

\$100K
Mastermind

PHASE 1
Get Paid to Create

SYLLABUS

Phase 1 **Syllabus**

Module 0: Phase 1 Overview

- ▶ Goal & Strategy

Module 1: The Science of a Scalable Offer

- ▶ What Is a Scalable Offer?
- ▶ How to Guarantee Your Offer Will Sell
- ▶ The Rule of One
- ▶ Sales Psychology 101

Module 2: Planning Your Scalable Offer

- ▶ Action Plan
- ▶ Define: Developing Your PTR
- ▶ Discover: DMO Sessions
- ▶ DMO Session Social Media Templates
- ▶ DMO Session Script
- ▶ Develop: Creating Irresistible Marketing Messages

Phase 1 **Syllabus**

Module 3: Creating Your Scalable Offer

- ▶ A Complete Transformation
- ▶ Your Propriety Method
- ▶ Your Offer Type
- ▶ Beta Delivery
- ▶ Beta Pricing
- ▶ Setting Up to Sell

Module 4: Launching Your Scalable Offer

- ▶ Beta Launch Goals
- ▶ Beta Launch Strategy
- ▶ The No-Brainer Sales Page
- ▶ Beta Launch Promotion
- ▶ Launch Week Calendar
- ▶ Don't Stop Before You Get There!
- ▶ What If You Don't Hit Your Goals?
- ▶ The Real Gold