

# FOCUS CLUB

Group Coaching Call

December 2016



**WELCOME!**

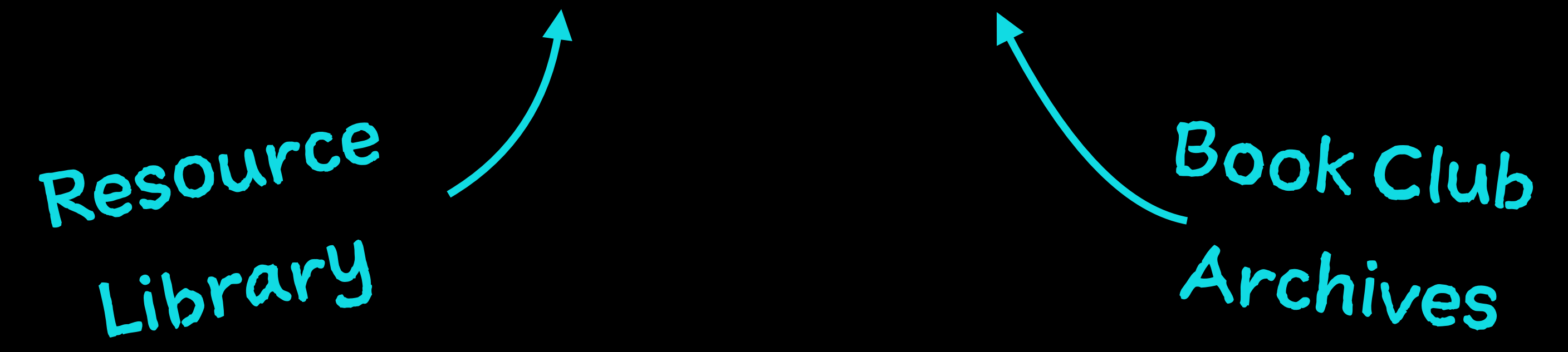
**1. Resource Library**

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

**3. Monthly Group Coaching Calls**



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



**CREATIVE FOCUS  
ONLINE SUMMIT**

December 5 – 9

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

The Power of a Focused Life — x  
https://thefocuscourse.com

# CREATIVE FOCUS ONLINE SUMMIT

December 5 - 9, 2016  
No travel required.

[REGISTER FOR FREE](#)

## 5 JAM-PACKED DAYS

*An online summit featuring candid and powerful video conversations with some of the world's best creative entrepreneurs.*

Get a double-shot of inspiration, advice, and fun just in time for the new year.

