

TRANSFORMATION

WEEK 3

Dr. Ernesto Lee

WHAT IS THE BLUF?

Let's look at the puzzle...
not the pieces...



TRANSFORMATION

You will do **NOTHING** until the **pain** of remaining the **same** outweighs the **pain of change**. Ernesto to Ernesto



BLUF - BOTTOM LINE UP FRONT





MILLION \$ MESSAGE

Message Goals

- ★ Choose one specific result the marketing is already paying to solve!
- ★ Gain 100% confidence in your product before you launch...
- ★ Set the stage for an irresistible offer, making sales and marketing easy!

Messaging Challenges

- Extreme difficulty trying to implement advanced copywriting strategies....
- Not able to run ads or funnels to market products...
- Fails to differentiate or communicate value to audience..

Messaging Steps

1. Summarize your Avatar and Currency Calculator data into the Million Dollar Message Framework...
2. Document who will your ACCEPT and REJECT, using hard and soft attributes...
3. Combine your Single Avatar, Core Currency, Metrics and Timeline to craft your Million Dollar Message!

YOUR MILLION DOLLAR MESSAGE

*"I help _____ achieve/do _____,
without _____ so they can _____."*

- ★ Currency - The Single (ONE WORD!) Unit of value you exchange for clients' money.
- ★ Metric - the value of the currency. If it's not measurable its not meaningful!
- ★ Timelines - The duration of your Premium Course or Coaching Program. A dream is a goal without a deadline! No one wants to lose 5 lbs in 5 years!



The 3:00AM Question

“Why can’t I _____?”

“I would do anything if I could just _____”



The Plain Language Filter

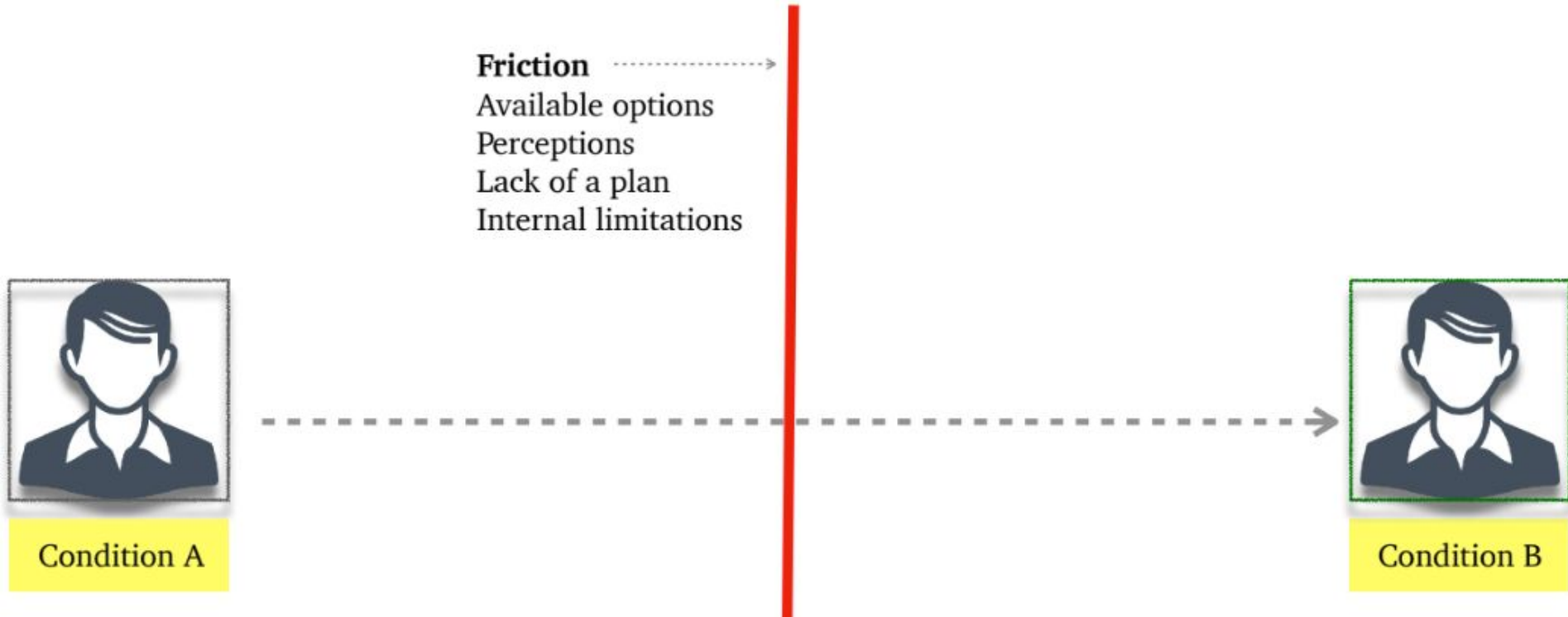
Is it absolutely immediately apparent in plain language, not YOUR language, **CLEAR** not creative



