

\$100K
Mastermind

PHASE 2

Prepare to Launch

SYLLABUS

Phase 2 **Syllabus**

Module 0: Phase 2 Overview

Module 1: Expand & Upgrade

- ▶ Module 1 Overview
- ▶ How to Improve Course Quality
- ▶ The PERFECT MIX Course Lesson Format
- ▶ Pricing Strategy Basics
- ▶ Sales Psychology Pricing Secrets

Module 2: Win/Win Webinar

- ▶ Module 2 Overview
- ▶ Psychology to Close the Sale
- ▶ Win/Win Webinar Pre-Planning
- ▶ Webinar Creation Process
- ▶ Introduce

Phase 2 Syllabus

Module 2: Win/Win Webinar

- ▶ Educate
- ▶ Overcome Objections
- ▶ Close
- ▶ Putting It All Together

Module 3: Double Your Sales

- ▶ Module 3 Overview
- ▶ Double-Your-Sales Email Sequence Outline & Schedule
- ▶ Email #1 - Webinar Replay
- ▶ Email #2 - Diagnosing the Problem
- ▶ Email #3 - Case Study
- ▶ Email #4 - FAQ
- ▶ Email #5 - Testimonials
- ▶ Email #6 - What's holding you back? + Solutions
- ▶ Email #7 - Last Chance