

CONTENT DELIVERY

"Always plan ahead.
It wasn't raining when
Noah built the ark."
Richard Cushing

CONTENT DELIVERY

This workbook will cover Step #7; Content Delivery Planning

Step #1 - Coming up with content ideas and creation

Step #2 - Development of the content idea & audience

Step #3 - Pulling it all together & The Big Question

Following Workbooks will cover the pre-launch, engagement, and post-launch processes



Step #4 - Developing Your Through-line; Front-end through High-ticket

Step #5 - Pre-launch preparation

Step #6- All-phase engagement

Step #7 - Content delivery process

Step #8- Post-launch

Challenge Inclusions

- A clearly communicated problem
- A solution/promise offered
- Community & connection
- Trust building

Course Inclusions

- Give your clients what they need to be successful
- Add features that speak to your client's objections
- Create a community
- Bonus: A Guarantee

6 Components To An Irresistible Offer - Offer 'tastes' in a challenge

- | | | |
|--|---|--|
| <ul style="list-style-type: none"> • The Curriculum <ul style="list-style-type: none"> ◦ Training ◦ How-To's ◦ Case Studies ◦ Checklists ◦ Templates ◦ Challenges ◦ eBooks | <ul style="list-style-type: none"> • A Community <ul style="list-style-type: none"> ◦ Facebook Group ◦ Live Events ◦ Virtual Events ◦ Zoom Calls | <ul style="list-style-type: none"> • Coaching <ul style="list-style-type: none"> ◦ Q&A Calls ◦ Kickstart Session ◦ Coaching Calls ◦ Emergency Calls ◦ facebook Group ◦ Email Access ◦ Text Access |
| <ul style="list-style-type: none"> • In Person Interaction <ul style="list-style-type: none"> ◦ Masterminds ◦ Zoom Calls ◦ Retreats ◦ Ticketed Events <ul style="list-style-type: none"> ▪ 2 Free VIPs | <ul style="list-style-type: none"> • Accountability <ul style="list-style-type: none"> ◦ Accountability Calls ◦ Facebook group ◦ Challenges ◦ Contests ◦ Accountability Partners ◦ Pre-Scheduled Accountability Texts or Emails | <ul style="list-style-type: none"> • Value Adds <ul style="list-style-type: none"> ◦ Gift Packs ◦ Checklists ◦ Trial Memberships ◦ Coupons ◦ Bonus Trainings ◦ PDFs ◦ Guarantee |

Bonuses & Upsells

- VIP Upsell: Core offer plus some bells and whistles to increase value
 - templates / swipe files / VA How-to
- The Level Up: Offering an additional service that enhances your offer
 - live workshop / 1:1 Coaching / In Person Event, etc
- Physical Gift: Book, planner, quickstart pack, etc
- Annual or Lifetime Discount: upsell for longer access
- Unlocked Upsell: upsell to unlock dripped content
- Cross-sell: Offer other courses at a discount

Deliver Like A Pro: Signature Course level

- Welcome Email: Send within minutes of signing up & send again the following day
 - Congratulate
 - Next Steps
 - Leave Door Open For Support

Prompt: "Write a welcome email that includes congratulations, next step instructions that include (insert what you want them to do), and invites them to reach out to (contact input) if they need support. Also, ask them to reply with their best contact number so you can personally reach out before the course begins."

- Welcome Call or Bonjoro App (be sure to get their cell number)
 - A warm check-in and be sure they received your email
- Dripfeed Emails:
 - Weekly reminder that coincides with the next module release
 - Include portal links in every email to make it easy for them

Prompt: "Write an email series that coincides with each module. Include portal link information in each email as well as contact info for support."

Live Course Delivery Process



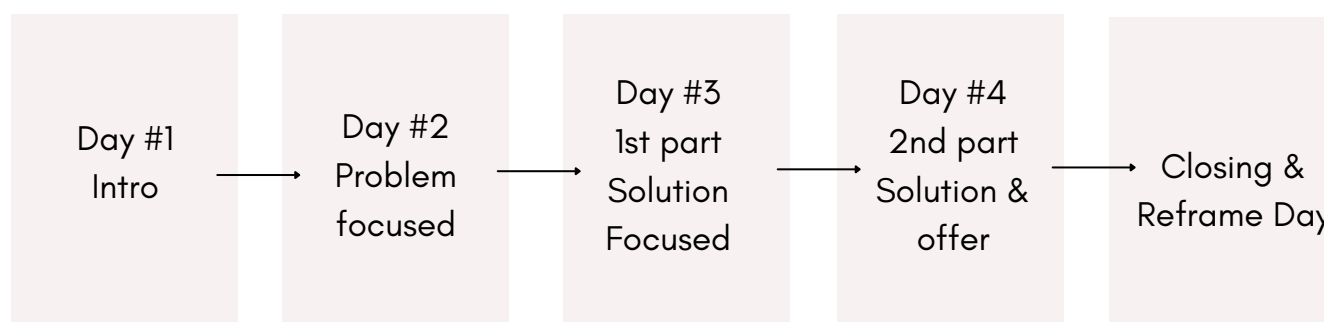
Your Challenge Should Show Your People Two Things:

