

Passive Print Evolution - Program Overview

Week 1 - Research & Setup

1. Pick a market (3 circles, quantify market)
2. Customer Desire Mind Map Exercise
3. Finding a giveaway item
4. Writing your copy
5. 1 Click Funnel Install
6. Order fulfillment instructions

Week 2 - Facebook Advertising

1. Install and test your Facebook pixel
2. Facebook targeting theory
3. Creating your Facebook ad images
4. Facebook ad copy formula
5. Practical FB ads setup
6. Your advertising workflow

Week 3 - Create & Sell Newsletter

1. Newsletter structure
2. Newsletter psychology
4. Where to get content
5. Where to get images
6. Copy prep (benefit list/ feature list / advantage)
7. Fill in the blank sales templates
8. Down sell fill in the blank sales page

Week 4 - Follow Up & Testing

1. Analytics theory (EPC, CPC, LCV)
2. How to scale your advertising
3. How to A/B test your pages
4. How to track your traffic sources
5. How to track your visitors actions.

Week 5 - E-mail Marketing

1. Choosing an autoresponder
2. Importing your leads
3. Structuring your promotions
4. Structuring your e-mails (+2 voices)
5. The Welcome Sequence
6. The 4 Day Cash Machine
7. Pain Pain Promo
8. Weekend Firesale