

Day One

Today you'll focus on decision making. Identify something that you are good at that others would want to learn. It could be a minimal skill or a big one. It doesn't matter. "I will teach [AUDIENCE] how to get [DESIRE]."

1. Create a Facebook group, mentioning that skill/desire in the name.
2. Use a free graphics program such as Canva to create a cover photo with your smiling mug on it.
3. Add a link to the group on your personal Facebook profile.
4. Edit your cover photo, bio, and featured sections to include a "Call to Action." "Want to Learn _____? Join my free Facebook Group [GROUP NAME]."
5. Now, if anyone comes to your personal profile, they'll see a huge "Call to Action" to join the group immediately.
6. Next, join several niche groups focused on your target audience. Meaning, people that are discussing the skill you based your Facebook group around. All of this should get done before lunch. If it takes you longer than lunch, it means you are being too picky with graphics, or you are simply lazy. Deny yourself lunch until it's completed. Eat.
7. Now record a quick video welcoming everyone and giving some tips.
8. Post the video in the group. Pin the post/announcement.
9. Spend the rest of the afternoon interacting in the groups you've joined. Provide value by helping people and answering questions.
10. Ask open-ended questions and keep comment threads going. People will see the value, get curious, click your name, see your profile, see the call to action on the cover photo, and join your group. They'll probably send you a friend request as well.
11. Finish the evening by welcoming each new member personally into your group. There may only be a few, but these are your first steps.
12. Send them a welcome message and get to know them a little bit.
13. Right before bed, sign up for a Stripe account so you can accept payments and get that out of the way. It's only day one, but this is what it takes.

Days 2-5

For the next few days, continue providing value in other groups and networking. Make valuable threads in groups and do this until your group has a couple hundred members. Some groups even have designated days or threads where you can promote your business without violating the group rules. Research the days and times these promo threads get posted in each group, set an alarm on your phone for 10 minutes prior, and be the first one to post an appropriate link when it's time. You mess around on social media all day anyway, so this should be easy.

Day 6 Create a free survey using Google Forms. Call it "Free Training Survey." Ask some questions based around what your audience wants to learn. Ask them what's holding them back and what obstacles are in their way, so you can later utilize their answers to overcome objections. Create a post in your group, and on your personal page, announcing you will be

creating a free eBook or video training on the subject of your group. For instance, if your group is about dog training, then the video training should be about how to train your dog, etc. Then say, "To make sure the training is awesome, please fill out this survey! I want to cover all your questions on the webinar!" To keep it at the top of the feed, spend the rest of the day keeping open-ended sub-threads going on this post. That's the secret to engagement. You'll begin getting answers to your form, which will give you everything you need to create sales copy, webinars, and even your offer.

Days 7-8

Continue to promote this survey while writing out bullet points of what you are going to share on this free training. Begin by identifying the end result everyone wants to achieve. Refer to their survey answers to find out what obstacle is in the way that they think they need to overcome to get that result. Now, find an alternative path to the end result. For instance, if people want to learn to be speakers and think they need to network with publicists or agents first, teach them how to land paying speaking gigs even if they don't have an agent or know anyone in the industry. As long as you can identify the desire and you know you can teach an alternative method (the main obstacle that will get them the goal), they will buy. Your video training should teach three main things, but you will teach them through storytelling. Sketch out the three things you will teach and come up with a story for each one. The first story will be an overview of how you discovered the alternative path or the "new way" to achieve their goals. For example, if your audience is made up of actors who believe they must move to LA to network and land roles, find a story from your own life experience that shows them why this belief is false. For example, perhaps you made money as an actor while living in Kansas by solely auditioning online and flying out to gigs! The second story will cover why this new path will work for them. Even if something is stopping them, they have little control over it. So for the acting offer, they may believe that if they don't have a portfolio, no one will take them seriously. If they can't land roles, how can they have a portfolio to get more gigs? Tell them the story about how you landed unpaid roles in student films at your local college in exchange for portfolio footage. Now they'll realize they can easily and quickly build a portfolio, leveraging their local college. That's value. Finally, cover why the new path will work for them even if they feel something is internally wrong with them. For instance, if the actor says, "Great! I can land roles without relocating! I also see I can get a portfolio quickly using student films. But, what if I'm not good at selling myself?" Find an event from your life to overcome this objection. Share the story of how you thought that as well, but your buddy that introduced you to online auditions told you a secret. The secret? Casting directors do not speak to the actors directly. Agents submit most online auditions, and the agency goes to bat for you if your audition is chosen. All you need is talent, the right look for the role, and availability. Sales are taken care of by the agent. By the way, I'm making this up for illustrative purposes. I have no idea if this is how online auditions work, or if that's even a real thing. Get yourself a whiteboard and practice what you will say. By Day 9, this presentation should be ready to go.

Day 9

Announce in your group that the webinar will be held on a specific date. You will be going live in your group. Make sure to include in your post, "Who wants into the webinar?" That way, people will naturally comment, "I do" in the comment box, consistently driving it to the top of the feed. Host a Facebook Live in your group and give a preview of Secret #1.

Day 10

Do another Facebook Live in the group teaching a preview of Secret #2. Continue to promote the date of the webinar.

Day 11

Repeat what you did for Day 10, but now give a preview of Secret #3.