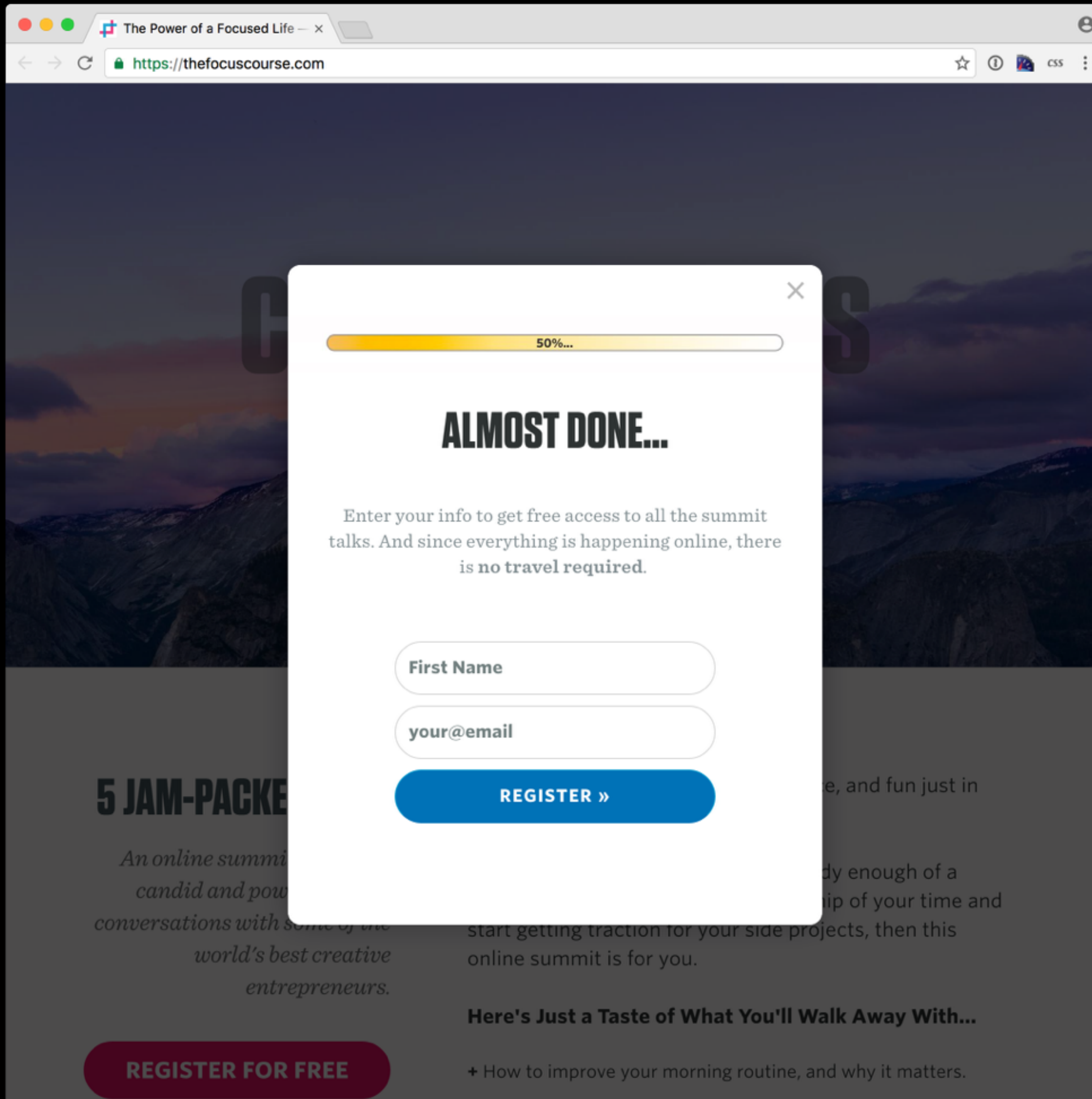
Doing your best creative work is already enough of a challenge. If you want to take ownership of your time and start getting traction for your side projects, then this online summit is for you.

**Here's Just a Taste of What You'll Walk Away With...**

- + How to improve your morning routine, and why it matters.

[REGISTER FOR FREE](#)

