

# ⑥ Figure

## *Online Mastery Method*

### **COURSE GUIDE**

# Business Coaches for Massage and Wellness

Welcome to the Fully Booked  
Bootcamp Journey.

We are thrilled to have you here  
and to be walking along side you  
over the course of this 8 weeks  
and beyond.

We created this download to  
make it easier to find all the  
pages as a recourse. Every day  
you access also has these to  
download for yourself. We will  
walk you through this every step  
of the way.

Remember to do your welcome  
vid in the Facebook group and  
we will see you at day 1.



**Elicia and James Crook**

## Week 1 - Ecosystem Mastery

- Day 1 – Your Business Ecosystem  
<https://6figu.re/lessons/week-1-day-1-your-business-ecosystem/>
- Day 2 – Align Your Life  
<https://6figu.re/lessons/week-1-day-2-align-your-life/>
- Day 3 – Creating Your WHY  
<https://6figu.re/lessons/week-1-day-3-creating-your-why/>
- Day 4 – Serve Your People  
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- Day 5 – Crystal Clear Clarity  
<https://6figu.re/lessons/week-1-day-5-crystal-clear-clarity/>

## Week 2 - Transformation Mastery

- Day 1 – Find Your Magic  
<https://6figu.re/lessons/week-2-day-1-find-your-magic/>
- Day 2 – Program DNA Creator  
<https://6figu.re/lessons/week-2-day-2-dna-creator/>
- Day 3 – World Class Content  
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- Day 4 – Who I Am As A Learner  
<https://6figu.re/lessons/week-2-day-4-who-i-am-as-a-learner/>
- Day 5 – Share Your Magic  
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## Week 3 - Program Mastery

- Day 1 – Content Creator  
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- Day 4 – Easy Training Portal  
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- Day 5 – Portal Design  
<https://6figu.re/lessons/week-3-day-5-portal-design/>

## Week 4 - Implementation

- Week 4: Implementation Week

<https://6figu.re/lessons/week-4-implementation-week/>

- Day 1 – Accepting Payments And Members

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## Week 5 - Funnel Mastery

- Day 1 – The Funnel Method  
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- Day 5 – Standout Sales  
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## Week 6 - Conversion Mastery

- Day 1 – Create A Hook  
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## Week 7 - Implementation

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- Day 1 – Facebook Advertising

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## Week 8 - Advanced Funnel Mastery

- Day 1 – Case Study Funnel  
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- Day 2 – Challenge Funnel  
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## BONUS! Week 9 - Funnel Impact

● Day 1 – See The Future

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

# PRODUCT ECOSYSTEM

**PURPOSE** – To design your business ecosystem so your services create an amazing journey opportunity for your clients.

**INSTRUCTIONS** – Identify what services or products you will offer at each step on the staircase and how people will move up.



# CLIENT AVATAR

**PURPOSE** – To understand exactly who you are targeting and therefore strengthen your marketing results.

**INSTRUCTIONS** – Specify the characteristics of your ideal client demographically and identify the problems you can solve.

Name

Gender

Age

Relationship and family

Job

Hobbies and interests

Income

Services they currently receive from you

PLACE  
PHOTO  
HERE

## HOW YOU CAN HELP THEM:

What are their BIG problems?

What do they find frustrating daily?

How do you solve these problems?

## WHERE YOU CAN FIND THEM:

What platforms are they active on?

Who do they follow & love online?

Who do they trust & connect with?

# 1 PAGE PROGRAM BLUEPRINT

.....  
Create the blueprint for your program design and commit to making it happen  
.....

**WHY this is vital for ME?**

.....

**WHO are my NICHE CLIENTS?**

.....

**WHY this is vital for these CLIENTS?**

.....

**TURNOVER GOAL**

.....

**PRICE POINT**

.....

**SALES PER WEEK**

.....

**WHO I NEED TO BE**

.....

On or before ..... I COMMIT TO do what it takes to create my program, to do the marketing to get my first leads and make my first sale. I am doing it for my clients, my community, my family and myself, to reach my goals and add this to my business.

