YAY FOR $100K™

Hey friend!

So you're interested in enrolling in **Yay for 100K™** but curious what the timeline of the program will look like for you? You're in the right place!

PROGRAM TIMELINE

THIS TIMELINE PDF IS FOR YOU IF:

✅ *You're wondering when exactly you'll be able to launch your course (and for how much revenue!)*

✅ *You're nervous about committing to a 12-month program and want to know exactly what you'll be doing.*

✅ *You want to plan ahead and see what you should be doing month to month over the next 12 months.*

CLICK HERE TO WATCH OUR > PRIVATE TRAINING! <

Want to add $100K to your business in the next 12 months?

Apply for **Yay for 100K™** using the link above and we will send you the *FREE TRAINING!*

THE 3 PHASE FRAMEWORK

This timeline is based on following our proprietary *3-PHASE FRAMEWORK*
for transitioning from services to programs while exponentially increasing your revenue.
It's absolutely vital that you understand *WHY* we follow this framework and the dangers of skipping ahead.

1

STREAMLINE YOUR SIGNATURE SERVICE

2
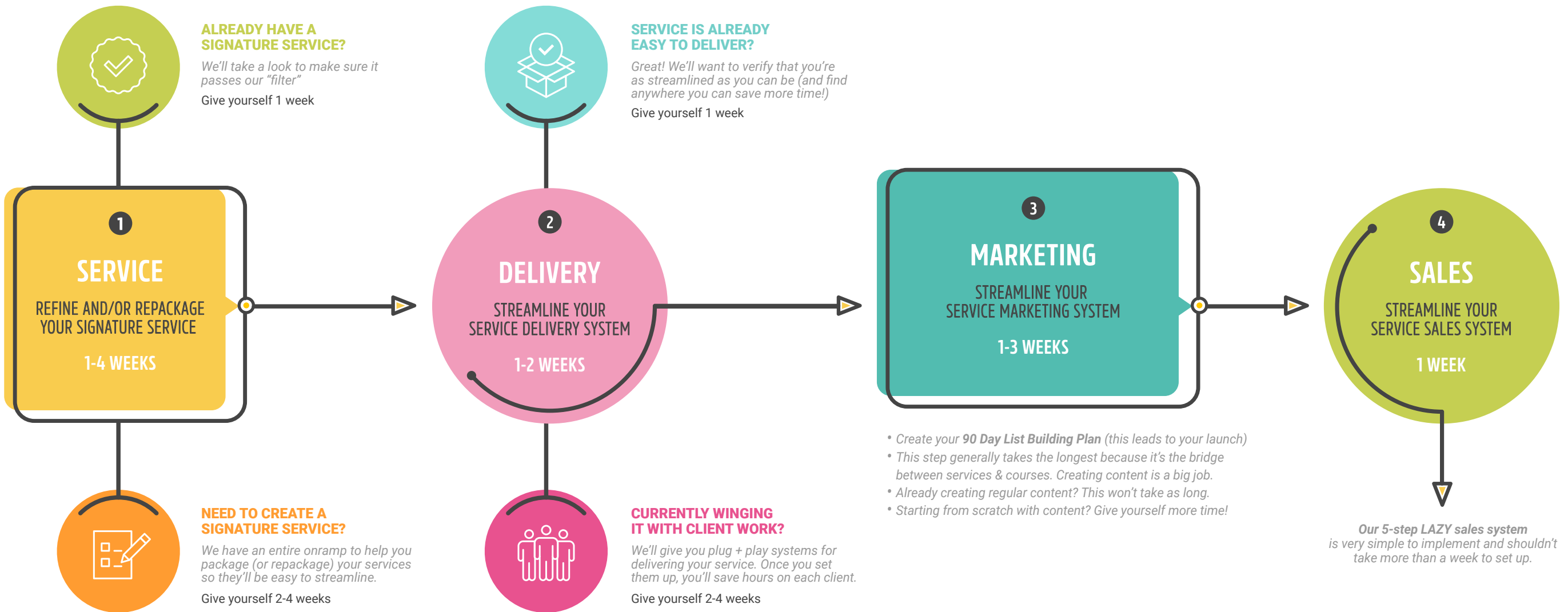
LAUNCH YOUR SIGNATURE PROGRAM
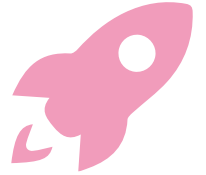
3

GROW YOUR BUSINESS

PHASE 1

STREAMLINE YOUR SIGNATURE SERVICE (1-3 months)

The first phase of **Yay for 100K™** is where we help you start making consistent, full-time revenue from your 1:1 work. This phase is what sets this program apart from any other program out there. If you skip this step, you will launch a course fueled by desperation to make money.

