

# Your Education System

There always seems to be the same worry in all aspiring solopreneurs I talk to:



What if someone doesn't want to buy what I have to offer?

It's a valid question, especially for those that aren't building an audience, but I want to help you understand this. If you can (paired with learning from your failures) you will never go broke again.

Let's say that I'm selling a product on bodybuilding contest prep. A protocol for getting absolutely shredded, stage ready, and the systems / strategies I would use to make it easier than doing it on my own.

Knowing that 90% of the market are beginners that buy information and don't act on it, would anyone have interest?

A better question, would you expect someone to enroll in a physics class when they haven't even taken 3rd grade math class?

Of course not.

You go to first grade, second, third, etc and they all build on top of each other.

This is the exact same for business.

Now, of course you can create a more advanced product, but it would take much longer to build an audience or you would have to sacrifice leverage to run ads, market in Facebook groups, or have another form of traffic that you pay for — not own.

Also, that route would take away the fun in it all. It would become a job instead of your life's work.

When building an audience, you have to assume that your audience knows nothing.

Assuming that they are even close to the same level as you will prevent you from giving them the information that they desperately need.

That was one of my big mistakes.

Assume that 90% of your audience are beginners in the interests that you are studying, talking, and teaching about.

If you have objections to this, here's a question:

Do you not reread the same books, topics on social media, and the rest for the sake of confirming your beliefs and reminding you of something that is impossible to keep at the top of your mind?

Everyone does. We all just read the same information day in day out. There's nothing wrong with this.

## What Is Your Education System

Your education system is what others would call a value ladder.

The general structure of a value ladder is:

- Free lead magnet
- Low ticket product
- High ticket service

It doesn't have to get any more complicated than that. But there are many ways to go about product creation (as we've already talked about service creation).

You can have an ebook, video course, membership platform, community, software as a service, physical product (like a planner), book, hybrid service, or whatever else it may be.

This journey is individual, but here is how I would structure out what you build:

### 1) Lead Magnet

Since we are building out a content ecosystem where we can continuously plug our newsletters under related content, a lead magnet isn't that necessary. However, knowing that this is an education system, it would be smart to create a principles or fundamentals-based lead magnet around your money-making interest in the domain of Mastery.

I have had close to 10 lead magnets in my lifetime.



When I had my freelancing ebook, Web Design Wealth, I knew that I was limited in who I could market to unless I taught people web design.

So I created a 4 part video course on how I create no-code websites with WordPress and Elementor. The videos were 20-30 minutes each and I built out a website with them.

At the time, I knew absolutely nothing about different ways to host videos or lead magnets, so I did what I stress in this course, "just start."

I uploaded the videos to a folder in my Google Drive and when people joined my email list, I sent a welcome email with a link to the Google Drive.

Thinking back I would have done this in Gumroad, but it worked out quite well, my digital product sales shot up — especially since I had a call to action at the end.

After that, I realized I could target a different audience (a different marketing angle). I knew that many people didn't care about building websites, but they cared about making money. From that, multiple short guides were born over the course of about a year.

- How To Land Your First Client In 30 Days
- Internet Profit Starter Pack
- A guide to mindset and focus

These were all PDFs that I wrote and exported from Google Docs, I either created the designs for the cover in Canva or paid some people to create them. Inside all of these, I had links to affiliate products, my web design course, and my freelancing course. This is where most of my sales came from (until we understand email marketing in the next module).

I also wanted to round out my brand since I enjoyed talking about self-improvement. So I wrote my life philosophy called The Path To Power to go along with the planner I created, The

## Power Planner.

A few months ago I realized that my full book, The Art Of Focus, is just an iteration of The Path To Power (which I cringe HARD at now, it sounds nothing like me).

Just start.



### **2) Ebook Or Course**

If you want to take time off of your hands trying to manually find clients, build a course or write an ebook to prove that you are the authority on that subject and educate people to the point of working with you.

Buyers buy again, and most people only buy courses to say they've bought it.

70-80% of your high ticket clients will have bought your course first once your audience is large enough. Why? Depth. This is also where long form newsletters, articles, podcasts, or videos come into play. You either create long form content, a lead magnet, or a course or you will get mad wondering why nobody is interested in your service — it's because you don't have depth, trust, or authority.

Think of your lead magnet as an introduction to the topic you want to teach, think of your ebook or course as the system to help them implement that topic into their lives.

We will discuss how I like creating courses in a few sections from now.

### **3) High Ticket Service**

We've already discussed turning our Minimum Viable Offer into a high ticket service as you grow your audience and experience.