Painkillers vs Vitamins

Is it **ESSENTIAL** NOT **OPTIONAL**? **Critical** not **Casual**. **Necessary** not **Supplementary**...

THE TRANSITION OPPORTUNITY PRINCIPLE



FRICTION-LESS

Friction

Available options>
Perceptions
Lack of a plan
Internal limitations

Your Product

7	8	9
6	5	4
1	2	3



Condition A



Condition B

1

What are your clients' three main obstacles between them and results?

- _____
- _____
- _____

2

What will their lives be like if they **DON'T** Solve this problem?

(List the financial, social, physical relational costs of not solving the problem RIGHT NOW)

3

Who will you accept and who will you reject?



Accept

- _____
- _____
- _____



Reject

- _____
- _____
- _____

TIPS:

- Use Keyword tools
(Ahrefs, Google Ad Planner, SEMRush)
- Amazon book reviews and
- Competitors' campaigns -
look at competitive
messaging, ads, funnels
and sales process!

1 What are your clients' three main obstacles between them and results?

- Complete information overload!
- Technical overwhelm
- No clear strategy or oath to success

2 What will their lives be like if they DON'T Solve this problem?

(List the financial, social, physical relational costs of not solving the problem RIGHT NOW)

Never launch a campaign that works!

Face serious financial uncertainty

Have to get a day job again!

3 Who will you accept and who will you reject?



Accept



Reject

- | | |
|--|---|
| • <u>Established coaches and consultants</u> | • <u>Wantrepreneurs</u> |
| • <u>Expert serious about launching now!</u> | • <u>Folks not committed to launch!</u> |
| • <u>Solves an important problem!</u> | • <u>Don't solve a serious problem!</u> |

TIPS:

- Use Keyword tools
(AHrefs, Google Ad Planner, SEMRush)
- Amazon book reviews and
- Competitors' campaigns -
look at competitive
messaging, ads, funnels
and sales process!

1

What's your clients' biggest goal or desire (Your Core Currency)?

2

What's your clients' greatest dream or aspiration - what will they BECOME?

3

WHY DOES THIS MATTER - What will life be like once they achieve results?

(List the financial, social, physical relational BENEFITS of solving the problem RIGHT NOW)

$$\text{MDM} = \text{SA} * (\text{C} + \text{M} + \text{T}) - \text{F}$$

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

YOUR MILLION DOLLAR MESSAGE

"I help _____ achieve/do _____,

without _____ so they can _____."

1

What's your clients' biggest goal or desire (Your Core Currency)?

To launch high ticket course in 14 days with confidence!

2

What's your clients' greatest dream or aspiration - what will they BECOME?

A high ticket coach and course creator

3

WHY DOES THIS MATTER - What will life be like once they achieve results?

