



FLIP YOUR LIFE LIVE 2018

Nashville, TN

Flip Your Life LIVE 2018

Your Mission

Session 1

“What is your mission? Now, what is your purpose in your customer’s journey?”

- Shane & Jocelyn

SESSION 1 - Mission

Notes:	Questions for S&J...

SESSION 1 - Mission

Notes:	Questions for S&J...

SESSION 1 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 1 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 1 - MASTERMIND!

1) What is your company's mission?

2) What is your purpose in your customer's journey?

3) What is your USP (Unique Selling Proposition)?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 1 - MASTERMIND!

4) What are your "5 things?"

5) What VISION do you want to show your customers? Paint their future...

Who did you discuss these questions with? (Connect on social and email!)

SESSION 1 - Mission

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

Content Funnels

Session 2
(Organic Traffic)

“Everyone has a dream; people who succeed have a strategy to make their dream a reality!”

- Shane & Jocelyn

SESSION 2 - Content Funnels

Notes:	Questions for S&J...

SESSION 2 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 2 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 2 - MASTERMIND!

1) What kind of content do YOU like to create the most?

2) What kind of content does your avatar usually consume?

3) How can you turn YOUR favorite type into THEIR favorite type?

Ex. You like podcasts. They like blogs. Transcribe your podcast. ;)

4) Where does your avatar search for information?

(iTunes? YouTube? Google? Etc.)

Who did you discuss these questions with? (Connect on social and email!)

SESSION 2 - MASTERMIND!

5) Create a Content Funnel using keyword research. **Here is an example:**

***What is your idea for this next piece of content?**

"I'd love to do something about creating a Wordpress website"

***What is the primary keyword / phrase you will focus on, based on research?**

"I used VidIQ and found 'How to start a Wordpress blog' had 15,000 searches"

***What is the free piece of content you will create?**

"I will create a video called "How to start a wordpress blog (in 5 easy steps)"

***What will you offer as a Lead Magnet after the free content?**

"I will offer a 5 video course on setting up Wordpress"

***How will you deliver Lead Magnet?**

"After they opt in, I will send them to a thank you page telling them to check their email. Inside their email, they'll find a link to a page with the course."

***The fortune is in the follow up! What should follow this opt in bonus?**

"I will add them to a sequence promoting other content related to Wordpress we have created (podcasts, blog posts, etc.)"

***How will you PITCH and create URGENCY?**

Pitch: I will email them a sales page focused on our Wordpress course inside my community. Offer the course as a limited "lifetime bonus" if they sign up. They can keep that course even if they choose not to renew the membership.

Who did you discuss these questions with? (Connect on social and email!)

Jocelyn ♡

SESSION 2 - MASTERMIND!

5-1) Create a Content Funnel using keyword research.

***What is your idea for this next piece of content?**

***What is the primary keyword / phrase you will focus on, based on research?**

***What is the free piece of content you will create?**

***What will you offer as a Lead Magnet after the free content?**

***How will you deliver the Lead Magnet?**

***The fortune is in the follow up! What should follow this opt in bonus?**

***How will you PITCH and create URGENCY?**

Who did you discuss these questions with? (Connect on social and email!)

SESSION 2 - MASTERMIND!

5-2) Create a Content Funnel using keyword research.

***What is your idea for this next piece of content?**

***What is the primary keyword / phrase you will focus on, based on research?**

***What is the free piece of content you will create?**

***What will you offer as a Lead Magnet after the free content?**

***How will you deliver Lead Magnet?**

***The fortune is in the follow up! What should follow this opt in bonus?**

***How will you PITCH and create URGENCY?**

Who did you discuss these questions with? (Connect on social and email!)

SESSION 2 - MASTERMIND!

6) What is your core offer?

7) What are you going to UPSELL when they buy?

8) What can you DOWNSELL if they reject your core offer or upsell?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 2 - Content Funnels

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

Content EXPLOSION

Session 3

“Great content is like a Walmart bag: you can use it everywhere for everything.”

- Shane & Jocelyn

SESSION 3 - Content Explosion

Notes:	Questions for S&J...

