# **EBM PROGRAM - TABLE OF CONTENTS**

#### **WELCOME & GETTING STARTED**

- Welcome Video
- Step 1: Private Onboarding
- Step 2: Coaching Roadmap
- Step 3: Facebook Group
- Step 4: Zoom Coaching Calls
- Step 5: 1:1 Feedback, Strategy & Coaching
- Contracts from Lawyer Kelli
- Welcome Bonuses
- FAQ's
- Mindset and Belief In Entrepreneurship
- Vision & Goal Mapping Your Year in Biz
- Daily Money-Making Checklist and EBM Coaching Participation Checklist

#### PATHWAY 1 | BUSINESS START-UP BASICS

- TOPIC 1: BUSINESS BASICS
  - o Business Basics
  - Time Blocking & Mobile Workflow Resources
  - o DMO
  - Organization
  - Goal Setting
  - o Personal Development
  - Outsourcing
- TOPIC 2: INTRODUCTION AND MINDSET
- TOPIC 3: NICHE AND IDEAL CLIENT
- TOPIC 4: OFFER AND COACHING PROGRAM BASICS
  - Offer and Coaching Program Basics
  - o Build Your Program Offer
  - Developing Your Coaching Framework
  - Welcome Letter Template
  - o Check-In Form Template
  - Intake Questionnaire Templates
  - Stripe Checklist to Setting Up Your Payment Processor
  - Contracts from Lawyer Kelli
- TOPIC 5: WRAP-UP AND NEXT STEPS
- CEU CREDIT CLAIMING

## PATHWAY 2 | MARKETING, SALES & COACHING

- TOPIC 1: CREATE YOUR APPLICATION/INQUIRY FORM/SALES TOOL
- TOPIC 2: PITCH PERFECT TRAINING
  - Pitch Perfect Training
  - Pitch Perfect Language Chart
- TOPIC 3: CREATING YOUR PROGRAM VIDEO HOW TO GUIDE
- TOPIC 4: CONTENT
  - What Works on Instagram
  - Instagram Insights Training 2024
  - o BONUS: Done-for-You Digital Downloads
  - What Works on Facebook
  - Instagram and Facebook Story Examples
  - Market Language and Keywords When Posting
  - Mastering Live Video
  - Goal Setting for Content
  - Planning your Social Media Content
  - o Posting Schedule Worksheet
  - What NOT to post on Facebook
  - Content Framework
  - Content Creation Template
  - Canva Tutorial
  - Persuasive Writing and Storytelling Basics for Content and Sales
  - o BONUS: Leveraging Artificial Intelligence
  - o BONUS: Al Demo
  - BONUS: Cracking the Content Creation Code
  - Sales & Growth with Reels Guide
- TOPIC 5: ENGAGEMENT AND REACH ON SOCIAL MEDIA
  - Engagement and Reach on Social Media
  - Program Promotion Social Media Post Example
  - Collaboration Checklist
- TOPIC 6: GROWING YOUR NETWORK & COLLABORATION
  - Facebook Growth Tips
  - Instagram Growth Tips
  - Networking Checklist
  - Instagram Insights
  - Growing an In-Person Network
- TOPIC 7: BUILDING A FREE FB COMMUNITY
  - Building a Free Facebook Community
  - How to Set Up a Free Facebook Community
  - How to Convert Leads Into Paying Clients Inside a Free Facebook Group
  - How to Create Welcome Video for Facebook Community
  - Building a Free Facebook Group Checklist
  - o Facebook Community Blueprint