Your service will be nearly identical to your course. You can go over the same exact curriculum if you would like. That would allow you to iterate on that curriculum to near perfection and have one of the best products on the market.

What makes your high ticket service valuable in the creator space is your authority. Your time, personalized help, and accountability is what makes this all work in a world where the biggest

problem is not taking action on what people learn.

#### 4) Optional: Community

Building a community isn't for everyone. It takes a lot of time and effort to get everything up and running, I wouldn't recommend it to anyone with less than 50K followers and confidence in their marketing abilities.

I've seen 5-10 people launch and close communities within a 3-month span because they don't understand the need for consistent promotion and all of the moving pieces a community requires. There are only 2 communities that I know of that are still alive on Twitter. Mine and The Utopia by Wiz of Ecom.

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#### All In All

You can make \$500K-\$1M a year given time with a high ticket service, digital product stack, and one person.

As time goes on and your audience grows, you can increase your prices and have more of a focus on digital products.

## The Best Way To Monetize

As I've mentioned previously, you can launch a product whenever you please. Whether it be at 1 follower or 100,000. There's no best time. But there is a best strategy.

If you want consistent, income-replacing, sales at a low follower account with only a product, then you need to be willing to cough up some cash. Not as an expense, as an investment.

Like paid ads, if a large account with an audience that may buy your product is open to selling retweets for let's say \$500 (for 30), then your job is to write engaging tweets and threads related to your product, send that content to be retweeted, and have good enough marketing to pull in more than \$500 by the time you run through those retweets.

I did this at 300-500 followers and was making \$3500/mo by paying one person for retweets. It's the same as paid ads, but better, for obvious reasons of keeping the audience and not being labeled as an ad.

(As always, retweets won't fix crappy content or marketing. They are amplifiers more than anything).

If you want to go the tried and true route, we are going to build out our education system in reverse order:



## 1) High Ticket Service

From your MVO, your job is to work with people until you create an irresistible offer with a system that gets results. Meaning you can deliver on your promise over and over again.

Once you are at the point where you can land \$1500-\$5000 clients, you can consider creating a product (again this isn't set in stone, you can really create a product at any time, this is just an effective route).

Why start with a high ticket service first?

- You get direct feedback and market research from those you are working with
- You have full control over your income depending on how many DMs you send and how much you iterate on your offer (it's either a traffic problem or offer problem)
- You can get killer testimonials and results that can market your course from the start

## 2) Hybrid Consulting Or Cohort Based Course

You don't have to go straight into creating a product, and you don't have to stick with full fledged 1-1 consulting forever. In fact, you can start with hybrid consulting or a cohort based course if you'd like.

It's the same story with these. If you don't have enough followers and your marketing is on point, you can directly control how many people sign up for these hybrid services through the DMs or paid promotions.

Hybrid consulting is like a deconstructed consulting offer, instead of just 1-1 calls:

- You have a curriculum that you walk 1 person through week after week



- You have a support channel in Discord, Telegram, Slack, or somewhere else where they can ask questions
- You have freedom as to how many calls you take each week. At this point they are just a marketing tool for increasing the value of your offer.



A cohort based course is very similar, but is more like group consulting.

You have a curriculum that you walk people through, group calls, possibly a support channel, or anything else you want to include to increase the perceived value of your offer.

If I were to go back, I would turn all of my previous courses into cohort based courses, why?

- You get direct feedback in the form of questions on the course curriculum
- You can iterate on the curriculum or course structure right then and there
- You can collect testimonials to the point where it would sell like hot cakes when turned into a product
- Every time you have a new cohort, it is like a product launch (when you will make the most money) and it puts you on a solidified promotion schedule
- The cohort calls can be added to a future product to increase the perceived value of your offer as a bonus

### 3) Ebook or Course

Now that you have testimonials, a proven system that gets results, and a growing audience that is primed for sales (since you've gotten them used to your promotions) it makes sense to create a course.

We will be discussing how to create the curriculum, course itself, and iterable system in the next sections.



Previous Lesson:  
**Onboarding & Offboarding**



## Action Steps

Module 7  
**Making A Living Without Followers**

0/6 ✓

The Sales Process

Conversational DMs

High Ticket Outreach

Qualification

Conversational Sales Call

Onboarding &amp; Offboarding

Module 8  
**Creating Your Own Customers**

0/6 ✓

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting &amp; Sales Pages

The Simplified Product Launch

Social Media Promotions

Module 9  
**Automating Clients & Customers**

0/5 ✓