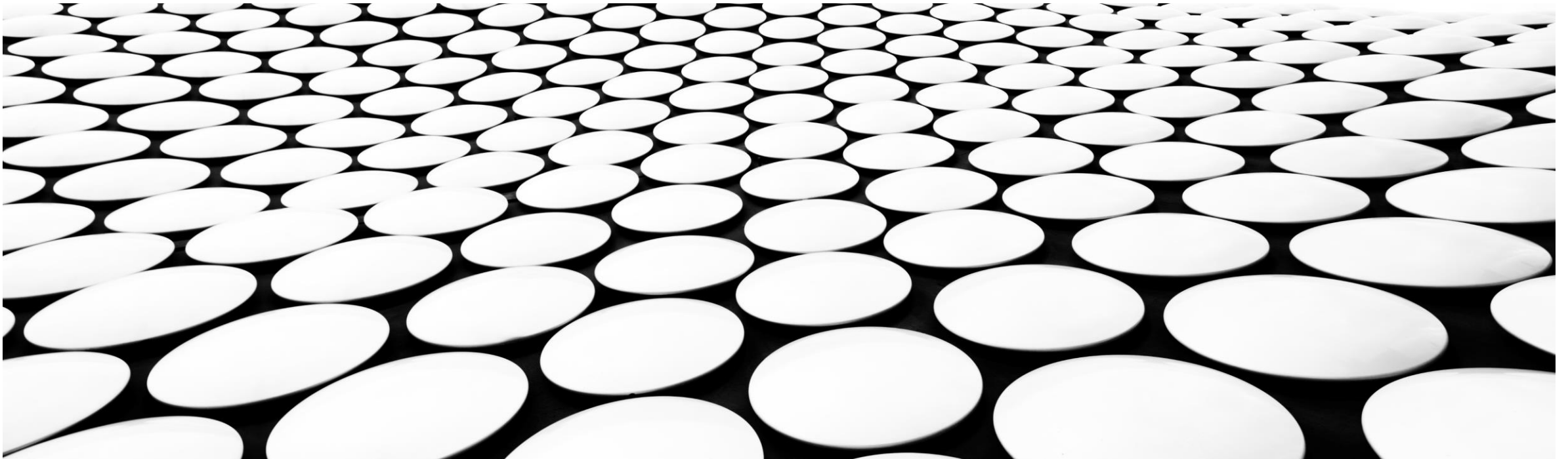

MAKE MONEY IN 2021

LET'S GET YOUR BUSINESS ONLINE AND FINALLY MAKING MONEY





Requirements

Show up + Do the Work = Success

Have a bias toward action

Setting goals doesn't make you successful.
Accomplishing goals makes you successful.

PRESS PAUSE



Mindset & Clarity

Connect to your deeper purpose for inner motivation and strength

Why is it important for you to be here today?

**The questions we ask ourselves change our future
before the answers have even arrived**



The Essentials

Mindset & Clarity

Product – what do I sell and who do I sell it to?

