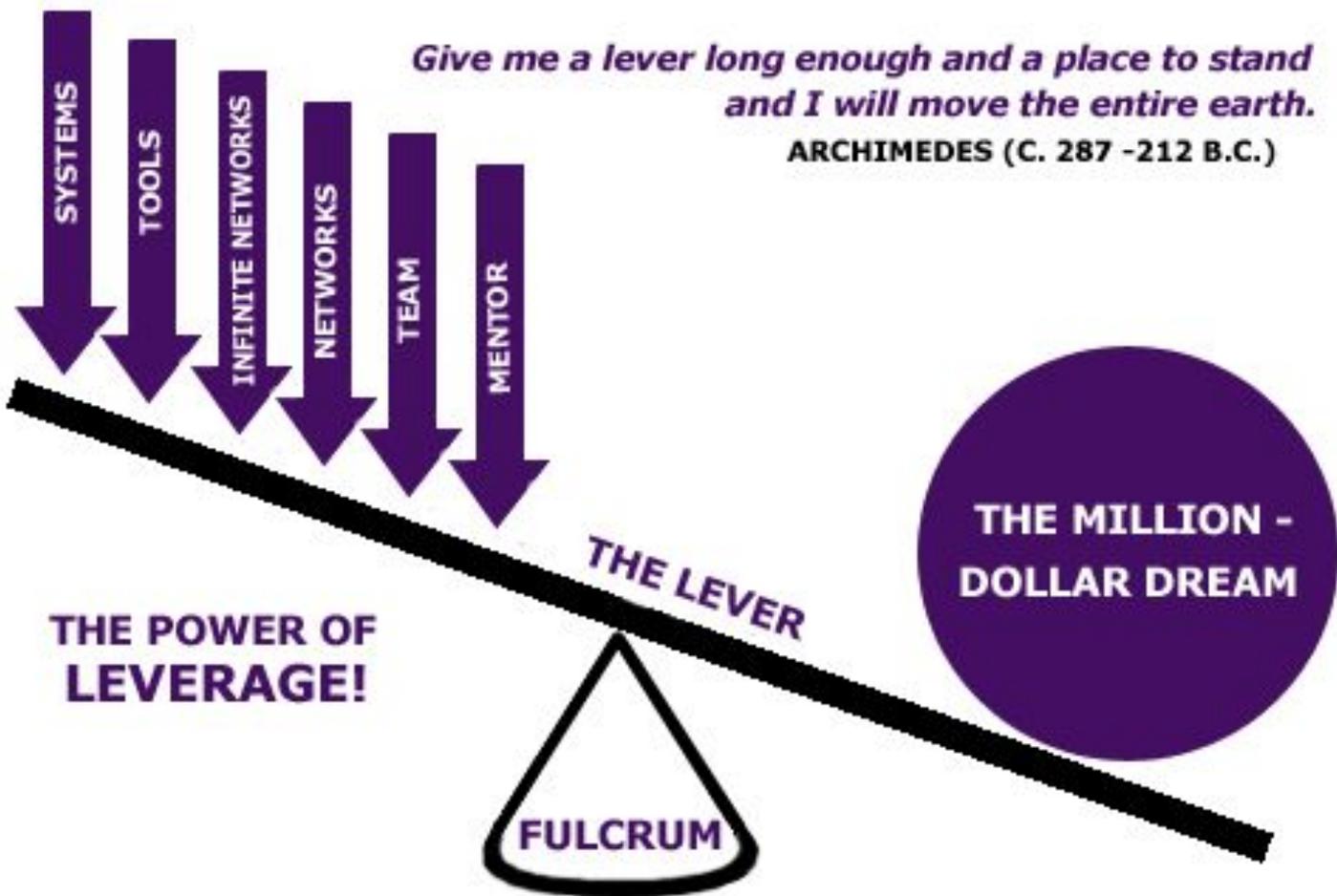BLOG   LEAD MAGNET   MEMBERSHIP PROGRAM

EM1-BLIND   EM2-ACTION   EM3-ACTION   BREAK   EM4- HARD PROMO   EM5-RECAP   BREAK

Section 1: Building leverage for your business

What is leverage?