- How much you care
- How much you know

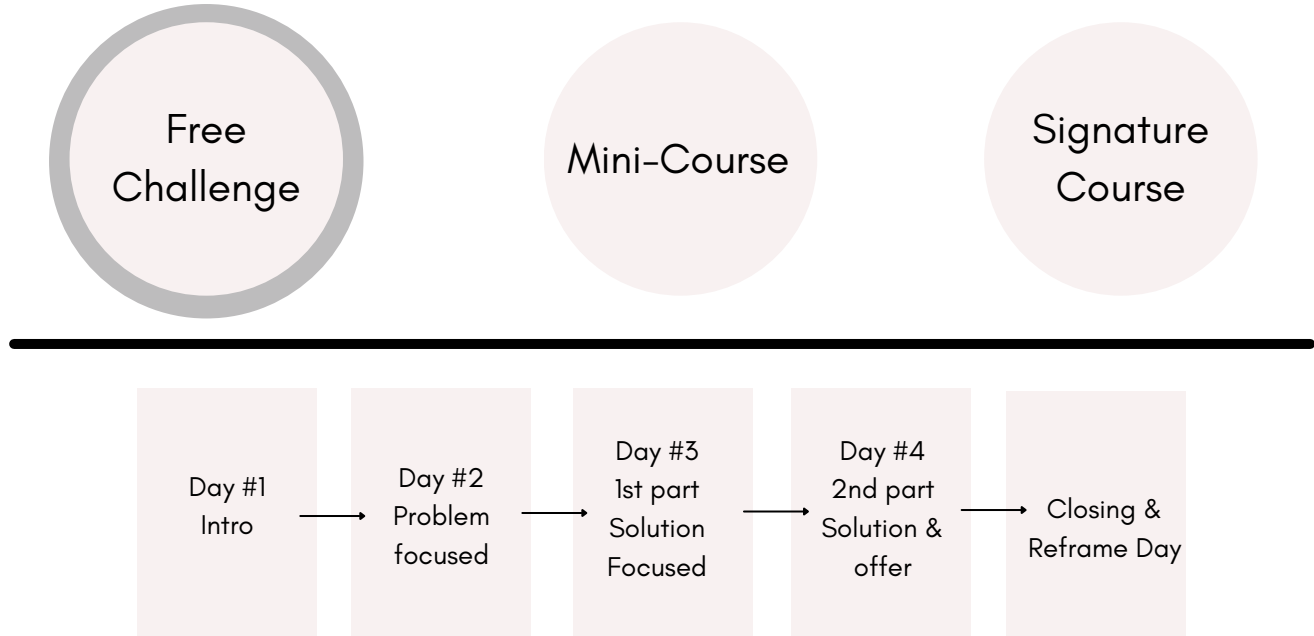
A challenge needs all 5 of these parts to be successful:

- Time-Bound Event (5-90 days)
- Focused on ONE primary outcome
- Prospects agree and commit to taking action at the beginning
- Deliver live, daily actionable training
- Issue daily wins that give them momentum

The goal of your challenge is to take cold audiences and turn them into highly-engaged customers.

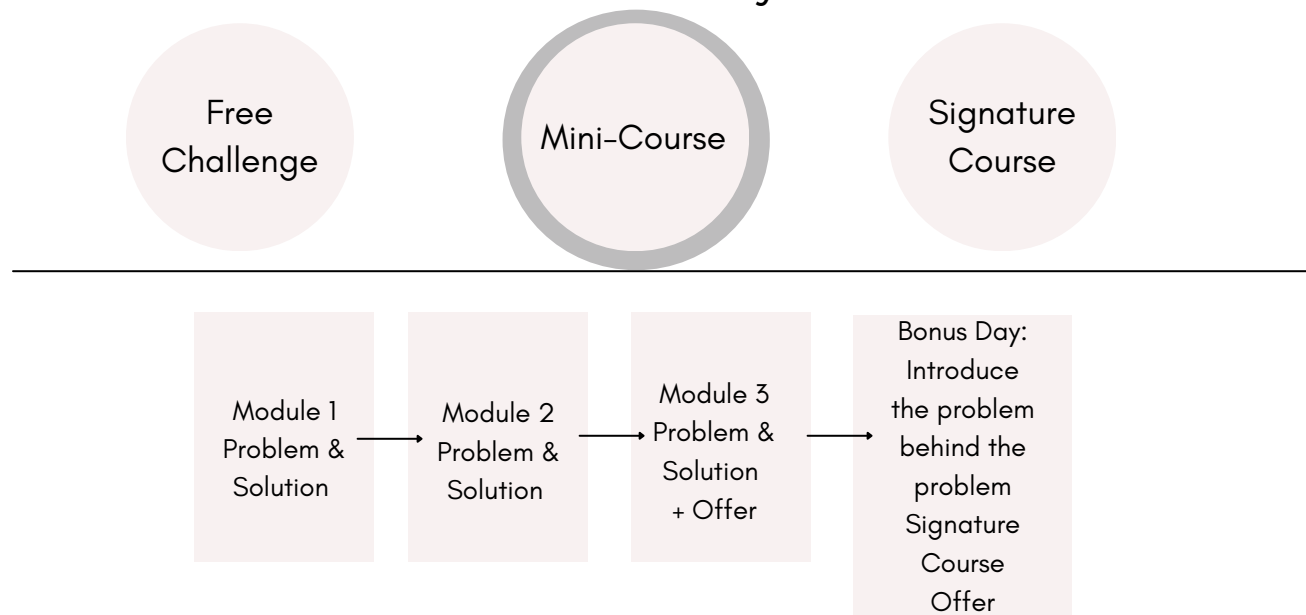


Live Course Delivery Process



- Be sure your automated daily challenge email with a CTA is launched
 - Every morning – send a reminder email with an assignment and tips
- 1 Hour prior to Training do a livestream to connect with your audience, remind them of any upsells; worksheets, backstage, etc
- Present your challenge teaching on the topic of the day
 - Suggest using OneStream Live if you are doing pre-recorded
 - Issue the task of the day: Go Live & Tag you
- Hold a live Q and A.
- Post a 'Completed Task' graphic and ask the participants to comment when done
- Go Live 1-2 hours after close & congratulate the quick-start action people for posting their completed task
- Engage with group members and encourage feedback
- Send an email at the end of day reminding challengers of their task & the next steps.
- Evening check in: Go live and answer more questions