Signed:



# WHO I NEED TO BE

Set an intention for the change you are creating in yourself as well as your business

My "I AM" statements:

# CLIENT VALUE JOURNEY

**PURPOSE** – To have a super simple way to show your clients how your magic connects with their journey.

**INSTRUCTIONS** – Fill in their biggest problems and desired outcomes, then brainstorm their top mistakes in between.

Your genius model takes your clients on a journey from here to here



## TOP 3 PROBLEMS

Symptoms they feel

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## TOP 7 MISTAKES

Causes & reasons why

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## TOP 3 OUTCOMES

Where they want to be

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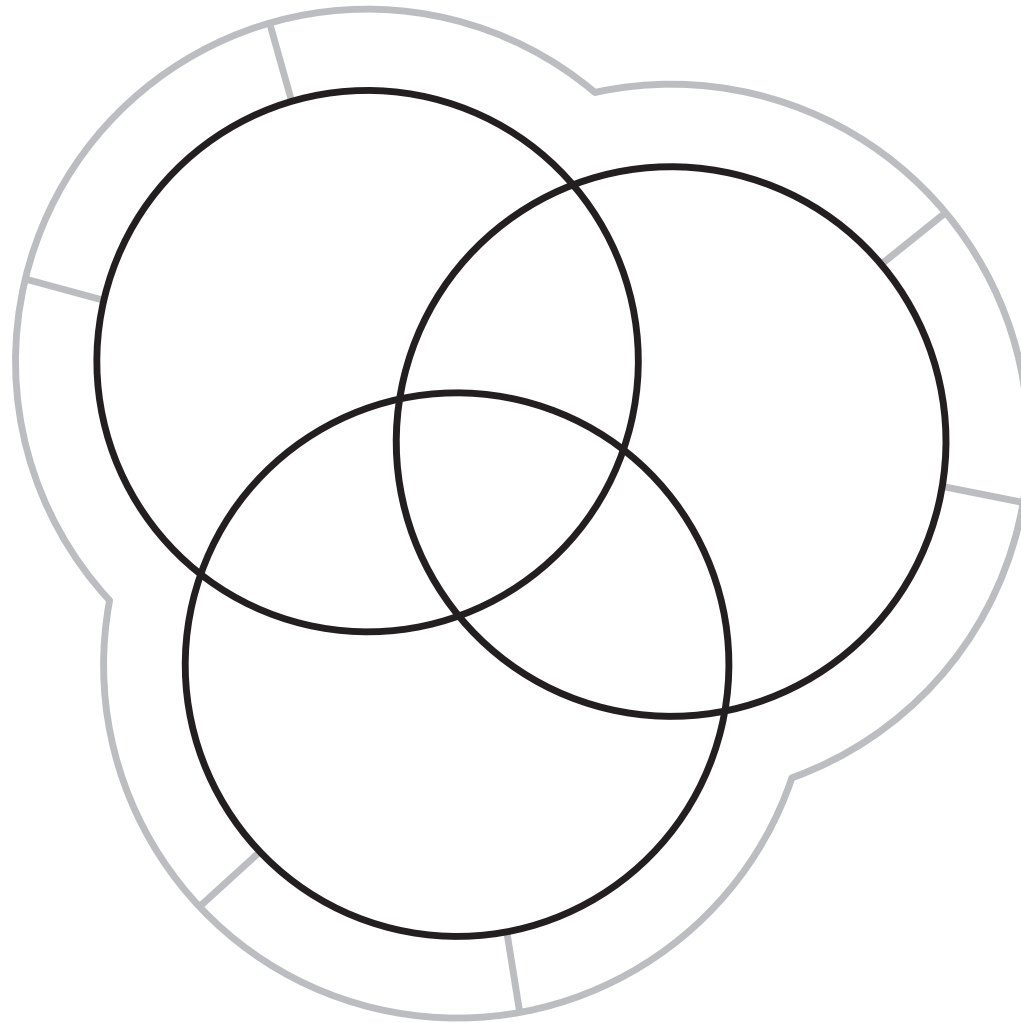
## BIGGEST FEAR

## ULTIMATE RESULT

# GENIUS MODEL

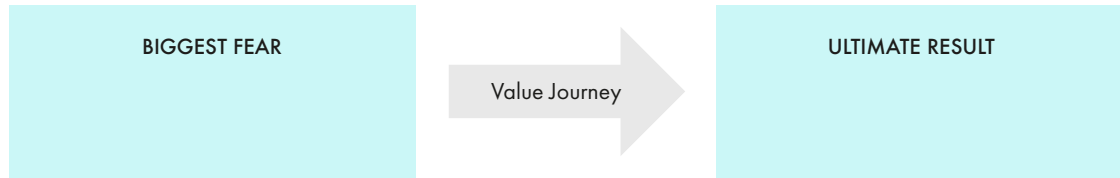
**PURPOSE** – To create a simple visual model that explains your magic and your message.

