

Visionary Ignition Switch

Fire Up Your Message, Money and Meaning In The World

with Amy Ahlers and Lissa Rankin, MD



Module 6 Build Your Online Empire: Market & Fill Your Teleclasses & Leave People Begging to Pay You For Your Next Offering

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Where We're Going Today

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BREATHE.

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**The Easy Way to Stop Trading
Dollars For Hours**

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eCourse.

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Home-study course.

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Video course.

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Tele-class.

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Webinars.

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Membership, subscription
and/or continuity programs

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Membership site with a
Q&A call with you.

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Coaching calls where you coach
people live.

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Teaching calls each month.

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CD of the month club
delivered in the mail.

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DVD of the month club.

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Meditation each month.

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Release a chapter of your book each week and answer questions.

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Workout move of the week.

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The possibilities are endless.

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Group Coaching: Live or virtual.

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Platinum Programs

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Which formats resonate with you?

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Figure out your zone of genius.

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What's easy?

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What's affordable?

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Wisdom Spotlight:

There are so many ways to create new revenue streams for your vision and message... Start with one and feel the love!

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How to Get Started (or Re-Start) the Process of Content Development

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Figure out what people are
always asking you.

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Where does your passion overlap
with what other people value?

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How might you do it your way?

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Ask yourself “What are the biggest problems you help people overcome?”

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Ask your audience.

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Look at what you're already doing.

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Sell it first, then create it...

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Wisdom Spotlight:

Figure out what your audience wants to learn from you, see if it overlaps with your passion and start selling it!

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Let's Talk Launch!

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Make sure you know who your
ideal client is for the course.

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**Write an awesome sales letter
and/or create a great sales video.**

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Be authentic.

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Hook your client with
a great headline.

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**Describe your ideal
client in detail.**

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**Let your client know
you get their pain.**

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**Give them a vision of
how great things can be.**

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**Offer a solution /
Make a clear offer.**

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Get testimonials.

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Check out examples of
awesome sales letters.

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CALLING IN "THE ONE"

A 7-Week Program to Identify and Release the Hidden Barriers to Love and Become Irresistibly Magnetic to Your Soulmate

With national bestselling author Katherine Woodward Thomas, MA, MFT & acclaimed transformative educator Claire Zammit, Ph.D.(c)

Finding Your Soulmate Doesn't Have to Be a Struggle...

Here's How to End the Cycle of False Starts, Disappointment and Lonely Nights... And Finally Call In TRUE LOVE. Along With Deep Support in Health, Heart and Home



Dear Friend,

You have a vision for your most fulfilling, radiant and soulful love – for a partner you can walk through life with, share your home with... and who you can lean into for comfort and support.

This love is possible for you, and calling it into your life right now doesn't have to be the struggle it may have been in the past.

Desiring your soulmate shouldn't be a disappointing or frustrating experience.

Because you are a conscious and awakening person. You have so much to give and if you're here right now, it means that you're ready to activate your most magnetic



Katherine Woodward Thomas, MA, MFT



Claire Zammit, Ph.D.(c)

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Live Sassy

INSPIRE

HONOR

SERVE

Lisa Sasevich PRESENTS

HOW TO SELL TO Women

VIRTUAL TRAINING

Proven Ways to Honor Them, Serve Them and Inspire Them to Say YES!

ATTENTION Men & Women Entrepreneurs
who want to learn how to attract, inspire and influence
women buyers into their business



GRAB YOUR FREE ZAPPOS INTERVIEW RIGHT NOW

ENTER YOUR NAME

ENTER YOUR EMAIL

Save My Seat!

Registration includes a free subscription to Lisa's Invisible Close Sales Magnet - Powerful articles and announcements delivered to your inbox, so you can Close Sales Without Being Salesy.

REGISTER RIGHT NOW
and receive an exclusive interview with Robert Richman of Zappos Insights

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Check out killer sales videos:

<http://yourbigbeautifulbookplan.com/>

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Look at your “competitors”
and study what’s working.

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Take a copywriting course
or hire a copywriter...

Want more? We HIGHLY recommend Michele PW's Juicy Marketing and Advanced Copywriting Course, as well as hiring her & her team...Visit the resources section.

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Wisdom Spotlight:

Know WHO you're talking to and then invite them, in your authentic voice, to enroll!