Live Course Delivery Process



- Be sure your automated emails with a CTA is launched
 - Every morning - send a reminder email with an assignment and tips
- 1 Hour prior to Training do a livestream to connect with your audience, remind them of any upsells; worksheets, backstage, etc

Prompt: "Write five 3-minute scripts reminding and inviting people to my challenge."

- Present THE SAME challenge teaching on the topic of the day, but just go deeper
 - Suggest using OneStream Live if you are doing pre-recorded
 - Issue the task of the day: Go Live & Tag you
- Hold a live Q and A.
- Post a 'Completed Task' graphic and ask the participants to comment when done
- Go Live 1-2 hours after close & congratulate the quick-start action people for posting their completed task

Prompt: "Write five 3-minute scripts talking about how well the course went that day"

- Engage with group members and encourage feedback
- Send an email at the end of the day reminding challengers of their task & the next steps.

Prompt: "Write 4 task reminder emails that will go out to clients at the end of the day."

- Evening check-in: Go live and answer more questions

Prompt: "Write four 3-minute scripts that encourage people to go live with their questions at the end of the day."

Live Course Delivery Process



Free
Challenge

Mini-Course

Signature
Course

-
- Be sure your automated emails with a CTA is launched
 - Every morning – send a reminder email with an assignment and tips

Prompt: "Write 5 reminder. emails that can be sent out daily to program attendees with their assignment and tips."

- 1 Hour prior to Training do a livestream to connect with your audience, remind them of any upsells; worksheets, backstage, etc

Prompt: "write a 3 minute script that reminds people about (input upsells)"

- Present THE SAME challenge teaching on the topic of the day, but just go deeper
 - Suggest using OneStream Live if you are doing pre-recorded
 - Issue the task of the day: Go Live & Tag you

- Hold a live Q and A.

- Post a 'Completed Task' graphic and ask the participants to comment when done

- Go Live 1-2 hours after close & congratulate the quick-start action people for posting their completed task

Prompt: "Write a 3 minute script congratulating the quick-action takers for completing their task."

- Engage with group members and encourage feedback

- Send an email at the end of day reminding challengers of their task & the next steps.

Prompt: "write an email reminding members of their tasks and next steps"

- Evening check-in: Go live and answer more questions

Prompt: "write a 3-minute script answering the question (input question)"

The Automated Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Lead Magnet To Challenge

Page #1



FB Groups
FB ads
Instagram
Email
etc

Landing
Page
Lead
Magnet

Landing
Page
Challenge
Offer

Landing
Page
Sign-up
Page

Thank You
Page



Lead Magnets

- Checklists
- Top 10s
- Scripts
- Guides
- Templates
- Case Study (video)
 - Demonstrate: Problem + Solution= Success
- 50% conversion: 1000 clicks = 500 emails

*They must give you their email in order to get their lead magnet

You can ask the AI to create all of these lead magnets for you!

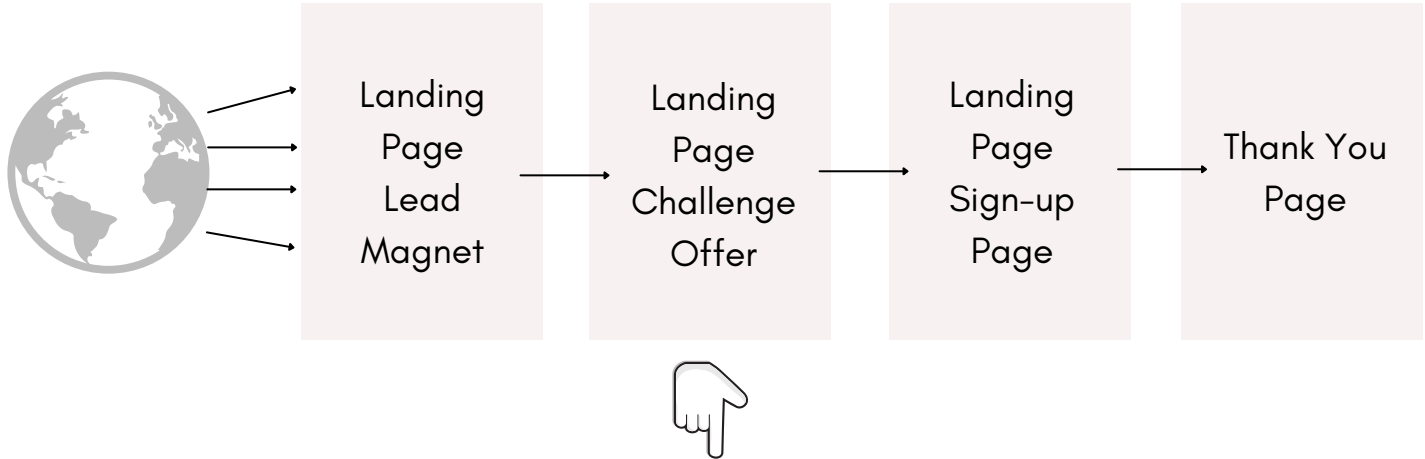
****This is the first funnel you should have built as you are starting out!!**

The Sales Process: The 3 Funnels

A light pink circle with a grey border containing the text "Lead Magnet To Challenge".A light pink circle containing the text "Low-Ticket Funnel".A light pink circle containing the text "Webinar Funnel".

