

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.yourmilliondollar.design.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 go here - www.fiverr.com

<https://www.fiverr.com/categories/graphics-design/flyer-design?source=gallery-listing>

—— Q&A

(1) Having issues thinking of a bonus

Read all the options I suggested and something you create once and give away is best

Separate stuff you would have 'included' anyway

(2) Here is a question for you, it is beyond Module One...so not posting it. I have not gotten to the module that explains the 'hows' of things **electronic**.

Landing pages - that is Module 3

You don't need this to sell phase 1

Phase 1 - is offer - get out there and sell it

Q: Where are the mp4s from each of our "sessions" stored for participant's access after live session is over?

We use Vimeo - set to only can see with a password - you'll see that is why everything needs YMDD - do the same

- this costs and gives you far more control

or you can also you YT - and sent to private

- this is free

Sample embed code for a website

```
<iframe src="https://player.vimeo.com/video/240727164" width="640" height="400" frameborder="0" allow="autoplay; fullscreen" allowfullscreen></iframe>
```

or just send out link in email - <https://vimeo.com/240727164>

need password: XYZ

Preference is vimeo - so you're training videos are protected

Q — Target Market Colors

1. Match Your Brand
2. Fast look at industry norms - Google search term and look at images

Q - Naming Program

Focus on the Outcome
Knowing what the layman is thinking

Learn to Destress.com

Finally Have Energy .com

If you are tired, overwhelmed and stressed - what words would communicate to you in a program title?

Here are some I'm using

Adrenal Fatigue Goodbye -

Warning of using words with multiple meanings - BUY and BYE
4 and Four and For

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)

ClientTicket.com - book your seat at next event