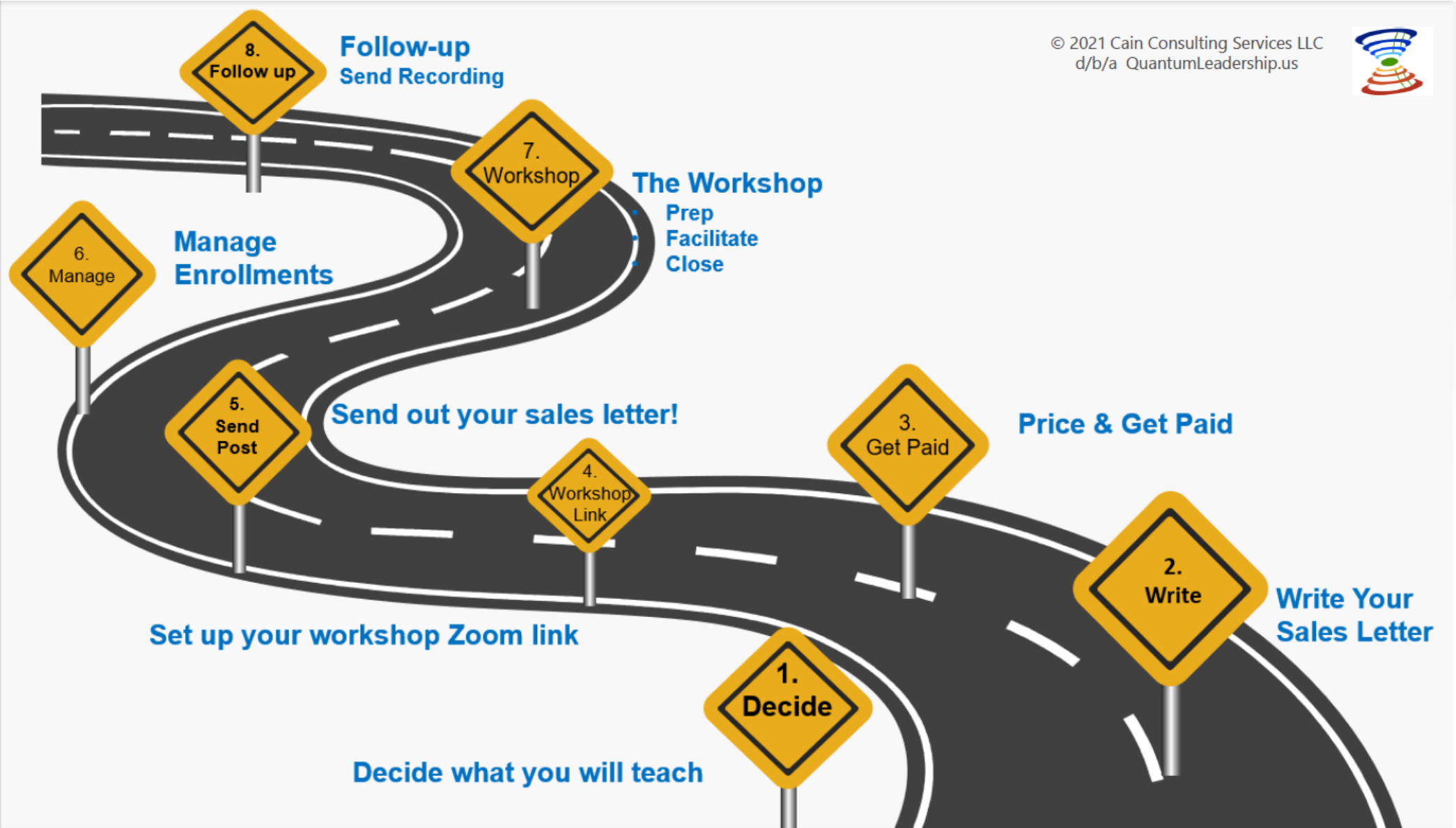
Price & Package – how much do I sell it for?

Sales and Marketing – how do I sell it

Simple Technology Framework – what technical pieces do I need to get it out there

The process is simple

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Product – what do I sell and who do I sell it to?

What is the exact specific problem you solve?

Foundation of your business is understanding your market's pain

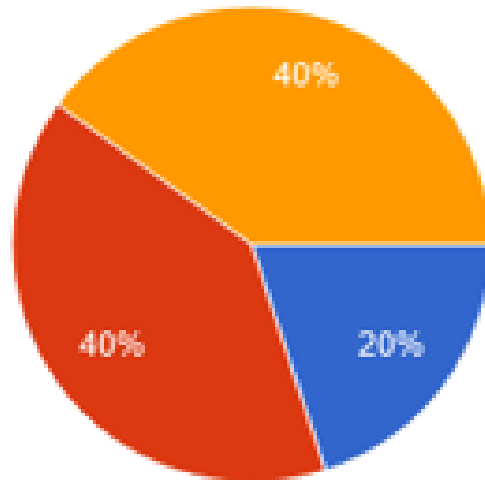
What pain will your product solve?

Establish a clear and distinct problem-solving statement

I help _____ do something _____ so that _____.