Day 12

Today is the webinar. Continue hyping it up to make sure everyone is aware of it right until the last minute. Go live and perform your webinar, teaching the three secrets. Once finished, make an offer. The offer is simple. Announce that you plan to launch an online course covering in detail what you shared on the webinar. Then, do the Beta Pitch: "I'm going to make a special one-time offer right here, right now. If you get in now, you'll not only get the course for half price, but you'll also get to take part in a group coaching session.

I will personally teach it to you and answer all of your questions live during the training. I'll make SURE you understand everything!" Since people may not know or trust you yet, mention that you are going to offer something better than a refund. You'll charge them \$1 today, and they won't get charged the full price until 48 hours after the live coaching session. That way, they can try it before they buy it. If they don't like it, they can send you an email within 48 hours after the training and request to cancel. Cancel the charge, and they'll never even have to pay for it. Then make a secondary offer. If they are 100% in and don't care about the refund guarantee, they can pay in full right now for an extra discount. Let's say you charge \$300 and 10 people take the offer. You now have \$3,000 soon to be in your pocket. If you don't sell a single copy, you know that there's something fundamentally wrong with the offer. You can now put a halt to this right away before wasting too much time. If you had spent the entire time creating a program, you would've wasted all that time once you discovered no one wanted it. By identifying this potential problem early, you now have time to fix it.

Days 13-15

The coaching session is in a few days. Spend those few days coming up with very quick and ugly bullet point slides to present to your students. Don't spend time on making it look nice; what's most important is the content.

Day 16

Now it's time for a group coaching session. I prefer Zoom webinars to host the sessions, but you can use whatever you like; just make sure there is a Q&A box. Begin teaching each lesson doing the best you can to make what you are teaching clear. Then at the end of the lesson, ask for questions. Answer each question thoroughly and completely. If you feel that people don't understand what you are teaching, mark that lesson as needing revision. Or re-explain on the spot, and write down the time in the video when it happened. You can edit out the bad explanation later and keep the good one. If you need to completely redo any lesson, offer it 100% for free on a different day. Revise your work to make sure they love it. Complete the group coaching session and ask for feedback. If feedback is overwhelmingly positive, bring them on camera and ask for an on-the-spot testimonial. They will be super hyped, so the testimonial will be good. Now you have social proof for use in your marketing, and it's only been two weeks.

Days 17-18

You should now have a several hour video file from your group coaching day. Over the next two days, mark out where lessons should begin and end. Notate any mistakes to get cut. When the day comes for everyone to get charged, make sure all the charges go through. If anyone wants to cancel, cancel their charge and get some feedback from them. If you do everything correctly, you should get little to no cancellation requests. I only received one the last time I did this, and it was only because the guy didn't have any money. If you made 10 initial sales and got only one or two cancellations, you should have at least \$2,300 in your pocket. However, the first time I did it, I had close to \$4,000. Before bed, create an account on Fiverr or Upwork and hire someone to edit the lessons. Send them the "time-based edits" document you made, and let them work. That should cost no more than \$500. Now you have at least \$1,800 left. Continue to promote your group.

Day 19

Use the questions, pain points, and feedback from the coaching session to create a free PDF report offering some tips and value. Also, start working on what you will say on your next live webinar. You should be refining it from what you learned from selling your Beta offer. Once you get the videos back from the editor, load them into a membership portal. Upload the "end of the coaching session testimonials" to YouTube or other video hosting platform.

Days 20-24

Now that you have money in your pocket, run your first Facebook ad (or YouTube ad) offering to give away a free cheat sheet. Funnel prospects into your Facebook group by inviting them on the confirmation page and welcome email. Spend about \$1,000 on ads for the cheat sheet. This should get you several hundred prospects on your email list and in your group over the next week. Host live videos and hype up the new webinar in your group over the next several days. These videos will direct them to a registration page for a new live webinar. This webinar will be more refined and have a complete offer stack with an order page at the end. Day 25 Broadcast the webinar and make the offer. After pitching your product, there is a super ninja trick I

discovered that increases sales. It's just something I tried once and it worked fantastically. Tell them if they want to get into the private group, they need to post in your free group and say, "Hey [YOUR NAME], I just bought the program. Please add me to the student group." Then screen share the live feed of the group during the offer pitch and actually show the "I just bought" posts live! This will cause extreme mob mentality and a buying spree. This is how I made \$48,000, my very first webinar, and \$52,000 on my encore a week later. I created a mob mentality, and I barely had a list.

Days 26-28

Schedule an encore webinar and promote the heck out of it for the next several days. Keep the cheat sheet ad running. More money will be coming in, so you can spend more on ads.

Day 29

It's possible to pull \$30,000 to \$50,000 out of this initial webinar and another \$30,000 to \$50,000 a week later with an encore. This brings you close to a 6-figure month starting from nothing. I know this is possible because this is what I did when I hit \$100,000 in my first month. Even if you only generate 1/5 of that, you still will have made around \$20,000. If you don't, it simply just means you need help. The problem could be your offer, your webinar, etc. It's normal to need help. If everyone could do this on the first try without help, the entire world would be millionaires.

Day 30 Relax.

Then start refining your program immediately. Make it the best possible product out there because THAT is what it will take to scale.