

\$100K
Mastermind

PHASE 3

Taking it Public

SYLLABUS

Phase 3 Syllabus

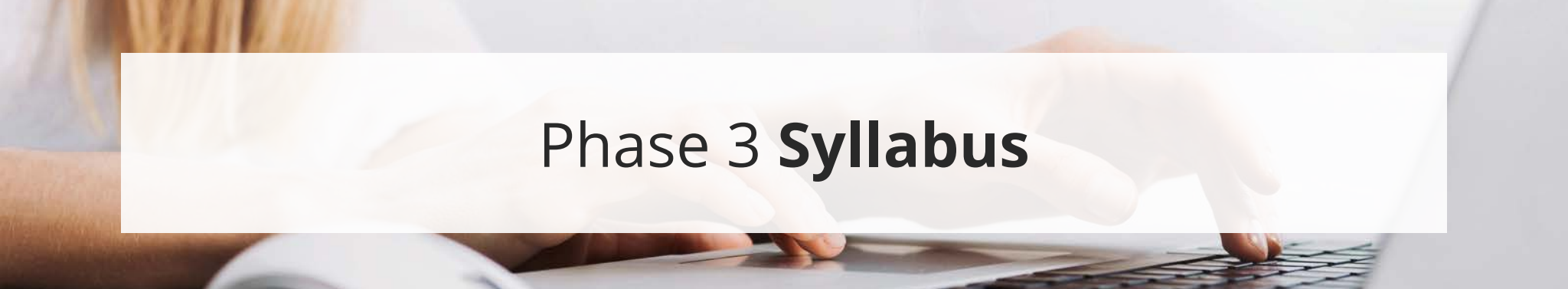
Module 0: Phase 3 Overview

Module 1: Live Webinar Setup

- ▶ Module 1 Overview
- ▶ Webinar Software Options
- ▶ Demio Software Setup
- ▶ Demio Event Systems Setup
- ▶ Zoom Webinar Setup
- ▶ Zoom Event Systems Setup
- ▶ Live Webinar Followup
- ▶ Shutting Things Down

Module 2: Promote & Host Your Live Event

- ▶ Module 2 Overview
- ▶ Webinar Launch Goals
- ▶ How to Promote Your Webinar Without an Audience



Phase 3 **Syllabus**

Module 2: Promote & Host Your Live Event

- Before You Promote - The Showup Sequence
- Direct Promotion
- Social Promotion
- Email Promotion
- The Master FAQ

Module 3: Post Webinar

- Module 3 Overview
- Live Launch Data Lexicon
- Evaluating Your Results