(List the financial, social, physical relational BENEFITS of solving the problem RIGHT NOW)

Finally have a steady stream of great clients, able to serve 1:many and
Spend more time with family. Able to make a great 6-7 figure income and great
impact.

$$\text{MDM} = \text{SA} * (\text{C} + \text{M} + \text{T}) - \text{F}$$

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

YOUR MILLION DOLLAR MESSAGE

*"I help motivated coaches and course creators achieve/do launch a world-class high ticket course in 14 days,
 without frustration, tech overwhelm or stress so they can achieve true freedom and financial independence."*

1. Biggest goal of our Persona
 2. Greatest Dream
 3. Primary Frustration
 - 4 Metric / Timeline
- These must be answered so we can say: we can help you accomplish X goal in Y timeline.

LearningVoyage.com

Here is an example for Machine Learning: I help intelligent IT professionals become ninja data scientists so they can create AI, Machine / Deep Learning Algorithms without a heavy math investment in under 30 days.

LV Marketing MESSAGE

1 What's your clients' biggest goal or desire?

2 What's your clients' greatest dream or aspiration?

3 What's your clients' biggest pain or frustration?

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

The goal of this is to establish us a micro-celebrity. We need to be seen as the authoritative figure in the niche. Single most effective. The best. The only.

LearningVoyage.com Marketing MESSAGE

"I help _____ achieve/do _____, so they can
_____ without _____."

Start with a compliment like: I help Smart professionals

KEY SOLUTION
(PRODUCT OR
SERVICE)

Your Signature Solution is Called:

TOPIC

7

8

9

B

DESIRES

TRANSFORMATION
('from x to y')

TOPIC

6

5

4

TRANSFORMATION
('from x to y')

TOPIC

1

2

3

FRUSTRATIONS

A

TRANSFORMATION
('from x to y')

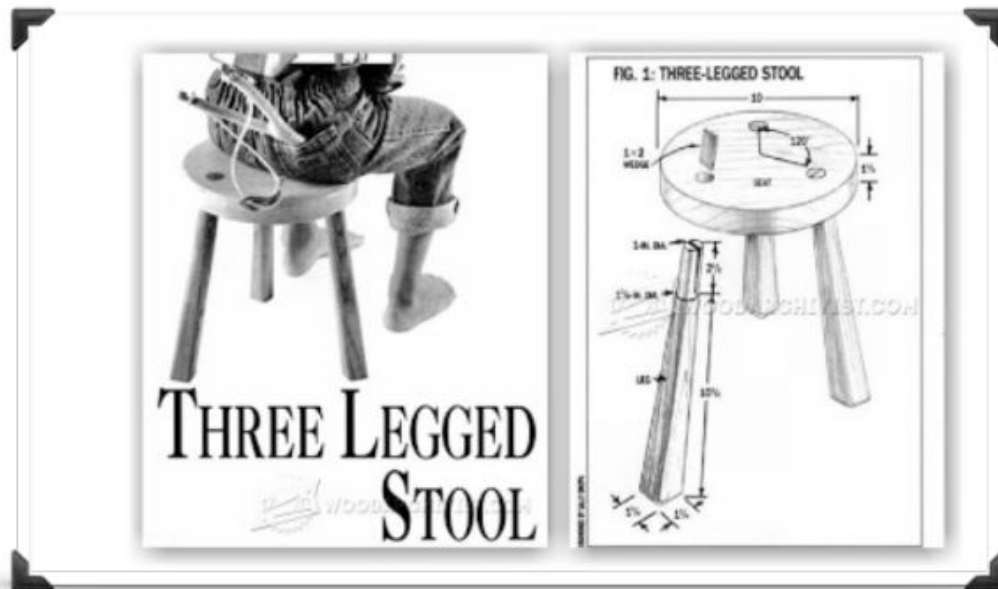
Product Roadmap Goals

- ★ Create a very clear and well structured PRODUCT that reflects your customer journey to achieve one specific desired result (MDM)
- ★ Use the Stages > Steps > Actions hierarchy
- ★ Eliminate competition through this unique mechanism...
- ★ Set the stage for all of your sales and marketing activities - COTEXT > content!