**INSTRUCTIONS** – Identify the big outcome you give your clients, then your 3 ingredients, and your 9 accelerators.



# TFP PROGRAM PLAN

Get your DNA in place to guide your program development as it's being created



TITLE

FORMAT

PROMISE

DESCRIPTION

# WORLD CLASS FORMULATOR

**PURPOSE** – To be able to brainstorm the features and the benefits to create a world-class program that’s leveraged. This will allow you to figure out what you need to create in your Keystone Program now and also later down the track.

**INSTRUCTIONS** – Answer the questions from the left for each of the columns on the right. Identify the vital features and benefits.

QUESTIONS	CONTENT	COACHING	COMMUNITY
<p>What would be the impact if you were to apply all of the ideas above to you and your clients?</p> <p>List the tools and resources you need to execute the ideas above</p> <p>Highlight the non negotiables right now</p> <p>Plan the frequency of how often these features will be delivered</p> <p>Plan the days you’re going to add the extra stuff</p> <p>Timeline the roll out in order of importance</p>	<ul style="list-style-type: none"> <li>• Keynote/Powerpoint with powerful Images</li> <li>• Editable PDFs</li> <li>• Membership Site</li> <li>• Downloadable PDFs</li> <li>• Screen Recordings</li> <li>• Content webinar with Q&amp;A at the end (Marketing)</li> <li>• Interactions with the membership site to make it Stick</li> <li>• Seminars</li> <li>• Checklists</li> <li>• Demonstrations</li> <li>• Interviews</li> <li>• Email Sequences</li> <li>• Meditation Cd’s</li> </ul>	<ul style="list-style-type: none"> <li>• Weekly Webinars</li> <li>• Ongoing support and Coaching Via Facebook</li> <li>• Clarity Sessions</li> <li>• Mindsent breakthrough coaching</li> <li>• Q &amp; A Calls</li> <li>• Implementation Days</li> <li>• Intensives</li> <li>• Round Tables</li> <li>• Performance Coaching</li> <li>• Accountability Calls</li> <li>• Facebook Groups</li> <li>• Accountability Systems</li> <li>• KPIs Recording</li> </ul>	<ul style="list-style-type: none"> <li>• Facebook Groups</li> <li>• Weekly meet up at a location</li> <li>• Retreats with a big family vibe for connection</li> <li>• Forum on membership site</li> <li>• Fun Days</li> <li>• Groups Activites</li> <li>• Accountability buddies</li> <li>• Lunches/ Dinners</li> <li>• Forcing clients to add each other online</li> <li>• Team building days</li> </ul>

# BRAINSTORM

**PURPOSE** – To be able to brainstorm the features and the benefits to create a world-class program that’s leveraged. This will allow you to figure out what you need to create in your Keystone Program now and also later down the track.

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QUESTIONS	CONTENT	COACHING	COMMUNITY
What would be the impact if you were to apply all of the ideas above to you and your clients?			
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Highlight the non negotiables right now			
Plan the frequency of how often these features will be delivered			
Plan the days you’re going to add the extra stuff			
Timeline the roll out in order of importance			

# CLARITY SCHEDULE

**PURPOSE** – To be able to brainstorm the features and the benefits to create a world-class program that’s leveraged. This will allow you to figure out what you need to create in your Keystone Program now and also later down the track.

