

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

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|--|---|--|
| <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

CONTENT DELIVERY

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
- 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

Live Course Delivery Process



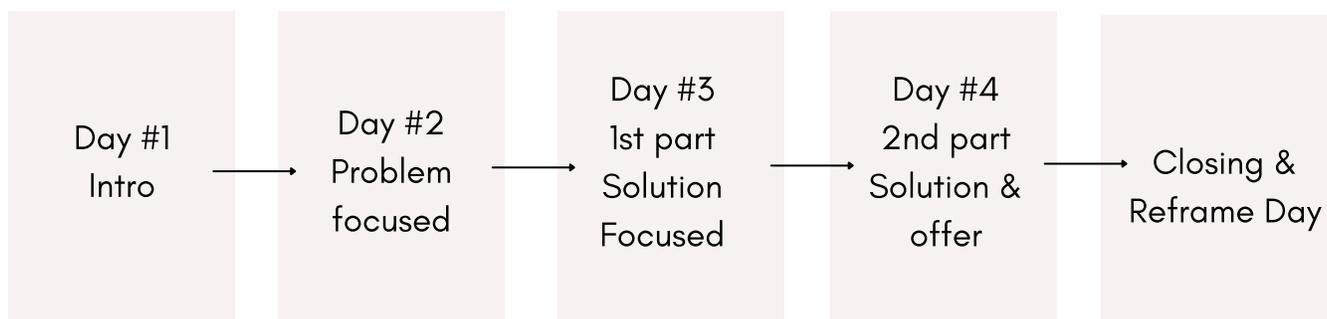
Your Challenge Should Show Your People Two Things:

- How much you care
- How much you know

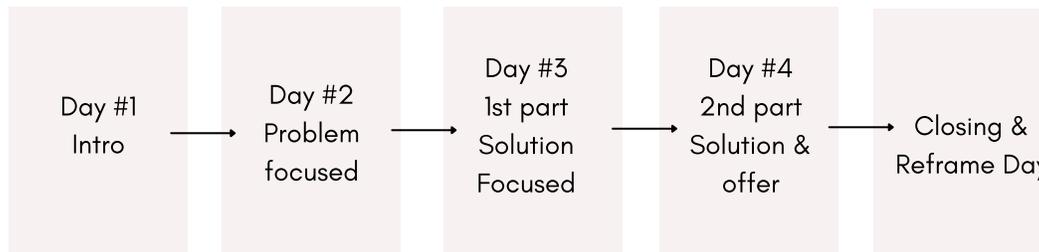
A challenge needs all 5 of these parts to be successful:

- 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.

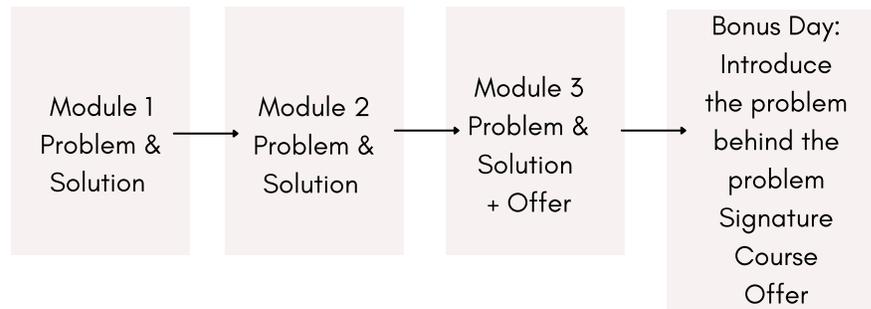


Live Course Delivery Process



- 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
- 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
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Live Course Delivery Process

A diagram showing three stages of a live course delivery process: 'Free Challenge', 'Mini-Course', and 'Signature Course'. Each stage is represented by a light pink circle. The 'Signature Course' circle is highlighted with a thick grey border. A thick black horizontal line is positioned below the circles.

