

60 DAYS TO LAUNCH A  
**BUSINESS**  
— YOU *Love* —

## FREE TO PAID JOURNEY

1. What type of free content will you create and offer?

*Instagram posts, Social media, facebook groups, blog posts, etc.*

2. Opt-in

*Cost is to give you their email. you give them content for free. Give away the what, charge for the how*

3. Easy Yes

*Training, behind the scenes info, Something they can say yes to you easily on. \$15-97.*

4. Build Clout

*Webinar, speaking event, phone call, live training in person .*

5. How you'll sell

*Where will they hear your pitch and sell? Webinar, speaking event, phone call, live training in person*