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**The #1 Method We've
Used to Enroll Our Course:**

A Kick-Ass Preview Call!

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Create a great title for your call.

Your call is the perfect appetizer platter to your main dish course.

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Everything we talked about in
Module 5 about selling from the
stage applies here.

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Tell them they are in
the right place if...

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Tell your story... why you are the
right teacher for them...be
VULNERALBE & AUTHENTIC!

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On the call you
MUST deliver value...

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Script it and ensure you're hitting
the pain and the vision.

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Let them know at the beginning
you'll be talking about what to do if
they want more.

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Make an invitation.

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What is also big right now:
Jeff Walker's Product
Launch formula.

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Essentially create a 3 part video series to engage your audience.

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Finish the series with a
4th video that is a sales
video to drive sales

<http://www.productlaunchformula.com/>



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Make your offer irresistible.

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Urgency can be KEY to success!

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Urgency Triggers:

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Fast action bonus.

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Start Dates.

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Enrollment closing.

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**Tap into what NOT TAKING
ACTION is costing them.**

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Create a coupon code
with an expiration date.

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Early bird discounts.

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Limited time offer.

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**Have your JV Partners &
Affiliates invite their audience
to your preview calls.**

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Wisdom Spotlight:

Identify your ideal client, create a wonderful sales letter and preview call...and inspire with urgency.

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The #1 Mistakes Visionaries Make:

They don't send emails
AFTER the preview call!

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Get over your fear of how
people will perceive you.

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Send a number of Follow Up Emails
after your preview call to your opt in
list only...called a bucket list.

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1. Encore! email

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2. Here's your recording email

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**3. Fast action bonuses
ending today email**

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4. Answers to your questions email with FAQs

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5. Live Q&A call email with
call-in deets email

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**6. Send out the Q&A email
recording email**

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**7. It starts tomorrow email
(also send to your bigger list)**

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8. It starts today email

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9. Registration closes email
(I usually send the day before
the 2nd class – you can also
add bonuses at this point)

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10. Last chance to enroll –
it's closing email
(also send to your bigger list)

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**BUT won't people opt out?
YES! It is OK.**

**(That means they are not
your ideal client!)**



Wisdom Spotlight:

If you're not sending follow up emails after your preview call, you're leaving a lot of students behind!

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Now you have an offer...
how do you drive traffic?

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Driving Traffic to Your Offer & Preview Call

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Social media.

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Solo blasts to your newsletter list.

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Products in your virtual store.

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JV partners.

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**Facebook ads and Facebook
post boosts.**

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Google ads.

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**Speak and sell in the
back of the room.**

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Radio and TV.

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Blog posts.

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SEO.

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**Leave People Begging to
Pay You For Your Next Offering.**

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Seed, seed and seed some more.

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Create a buzz around your
launch before it happens
in your emails, via social media.

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SURVEY your clients,
contacts and database.

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If you're doing an introductory course, seed the advanced course.

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Wisdom Spotlight:

Use your platform and affiliates to spread the word about your course and once people are your customers keep seeding what's next.

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The Big Picture: Your Marketing Funnel 101.

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Automate your sales so you're not constantly dependent on launches using a product pathway.

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Your funnel is like a 5 course meal.

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What's a drip campaign /
autoresponder sequence /
follow-up sequence?

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Sample pathway:

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Free gift.

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Under \$100 offer.

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\$100 - \$500.

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\$500 - \$1000.

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Over \$1000.

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3 ways to grow your business:

Attract new clients, Increase how much your current clients spend with you, Increase your profit margin.

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As people are going through your pathway, you must consistently deliver juicy content...for free!

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Wisdom Spotlight:

Strategize your client pathway so
your products market themselves.

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INSPIRED ACTION 1:

Decide on how you best deliver informational content. What format do you want your first/next course to be in? (Video, live tele-class, home study, membership, etc...)

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INSPIRED ACTION 2: Decide on a Launch Date.

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**INSPIRED ACTION 3:
Write your sales page**

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INSPIRED ACTION 4:
Map out your marketing funnel...
what's the pathway you want
your prospects to take?

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**INSPIRED ACTION 5:
Listen to Ryan Lee's
bonus expert call...
it seriously ROCKS!**

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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?**