



Crafting Your Offers

Week 11

Crafting Your Offers

BEST TIP TO DO THIS EASILY:

CRAFT YOUR FREEBIES

Yes, you can have LOTS of freebies. Lots of ways people can get on your email list.

NEVER EVER GO LIVE WITHOUT A CALL TO ACTION.

Be on purpose with going live. Know what you want to get out of the live and what action viewers should take.

RELENTLESS MARKETING

When you launch a course, email out about it about 5-8 times in one week. Yes. Relentless.

CYCLE THROUGH YOUR OFFERS

Once all your programs are built, you can repromote them over time, giving you more time freedom.

CONTINUE TO OFFER VALUE TO YOUR LIST

Always remember to offer tons of free value.
You want to serve before selling.



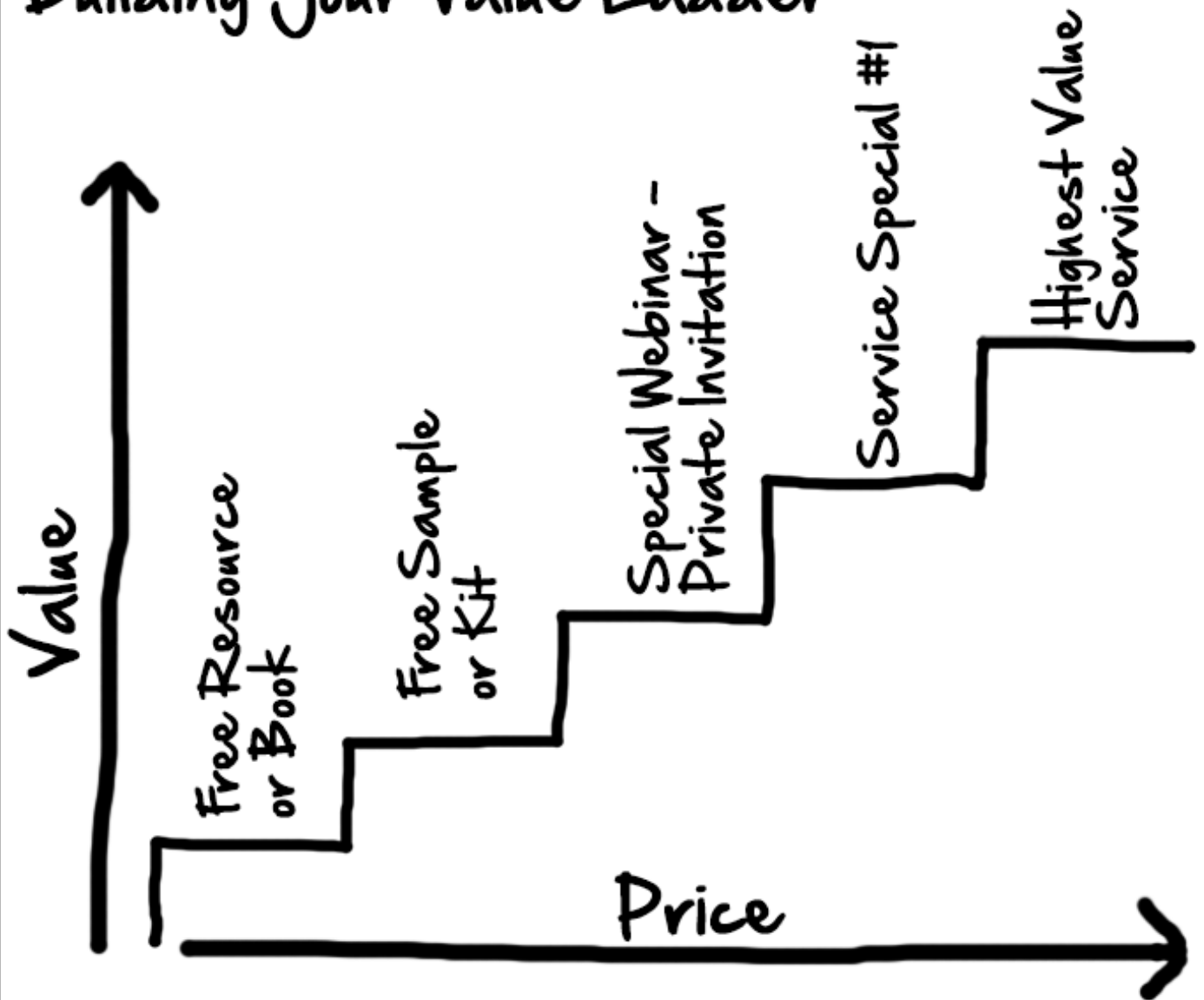


The Value Ladder

CRAFTING YOUR VALUE LADDER

WHAT WILL YOU OFFER?

