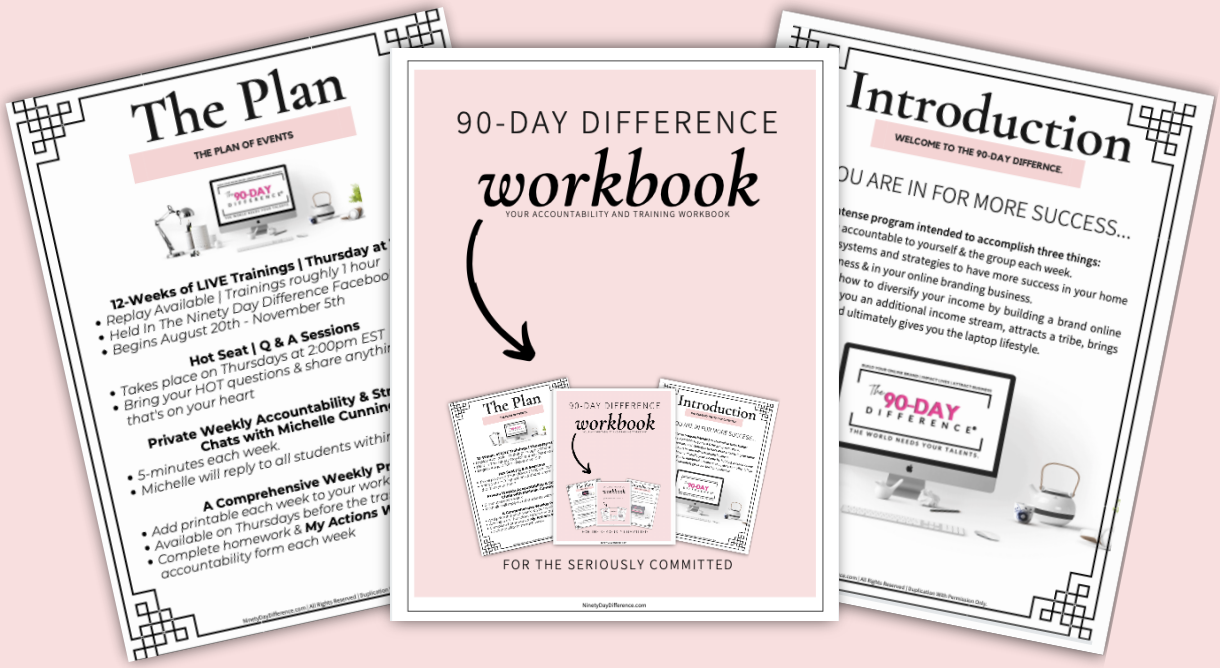
90-DAY DIFFERENCE

workbook

YOUR ACCOUNTABILITY AND TRAINING WORKBOOK



FOR THE SERIOUSLY COMMITTED

90-DAYS TO CHANGE *everything*

ON A SCALE OF 1 TO TEN, HOW COMMITTED ARE YOU?

Introduction

WELCOME TO THE 90-DAY DIFFERNCE.

YOU ARE IN FOR MORE SUCCESS...

This is an intense program intended to accomplish three things:

1. Hold you accountable to yourself & the group each week.
2. Give you systems and strategies to have more success in your home party business & in your online branding business.
3. Show you how to diversify your income by building a brand online that brings you an additional income stream, attracts a tribe, brings in clients and ultimately gives you the laptop lifestyle.