THE RULE OF 3

- Good, Better, Best
- Stop, Look and Listen
- Small, Medium, Large
- Gold, Silver, Bronze
- Signed, Sealed, Delivered
- What the Three Little Pigs
- the Three Blind Mice
- Goldilocks and the Three Bears
- the Three Musketeers
- the Three Wise Men,
- the Three Stooges

*source: copyblogger



- Just do it
- Your flexible friend
- I'm lovin' it
- Finger licking' good
- Every little helps
- Snap! Crackle! Pop!
- Diamonds are forever
- Taste the difference

Product Roadmap

STAGE C

STAGE B

STAGE A

STAGES represent major milestones. These are the three big buckets for organizing your product's steps and actions

STAGE A

Foundation
Platform
Game Plan
Audit
Mindset
Level One
Basics

STAGE B

System
Process
Plan
Funnel
Routine
Gameplan
Strategy

STAGE C

Scale
Grow
Optimize
Traffic
Compete
Profit
Execute

Product Roadmap

STAGE C

STEP 7

STEP 8

STEP 9

STAGE B

STEP 6

STEP 5

STEP 4

STAGE A

STEP 1

STEP 2

STEP 3

STEPS make up the main content of the Product Roadmap. Each **STAGE** contains three Steps. Each Step solves a small problem that supports the “Big Payoff” (Core Currency) that your product delivers!

