

# FOCUS CLUB

Group Coaching Call

October 2016



**WELCOME!**

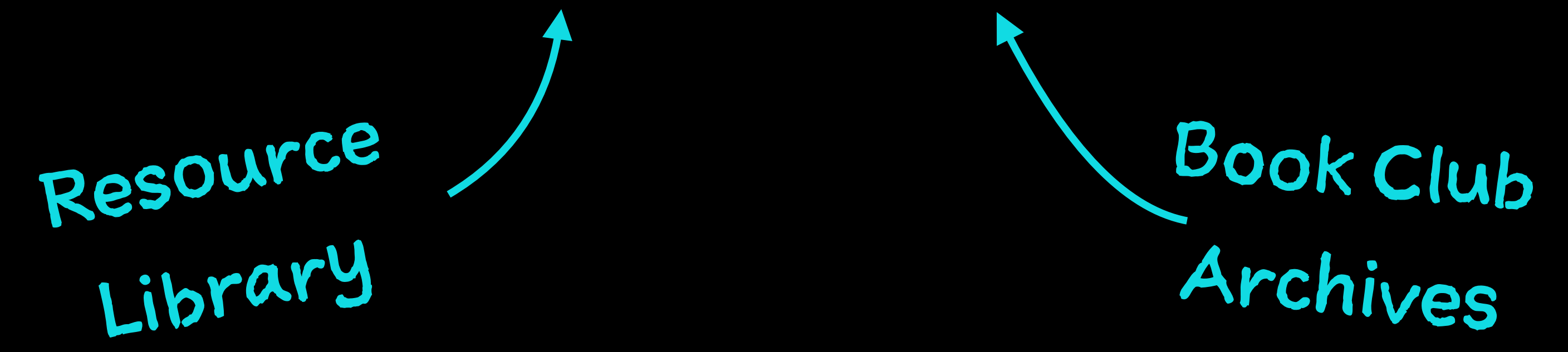
**1. Resource Library**

**2. Members-Only Chat (Slack)**

**3. Monthly Group Coaching Calls**



[thefocuscourse.com/dashboard](https://thefocuscourse.com/dashboard)





**BENSON JACOB BLANC**

**SEPTEMBER 16**



**CREATIVE FOCUS  
ONLINE SUMMIT**

December 5 – 9

**QUESTIONS, CHALLENGES,  
TOPICS, OH MY!**

# MITCHELL WADE

*“[It’s a challenge to use] my professional skills on my own content.*”

*“(Context: I’m good at seeing the strong points and gaps and hidden potential in the swirling mass of other people’s new ideas. But when I try to do that for the swirling mass of ideas I have for my own content or projects or tasks, it is much harder.)”*



# GABE L.

*“I’m trying to create an online course for students preparing to take a major standardized test. Because students would only be interested in the product during a window of a couple months, is an email list still the best way to market to them? I.e., having never used an email list to market before, I’m not sure if email lists work well for such short term clients.”*

**Do you want one-time customers?**

**Or do you want to build a long-term relationship based on providing ongoing value?**

*Either way, I'd still consider using email and automation...*

**What an email automation can do is serve as an automated sales pitch even if you're *not* trying to establish long-term relationship.**

- **Come to a landing page and offer them a free coaching workbook.**
- **Find out what are people's biggest challenge when it comes to that standardized test? (a) They don't know what topics to study? (b) they don't know how best to study? (c) They struggle with focus? etc...**
- **Use your email to offer a quick win to help them solve their initial problem. Build trust. Then pitch them on your solution.**

# JUSTIN

*“I just started writing a book (a step-by-step guide to discovering purpose for small teams). For the past weeks I have been focused on getting into a habit of creating the contents for the book. I’d like to hear your thoughts on **when and how I should start trying to building the audience.**”*