Lead Magnet To Challenge

Page #2

A flowchart showing the progression of a sales funnel. It starts with a globe icon on the left, with four arrows pointing to a sequence of four light pink rectangular boxes. The first box is labeled "Landing Page Lead Magnet". An arrow points from the first box to the second box, labeled "Landing Page Challenge Offer". Another arrow points from the second box to the third box, labeled "Landing Page Sign-up Page". A final arrow points from the third box to the fourth box, labeled "Thank You Page". Below the second box, there is a hand icon pointing upwards towards it.

Landing
Page
Lead
Magnet

Landing
Page
Challenge
Offer

Landing
Page
Sign-up
Page

Thank You
Page

Auto Directed To Page #2 For Lead Magnet Download



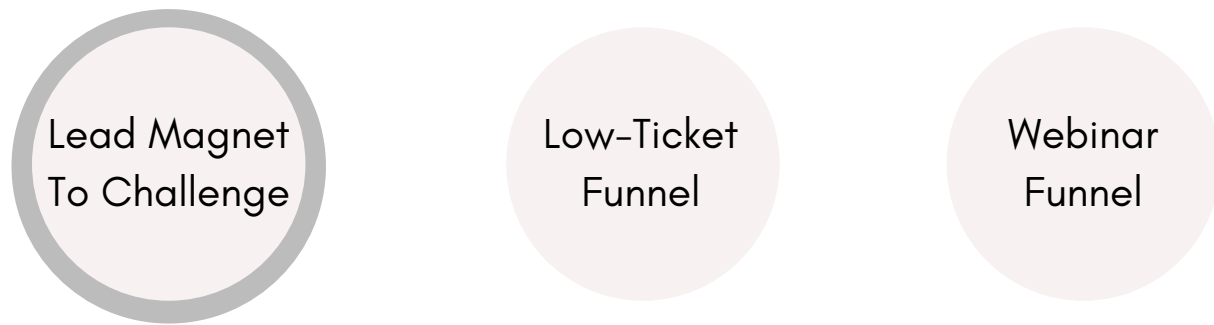
"While You Wait For Your Download, Watch This Quick Video For A Special Offer"

**Have AI create script for you!

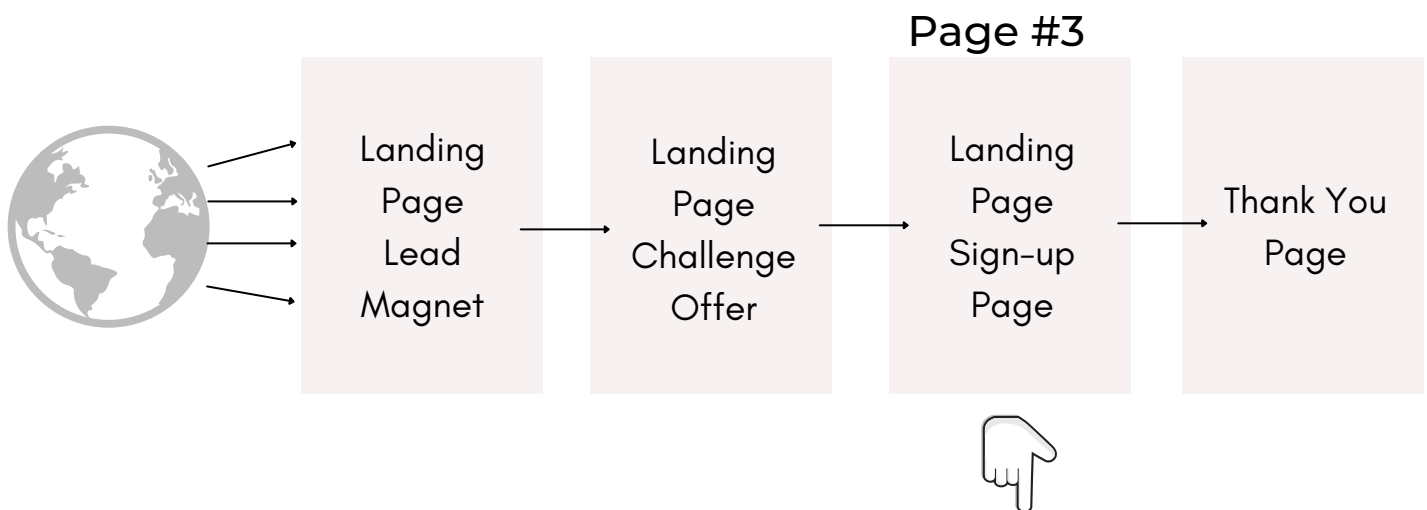
- Invite them to your challenge! Talk about the problem and let them know you have a solution! Use a case study.
- Click To Sign-up
- 10% conversion: 500 email = 50 sign-ups