Building Your Value Ladder

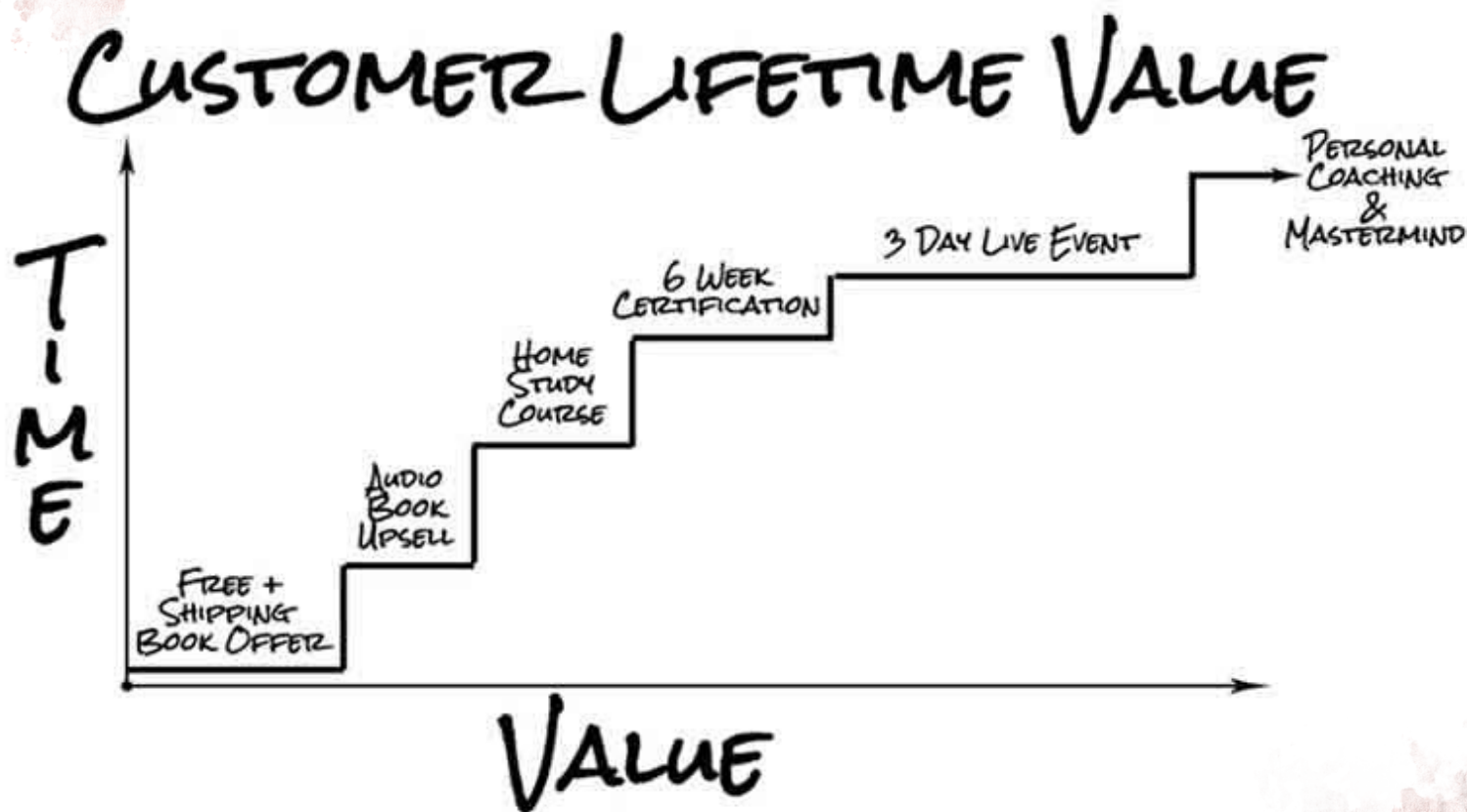




Customer Value

CUSTOMER LIFETIME VALUE

THEY ARE LOOKING FOR MORE...



BIGGEST THING TO REMEMBER:

**THEY WILL BUY WHAT YOU SERVE UP.
ARE YOU SERVING THINGS UP?**

Michelle's Schedule

HOW MY YEAR LOOKED...