SESSION 3 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 3 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 3 - MASTERMIND!

1) What kind of content are you creating?

2) How often are you releasing content? What is your release schedule?

3) Are you batching content? How often? Explain your batching process to someone at your table. Ask them their process and write it down. (If you don't have one, develop it with the people around you. Model someone else's).

Who did you discuss these questions with? (Connect on social and email!)

SESSION 3 - MASTERMIND!

4) What content do you already have that could be repurposed in other media or platforms?

Example: videos that could be turned into blog posts or uploaded natively to other platforms.

5) Be Prolific: list all the places you can share and reuse your content.

Example: a YouTube video can become a blog post, and be uploaded natively to LinkedIn and Facebook.

6) Take action: repurpose a piece of content you have created anywhere online.

Who did you discuss these questions with? (Connect on social and email!)

SESSION 3 - Content Explosion

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

Email Marketing

Session 4

“The fortune is in the follow up, y’all!”

- Shane & Jocelyn

SESSION 4 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 4 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 4 - MASTERMIND!

1) Write your initial autoresponder. Use the prompts to bullet point each email.

Email #1: Delivery

Email #2: Indoctrination - Your story, and why it's important to THEM.

Email #3: Unexpected Bonus + Next Step Pitch (eg. a webinar that provides value, but also sells your core offer)!

Who did you discuss these questions with? (Connect on social and email!)

SESSION 4 - MASTERMIND!

Email #4: The Results you can give your customer + Proof + Soft Pitch

Email #5: Sales email. Show the result. Frame the problem. Tell them you have the solution. Give them a link to the sales page to learn more.

Email #6: Pitch focused on the DEAL (discount, bonuses, etc.)

Who did you discuss these questions with? (Connect on social and email!)

SESSION 4 - MASTERMIND!

Email #7: ENGAGEMENT - "Do you have any questions?" Open dialogue, look for responses. Answer them and sell!

Email #8: 48 Hours Left - Scarcity or Urgency + Guarantee (link to sales page)

How will you create scarcity or urgency? What is your money back / satisfaction guarantee?

Email #9: 24 Hours Left - Scarcity or Urgency + Guarantee (link to sales page)

Who did you discuss these questions with? (Connect on social and email!)

SESSION 4 - MASTERMIND!

Email #10: 1 hour left! Results focused final pitch. Put everything in this email!

2) Long Term Nurture Sequence (LTNS): List 12 pieces of content that you have or can create to include in your first long term nurture sequence. These are usually blog posts, podcasts, YouTube videos, social media posts, etc. NOTE: Start with once a month. Get 12 scheduled. Then add more content over time until you get a weekly email for 52 straight weeks.

LTNS Email #1:

LTNS Email #2:

LTNS Email #3:

LTNS Email #4:

LTNS Email #5:

LTNS Email #6:

LTNS Email #7:

LTNS Email #8:

LTNS Email #9:

LTNS Email #10:

LTNS Email #11:

LTNS Email #12:

Who did you discuss these questions with? (Connect on social and email!)

SESSION 4 - MASTERMIND!

3) Daily email strategy... (At least every other day)

3-1) List 2 themes /day - one for each day of the week - to make emails easy to write. Mix up your themes. We have 21 themes to keep emails fresh!

Sunday) *ex. inspire*

Monday) *ex. curate news*

Tuesday) *ex. personal story + lesson*

Wednesday) *ex. engagement "what's frustrating you?"*

Thursday) *ex. case study*

Friday) *ex. straight pitch*

Saturday) *ex. off beat*

3-2) Share your categories with others, and listen to theirs for more ideas!

NOTE: Always pitch in the P.S. ;)

Who did you discuss these questions with? (Connect on social and email!)

SESSION 4 - Email Marketing

Ideas:

NEXT STEPS

1.	<i>Due dates:</i>
2.	
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5.	

Flip Your Life LIVE 2018

Paid Traffic

Session 5
(DAY 2)

“There are only two ways to build a successful business: you can either roll up your sleeves or open your wallet.”

- Shane & Jocelyn

SESSION 5 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 5 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 5 - MASTERMIND!