**Start building your audience today.**

**It takes time to build a list.**

**It takes time to write a book.**

**Do them in parallel rather than in  
sequential order.**

**An interested group of people who are  
anticipating your book and who know  
and trust you.**

- 1. Get the domain and set up a landing page (Squarespace)**
- 2. Tease out what the book is about.**
- 3. Put together some sort of small-teams cheatsheet or the first chapter or something else and give it away.**
- 4. Tell folks that when they sign up to get on the book wait list they'll get your worksheet and they'll also be the first to know when the book comes out.**
- 5. Email to that list at a bare minimum of once a month, but once a a week is best.**
- 6. In your email: Share your work; Share snippets and sections from the book; Take photos of your writing space; Share stories about your writing experience; give value and build anticipation.**
- 7. Keep all of it relevant around the theme and topic of the book, but also build anticipation and be personal. People like to buy from folks they know and trust.**



# **TIME MANAGEMENT CLASS**

**Behind the Scenes**

**JANUARY**

**Started with a survey to the Focus  
Course members.**

**FEBRUARY**

**Time Management was the most  
common theme and challenge.**

**Decided to do Time Management Class**

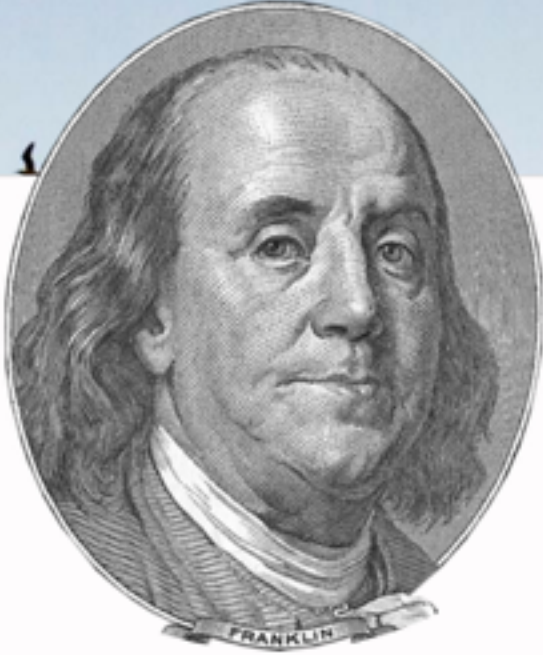
**Outlined and planned the initial content.**

**Announced the forthcoming class and invited people to sign-up to be notified.**  
**(450 people raised their hand)**

Time - The Power of a Focuser x  
https://thefocuscourse.com/time/

TRAINING LAUNCH CASE STUDY FOCUS CLUB SIGN IN

# DOST THOU LOVE LIFE?



*"Dost though love life? Then do not squander time, for that's the stuff life's made of."*  
— Benjamin Franklin

## Got a minute?

Actually, maybe you don't...

You're in meetings all day long and also expected to be responsive via email. (Seriously?) Your office culture prioritizes the "urgent" (ugh!), and you're trapped — unable to do any deep, meaningful work on a regular basis.

You're good at establishing a routine but have trouble sticking with it for more than a week or two.

You're struggling to keep interruptions from throwing your plans out the window. While you're good at planning things, when something unexpected shows up it can easily derail you, and it's a struggle to get back on track.

[thefocuscourse.com/time](https://thefocuscourse.com/time)

*When it comes to managing and scheduling your time, what is your biggest challenge or frustration?*

40% response rate!

## **FEBRUARY**

**Used the responses to finalize the class contents. We built it to answer the biggest challenges that our specific audience was facing.**

**Also used the responses in our marketing material. So it would speak their language and resonate.**

**MARCH**

**2-week Launch Sequence to those  
interested in the class.**

**(A segmented list of 500 people.)**



Date	Email	People / Open% / Click%	Copies Sold	Daily Revenue
March 2	Take Control	452 / 72% / NA		
March 3	Dodging Meetings	471 / 68% / NA		
March 4	Key to Success	479 / 67% / NA		
March 6	System that works	494 / 71% / 22%		
March 7	Available Tomorrow	501 / 71% / NA		
March 8	Here it Is	509 / 70% / 26%	86	\$6,715
March 9	Gradma's Advice	404 / 73% / 3%	24	\$1,896
March 10			15	\$1,185
March 11			13	\$1,027
March 12			11	\$869
March 13			23	\$1817
March 14	Five Rotten Min	759 / 67% / 4%	67	\$5,313
March 14	Last Call 1	752 / 58% / 6%		
March 14	Last Call 2	379 / 40% / 8%		

239

● sales

\$18,822

● total

