

Equity-Rich Women Online Pilot Program Agenda (Draft)

Equity-Rich is an approach to business and life; a lens to view your business through; a way of thinking, doing and being that accelerates your good fortune! Below is a sneak peek at the topics we will cover during the program... It is in draft form and will be revised as we build the plane while flying it ;)

1. Why Online? Why Now? What and Why “equity-rich”?
2. Get to the heart of the matter... Your passion / your niche / their problem / the message
3. Branding / Positioning (your make and model + your million dollar story)
 - a. Coaching
 - b. Service delivery
 - c. Continuity/memberships
 - d. Info-publishing
 - e. Hybrid (equity-rich although an equity-rich approach can apply to a singular focus)
4. Product & Services Funnel
5. Equity-Rich Marketing System
 - a. Active
 - b. Passive
 - c. Relationship
 - i. Creating your one sheet/at-a-glance marketing plan
6. Understanding assets, equity, leverage and legacy
7. Multiple streams of income, repurposing, ROI
8. Clarity = Confidence... where are you now, where are you going? How are you going to get there?
9. Eyes Wide Open ~ common barriers, pitfalls and traps
10. Create catalysts and increase momentum with list building
11. Extraordinary Measures (Leap/Mission-Based/Movements, etc...). Don't just do it, really do it!
12. Smart Social Media – automation, integration, delegation
13. Product/Service Funnel >> Signature Product/Program
14. One to many / group coaching
15. Clever Continuity
16. High end coaching programs (reclaim the power of one)
17. Developing YOUR Signature System
18. Affiliate / JV strategies
19. Article marketing / Blogging / Press Release Marketing (assets/equity/long-term leverage)
20. Video blogging/viral videos
21. Teleseminars/radio shows/podcasting
22. Info Publishing Flow; Resources; Recommendations
23. Equity-Rich Mindset Shifts Essential to LONG-TERM Success
24. Pulling it together considering Evolutionary Times