

A Recap On What We've Learned

These past few modules require quite a bit of work. With that said, you are in the Masters curriculum, meaning you will have access to all future cohorts if you ever want to join a call and ask questions (you can always do so in the Discord as well!)



In the Masters curriculum:

We created a systemized marketing strategy.

This is what will be used for all of your marketing related to your product or service.

As you go about your social media journey, you will now notice tweets, replies, and other things that can add to your marketing strategy just as you are interacting with people on the timeline.

All of this is iterated on with time.

Give yourself 6-12 months of marketing yourself to become truly confident in your ability.

It will become second nature in no time.

We learned to make a living without followers.

With some sales knowledge, a compelling offer, and access to anyone's DMs thanks to the internet — you shouldn't have an issue making a living. It does however require more time, effort, and understanding of the sales process (understanding comes from trying, failing, and learning).

Your greatest enemy here is your mind. It will try to convince you to quit after sending out a low volume of DMs. This takes time, but clearly works for freelancers, agencies, and coaches pulling in hundreds of thousands a month. They stuck to the plan and made their offer better with time.

We learned how to create our own customers.

As your audience grows, it only makes sense to decrease the amount of time you spend manually driving traffic. You have an audience. That is potential traffic that you can nurture and send to your offers without reaching out to people.

However, this begs the question: is there a way to run people through the sales process without you doing it with back-and-forth DMs? 

This is where a digital product comes into play. It is lower cost, meaning you can make sales without needing a crazy sales process. The product itself will bring people closer to your teachings and boost your authority — they will want to work with you if your product is good.

This can also be viewed as an education system. If you have a broad and **LARGE** audience (by talking about your interests), you will need to educate them to the point of buying your products and working with you. People need your experience before they can truly understand what it is you teach. In essence, you are creating new jobs and more skilled individuals.

We learned how to automate authenticity building, product sales, and service leads with email.

When you have solidified your product and service offers (AND have a large enough audience to continuously fuel your email sequences), it makes sense to create email sequences to automate this process.

Product and appointment sequences are useful, but the least important of the bunch if you are putting out consistent newsletters — as that is where you will promote all of your offers on a weekly basis.

Reality and buyers journey sequences are not optional. You have to make sure people are on the same page and actually using your products for maximum affect.

◀ Previous Lesson:
[The Buyer's Journey Sequence](#)



Conversational Sales Call

Onboarding & Offboarding



Module 8
Creating Your Own Customers

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Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

Social Media Promotions



Module 9
Automating Clients & Customers

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The Reality Sequence

The Product Sequence

The Appointment Sequence

The Buyer's Journey Sequence

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Module 10
Bonus: 2 Hour Writer Launch Breakdown

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Launch Breakdown