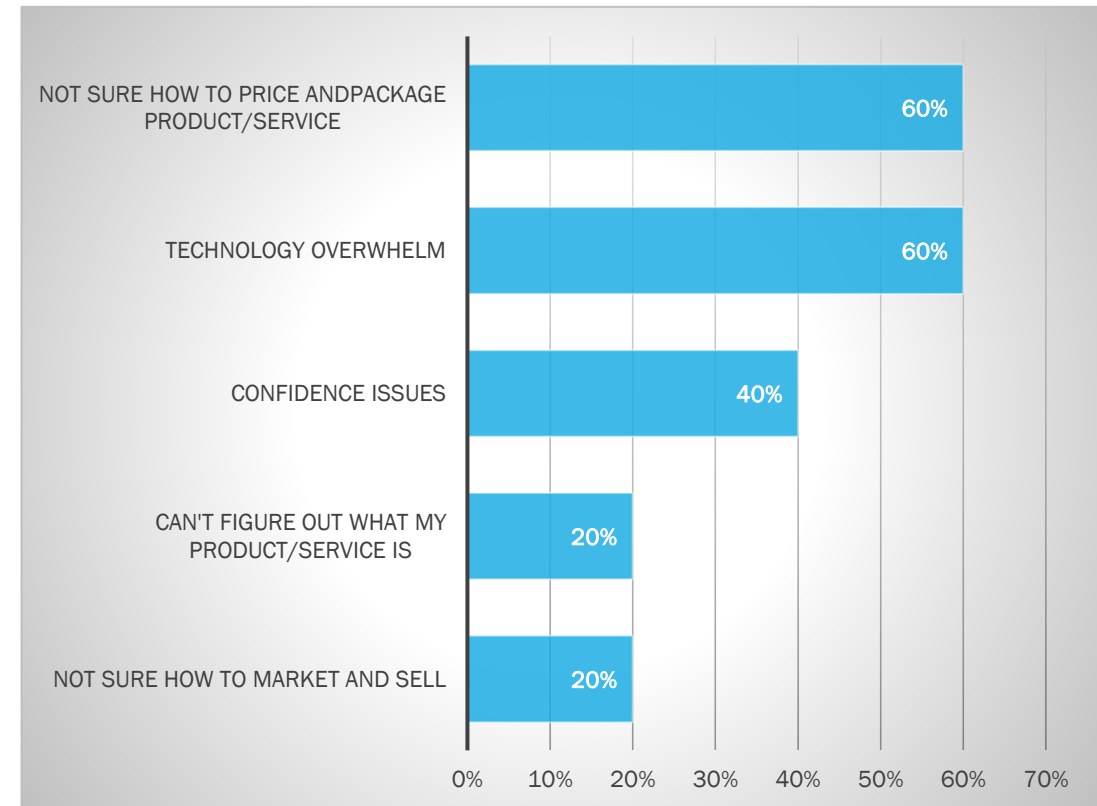
I help coaches and consultants get their businesses online
so that they can have the business that they've dreamed of.

How long have you been pursuing an online business?



- Less than 1 year
- 1 - 3 years
- More than 3 years

What are the top three things holding you back from getting your business online?





Product – what do I sell and who do I sell it to?

What is the exact specific solution you will teach?

How do you solve this?

What is your proprietary process?

Is it always the answer to the problem

Product Packaging – what do I sell and who do I sell it to?

Turning your proprietary process into a packaged product

Map out each step into a lesson or module

What are the critical steps

What action needs to be taken

Will there be accountability on action steps

Product Pricing – how much do I sell it for?

Research similar products to get an idea of what your market will pay

Outline your product by content (proprietary process), overall product strategy

Beta test and get/apply feedback

Brainstorm some quick wins your clients can get from your product

Marketing & Sales – how do I sell it?

Get clear on your messaging to your market

Communication channels - which one works best for you and why
LinkedIn, Email list, Facebook, Instagram, YouTube, other

Common objections: Money, time, will it work for me

Simple Technology Framework

- Email and/or social media accounts
- Bank account (payment processor to send your money)
- Zoom Pro account
- Vimeo account (video repository)
- Samcart account
- Payment processor (transfer money from buyer to seller)
- Google forms (for pre & post survey)
- Live training delivery
 - Camera *
 - Microphone*

* Built-in version on computer is fine

What we covered today

- Reconnecting with your deeper purpose , Why am I doing this?
- Your Process Roadmap
- Product – What I Sell / Who is my Market
- Package & Price Your Product
- Marketing & Sales – how do I sell it?
- Simple Technology Framework – Essential Tech

Next Steps:

1. Fill out the feedback survey: <https://forms.gle/hJdC XK1M3DA1sgve6>
2. Do the Work!
3. Email if you get stuck: Julia@cainconsultingservices.com
4. Attend the progress session on Friday

Coaching and Progress Call link

<https://zoom.us/meeting/register/tJEqdOytpjMvH9R3sioAhjjCg13Q8lJK1Mx0>

Thank You!

Julia Cain

Next-Step-Action.com

Success is Not Random - Successful People Take Action

Cain Consulting Services LLC