

Homework -

1. Come up with 6 Core modules you will teach on
Want to create pretty titles - copywriting bonus course
2. Post the names to FB for review
3. Come up with 5-7 bonuses - that total 10 the price
4. Create a simple offer 1 sheet
5. Get approval
6. Any questions you have - submit in advance if possible OR you cannot be on the call -
<http://www.yourmilliondollaradvertising.com/member/submit-questions/>
7. If you do not have paypal - register an account - so you can take payments OR Stripe OR ANY electronic easy way to accept money

Fundamentals:

Program Names and USP - Unique selling propositions

- One of the big things I get is can I call my program this - (.com not available and already in use), or can I use the words I want in my USP (that match the .com of someone else. The answer is NO.

Everything you say and do will feed their brand - not yours.

If someone liked and caught on to your phrase - which they will because it's often the perfect one - that's why it's gone - every search will bring up your competition. It's a disaster.

If they are already established and your same market -it is also a problem to add 'my' 'your' 'the' or anything around their master domain - in hopes that you can benefit. You may benefit from the ranking, which means your site might start to appear on same page as them as someone searches for them - so if you are going to do this - your WEBSITE better look 1000 x better than theirs - because you have 3 second impression to beat them.

The best site in this case will win.

(2) As you start to buy the domains that go with your program

Social media
overarching theme - #ReachMillions

Program - Your Million Dollar Design >>>

Get a Facebook program name page set up immediately - it only takes 20 minutes - and then point your domain to that until your site or order page is built. - PAGE

That way as word gets out it doesn't come up as a dead or parked page. They can at least join something. POINT domain to FB Page
FORWARD

(this is not the private members page - you can create that immediately as well - add CLUB to this name) - GROUP

> MBGuarantee - hold back ALL CALLS with you until after guarantee period - the Guarantee is VOID once a call has occurred
1:1 strategy call - 14 days

> Need help formatting stuff - www.fiverr.com

https://www.fiverr.com/alizazahid1994a/do-any-flyer-poster-design-in-24-hrs?context&context_referrer=search_gigs&context_type=auto&pos=17&ref_ctx_id=8680ec02-0c26-49e9-ac94-c57c5ae49b61&seller_online=true&funnel=f7c566a3-324d-4161-8e50-c9e42b48c60c

—— Q&A

(1) Anne Marie Lynch

Hi Tracy, I have submitted my 1-Sheet offer in the FB private group.

However, I don't feel that my course title - The "Business" of Dog Grooming - is catchy enough. And I struggle to make business titles sound

sexy Appreciate if you get a chance to have a look at my offer and perhaps provide some guidance in this area. Looking forward to the Q&A session. Thank you.

Continuing Homework -

1. Any outstanding tasks from original homework assignment
2. Open FB Community Page - needs to match program name /dogface
3. Open FB Private Group Page - group FB Page - CLOSED /dogface
4. Go through any of the materials on social media lesson coming up
5. GO through copywriting materials in bonus section
6. Go through offer materials in module 1 for presentation building - build the close in slide format (copy the sample PDF in the downloads section)