Free
Challenge

Mini-Course

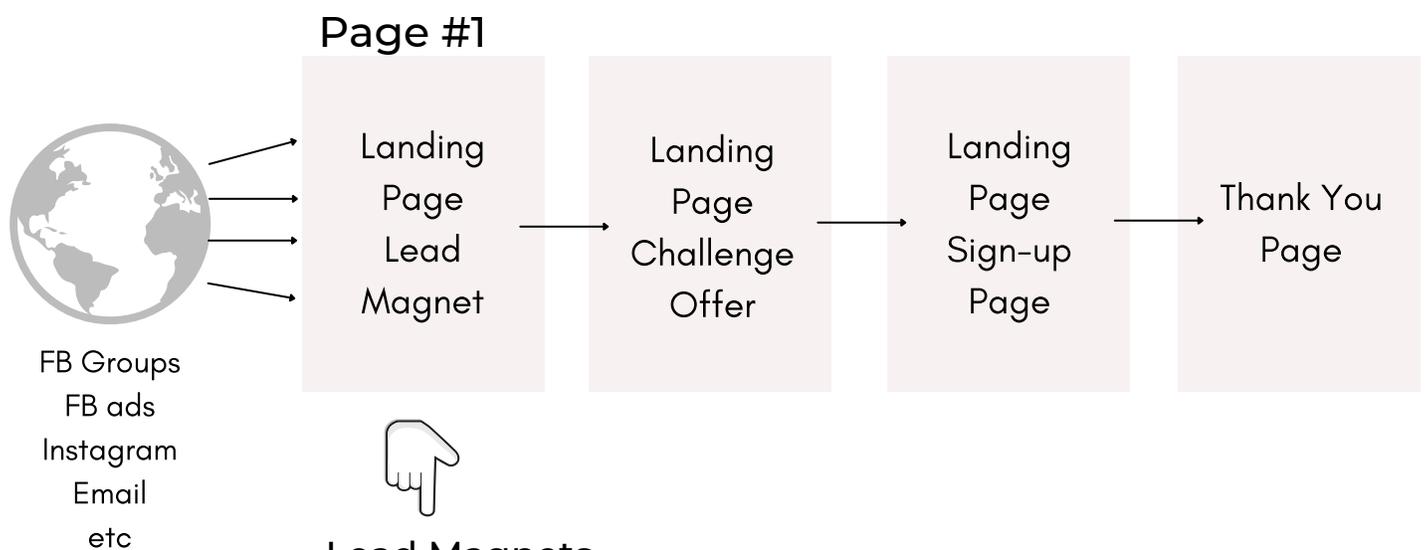
Signature
Course

-
- Be sure your automated emails with a CTA is launched
 - Every morning - send a reminder email with an assignment and tips
 - 1 Hour prior to Training do a livestream to connect with your audience, remind them of any upsells; worksheets, backstage, etc
 - Present THE SAME challenge teaching on the topic of the day, but just go deeper
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The Automated Sales Process: The 3 Funnels



Lead Magnet To Challenge



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

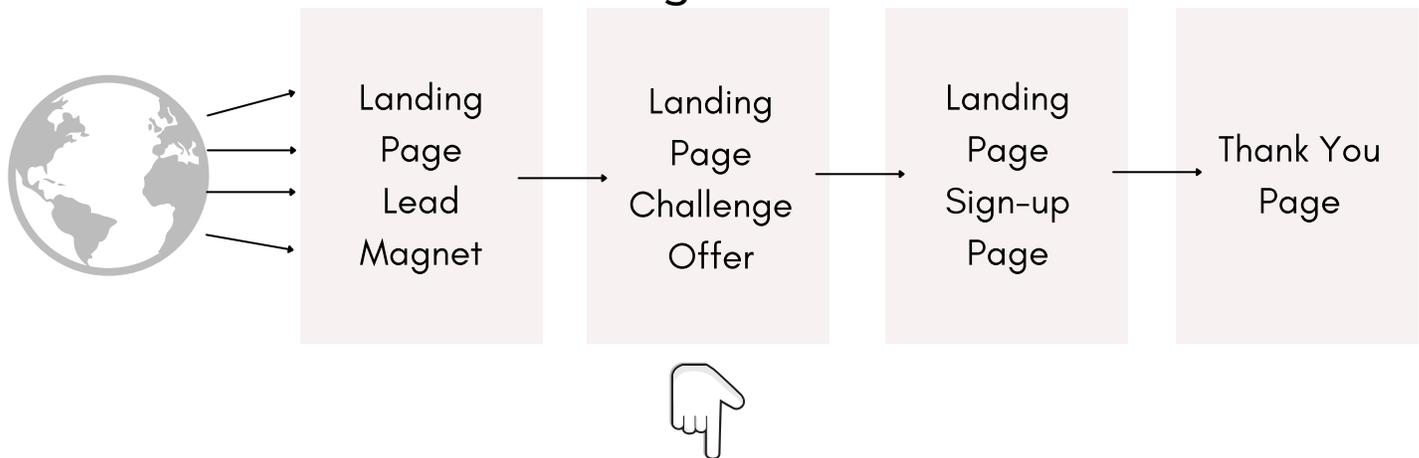
****This is the first funnel you should have built as you are starting out!!**