- Facebook Group Posting Schedule Example
- How to Run Challenges and Masterclasses Inside Free FB Group
- TOPIC 8: CONNECTIONS & CONVERSATIONS (LEAD GENERATION, NURTURING & TRACKING)
  - How to Start Conversations with Leads
  - Connection Decision Tree
  - How to Handle Objections
  - How to Calculate Lead Generation to Reach Revenue Goals
  - Revenue Formula Worksheet
  - How to Track Leads and Use Program Video
  - Lead Tracker
  - o Implementing "Gap" Selling
  - o 2 Keys to Massive Sales and Clients Worksheet
  - Script Book
  - Revenue/Sales Tracker Template
- TOPIC 9A: COACHING YOUR CLIENTS HEALTH, NUTRITION & FITNESS
  - Part 1 Video
  - o Part 2 Video
  - Part 3 Video
  - Motivational Interviewing
  - Practice Better Part 1: Initial Set Up
  - Practice Better Part 2: Connecting Stripe
  - Practice Better Part 3: Using/Editing Forms
  - Practice Better Part 4: Open/Close Group to Evergreen
  - Practice Better Part 5: Client Support
  - Practice Better Part 6: Setting Up Automations
  - Practice Better Part 7: Offerings/Packages
  - Practice Better Part 8: FAQ
  - Coaching Your Clients Guide PDF Download
  - Nutrition Coaching Custom Roadmap
- TOPIC 9B: COACHING YOUR CLIENTS PERSONAL TRAINERS/FITNESS COACHES
  - Personal Training Table of Contents
  - Getting Started with Trainerize Cheat Sheet
  - New Client Setup
  - Trainerize FAQ's
  - Canva eBook Template
  - Part 1: Designing Personal Training Programs Video
  - Part 2: Trainerize Initial Setup Video
  - Part 3: Client Onboarding Video
  - Part 4: Adding and Managing Clients in Trainerize Video
  - Part 5: Misc Topics for Trainerize Video
- TOPIC 9C: COACHING YOUR CLIENTS LIFE, MINDSET & BUSINESS
  - Coaching Your Clients Guide PDF Download

- TOPIC 9D: COACHING YOUR CLIENTS RENEWALS
  - Renewing Clients
  - Renewal Message Example
- TOPIC 10: BUILDING YOUR BRAND
- CEU CREDIT CLAIMING

### PATHWAY 3 | ADVANCED SALES PSYCHOLOGY, PITCH & POSITIONING

- TOPIC 1: MAKING THE MIDSET SHIFT
- TOPIC 2: BASICS OF SALES
- TOPIC 3: EBM PITCHPERFECT SALES SYSTEM
- TOPIC 4: DAILY MONEY-MAKING CHECKLIST FOR SALES
- TOPIC 5: PITCH AND POSITIONING
  - Pitch and Positioning Video
  - Sales Framework Worksheet
- TOPIC 6: HANDLING OBJECTIONS
  - o Handling Objections Video
  - Script Book
- SALES TOOL TEMPLATES & EXAMPLES
- BONUS: Using your Enneagram & Strengths for Success
- WRAP-UP AND NEXT STEPS
- CEU CREDIT CLAIMING

#### PATHWAY 4 | ADVANCING YOUR PRODUCT SUITE

- TOPIC 1: TRANSITIONING TO AN OPEN-CLOSE HYBRID GROUP PROGRAM
  - Transitioning to Group Coaching
  - Group Coaching Posting Schedule
  - Group Coaching Blueprint
  - Group Coaching Check-In Form
  - Open/Close Group Checklist
  - Testimonial Questions
- TOPIC 2: TRANSITION TO AN EVERGREEN (ALWAYS OPEN) PROGRAM
- TOPIC 3: CREATING YOUR ALUMNI OR MAINTENANCE OPTION
- TOPIC 4: ADDING ON DIGITAL PRODUCTS (COURSES, MINI COURSES, EBOOKS, ETC)

## PATHWAY 5 | ChatPreneur ACADEMY (SELLING & COACHING VIA CHAT)

- DM SALES GUIDE
- ChatPreneur VIDEOS
  - Part 1: Sell by Chat: Intro to Sales by Chat
  - o Part 2: Sell by Chat: Getting Out of the Friend Zone

- Part 3: Sell by Chat: Using & Positioning Your Sales Tool
- o Part 4: Sell by Chat: When to Send Pricing
- Part 5: Coaching by Chat: Onboarding Your Clients
- o Part 6: Coaching by Chat: Using Forms & Roadmaps
- Part 7: Coaching by Chat: Hours & Boundaries, Reducing Workload & Time Management
- Part 8: Coaching by Chat: Troubleshooting When Clients Ghost or Don't Participate
- o Part 9: Coaching by Chat: Renewal Process Via Chat
- HOW TO USE ManyChat AUTOMATION GUIDE
- HOW TO USE CLICK-UP CRM FOR TRACKING CHAT SALES

#### MONTHLY GUEST EXPERT TRAINING

• Kellie Largay - Scaling Your Biz & Reverse Dieting How/Why