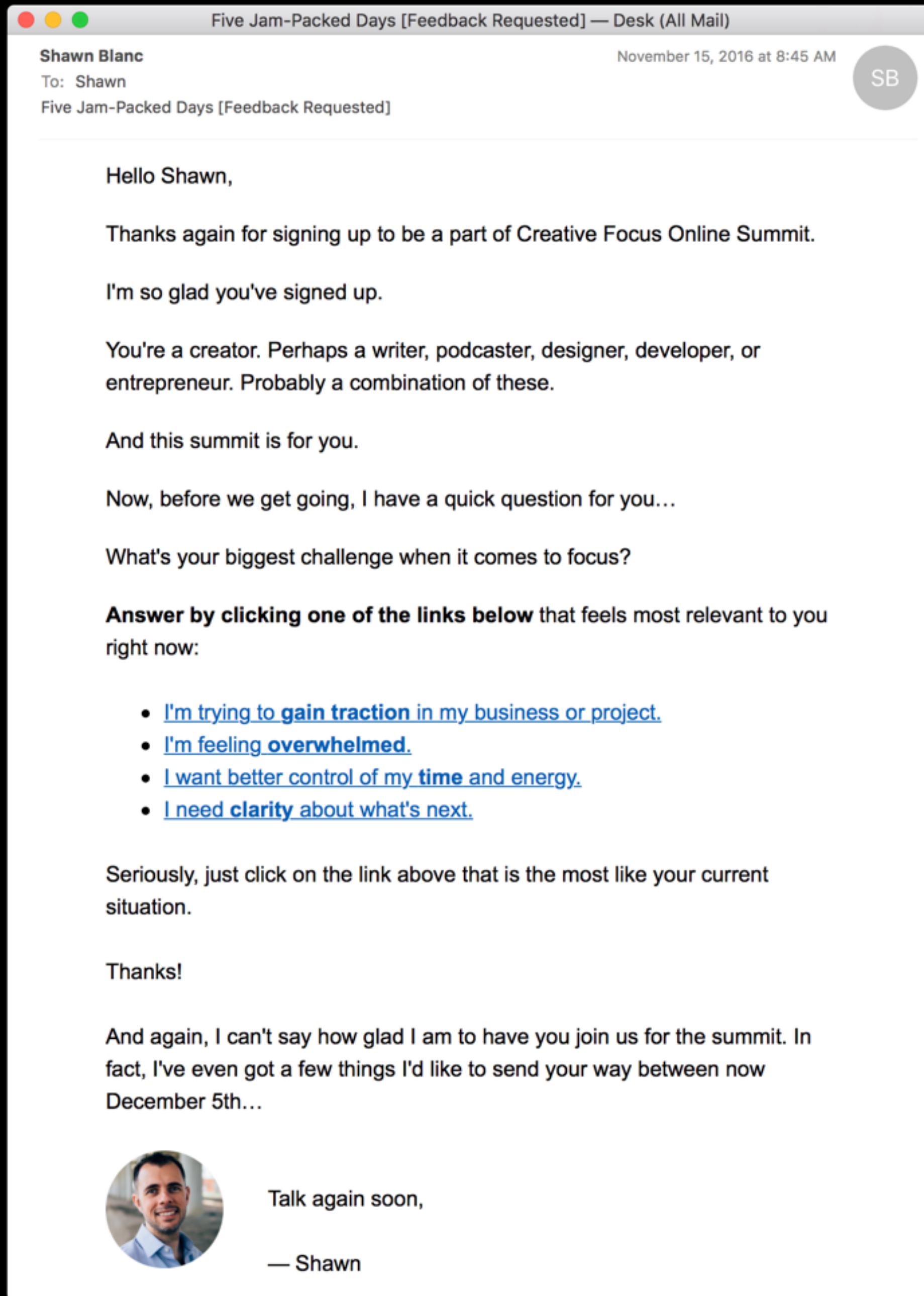
# BEHIND THE SCENES: CREATIVE FOCUS ONLINE SUMMIT



Registrations as of  
Dec 01, 2016

4,266





# “Biggest Challenge” Segmentation

TRACTION

OVERWHELM

TIME

CLARITY

**Clicks Link for Biggest Challenge**

*Tag them and put into automation*

**Video:  
Time  
Management**

**Video:  
Gaining  
Traction**

**Video:  
Dealing w/  
Overwhelm**

**Video:  
Getting  
Clarity**

**Recommended  
Resource**

**Recommended  
Resource**

**Recommended  
Resource**

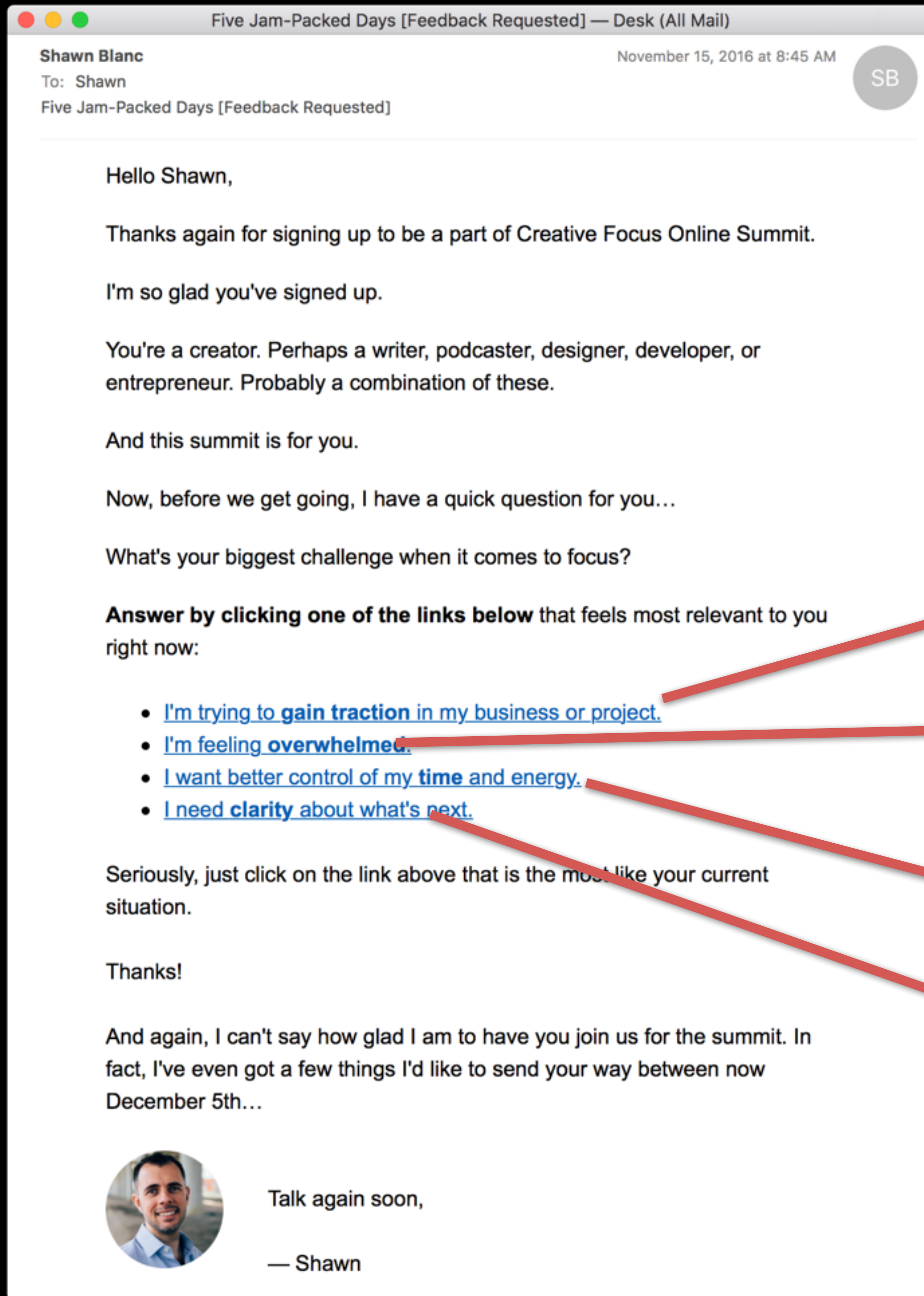
**Recommended  
Resource**

**"What's in my  
Day One"  
(Custom)**

**"What's in my  
Day One"  
(Custom)**

**"What's in my  
Day One"  
(Custom)**

**"What's in my  
Day One"  
(Custom)**



# “Biggest Challenge” Segmentation

**TRACTION: 390**

**OVERWHELM: 384**




**TIME: 956**

**CLARITY: 546**

## Video: Time Management

## Recommended Resource




## "What's in my Day One" (Custom)

Name	Subject	Sent From	Opens
My Interview with Cal Newport	My Interview with Cal Newport	desk@blancmedia.org	 74%
New Video: How to Own Your Tim...	New Video: How to Own Your Tim...	desk@blancmedia.org	 85%
What's In My Day One?	What's In My Day One?	desk@blancmedia.org	 73%

## Video: Gaining Traction

## Recommended Resource




## "What's in my Day One" (Custom)

Name	Subject	Sent From	Opens
Ira Glass on Talent versus Tas...	Ira Glass on Talent versus Tas...	desk@blancmedia.org	 73%
New Video: Looking for Breakth...	New Video: Looking for Breakth...	desk@blancmedia.org	 84%
What's In My Day One?	What's In My Day One?	desk@blancmedia.org	 73%