The Sales Process: The 3 Funnels



Lead Magnet To Challenge

Page #2



Auto Directed To Page #2 For Lead Magnet Download



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

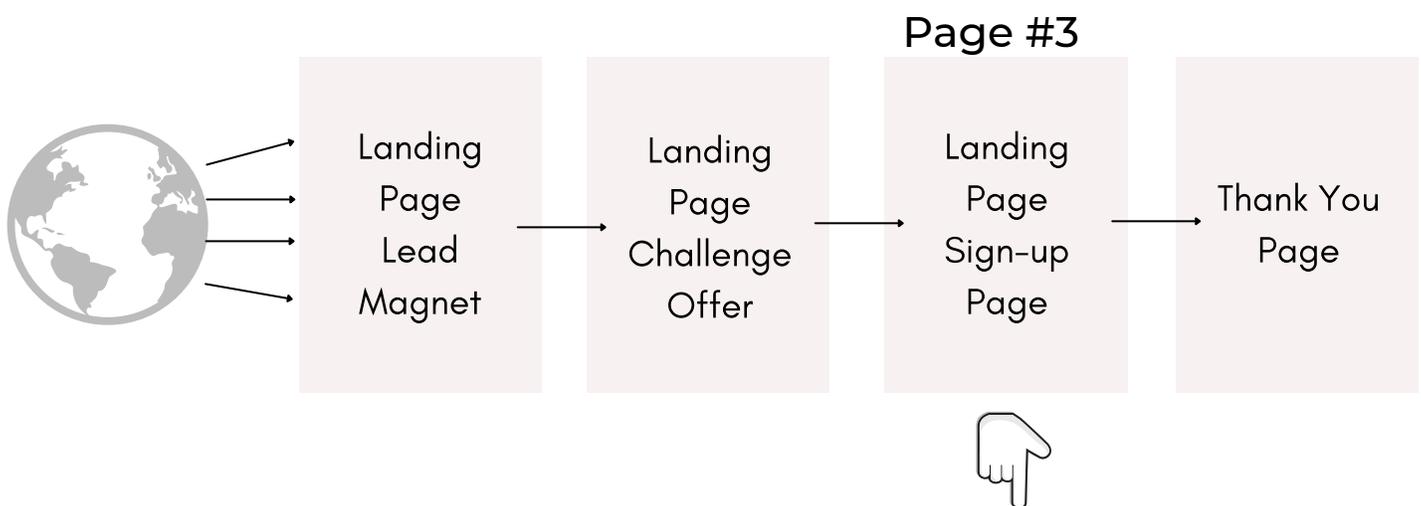
- Invite them to your challenge! Talk about the problem and let them know you have a solution! Use a case study.
- Click To Sign-up
- 10% conversion: 500 email = 50 sign-ups

