

**\$100K**  
*Mastermind*

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## **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:** Automatic Money

- ▶ Module 2 Overview
- ▶ Hosting Platform
- ▶ Cart Setup
- ▶ Onboarding Email Sequence
- ▶ Delivery Setup

# Phase 2 **Syllabus**

## **Module 3: Win/Win Webinar**

- ▶ Module 3 Overview
- ▶ Psychology to Close the Sale
- ▶ Win/Win Webinar Pre-Planning
- ▶ Webinar Creation Process
- ▶ Introduce
- ▶ Educate
- ▶ Overcome Objections
- ▶ Close
- ▶ Putting It All Together

# Phase 2 Syllabus

## Module 4: Double Your Sales

- ▶ Module 4 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