****This is the first funnel you should have built as you are starting out!!**

The Sales Process: The 3 Funnels



Lead Magnet To Challenge



Auto Directed To Page #3 For Sign-up

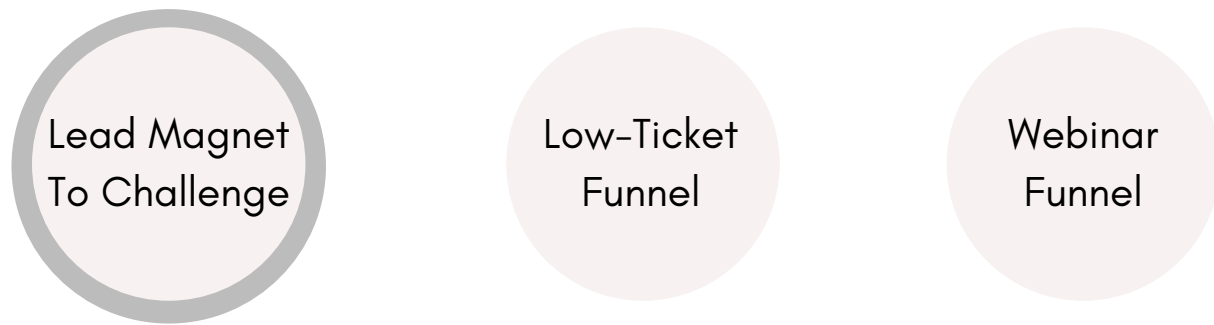
- Make Saying 'YES' Simple & EASY
- First & Last Name, Email, Phone
- 50% will show up

Pop-Up Bump

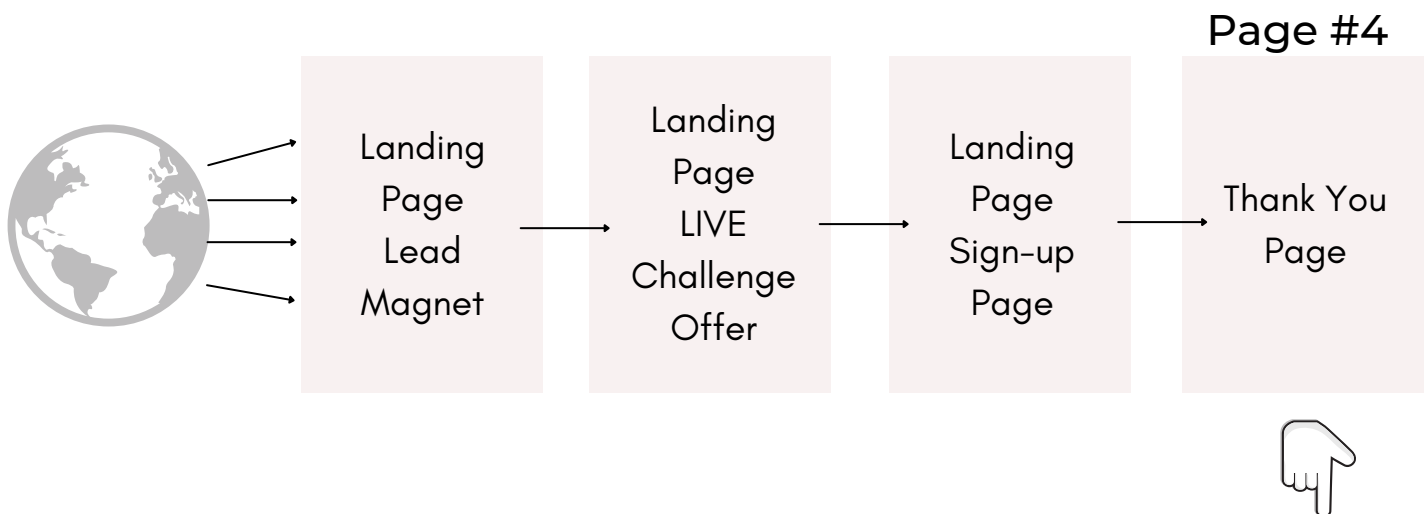
- Offer Worksheets, Live Q&A, etc
- Sign-up for text messaging reminders
- Increases show-up rate

****This is the first funnel you should have built as you are starting out!!**

The Sales Process: The 3 Funnels



Lead Magnet To Challenge



Auto Directed To Page #4 Thank you

- Re-offer text reminder sign-up

****This is the first funnel you should have built as you are starting out!!**

**** For those that actually show-up for your challenge, you should have a 35% conversion to sales**

\$997 offer x 9 pp = \$8, 973

\$1997 offer x 9 pp = \$17,973

\$2997 offer x 9 pp = \$26,973

The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building

Page #1

- Ads
- Emails
- Groups

Order Form
Mini-Course

Upsell

Upsell

Downsell

Bump



Mini-Course \$1-\$7

- A high-level overview of your challenge
- First Name & Last Name
- Email Address
- 20%conversion: 1000 clicks = 200pp = \$200-\$1400

This is not about making a profit - this is 100% about list & trust-building

*WHO is ready to transact with you?

*Who WANTS you to talk them into doing business with you?