****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

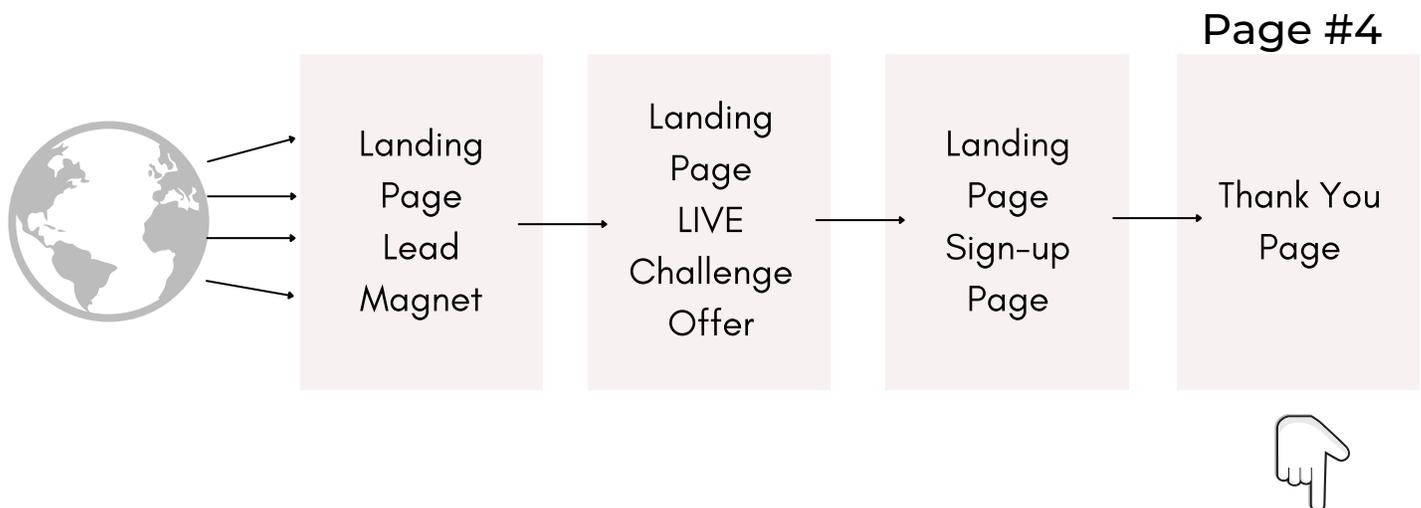
- Offer Worksheets, Live Q&A, etc
- Sign-up for text messaging reminders
- Increases show-up rate

****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

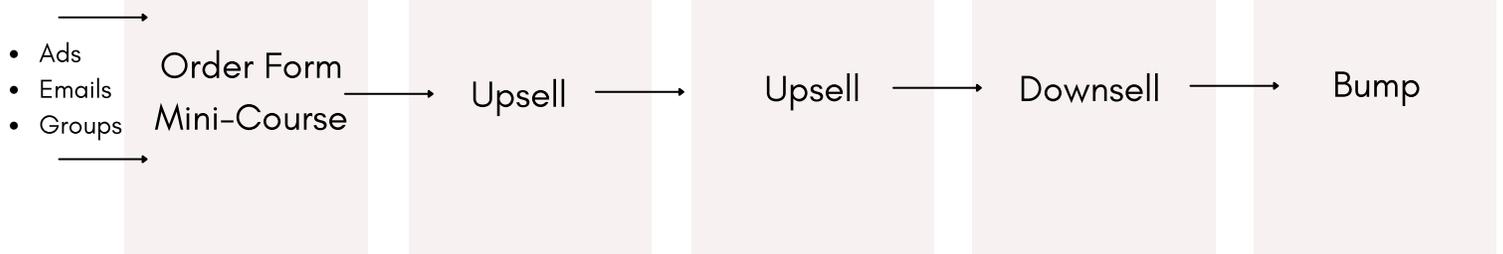
Lead Magnet
To Challenge

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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Thank You
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The Sales Process: The 3 Funnels

