

The Million Dollar Coaching/Consulting Blueprint

- 1.) Structure of the program
 - a.) Various Levels
 - b.) What they get
 - c.) What you are willing to give

Bronze Level - Magic Number Is 86 = \$100k

Marketing University
Traces Magazine
MU Cruise

Membership Site
Magazine - Newsletter
Vacation ????

Bronze Level - What Is The Offer - \$97

- 1.) Has to be something new each month
 - a.) New Training Monthly - 1 Min. - Beginning 2 Max
- 2.) Use as a (Faux Value) Membership Site
 - a.) They have to get the membership site
- 3.) Q&A Webinars or Recordings
 - a.) They send in their questions ahead of time
 - b.) They DO NOT GET TO SPEAK TO YOU
- 4.) Newsletter
 - a.) Recap of what was added and what you taught throughout the month.
 - i.) Brief recap of your training and then link to it.
 - ii.) Highlight one or two questions that were brought up during the Q&A and gives the answers

5.) Addition Value

- a.) Audio Extraction into an mp3
- b.) Transcription into a PDF

Types of Content That We Can Use For Various Levels

- 1.) Live Monthly To Weekly Training
- 2.) Q&A - Send questions in
- 3.) Newsletter
- 4.) Membership Site Access - Archives
- 5.) Different Modalities of Our Training
 - a.) Audio
 - b.) Video
 - c.) PDF
 - d.) Newsletter
 - e.) Break important pieces down into snippets
- 6.) Course(s) - Existing Courses you give for that level
- 7.) Software
- 8.) Excel Spreadsheets
- 9.) Worksheets
- 10.) Workbooks - digital or physical
- 11.) Member Hotseats - where you do a member makeover
- 12.) IF AND ONLY IF - You are doing seminars or workshops anyway give them a free ticket. Virtual of live.
- 13.) Live Q&A - Where they can call in and ask questions
- 14.) Unlimited Email Access - They can send in questions
- 15.) Live Trainings (Retreats) - Live get together
- 16.) Member Contest - Members compete for a title and prizes
- 17.) Private Consults - Private calls with you
- 18.) MasterClass - Workshop where you get things done.
Each workshop you focus on everyone completing a task.