****Only build this funnel once you have had success selling 2-3 challenges**

Thank You
Page

The Sales Process: The 3 Funnels

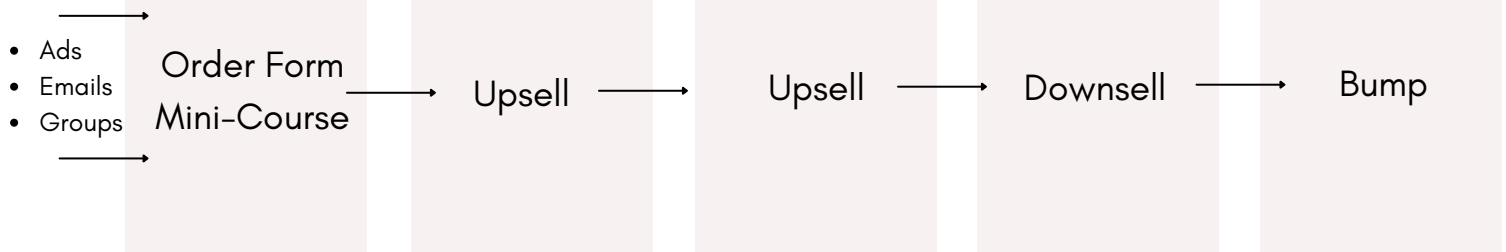
Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building

Page #2



Upsell: \$1

- Trial membership into paid group
- Cell Phone: text Messages OK
- 10% conversion = 20 pp = \$20 (looking for them to stay in paid membership)

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****Only build this funnel once you have had success selling 2-3 challenges**

Thank You
Page

The Sales Process: The 3 Funnels

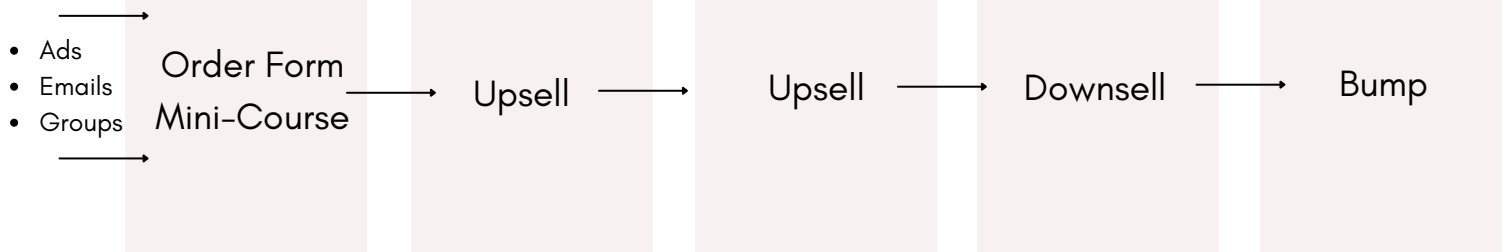
Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building

Page #3



Upsell: \$97

- Produced recording of your best challenge: 5-8 videos
- Physical Address
- 10% conversion = 20pp x \$97 = \$1940

This is not about making a profit - this is 100% about list & trust-building

*WHO is ready to transact with you?

*Who WANTS you to talk them into doing business with you?

****Only build this funnel once you have had success selling 2-3 challenges**

Thank You
Page

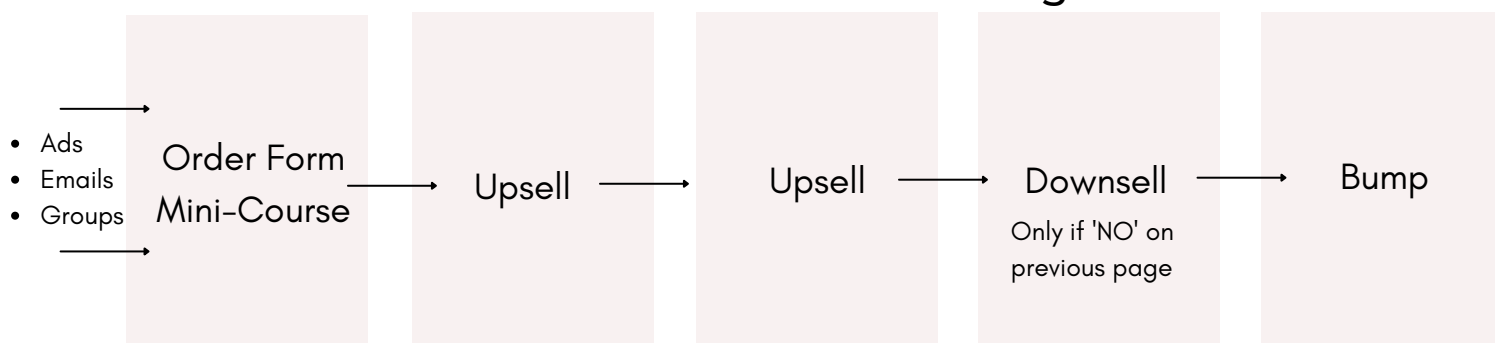
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building Page #4



Downsell: 2 pymt

- 2 x \$47 (discounted)
- Same Challenge
- Physical Address
- 8% conversion = 16pp = \$1504

This is not about making a profit - this is 100% about list & trust-building

*WHO is ready to transact with you?

*Who WANTS you to talk them into doing business with you?