**Video:  
Dealing w/  
Overwhelm**

**Recommended  
Resource**




**"What's in my  
Day One"  
(Custom)**

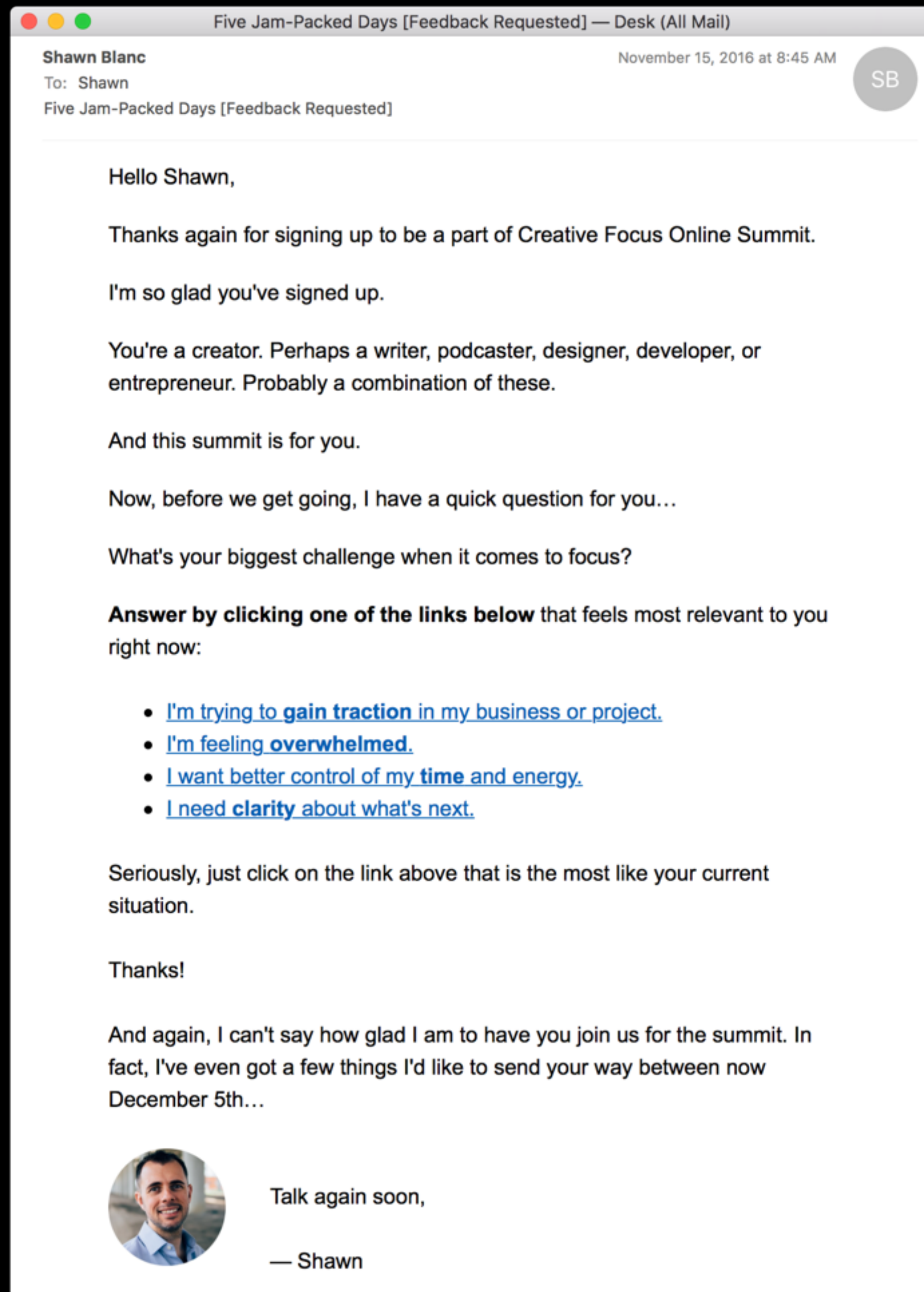
Name	Subject	Sent From	Opens
Do You Need Some Breathing Roo...	Do You Need Some Breathing Roo...	desk@blancmedia.org	 73%
New Video: The Two Types of Ov...	New Video: The Two Types of Ov...	desk@blancmedia.org	 82%
What's In My Day One?	What's In My Day One?	desk@blancmedia.org	 76%

## Video: Getting Clarity

## Recommended Resource

## "What's in my Day One" (Custom)

Name	Subject	Sent From	Opens
A Book You Might Like	A Book You Might Like	desk@blancmedia.org	 72%
New Video: Feeling Stuck?	New Video: Feeling Stuck?	desk@blancmedia.org	 83%
What's in my Day One	What's In My Day One?	desk@blancmedia.org	 74%



*“Wow. I was surprised by how tailored the follow up e-mails were.”*

*“I registered Tuesday and the follow up e-mail automation is amazing. Within minutes I got a first e-mail that served my problem with clarity and yesterday he send a mail with a book recommendation.”*



# HOW TO BUILD THIS

1. Create a welcome email and ask what people are struggling with.
2. Also: run a survey
3. Get replies, engage with people, pay attention to the “longest” replies
4. Get 200 - 300
5. Look for 3 or 4 most common buckets.
6. Create an autoresponder welcome sequence teaching people and pitching your product
7. Duplicate this sequence so that you have 3-4 copies.
8. Edit each sequence according to the most common struggles
9. Re-work your welcome email: Instead of asking what the reader’s struggle is, give them four options to choose from.
10. Tag the subscriber according to the link they clicked.
11. Move subscriber to the appropriate email sequence based on the challenge they clicked.
12. Now you have a custom sequence of emails going out to each person, directly hitting on their struggles, and increasing their chances of purchasing what you’re selling.