**INSTRUCTIONS** – Schedule your creation process so you know exactly when each feature will be creating.

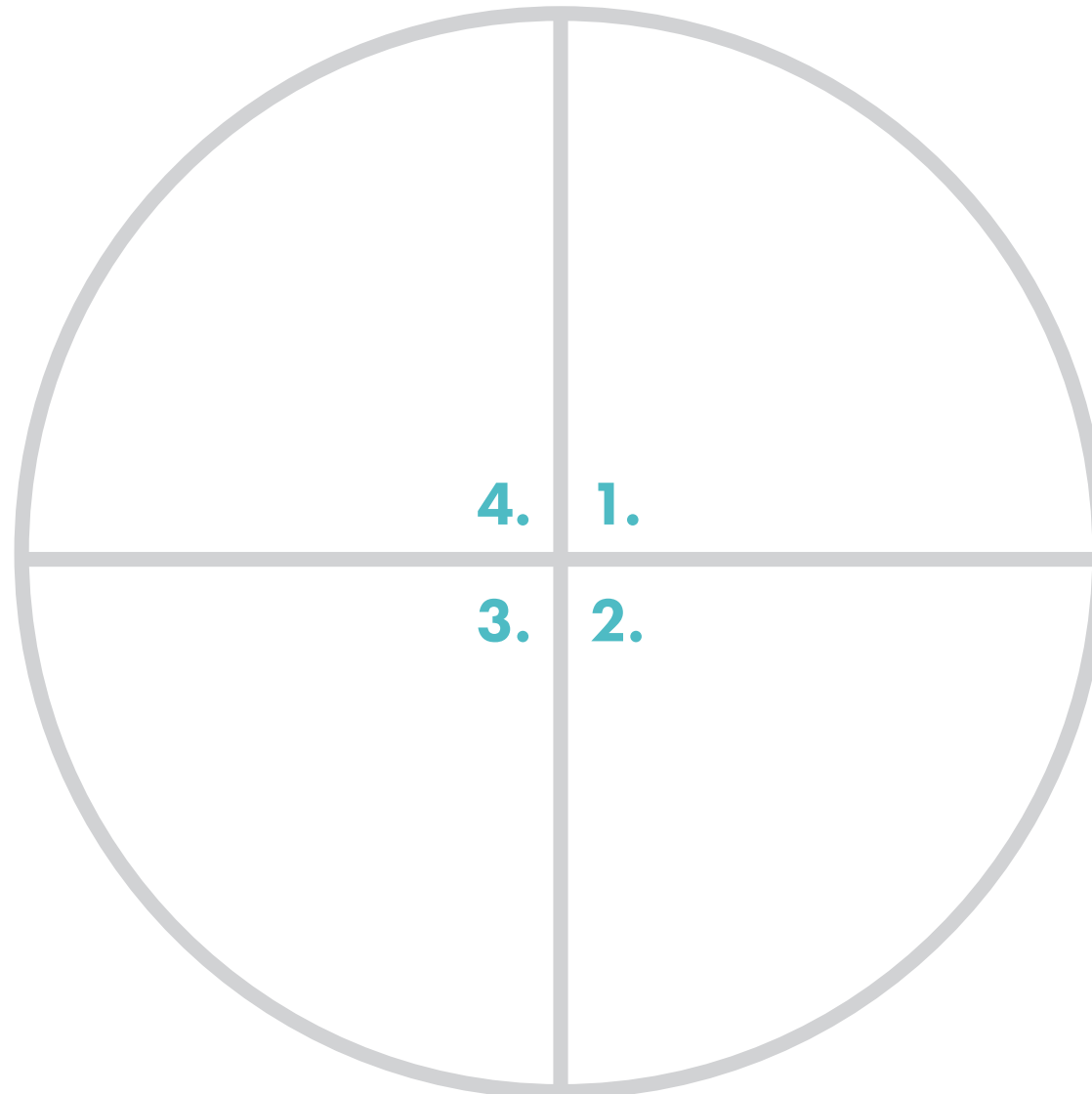
CONTENT FEATURE	DATE TO EXECUTE	COACHING FEATURE	DATE TO EXECUTE	COMMUNITY FEATURE	DATE TO EXECUTE

# 4MAT

## ⑥ Figure

**PURPOSE** – To learn how to create a structured presentation that speaks to all learning styles, using the four parts of the 4MAT system.