ALREADY HAVE A SIGNATURE SERVICE?

We'll take a look to make sure it passes our "filter"

Give yourself 1 week

SERVICE IS ALREADY EASY TO DELIVER?

Great! We'll want to verify that you're as streamlined as you can be (and find anywhere you can save more time!)

Give yourself 1 week

1

SERVICE

REFINE AND/OR REPACKAGE YOUR SIGNATURE SERVICE

1-4 WEEKS

2

DELIVERY

STREAMLINE YOUR SERVICE DELIVERY SYSTEM

1-2 WEEKS

3

MARKETING

STREAMLINE YOUR SERVICE MARKETING SYSTEM

1-3 WEEKS

4

SALES

STREAMLINE YOUR SERVICE SALES SYSTEM

1 WEEK

- Create your **90 Day List Building Plan** (this leads to your launch)
- This step generally takes the longest because it's the bridge between services & courses. Creating content is a big job.
- Already creating regular content? This won't take as long.
- Starting from scratch with content? Give yourself more time!

NEED TO CREATE A SIGNATURE SERVICE?

We have an entire onramp to help you package (or repackage) your services so they'll be easy to streamline.

Give yourself 2-4 weeks

CURRENTLY WINGING IT WITH CLIENT WORK?

We'll give you plug + play systems for delivering your service. Once you set them up, you'll save hours on each client.

Give yourself 2-4 weeks

Our 5-step LAZY sales system is very simple to implement and shouldn't take more than a week to set up.

PHASE 2

LAUNCH YOUR SIGNATURE PROGRAM (2-4 months)

HOW LONG WILL IT TAKE YOU TO LAUNCH?
That is 100% up to you! Once you have...

a a streamlined signature service and
b an audience of hungry buyers

Then you are ready to go!

04 BUILD YOUR WEBINAR + FUNNEL

The webinar is the most important asset that you will create in your business up until this point!

We want all of our **Yay for 100K™** clients to build this slowly and intentionally so that we can give you personalized feedback on every single slide. Going through this process with us is a veritable masterclass in copywriting and marketing that will help you make money for the rest of your life. It's important that we do it right the first time.

(4-12 weeks)

05 CART OPEN

(Sales Emails and Social Media Posts) With our templates, writing your sales emails is going to be roughly 100X easier than it would be trying to do it yourself. You will pull from your webinar content for these emails, too! Plus, your social media posts will be repurposed from the emails. In many ways they write themselves.

(1-2 weeks)

03 PLAN YOUR PRE-LAUNCH

The pre-launch is the secret to making sure the launch is as successful as possible. This requires showing up in a bigger way (using a specific live broadcast strategy we teach in the program) to warm up your audience before your webinar.

(1-3 weeks)

06 CREATE YOUR SIGNATURE PROGRAM

You will create most of your signature program as you go. This means that you don't NEED to have any of it created before you launch (except for the plan and outline so you know what to create as you deliver it!)

(4-8 weeks mostly after the launch)

02 DESIGN YOUR SIGNATURE PROGRAM

Use our simple template to outline what's going to be included in your signature program.
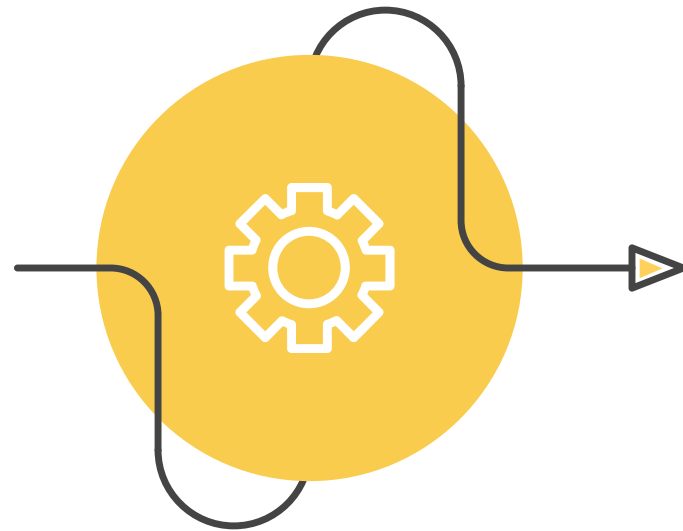
(1-2 weeks)

This is the phase where you build your 6-figure program launch funnel that you will rinse and repeat for many years to come! It's a heavy amount of work the first time and then you never have to repeat that work ever again :)

01 90-DAY LIST BUILDING PLAN

(Continued from Phase 1) Create your 90 Day List Building Plan (this will lead to your launch)

That said, this phase is less linear than Phase 1. You will work on many parts of Phase 2 simultaneously. For example, you can start working on your webinar while begginning to outline your program, etc.