#1 NATIONAL BESTSELLER

Foreword by Glenn Livingston, Ph.D.

# Ask.



The counterintuitive online method to discover *exactly* what your customers want to buy...create a mass of raving fans...and take any business to the next level

RYAN  
LEVESQUE

# *Ask*

By Ryan Levesque

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

**JUSTIN**

*Digital Content  
Pricing Strategies*

# DIGITAL CONTENT PRICING STRATEGIS

Start with the price you  
feel comfortable with.

Then double it.

# DIGITAL CONTENT PRICING STRATEGIES

1x

2.2x

5x

# DIGITAL CONTENT PRICING STRATEGIES

The reason you want multiple tiers is that:

**\* It anchors your price.** 1x sounds a lot cheaper next to 5x, rather than when it's all by itself.

**\* It gives opportunity** to those who want to spend more and who would spend more if there was the option.

THE FOCUS COURSE

## Basic

\$347

✓ Lifetime Course Access

✓ Community Forums

GET ACCESS

### All plans include:

✓ 60-day money back guarantee

✓ **Free Bonus:** Access to Shawn's Creative Focus Workshop

✓ **Free Bonus:** Access to the Creative Focus Online Summit video archive

THE FOCUS COURSE

## Premium

\$697

✓ Lifetime Course Access

✓ Community Forums

✓ Monthly Group Coaching Calls (for 12 months)

✓ 12 months of Private Community Chat

✓ Resource Library Access

✓ In-Depth Time Management Training Module

GET PREMIUM ACCESS

THE FOCUS COURSE

## All Access

\$1,997

✓ Lifetime Course Access

✓ Community Forums

✓ Monthly Group Coaching Calls (for 12 months)

✓ 12 months of Private Community Chat

✓ Resource Library Access

✓ In-Depth Time Management Training Module

✓ **Two 1-hour private coaching calls with Shawn**

GET ALL ACCESS



# MARGARET

*“After having my life disrupted for 5 weeks, I’m finding it very difficult to get back into a focused, productive routine. After having dealt with the most pressing issues, I now feel adrift. It seems like there are so many different things I could try that I’m paralyzed by choice. Is there one best way?”*

# REGAIN LOST MOMENTUM

If you had a routine before, then begin working your way back into it. Give yourself two weeks, slowly adding things back in.

# REGAIN LOST MOMENTUM

If you want to get a new routine in place, I'd start with this:

- At the end of each day, write out the one most important thing you want to do tomorrow and when you're going to do it.
- Do that every day for a week.
- Then begin to add in a 2nd and 3rd item.
- The key is having both the *what* and also the *when*.

# HOLLIE

*What advice or resources would you suggest for a network marketing business? And what if you are a part of more than one network marketing business? How do you navigate that well? And how do you go about network marketing without being annoying but rather confident and approachable with family and friends, acquaintances, and also strangers?*

# **MULTI-LEVEL MARKETING**

Confidence & consistence.

# MULTI-LEVEL MARKETING

Just like anything with direct sales: you want to focus on the benefits, not the features, and focus on serving others.

A lot of folks will consider that buying is equal to being tricked. And they pride themselves on not getting tricked. Just let them go.

Don't sell from a "needy" standpoint. But also, keep the ball in your court.

# ANNUAL PLANNING

- What do you WANT to do next year?
- What is practical that will happen each month of 2017?
- Map out all the actual events and all the “would like to” events
- Budget for them
- Give yourself lots of life breathing room. One big family goal / event per month is plenty

# HOW TO HAVE AN AWESOME HOLIDAY

- Rest well (read, write, journal, sleep).
- Ask your spouse / family what is most important for them.
- Tell your spouse / family what is most important for you.



