

Visionary  Ignition Switch  
 *Fire Up Your Message, Money and Meaning In The World*  
with Amy Ahlers and Lissa Rankin, MD



***Module 7 The Truth About  
Monetizing Your Following:  
Generate Revenue with Your  
Platform, Leverage Your One-on-One  
Time & Create Platinum Programs***

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**BREATHE.**

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# Ways to Monetize Your Visionary Business (A Review)

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**Book advances and sales.**

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**Workshops, live events &  
conferences.**

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**E-courses, teleclasses,  
& virtual programs.**

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**Affiliate marketing.**

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## Sponsorship.

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## Advertising.

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**Physical products.**

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**Continuity/membership programs.**

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## Telesummits.

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**Group coaching.**

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**One-on-One Consulting/  
Coaching/Mentoring and  
Platinum Programs = TODAY.**

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## Wisdom Spotlight:

Which way to monetize your  
business most resonates with you?  
Start there.

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What our business revenue mix is.

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What a typical day in the life  
looks like.

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**Coaching, Teaching or Mentoring  
People One-on-One  
In Your Area of Expertise.**

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**Your time is valuable.**

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**Add a tab to your website offering  
your one-on-one services.**

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Decide if you want to have them  
apply or purchase on your site.

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**Let your tribe know  
your services are available.**

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Send an email to your newsletter list  
letting people know you're opening  
up X number of slots for  
one-on-one sessions with you.

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**Invite potential clients to apply.**

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**Respond to applications via  
phone or email.**

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You don't need a busy website, lots of social media connections, or a big list to get paid to help people one-on-one.

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How to structure  
one-on-one sessions  
when you're getting started.

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**“One Off” sessions.**

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**Coaching or mentoring packages.**

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Get out of the mindset of  
trading dollars for HOURS  
and step into the mindset of  
trading dollars for OUTCOMES.

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**Sell one on one sessions with  
your team.**



## Wisdom Spotlight:

If you're not already offering paid one-on-one sessions, consider whether you want to do so and build a web page describing your services.

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Turn a One-on-One Practice That's  
Barely Paying the Bills Into  
Platinum Programs That Can Earn  
You Six Figures Super Fast.

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**Give them the fish.**

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**Think platinum.**

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**Go all the way.**

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Conjure up your ideal client and  
get into the mind of that client.

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What is the fantasy experience  
that client wants with you?

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What do they dream of getting but  
are too afraid to ask because they  
think they could never have it?

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What would YOU want if money were no object and you could have the world with your hero/shero?

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How luxe can you make the  
experience? Now take it up a notch.

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Pretend your clients  
are all millionaires.  
Now what do they want?

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**Ditch your self-doubt.**

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## Wisdom Spotlight:

If you're not offering a premium product, you're probably leaving money on the table.

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## Group Platinum Programs

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## How to create your offering.

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Survey and ask your clients  
what they want?

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**You're giving your clients a deep  
dive & a transformation.**

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How do you structure  
a platinum program?

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Sample platinum curriculum  
for a one year program:

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One or two luxury  
in-person retreats.

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**Monthly group 90 minute  
teaching call.**

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Monthly small group  
mastermind call

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**Monthly expert call.**

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**Monthly Q&A call.**

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45 minute virtual  
one-on-one session  
once/month or once/quarter.

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**Create multiple levels:**

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**Level 1 – Includes virtual only access  
(50 people).**

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Level 2 – Everything in Level 1  
+ in-person group retreat  
(25 people).

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Level 3 – Everything in Levels 1 & 2  
+ one-on-one sessions  
(10 people).

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**Give amazing bonuses.**

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**Examples of successful  
platinum programs.**

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**How to fill your group  
platinum program.**

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The #1 way to fill a platinum program is at a LIVE workshop or event of your own.

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Tips for recruiting from a live event:

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Host an optional dinner session or cocktail party only for those that want to go deeper with you where they fill out the application as the entry ticket.