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The Plan

THE PLAN OF EVENTS

12-Weeks of LIVE Trainings | Thursday at 1pm EST

- *Replay Available | Trainings roughly 1 hour*
- *Held In The Ninety Day Difference Facebook Community*
- *Begins August 20th - November 5th*

Hot Seat | Q & A Sessions

- *Takes place on Thursdays at 2:00pm EST*
- *Bring your HOT questions & share anything that's on your heart*

Private Weekly Accountability & Strategy Voxer Chats with Michelle Cunningham

- *5-minutes each week.*
- *Michelle will reply to all students within 48 hours.*

A Comprehensive Weekly Printable

- *Add printable each week to your workbook.*
- *Available on Thursdays before the training to print.*
- *Complete homework &* ***My Actions Will Pay Off*** *accountability form each week*

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The Plan

THE PLAN OF EVENTS

Monthly Gifts Mailed

- *You will receive lots of fan mail from your biggest fan, Michelle Cunningham*

Access to Michelle Cunningham's Online Course Vault

- *You will receive access to all courses created through August 20, 2020.*

Lifetime Membership Course Area & Facebook Community Access

- *Once you are part of the 90-Day Difference, you are part of our Facebook community forever.*
- *You can watch live trainings again each time the course is offered and interact with fellow Facebook members.*

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Your Schedule

THE TRAINING SCHEDULE

LIVE Training Will Be Held Every Thursday At 1pm EST

August 20 - Week One: Pinpointing Your Profitable Niche
Bonus Training: Direct Sellers Daily Action Plan

August 27 - Week Two: Crafting Your Brand Strategy & Platform
Bonus Training: Direct Sellers Success Systems
Bonus Training: Get A Copy Of Michelle's Website & Make Your Own

September 3 - Week Three: Content Creation Machine for Facebook & Instagram
Bonus Training: Michelle Opens Her Designs & Shares Templates With You
Bonus Training: Direct Sellers Lead Generating

September 10 - Week Four: Email Opt-in Creation
Bonus Training: Creating An Email Opt-In For Direct Sellers

September 17 - Week Five: Crafting Your Freebie Giveaway
Bonus Training: Best Freebies for Direct Sellers

September 24 - Week Six: Go LIVE: Call To Action Strategies
Bonus Training: Closing Sales for Direct Sellers

October 1 - Week Seven: Planning Your First Digital Offer
Bonus Training: Get Access To All Of Michelle's Workbooks, Offers & Copy To Create

October 8 - Week Eight: Creating An Online Membership Area & Facebook Group
Bonus: The 10-Step Fail-Proof Strategy Behind Successful Facebook Groups

October 15 - Week Nine: Promoting Your Offer & Funnels
Bonus Training: Michelle's Vault of Email Templates That Work

October 22 - Week Ten: The Webinar Launch
Bonus: Michelle's Webinar Success Template

October 29 - Week Eleven: Crafting Your Value Ladder With Additional Offers
Bonus: Party Secrets For Successful Facebook Parties

November 5 - Week Twelve: Grow Your Brand With Facebook Ads

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My Actions Will Pay Off

THE DIRECT SELLERS ACCOUNTABILITY

OF NO'S THIS WEEK

OF YES'S THIS WEEK

OF PARTIES ON YOUR DATEBOOK
VIRTUAL OR IN PERSON

OF PARTIES HELD THIS WEEK
VIRTUAL OR IN PERSON

OF INTERVIEWS SCHEDULED
VIRTUAL OR IN PERSON

OF INTERVIEWS HELD THIS WEEK
VIRTUAL OR IN PERSON

TOTAL WEEKLY SALES

TOTAL WEEKLY RECRUITS

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Goals, Goals, Goals

**DON'T DECREASE THE GOAL.
INCREASE THE EFFORT.**

IN 90 DAYS, I REALLY WANT...

WHY IS IT IMPORTANT?

**WHAT IS MY DAILY GOAL
TO MAKE IT HAPPEN?**

WHAT IS PREVENTING IT?

