

Challenge Launch Sequence

Marketing Mastery Bonus Cheatsheets

Assess the Health of your Facebook Group

Engagement





5-DAY CHALLENGE

WEBINAR / MASTERCLASS SEQUENCE



4-14 Days: Cart Open Period After Challenge



FOLLOW UP SALES SEQUENCE Cart Open Period After Challenge

Key Follow Up Topics	Final 24 Hours Emails
Webinar Replay or Sign up Next Webinar Announce Offer	Doors Closing TONIGHT/ # Hours Left Till Closing
Case Studies/Testimonials	🔲 Heartfelt Video
Newly Added/Disappearing Bonuses	🔲 New Bonus Added
FAQs Email/Objections + Invite Livestream	🔲 Last Chance/FOMO
Personal Story as Relates to Offer/Solution	
Why Now/Why This System Works	

🔲 Why This Not Those

SURVEY Following cart close

Buyers

/ What are you most excited about?

What do you want to get out of the program?

- Noh-huyers

Why didn't you buy?
 Use to address any issues next launch

🖊 Offer upsell / downsell

New FB Group Member Call Generator Template

Step #1 - Set up your pre-join questions

When new members request to join your group, you can set up three pre-join questions for them to answer to help qualify and filter who you let inside your community.

This is also an opportunity to build your list, get a never ending supply of content ideas, or get permission to open up a conversation.

You set up your pre-join Q's for your group by clicking on "...More" at the bottom of your group banner and clicking "Edit Group Settings" and then "Ask Questions"

Note: you must either copy and paste the responses to these questions or screenshot them - otherwise they are gone forever.

Example #1:

Question #1: When it comes to growing your online business, what's one question you'd like to get answered?

Question #2: What is your online business? How do you help people?

Question #3: Would you like access to my FREE Daily Marketing Schedule to get highend coaching clients? If so, type your email below. As such you're consenting to our privacy policy: LINK TO PRIVACY POLICY

The purpose of these questions:

Question #1: You find out what is a top of mind problem for them. This will give you lots of content ideas and help you gain clarity on how they describe their problem. Have your team keep a running list of names and topics of interest so you can tag them on relevant new content OR direct them to existing resources.

Question #2: Is a qualifier

Question #3: List building opportunity

Example #2:

Question #1: What kind of clients do you coach?

Question #2: Would you like me to email you a free copy of INSERT FREE GIFT? If so, type your email below. As such you're consenting to our privacy policy: LINK TO PRIVACY POLICY

Question #3: Would like to work with us to grow and scale your coaching business?

The purpose of these questions:

Question #1: With a presupposition they are already your ideal client, you can ask a simple to answer question to later engage in conversation.

Question #2: List building opportunity

Question #3: Is a qualifier with a direct ask for permission to continue the conversation with them.

You can take either example above and move on to step two.

Step #2 - Engage in 1:1 Conversation via FB Messenger

When people have first clicked to join, they are very warm. It's time to open the door of conversation for those who are ready for help NOW.

>> Hi NAME
>> Just saw your request to join NAME GROUP
>> Do you coach mostly 1:1 or in groups right now?

THEY RESPOND

>> Acknowledge what they said + >> What kind of clients do you coach?

THEY RESPOND

>> Acknowledge what they said +

>> So how many clients do you have now, and how many would you like? with <tie back to what they said they earlier, for example with leveraging away from 1:1>

THEY RESPOND

>> Acknowledge what they said (by this point they should be saying what they want/ don't want, if not dig a little more) >> What do you need most right now?

THEY RESPOND

>> Acknowledge what they said (if by this point they didn't start sharing more you can ask one or two more questions to try and get a story response and if you don't then stop messaging them if they aren't willing to engage) >> Insert call to action to get on call with you if they are qualified. If not send them a referral, free gift or other resource to support them.

Here are some CTA examples:

>>Yes! Happy to hop on a call and help support you with *XYZ* and mapping out your next level client! I have some time today at noon PST or 4pm PST. Which one works best for you?

>> Would you like to get some support with getting *<insert what they said they wanted*>?

>> I'd love to support you with this. Why don't we hop on a call and I can share some ideas for overcoming *<insert challenge they mentioned>*. How about *<insert time>*? Let me know...