Product Roadmap

STAGE C

STEP

Action 1
Action 2
Action 3

STEP

Action 1
Action 2
Action 3

STEP

Action 1
Action 2
Action 3

STAGE B

STEP

Action 1
Action 2
Action 3

STEP

Action 1
Action 2
Action 3

STEP

Action 1
Action 2
Action 3

STAGE A

STEP

Action 1
Action 2
Action 3

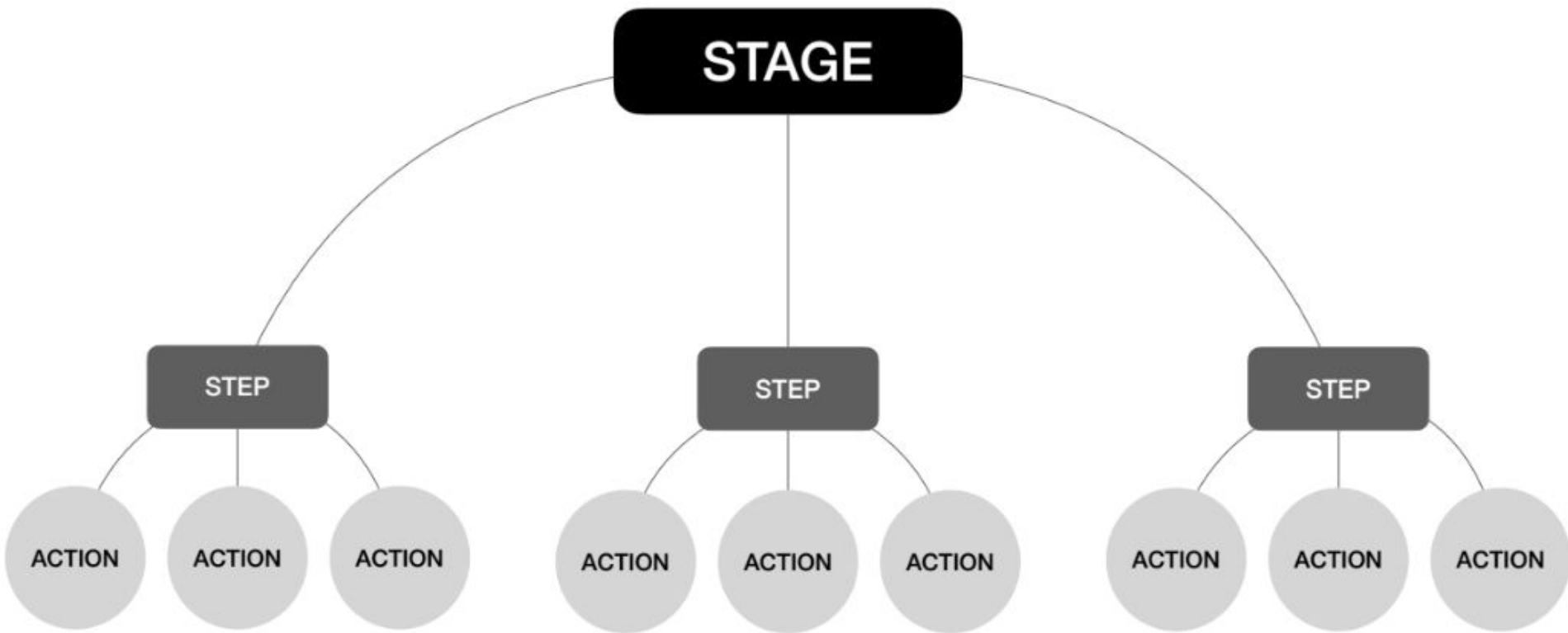
STEP

Action 1
Action 2
Action 3

STEP

Action 1
Action 2
Action 3

ACTIONS are required to complete each step.
Each Step contains 3 Actions



STEP SEVEN	STEP EIGHT	STEP NINE
<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>
STEP SIX	STEP FIVE	STEP FOUR
<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>
STEP ONE	STEP TWO	STEP THREE
<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>	<p>Step Name: _____</p> <p>"This step helps my customers: _____"</p>

STAGE C

STAGE B

STAGE A



<div>STAGE C</div> <div></div> <div></div>	<div>STEP SEVEN</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP EIGHT</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP NINE</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	
	<div>STEP SIX</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP FIVE</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP FOUR</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	
	<div>STEP ONE</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP TWO</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	<div>STEP THREE</div> <div>Step Name:</div> <div>Actions Checklist:</div> <div>1</div> <div>2</div> <div>3</div>	

STAGE C

Launch!

STAGE B

Build

STAGE A

Plan



STEP SEVEN

Step Name:
Content Crushers

Actions Checklist:

- 1 Print at least 9 Content Crushers
- 2 Complete a Crusher for each step
- 3 Finalize your course content!



STEP SIX

Step Name:
The Perfect Course Outline

Actions Checklist:

- 1 Review your Product Roadmap
- 2 Fill out the course outline template
- 3 Final review if your Action Steps!



STEP ONE

Step Name:
Create Your Currency

Actions Checklist:

- 1 Review the Currency Temp. Gauge!
- 2 List all potential currencies
- 3 Choose one core currency!



STEP EIGHT

Step Name:
The Done-For-You Slide Template

Actions Checklist:

- 1 Choose the best slide platform
- 2 Customize your course slides
- 3 Practice your delivery 5 times!



STEP FIVE

Step Name:
Refine Your Roadmap!

Actions Checklist:

- 1 Combine similar brain dump topics
- 2 Categorize into three main Stages
- 3 Finalize your Product Roadmap



STEP TWO

Step Name:
The Perfect Course Customer

Actions Checklist:

- 1 Recon: courses, books, etc..
- 2 Map the gaps - find the friction
- 3 Finalize your Customer Profile



STEP NINE

Step Name:
The Rapid Production Plan

Actions Checklist:

- 1 Record your course modules!
- 2 Edit videos using the clap method
- 3 Publish and launch your course!



STEP FOUR

Step Name:
The Digital Brain Dump!

Actions Checklist:

- 1 Use post-its, mind map or Trello
- 2 Create a laundry list of topics
- 3 Eliminate topics that don't fit