****Only build this funnel once you have had success
selling 2-3 challenges**

Thank You
Page

The Sales Process: The 3 Funnels

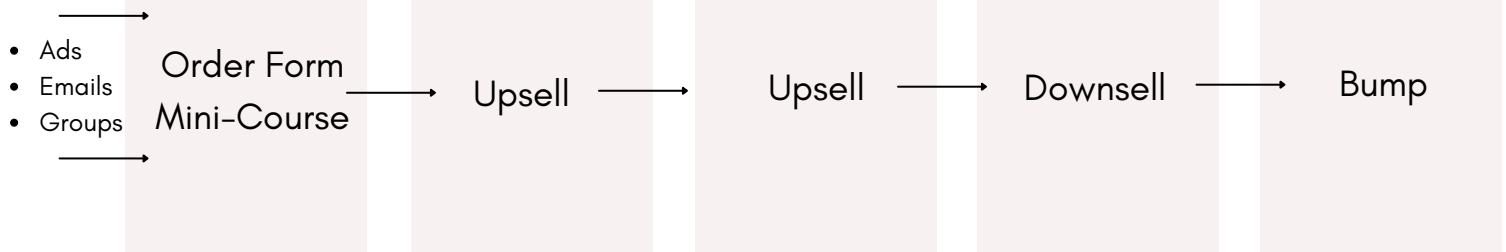
Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building

Page #5: 50%



Bump \$7

- Q&A Recording
- Workbook
- etc
- 50% = 10pp = \$70

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*WHO is ready to transact with you?

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****Only build this funnel once you have had success selling 2-3 challenges**

Thank You
Page

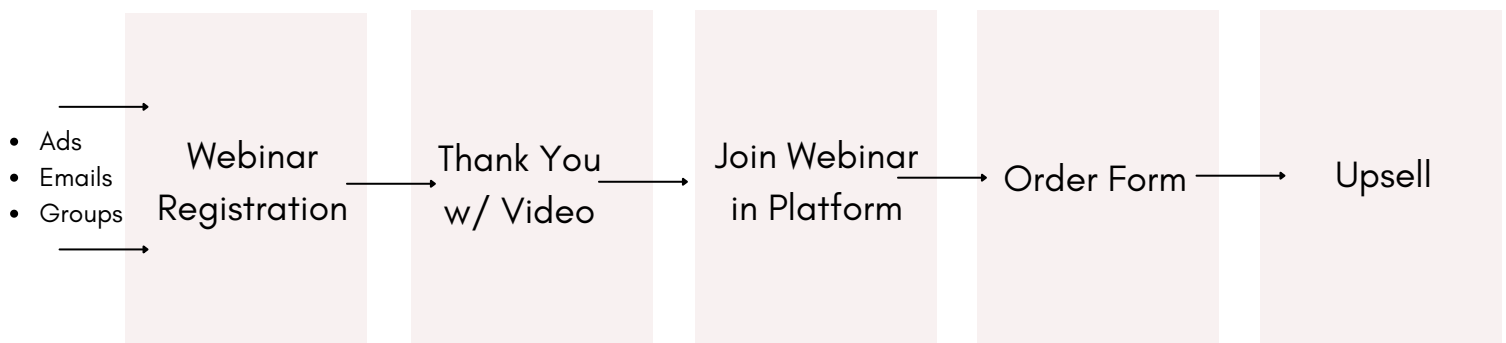
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Webinar Funnel



Registration

- First Name & Last Name
- Email Address
- Cell Phone
- Physical Address

****Only build this funnel once you have good success in tech, presenting, selling, etc. & are ready to scale.**

**** Running ads/marketing investment REQUIRED**

****From opt-in through sales should be 1-2% conversion. 1% will only break-even. Rework if conversion is less**

Thank You
Page

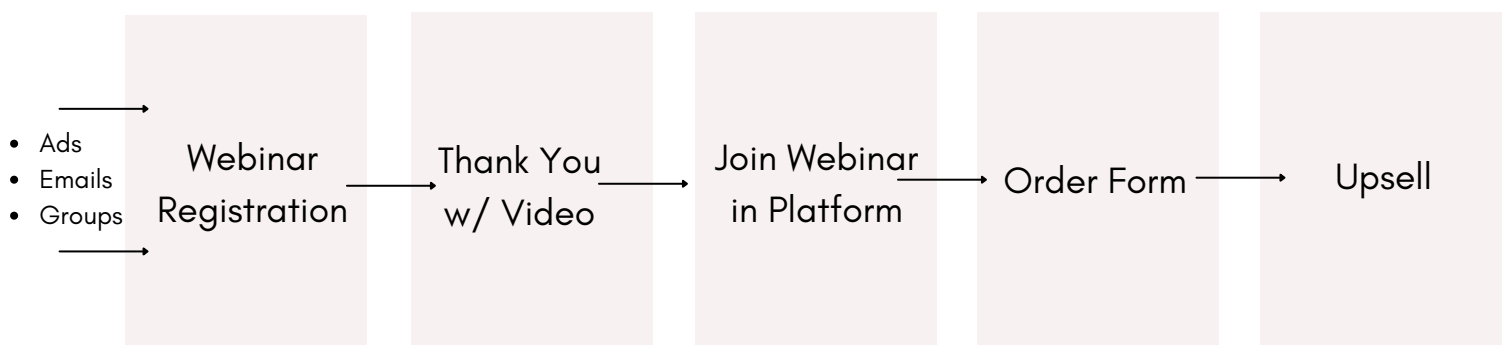
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Webinar Funnel



Thank you

- Video talking about how awesome your webinar is
- Get unique link for webinar broadcast