1) What do you think are the top 2 ad platforms for your business? Tips: where does your avatar hang out? Where does your avatar search for answers?

2) The Traffic Ad: What are the top 5 pieces of content on your site? Decide now so you can test ads that drive traffic to these pages on your site. Then install tracking pixels to track visitors and build an ad audience.

Content #1:

Content #2:

Content #3:

Content #4:

Content #5:

*Commit to running traffic ads for 90 days. Build your audience.

Who did you discuss these questions with? (Connect on social and email!)

SESSION 5 - MASTERMIND!

3) The Opt In Ad: What lead magnet will you use for this ad? (Keep it related to your content that you advertised).

4) The Product Ad: Create an ad for your product. Upload the email list you create off your traffic.

The Ad Copy:

What problem does your product solve?

How can you agitate the pain it causes your customer?

In one sentence, how does your product solve the problem?

What image or video will you use in the ad? What story does it tell?

What testimonials or case studies do you have for your ads / sales pages?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 5 - Paid Traffic

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

Webinars

Session 6
(DAY 2)

“When you don’t know what to do next, do a webinar.”

- Shane & Jocelyn

SESSION 6 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 6 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 6 - MASTERMIND!

Outline your webinar (Each item becomes a slide):

1) What is your topic / title? (Keyword research!)

2) Permissions:

2-a) Permission for content: "Today we will cover..."

2-b) Permission for style: "eg. Don't mistake dialect for intellect y'all..."

2-c) Permission for the sale - Where will they go for more help (your product)

2-d) The bribe: "Everyone who is here at the end will get..."

Who did you discuss these questions with? (Connect on social and email!)

SESSION 6 - MASTERMIND!

3) Inspire! - What is your story? How did you get here? Why are you teaching this?

4) Equip the attendees! Tell them WHAT to do (Then sell them how to do it!)

4-a) Point 1 / Step 1:

*Statement of Belief:

*Quote to back it up:

*Science: Fact, stat, or study to back it up:

*Proof: case study or testimonial:

Who did you discuss these questions with? (Connect on social and email!)

SESSION 6 - MASTERMIND!

4-b) Point 2 / Step 2:

*Statement of Belief:

*Quote to back it up:

*Science: Fact, stat, or study to back it up:

*Proof: case study or testimonial:

4-c) Point 3 / Step 3:

*Statement of Belief:

*Quote to back it up:

*Science: Fact, stat, or study to back it up:

*Proof: case study or testimonial:

SESSION 6 - MASTERMIND!

5) Pitch! - What is the next logical step for your attendees to take? Write your pitch!

*What are the benefits?

*What results will they get?

*What bonuses will they receive?

*What discounts (if any) will they get for buying now?

*How long will they have to get the deal? Is there scarcity?

*Why is it urgent they take action right away? Why is this deal special?

*What does life look like for them after they purchase your amazing solution?

*What do they do to purchase?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 6 - Webinars

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

SALES PAGE AUDIT

Session 7
(DAY 2)

“Aside from your product, your sales page is the most important part of your business.”

- Shane & Jocelyn

SESSION 7 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 7 - Q&A

Question:	Answer / Notes

Question:	Answer / Notes

Question:	Answer / Notes

SESSION 7 - MASTERMIND!

1) Does your text above the fold clearly tell your customer they are in the right place?

*What is your customer's problem?

*What is your solution?

*What result will they achieve?

Write a SHORT sentence that clearly states the problem, solution and result:

2) What image can you use to tell your story? What picture or video does your customer NEED to see to say "I'm in the right place"?

3) Do you have a buy button above the fold?

4) Are you telling your avatar what to want? What are 3 benefits of your product?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 7 - MASTERMIND!

5) Do you tell your story anywhere on your sales page? You should! Include:

(Fill in this outline)

*Your background...your old life before you found a solution to your problem.

*What internal fears held you back from solving the problem? How did you overcome them?

*What external obstacles held you back? How did you overcome them?

*Tell them what your life looks like NOW after the solution!

Who did you discuss these questions with? (Connect on social and email!)