07 POST LAUNCH REVIEW

You will get a 1:1 call with a coach after your launch to go over your launch metrics and plan for your next one! This call is an invaluable opportunity to learn the right lessons from your launch. It's all about data over drama.

(1 week after launch)
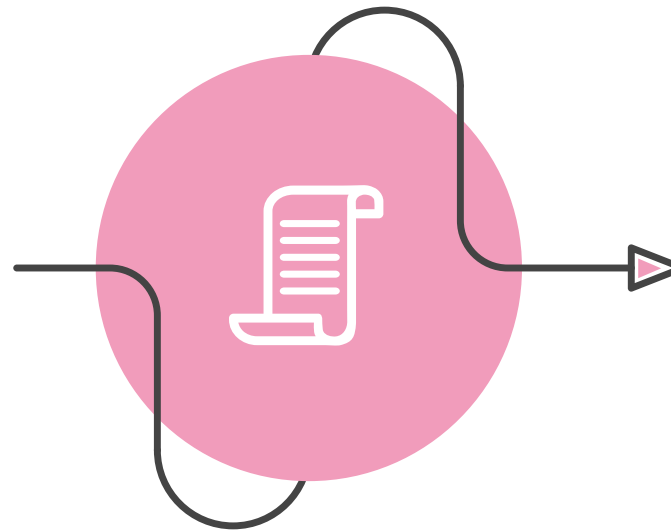
PHASE 3

GROW YOUR BUSINESS (3+ Months)

Once you've launched your program with us, it's time to optimize your 2-part business model (service + program!)
This is where things get really fun and your revenue gets to keep growing.

(2 WEEKS)
RE-REFINE YOUR SERVICES
Many of our clients find after they launch that there are areas where they can make their services even more efficient!

(3 MONTHS)
CREATE YOUR 90-DAY LIST BUILDING PLAN
It's time to plan your next launch! Based on the numbers you got on the first launch, we'll help you reverse engineer your goal.

(1 MONTH)
HOST A PAID LIVE WORKSHOP!
Paid live workshops can be a great way to nurture your audience in between launches and generate some extra cash.

FAQ

How big does my email list need to be when I launch?

That depends on the details of your program! We take all of the guesswork out of this for you.

Inside of **Yay for 100K™** you will get access to our launch calculator. When you plug in your goal revenue and program price, this calculator will tell you how big your email list needs to be to hit your goals. Then, you will break down your plan for growing your list using our 90 Day List Building Plan on the same spreadsheet.

How will I grow my email list? Do I need to do paid ads?

Inside of **Yay for 100K™** Phase 1 we teach you how to master organic content marketing on the social media platform of your choice (though we particularly love Instagram and have an entire Instagram course inside of the program!).

We'll show you how to grow your audience on that platform and transform followers into leads who are ready to enroll in your course.

We do not recommend nor teach paid advertising to our clients. Paid advertising is best to amplify what is already happening in your marketing. If you don't already have a solid strategy, you will be throwing money down the drain.

How much time do I need to spend on Yay for 100K™ each week?

This question usually comes from folks who are spending way too much time on client work and need **Yay for 100K™** most of all.

You should plan on implementing **Yay for 100K™** during the time that you schedule to work ON your business instead of IN your business. Not doing that yet? You're not alone!

Here's an easy estimate: We recommend blocking off about 2-5 hours per week for this program.

The first thing we have you do is fill out a time tracker so that we can see where your time is going. You should not be spending more than 50% of your time on client work. If you currently don't have time to work on your business, chances are you are spending too much time working on client work.

Specifically...

- The "streamline your delivery" part of the program will help you to cut your client work time in half so that you have time to work on your business.

- The "streamline your marketing" part of the program will have you attracting more leads (at a higher price point) so that you are making more money with your time.

- The "streamline your sales" part of the program will help you convert more leads into paying clients (ideal ones, not pain in the ass ones!)