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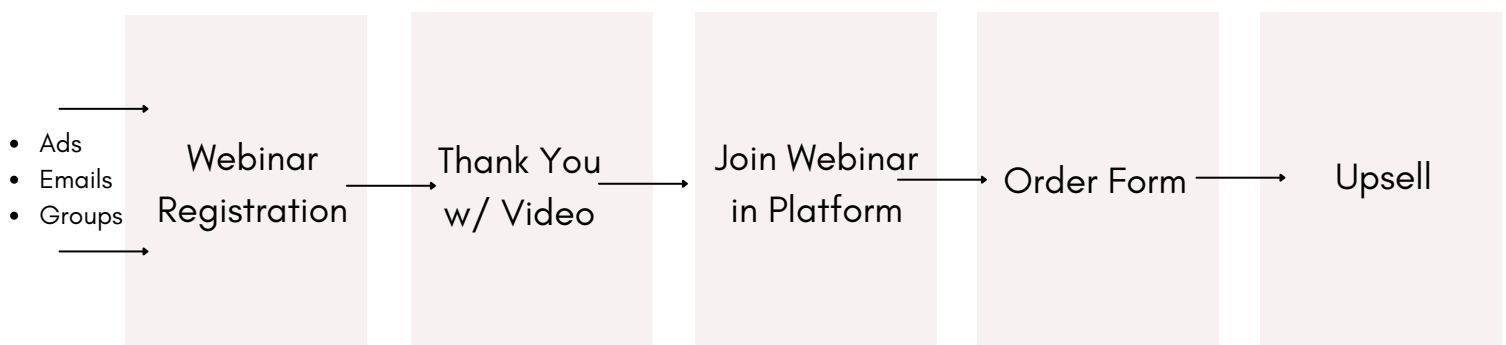
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Webinar Funnel



Webinar

- 60-90 minute Evergreen webinar that feels live (teach & pitch)
- include chatbox

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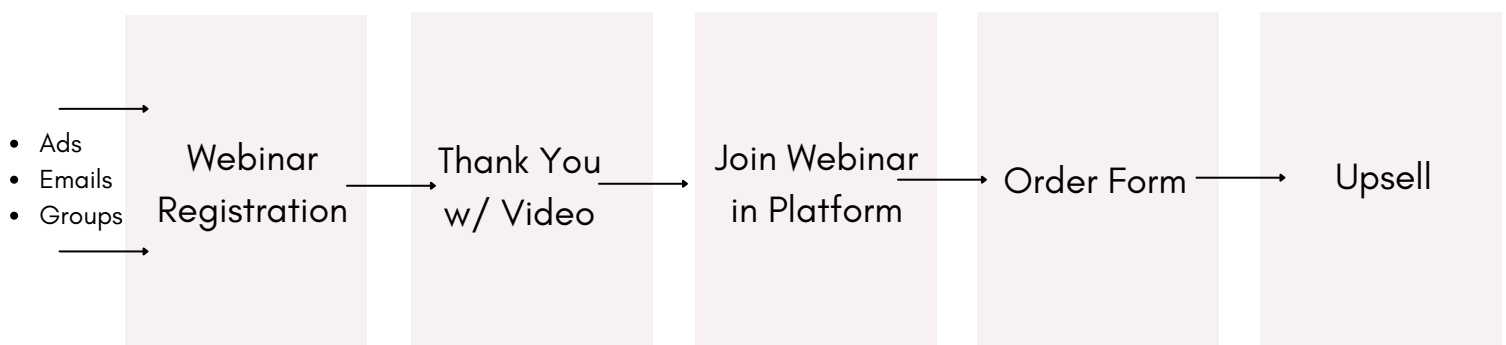
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Webinar Funnel



Order Form

- for your \$997 offer

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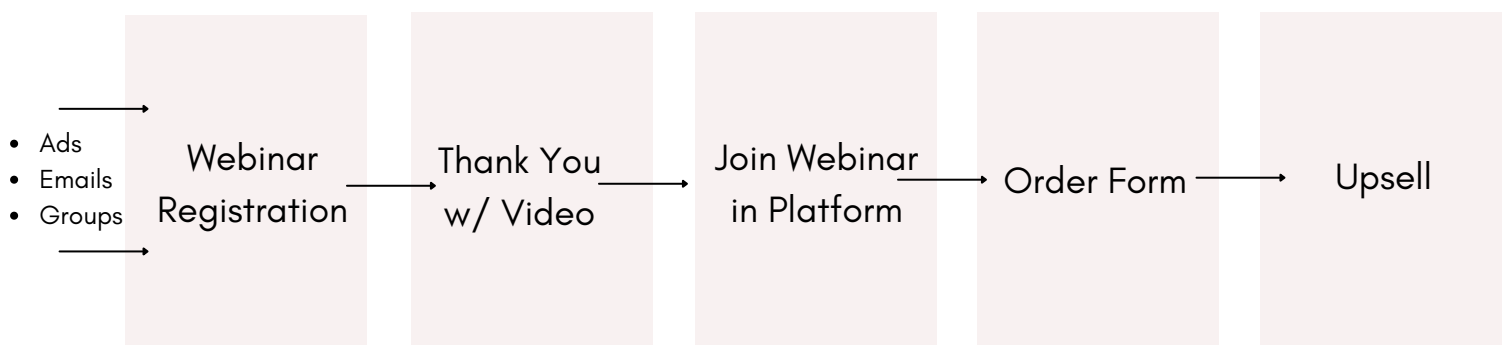
The Sales Process: The 3 Funnels

Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Webinar Funnel



Upsell

- Live Coaching

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Thank You
Page