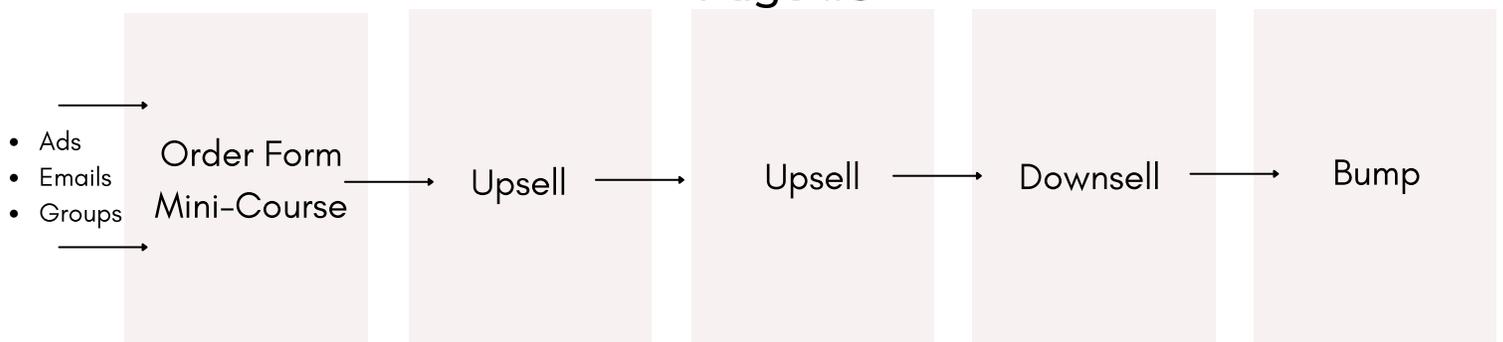
Lead Magnet
To Challenge

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

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Thank You
Page

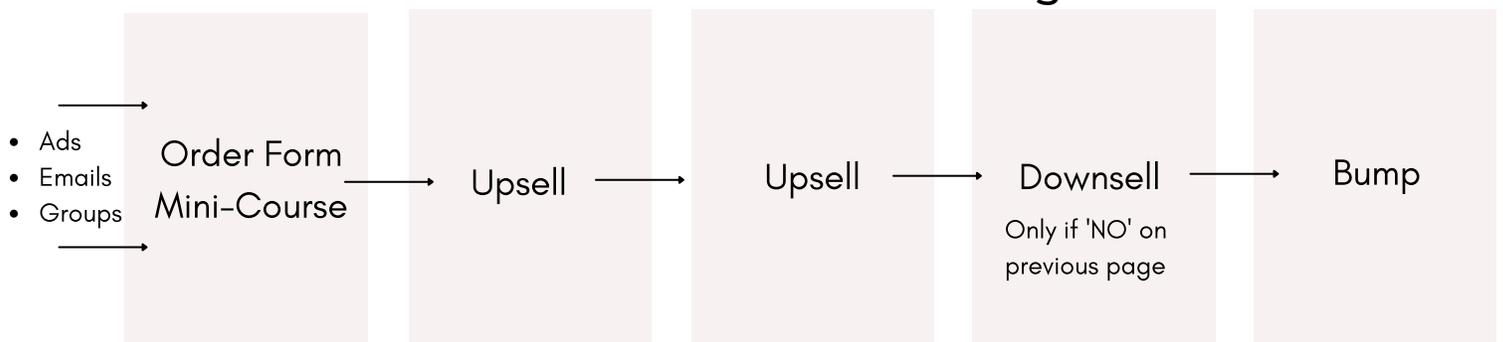
The Sales Process: The 3 Funnels

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

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*WHO is ready to transact with you?

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Thank You
Page

The Sales Process: The 3 Funnels

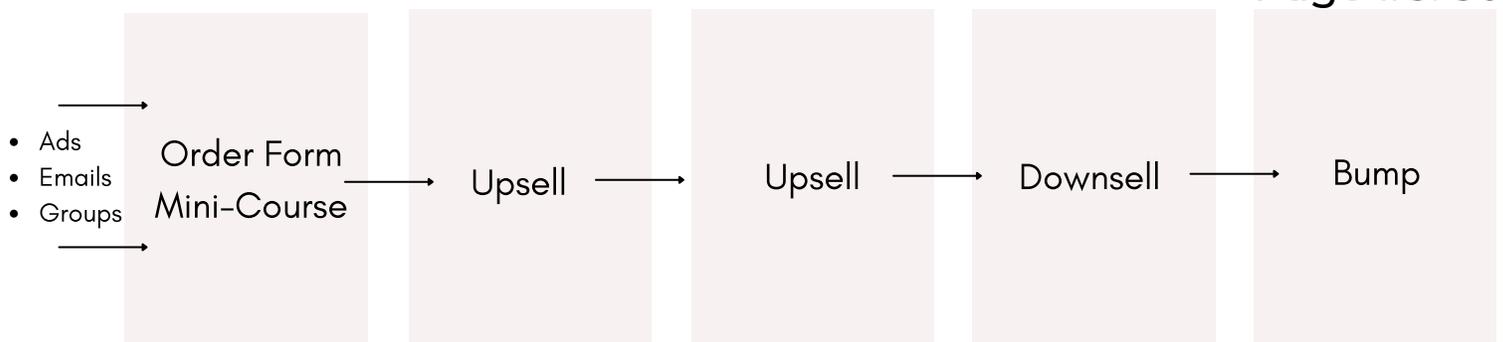
Lead Magnet
To Challenge

Low-Ticket
Funnel

Webinar
Funnel

Low-Ticket Funnel: List Building

Page #5: 50%



Bump \$7

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

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?