SESSION 7 - MASTERMIND!

6) Tell them about the solutions. How will you produce results in THEIR life?

*Big picture:

*List of results (benefits NOT features)

7) What is your call to action? What do you want them to DO next?

8) How will your customer FAIL without you? Tell them the consequences of NOT taking action on your amazing product offer!

9) How will your customer SUCCEED with you? Tell them a case study! Stats!

10) Testimonials: who have you helped / will ask for a testimonial video?

11) What are the three most frequently asked questions you encounter?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 7 - MASTERMIND!

12) Final call to action...

*Do you have a call to action button after the FAQ?

*What is the price you are going to reveal publicly?

*What text will be on your buy button?

*What is the link, where will they go after the click?

*Do you have credit card images and a secure lock image on your page?

*What discount or savings will your customer get if they take action now?

*What bonuses will you offer with your product?

13) How will you create scarcity / urgency?

14) What is your satisfaction or money back guarantee?

15) Where can users find your terms and conditions?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 7 - MASTERMIND!

16) What headlines will you use to sell to skimmers?

17) How will you stop scrollers?

18) Will you include samples? What will you include? How will people get them?

19) What contact information will you include? How can your customer reach out and ask you questions?

20) Will you include a sidebar? A top menu? Why or why not?

21) What trial closes / head noddors can you include?

Who did you discuss these questions with? (Connect on social and email!)

SESSION 7 - Sales Page Audit

Ideas:

NEXT STEPS	1.	<i>Due dates:</i>
	2.	
	3.	
	4.	
	5.	

Flip Your Life LIVE 2018

Priorities

Session 8
(DAY 2)

“If it’s important to you, you’ll find a way to put it on your calendar. If it’s not you’ll find an excuse.”

- Shane & Jocelyn

SESSION 8 - Priorities!

Step 2) "10 good things!" Write down 10 good things that happened to you in the past week, no matter how small! (5 Minutes)

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)

Step 3) "Release Anger!" Write down 1 good thing that frustrated you, made you angry, or hurt you. Deal with it now. Release it before the next week starts...

Notes:

SESSION 8 - Priorities!

Step 4) "Checkup." Score each area of your life from 1 (awful) to 10 (great), over the PAST 7 DAYS. (5 minutes)

Physical health.....	Why?
----------------------	------

Mental / Emotional health.....	Why?
--------------------------------	------

Spiritual health	Why?
------------------------	------

Love / Relationship	Why?
---------------------------	------

Family (kids / relatives / etc.).....	Why?
---------------------------------------	------

Fellowship (friends)	Why?
----------------------------	------

Finances.....	Why?
---------------	------

Mission	Why?
---------------	------

Learning	Why?
----------------	------

Work	Why?
------------	------

Total:	
--------------	--

*Strive for 60-80!

*Plan to raise low scores next week!

Notes:

SESSION 8 - Priorities!

Step 5) "Harmonize!" Pick **3 things** from your brain dump that you plan to accomplish this week. (Note: 3 "life" things and 3 "business" things.

Life 1)

Life 2)

Life 3)

Business 1)

Business 2)

Business 3

From those items, choose the ONE THING for life and business you WILL do this week BEFORE Wednesday. Period.

Life:

Business:

Notes:

SESSION 8 - Priorities!

Step 6) "The calendar." Work backwards to fill out your calendar

1) Put non-negotiables on the calendar.

2) Put "The One Thing" for LIFE on the calendar (before Wednesday)

3) Put "The One Thing" for BUSINESS on the calendar (before Wednesday)

4) Put "The 3 Things" for LIFE on the calendar.


5) Put "The 3 Things" for BUSINESS on the calendar

6) Look at your scoring. Pick one category to improve. Put that on the calendar.

7) Look at your brain dump. If you have time, put other items on your list.

Tie breakers for business:

\$ - Does this task make me new money?

 - Does this task keep my current customers happy?

∞ - Is this a process I can do ONCE and delegate/automate going forward?

¢ - Will this save me money?

[] - Create content.

 - Promote!

The
~~End~~
Beginning!

Flip Your Life!™