To use (something) to maximum advantage.

SYSTEMS
TOOLS
INFINITE NETWORKS
NETWORKS
TEAM
MENTOR

Give me a lever long enough and a place to stand and I will move the entire earth.
ARCHIMEDES (C. 287 –212 B.C.)

THE LEVER

THE POWER OF LEVERAGE!

THE MILLION - DOLLAR DREAM

FULCRUM

So with your online business, anything that allows you to accomplish your goals easier is leverage.

1. Anything that creates more attention for you, pulls more people around you, or gets people interested in what you are doing equals leverage.
2. Also anything that speeds up your process or makes it more efficient creates leverage for you.
3. Resources are another form of leverage.

The more leverage you have online, the easier everything becomes. Just like lifting that car.
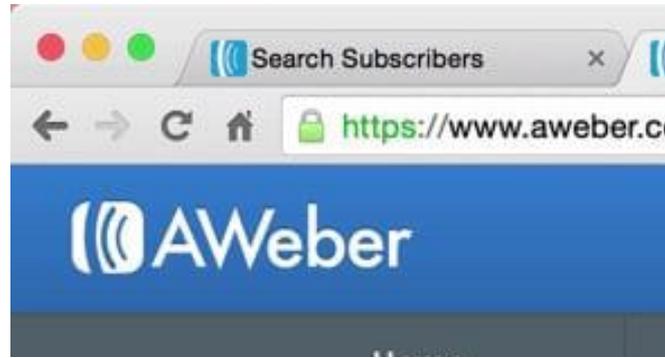
Archimedes is famous for the quote:

Give me a place to stand on, and I will move the Earth. Of course what he meant was: in principle with a large enough lever and a place to stand the strength needed to move even something as heavy as the Earth would be possible.

Section 2: Examples of Leverage

So what can you do to create leverage?
How can you make your life easier online?

Section 3: Building Infrastructure

The definition of infrastructure is the basic facilities and installations that help a government or community run, including roads, schools, phone lines, sewage treatment plants and power generation. An example of infrastructure is the basic roads and power lines for a new housing development.

It's similar with your online business. Your membership program, your youtube channel, your facebook page and profile, your email list. They are all part of your business infrastructure.

What if you put out an online course in addition to your membership program? You would grow your infrastructure.

What if you decided to start a second membership program offering another benefit? Again, You would grow your infrastructure.

Recently I launched a course called Sleeper Money. Now you might have noticed after the 4 day launch it appeared to fade away.

It didn't.
It grew my infrastructure.

WIth a bigger infrastructure, you create more resources for your business to utilize. Resources are another form of leverage.

It becomes infinitely easier to run sales, special promotions, and package deals when you have several products to leverage. This is leveraging resources.

Epic Conversions puts out a new product every month. This creates a lot of leverage by way of resources for the business. Also Epic Conversions puts out a lot of free content into the marketplace. Again this content is a resource that can be repositioned as a product. (I.e. The Brick Report)

Section 4: How leverage and infrastructure affect the valuation of your business

Back in week 9 we did a valuation example of an online business

Now I hope you understand that the more leverage you build for your business, the bigger the infrastructure you create for your business, the higher it's value.

Section 5: Yearly and Monthly Scheduling

Yearly Scheduling

I want to talk for a moment about yearly scheduling. We have covered weekly scheduling several times but I want to show you how to do this for the year. We do this because it will pull your whole year into focus and help you achieve your goals more efficiently. Let me explain the process and then at the end we'll do one together...

What is your goal for the year?

You start with a financial and growth goal for the year.

Let's break that goal up into 4 quarters...

Then you break your yearly goal up into 4 three month quarters.

Now let's break those quarters down…

Now you break those quarters down into 3 one month schedules.

One month schedules go down to weeks...

Now you break those one month schedules down into weekly schedules.

Daily Do List

Now you break your weekly schedule down into a daily do list.

Let's do one together...

HOMEWORK

1. Think about how you can build infrastructure for your online business and create more leverage. Plan something for this.
2. Schedule out a year for your business using this session as a reference.

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Okay let's move into Q&A!