



Week 1: Create your ideal customer.

We will commit to creating two detailed customer avatars. By doing this exercise, we will be able to release better products and services for our ideal customers and target them easier across all platforms. This will result in more sales over time.

Week 2: Create a service statement.

This statement simply articulates how your business serves your ideal customer. We will commit to getting your service statement perfected. When we're finished our customers will understand and get excited about the services we provide.

Week 3: The 50/20 program.

We will use a list of 50 mediums that your target audience goes to for inspiration and information and try to create brand partnerships. We will also learn how to use 20 groups on Facebook to acquire leads for FREE.

Week 4: Create a winning website.

Here I show the client how to create a winning website. We will go over structure, verbiage and offers to create a website that generates leads on autopilot.

Week 5: How to blog.

We will learn how to write blogs that boost SEO to drive more traffic to our website and get more leads for FREE.

Week 6: Ads and lead magnets.

We will commit to creating 4 variations of ads and lead magnets. We will test them to find out which one is most effective. In this module, I will also be showing you how to use your email list long-term to make money consistently without spending a dime.