JANUARY

Launch A Freebie

FEBRUARY

Launch a \$7 course

MARCH

Launch A Freebie

APRIL

Launch A Freebie

MAY

Launch A Freebie

JUNE

Launch a \$297 course

JULY

Launch A Freebie

AUGUST

Launch a \$47 course

SEPTEMBER

Launch A Freebie

OCTOBER

Launch A Freebie

NOVEMBER

Launch a \$497 course

DECEMBER

Launch a Mastermind \$2497+

Plan Your Content

52 WEEKS - 52 PIECE OF CONTENT PLANNED

Formula: How to QUANTIFIABLE WANT without HATE

WEEK 1.

How To Generate 1000 Leads In Just 5 Hours Without Cold Calling

WEEK 2.

How To Use Facebook Live To Sell \$1000 In One Day Without Leaving Home

WEEK 3.

The Top Ten Best Ways To Use Youtube To Attract New Reps To Your Direct Sales Team Without Pressure or Selling

WEEK 4.

The Top 6 Strategies I Used To Build A Team Of 50 In Just 6 Months Without Stress

WEEK 5.

How To Recruit Moms To Your Direct Sales Team Without Being High Pressure

WEEK 6.

How I Was Able To Sell \$10,000 In One Month Without Leaving My Home

WEEK 7.

The Top 5 Social Media Hacks I Use To Generate More New Clients on Autopilot

WEEK 8.

The Best Cameras To Use To Film High Quality Youtube Videos Without A Big Budget

WEEK 9.

How To Get To The Top Of Your Direct Sales Business Without Hosting Home Parties

WEEK 10.

The 9 Best Lead Generating Strategies I Used To Build A Multi-Million Dollar Direct Sales Team Without Leaving My Kids

WEEK 11.

The Top 3 Strategies Every Great Direct Seller Needs To Use To Build A Business Online in 2020 Without Leaving Home

WEEK 12...

My Cold-Calling Strategy That Works 99% Of The Time To Turn Leads Into Clients (even works for introverts)

Plan Your Content

BREAK DOWN EACH WEEK

WEEK 1.

How To Generate 1000 Leads In Just 5 Hours Without Cold Calling

MAKE A FREEBIE GIVEAWAY.

SEND OUT AN EMAIL ABOUT IT.

GO LIVE ABOUT THE TOPIC.

RELEASE A YOUTUBE VIDEO.

UPLOAD THE YOUTUBE VIDEO TO FACEBOOK.

UPLOAD VIDEO TO LINKEDIN.

UPLOAD VIDEO TO PINTEREST.

HAVE A GUEST SPEAKER SPEAK ON YOUR CHANNEL.

YOU CAN ALSO BLOG ON THE TOPIC.

PLAN A VARIETY OF FACEBOOK POSTS ON THE TOPIC. (USE POSTPLANNER.COM FOR EASE.)

MANYCHAT.COM YOU CAN CREATE AUTOMATIONS FOR \$10 A MONTH.

HIRE SOMEONE TO HELP WITH YOUR INTERACTIONS AS IT GROWS.

Social Media Weekly

PLANNING WEEKLY ACTIONS

1 Email Per Week

1 Youtube Video Per Week**

3 Facebook Lives Per Week

Host Facebook Live Watch Parties With Past Videos

4 Posts To A Facebook
Business Page Per Day *

2 Posts To A Facebook Profile Per Day (fun,
engagement, curiosity, family, life, direct promo)

2-10 Posts To Business Stories Per Day

2-10 Posts To Profile Stories Per Day

Set Up Instagram To Post To Facebook

*PostPlanner.com is my new best friend because it
automatically posts to Facebook for you four times a day
on your business page.

OneStream.live is another amazing platform because it
will stream videos and you appear like you are live!

**Repurposing Ideas:

Post To Pinterest

Post to IGTV

Post To LinkedIn

Post To Tiktok

SUNDAY
MONDAY
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY
SUNDAY



Weekly Planner



MONDAY

Blank area for Monday's schedule.

TUESDAY

Blank area for Tuesday's schedule.

WEDNESDAY

Blank area for Wednesday's schedule.

THURSDAY

Blank area for Thursday's schedule.

FRIDAY

Blank area for Friday's schedule.

WEEKEND

Blank area for the weekend's schedule.



Homework

WEEK ELEVEN

☐

Poll Your Audience On What They'd Like To See More Of From You

☐

Plan Your Course Ideas For The Year

☐

Plan Your 52-Weeks Of Content For The Year

☐

Look Into PostPlanner.com

☐

Plan Your Filming & Posting Schedule

YOU GOT THIS.

*Patience, Persistence & Perspiration Make
An Unbeating Combination For Success.*

Michelle Cunningham

My Notes From

WEEK ELEVEN