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Have a success panel at your event.

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Take agreements/order forms  
right there in the room  
and close the deal.

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Offer a compelling preview style call.

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Schedule one-on-one phone interviews with people who listen to your preview call and apply.

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**Word of caution.**

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**Create a compelling invitation.**

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**At a live event, you could  
hand out a printed invitation.**

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After a preview call, the call to action is to download the invitation.

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Send an email to your list that  
leads them to the invitation.

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**Describe your ideal client  
in great detail.**

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The right kinds of questions to include in the application.

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## How to price your program:

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**Backtrack into the pricing.**

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Unless you're uber famous, you can charge more for business programs than personal growth or health-related programs.

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**Make sure to calculate  
the hard costs.**

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What is the take-home  
hourly payout that will  
feel juicy for you to make?

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**Offer 2 payment options:**

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Charge a non-refundable  
deposit to save their spot.

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Full Pay

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## Monthly

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**When to reveal the price.**

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On your interview talk about the investment and then be quiet.

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How to screen the applications to make sure you select the right group.

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What to do if someone  
isn't a good fit.

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## Wisdom Spotlight:

Creating group platinum programs allows you to leverage your brilliance and potentially bring home six-figures almost overnight.

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## Private Platinum VIP Programs

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## How to create your offering.

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**Sample in-person private  
platinum VIP offering:**

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**8 hour in-person one-on-one session  
wherever you live.**

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Limo service picking  
them up at the airport.

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2 nights luxury hotel  
accommodations.

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**Includes lunch and dinner.**

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**Goodie basket of yummys.**

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Optional: Twice monthly 45 minute  
phone/Skype follow-up  
accountability sessions x 6 months.

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**Sample virtual private  
platinum VIP offering:**

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4 hour Skype or phone  
session to kick it off.

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**Follow-up phone/Skype sessions.**

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Send them a goodie basket  
after they sign up.

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**How to fill your private  
platinum program:**

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Put it on your website and have the application link right there.

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**Send out an email  
inviting people to apply.**

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**Create a sales page.**

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**Do a preview call.**

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**Do a Q&A call.**

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When speaking, have interested people fill out a short application to receive a consultation call with you.

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**Do a one-on-one consultation  
“needs analysis” call.**

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Outbound calls to customers you'd  
love to work with privately.

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**How to price your program and  
when to reveal the price.**

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**Take into account hard costs.**

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In-person VIP day range:  
\$1500 - \$30K.

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**In-person VIP plus  
follow-up coaching:  
Add on upwards of \$3K.**

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**Virtual VIP session range:  
\$700 - \$25K.**

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**Virtual VIP session plus  
follow-up coaching:  
Add on upwards of \$3K.**

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## Luxury Retreats.

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## Have a focus

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**Allow the location to inform the  
experience**

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Wonderful income and  
great way to travel!

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## Wisdom Spotlight:

Offer your clients the full platinum experience with you, make a huge difference in their lives, and get paid what you're worth.

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## INSPIRED ACTION 1:

Review the ways to monetize your visionary business and commit to which one you're going to roll out first. What step will you make?

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## INSPIRED ACTION 2:

If you're not already offering your visionary genius via one-on-one sessions decide whether this excites you, and if it does, build a webpage to describe your offering.

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## INSPIRED ACTION 3:

If you're already offering one-on-one sessions but you're ready to take it up a notch, develop a group platinum offering and develop a strategy for filling your program.

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**INSPIRED ACTION 4:**  
If you love going deep with  
your clients, offer a Private  
Platinum VIP program to  
those who want more of you.

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**INSPIRED ACTION 5:**  
Catch up on the bonus audios...and  
we will be releasing the fabulous  
audio on Facebook later this week!

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**Inspired Action Meditation:**  
**What have you received today that  
feels inspired?**  
**What gives you a full body yes &  
what feels delicious?**