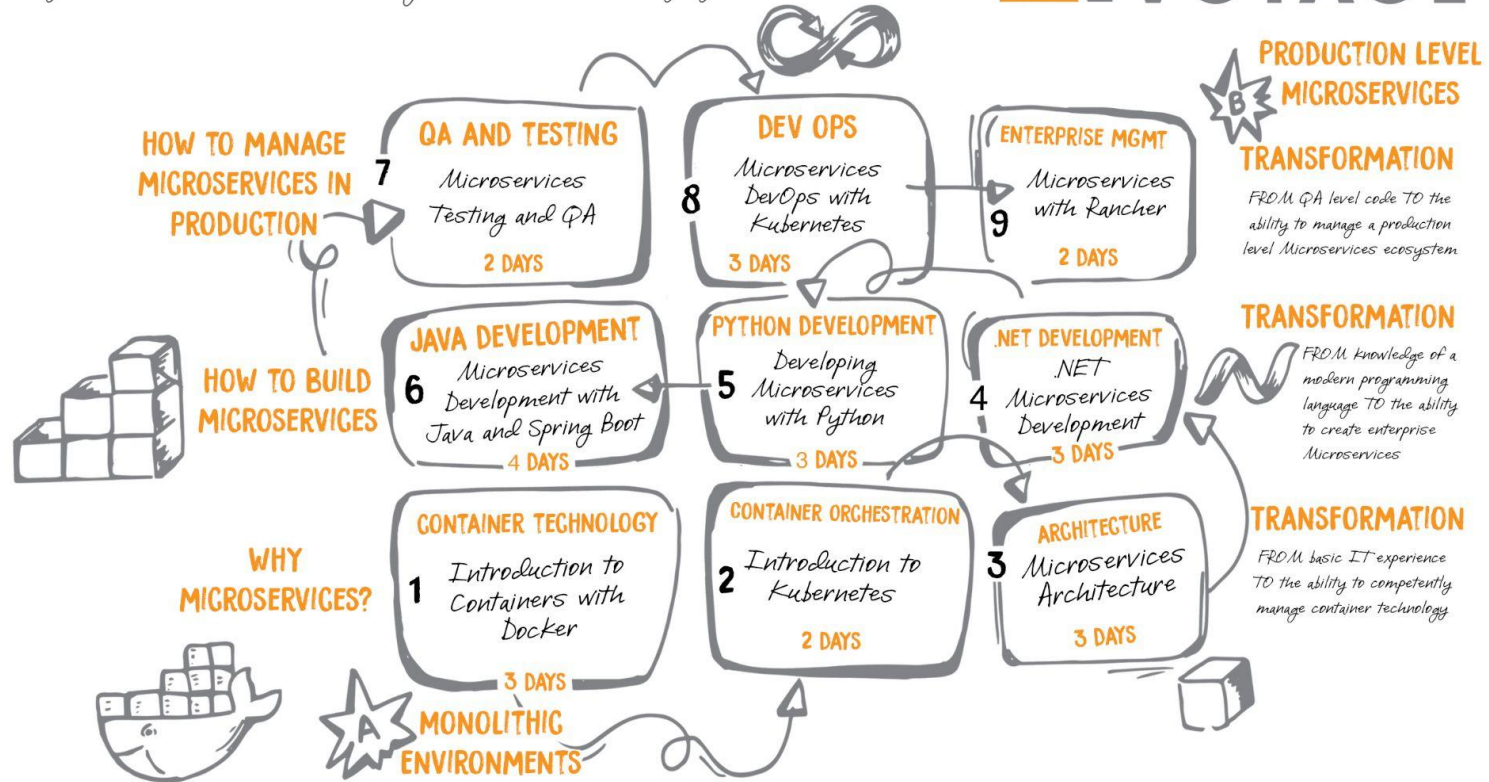
STEP THREE

Step Name:
Craft The Message

Actions Checklist:

- 1 List the Avatar's goals and pains
- 2 Decide who you'll accept and reject
- 3 Finalize your MDM!

We transfer expert Microservices knowledge to qualified IT Professionals, so they can develop an Enterprise Microservices ecosystem without getting a costly Bachelors or Masters degree (besides, businesses only really care about the skills that are taught in this curriculum anyway)



We help intelligent IT Professionals achieve mastery of Blockchain so they can develop production level data centric applications without the pain of reading dated and untrusted blogs or years of college.

Blockchain Training : Blockchain Learning Path



QUANTUM SOLUTION