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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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Thank You
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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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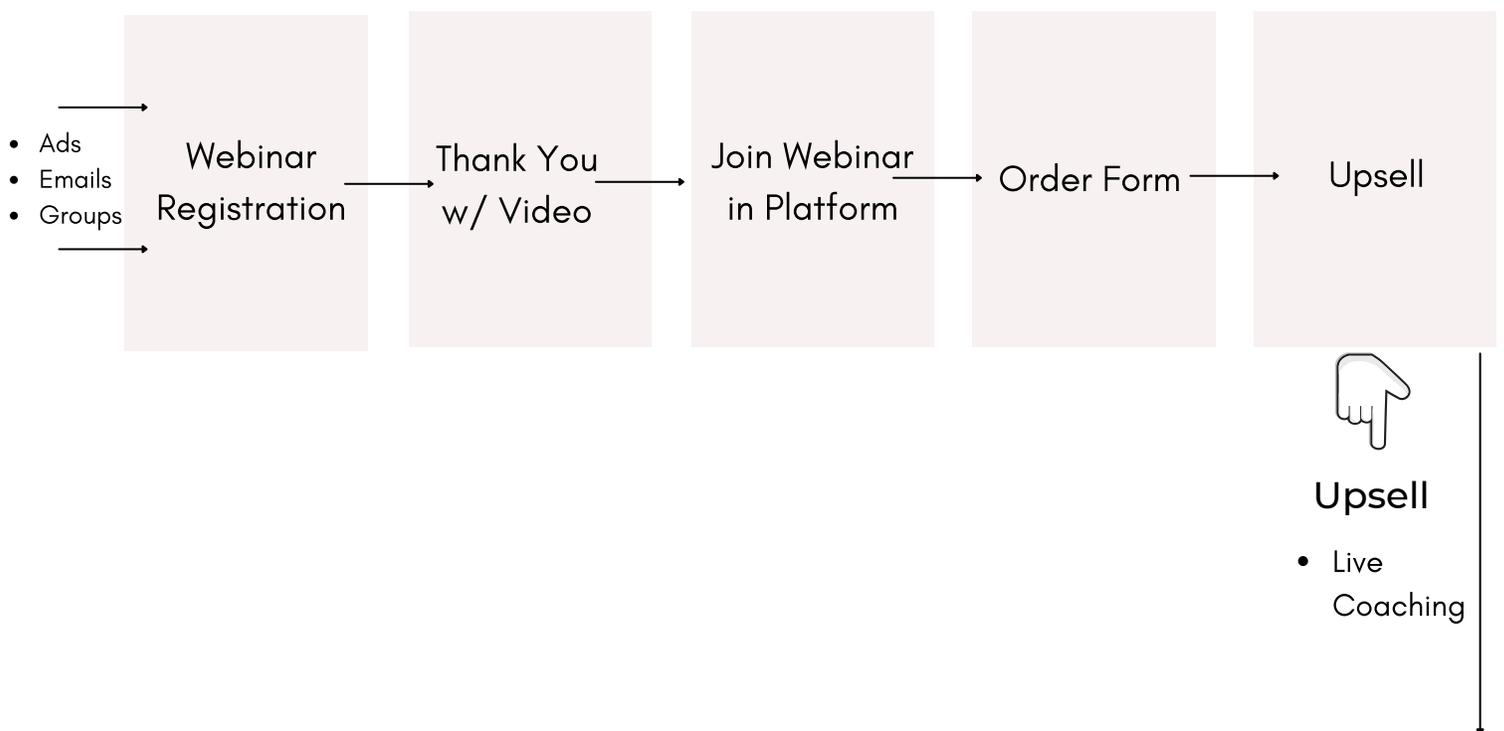
The Sales Process: The 3 Funnels

Lead Magnet
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Webinar Funnel



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