

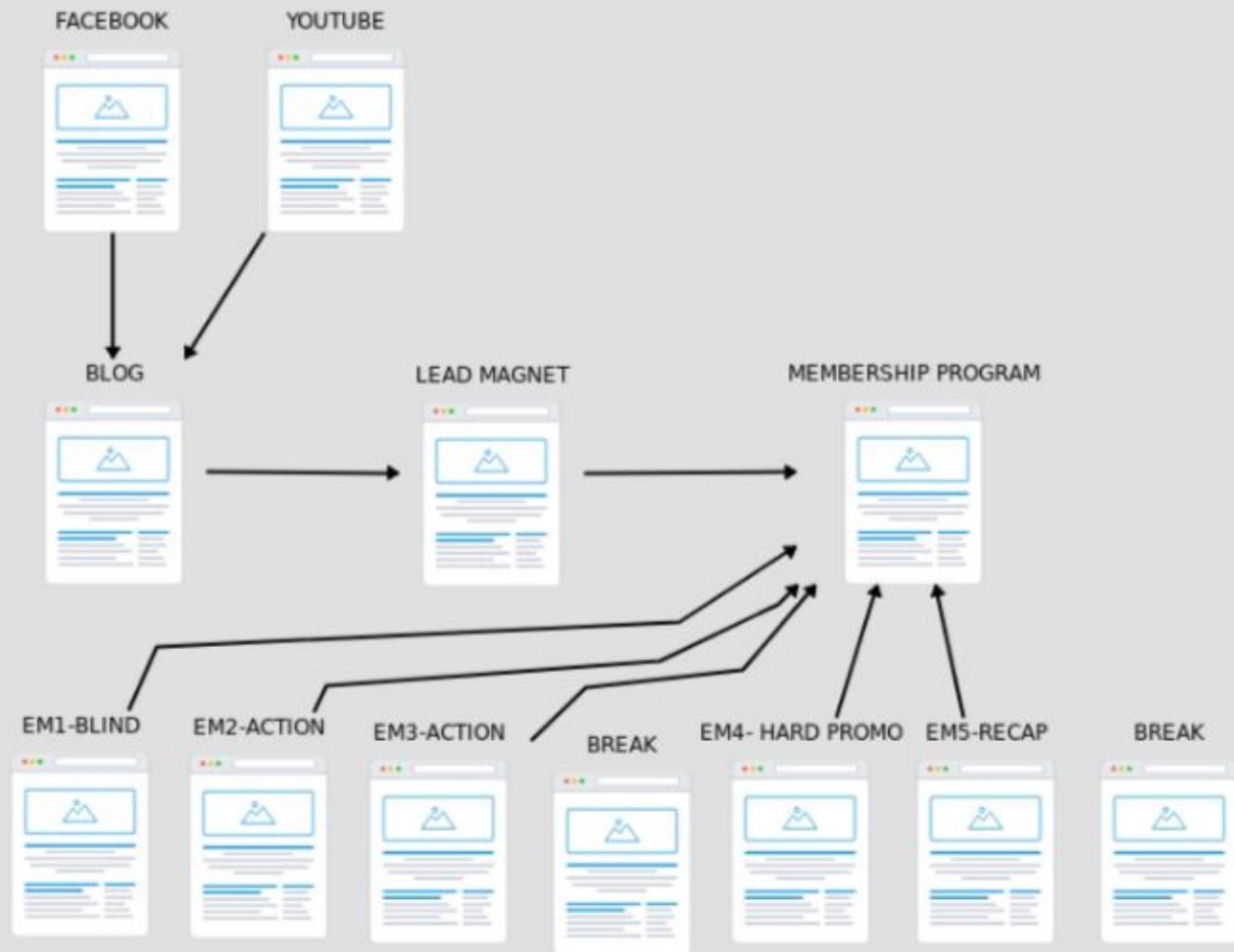


90 Day Continuity Workshop

FINAL WEEK 13

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

— Andy Rooney, journalist



overview



WEEK 1:

Goal of this workshop

Overview

Section 1: Branding

Section 2: Target Markets

**Section 3: Introduction to
Membership Programs**



WEEK 2:

Website options

Logo for Brand

Legal Pages

About Me Page and Contact

Install Blog and First Blog Post



WEEK 3:

Formula for content creation that gets impact

Entertainment value

Actionable Content and Takeaways

Pitching

Impact Over Length



WEEK 4:

The No Brainer Lead Magnet

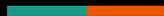
Examples of Great Lead Magnets

Let's Build One Together...

The Funnel Pages (create and set these pages up)

Autoresponders (overview)

Linking Lead Magnet to Autoresponder



WEEK 5:
7 Day Autoresponder Sequence
Sales Page for Membership Program



WEEK 6:

**The only thing you need for a
membership program**

Options for Membership Programs

Let me show you how I run mine



WEEK 7: Facebook Marketing Install



WEEK 8: Youtube Marketing Install



WEEK 9:
Online Business Valuation
Weekly Scheduling



WEEK 10:

paid version of free content
1 problem 1 solution products
mind map products
name impact
listening to the market
glass slipper offer
case study product
interview product
the PLR makeover
Sales Funnel Tactics



WEEK 11:

the give and the take

Holding a 4 day offer campaign

art of sales around holidays and the effectiveness based on scarcity

any reason to run a sale but must have a reason

examples of sales that have and could work for membership programs

syndicating the offer campaign

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



WEEK 12:

Building leverage for your business

Examples of Leverage

Building Infrastructure

**How leverage and infrastructure
affect the valuation of your business**

Yearly Scheduling

Monthly Scheduling



FINAL WEEK 13: Q&A



- 1. Can you talk about incorporating paid traffic into membership programs?**



2. I notice you incorporate a facebook group into your marketing. Do you recommend that in relation to a membership program?



**3. I hate facebook and I hate youtube.
Don't you have any other traffic source
I can use for a continuity program?**



4. What do you think a reasonable goal is for my first 12 months running a membership program to your exact specifications?



5. I have 2 hours a day to work on my business. I spend an hour doing your program and an hour doing a different strategy. If you could strip your program down to get me the fastest results with the time I have, what would that look like?



6. I have a membership program right now and have about 20 members, but I'm not getting any new members. My email list is at about 350 but they are unresponsive currently. Do you have any suggestions that might get things moving for me again?



7. Do you incorporate facebook Bots like ManyChat into your marketing? If so, can you give me any strategies for using it to put people in my membership program?



8. When launching products, if we put our membership programs in the funnel where is the best place to put it and what kind of numbers should we be aiming for?



9. Is it possible for me to just run a membership program and not have to do all the social media and product launching? I am looking for a passive income stream.



10. If I am running a membership program and nobody has joined yet, do I still need to worry about providing the content in the members area or can I wait until someone joins?

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.