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Homework

WEEK ONE

Step One:

- Print this workbook. *Note: Your entire workbook will be mailed to you before August 20th.*
- Come over to the Facebook Community and introduce yourself and post your **Goals, Goals, Goals Sheet** contained in this workbook. Share it in the #Goals post. Search for **#Goals** in the Facebook Group.
- *The Facebook group is Facebook.com/ninetydaydifference.*

Step Two:

- If you'd like direct sales accountability, every Monday morning, share your **My Actions Will Pay Off Sheet** in the Facebook community under **#MyActions**

Step Three:

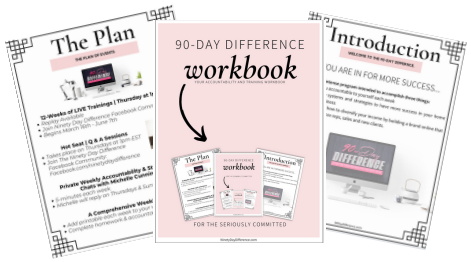
- Mark your calendar for every Thursday at 1pm EST for LIVE training with Michelle Cunningham followed by optional HOT SEAT if you have questions or want to deep dive on a topic at 2pm EST.

Step Four: Join us for Thursday's LIVE Training (or catch the replay)

- This will start on August 20, 2020.

Step Five: Send Michelle Cunningham a Voxer at MCunn

- You can Voxer Michelle once a week for up to 5 minutes, so send a message and share what you are most looking to getting out of this course & any struggles you are currently looking to overcome.



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Hi, I'm Michelle!

michelle@michellecunninghamonline.com

michelle
CUNNINGHAM
The STORY

The Gal Cheering YOU On

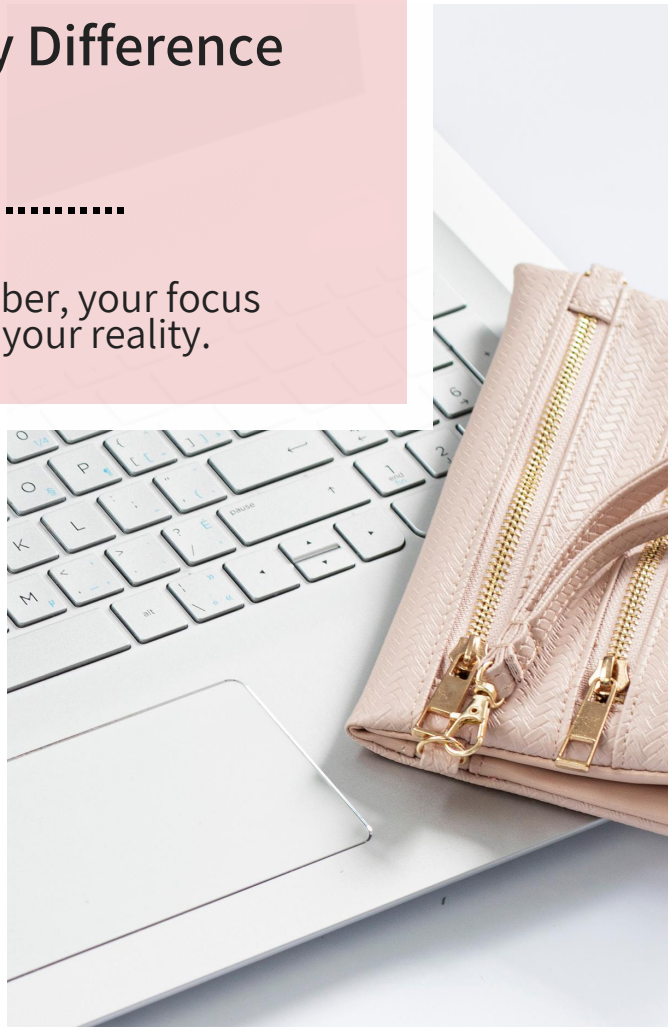
17-years ago, I set out on a journey to learn how to be an entrepreneur. The first six, I failed. The next 11, I succeeded in the world of direct sales as a home party rep.

That success allowed me to create an online course creating empire serving others in the industry.

My goal, in all I do, is to show you that YOU are made for so much more and it all starts with learning. You don't have to be perfect. Imperfect action is better than perfect procrastination.

xoxo michelle

I am committed.

The 90-Day Difference

Always remember, your focus determines your reality.