**INSTRUCTIONS** – Fill in your notes on each learning style and the characteristics of each type of learner.





# 4MAT PLANNER

**PURPOSE** – Plan out your presentation to suit all four learning styles.

**INSTRUCTIONS** – Brainstorm ideas you will use for each part then circle your final selection.

PART 1	PART 2	PART 3	PART 4

# LEARNING STYLE TEST

**PURPOSE** – To discover your own learning style and see how it affects your communication and development.

**INSTRUCTIONS** – Rate each of the answers from 1 to 4 in preference. Transfer those numbers in Score Step 1 and add them in Step 2.

## 1. I make important decisions based on:

- gut level feelings
- which way sounds the best
- what looks best to me
- precise review and study of the issues

## 2. During an argument, I am most likely to be influenced by:

- the tone of the other person's voice
- whether or not I can see the other person's point of view
- the logic of the other person's argument
- whether or not I am in touch with the other person's feelings

## 3. I most easily communicate what is going on with me by:

- the way I dress and look
- the feelings I share
- the words I choose
- my tone of voice

## 4. It is easiest for me to:

- find the ideal volume and tuning on a stereo system
- select the most intellectually relevant point in an interesting subject
- select the most comfortable furniture
- select rich, attractive colour combinations

## 5. Which are truest:

- I am very attuned to the sounds of my surroundings
- I am very adept at making sense of new facts and data
- I am very sensitive to the way articles of clothing feel on my body
- I have a strong response to colours and to the way a room looks

## SCORE Step 1

Copy your answers to here:

1.	2.	3.	4.	5.
<input type="checkbox"/> K	<input type="checkbox"/> A	<input type="checkbox"/> V	<input type="checkbox"/> A	<input type="checkbox"/> A
<input type="checkbox"/> A	<input type="checkbox"/> V	<input type="checkbox"/> K	<input type="checkbox"/> Ad	<input type="checkbox"/> Ad
<input type="checkbox"/> V	<input type="checkbox"/> Ad	<input type="checkbox"/> Ad	<input type="checkbox"/> K	<input type="checkbox"/> K
<input type="checkbox"/> Ad	<input type="checkbox"/> K	<input type="checkbox"/> A	<input type="checkbox"/> V	<input type="checkbox"/> V

## SCORE Step 2

Enter the numbers from each question and add to get your final score.

Compare the totals to see your relative preference for each of the learning styles.

	V	A	K	Ad
<b>1</b>				
<b>2</b>				
<b>3</b>				
<b>4</b>				
<b>5</b>				
<b>TOTAL:</b>				

# SHARE YOUR STORY

**PURPOSE** – To create your own long format post that shares your story for new followers.

**INSTRUCTIONS** – Create your own story based on the sections provided and the example on the opposite page. Choose an appropriate photo and post this to your feed!

*Hi, I'm ... I'm a ...*

*What I really do is ...*

*I believe ...*

*The real reason I do what I do is ...*

*Get in touch by ...*

# E Program Content Creator

**PURPOSE:** This sheet is your template for creating the content for one module within your e-program. It is designed to help you organise the details clearly so you can communicate clearly with your clients every time.

**INSTRUCTIONS:** Fill in this form for a specific module you need to deliver. Follow the flow of the creator. The clearer you can be, the easier it will be to create the content and for your clients to understand.

**MODULE TITLE:**

**PURPOSE:** What specific skills would you like the client to have at the end of this module?

**OUTCOME:** What does the result look like for them?

**BRAIN DUMP:** What are all the pieces you and your clients need to do, learn etc. in order to get the outcome achieved?  
**POUR YOUR HEART OUT!**

# E Program Content Creator

Start with THE WHY STACK: This will answer the 'why this, why now' questions and gets people hungry for your content. Think of this as the part of the content speaking to the heart. Why is it important for them to know this now and why should they action it?

SLIDES	CONTENT: Plan out your content for each slide
COURSE TITLE	
CONTENT TITLE	
THE PROMISE	
THE NEGATIVE STACK	Use up to 3 short term frustrations and 1 ultimate fear in relation to this topic.
FRUSTRATION 1	
FRUSTRATION 2	
FRUSTRATION 3	
ULTIMATE FEAR	
THE POSITIVE STACK	Use up to 3 short term wants and 1 ultimate aspiration in relation to this specific topic.
WANT 1	
WANT 2	
WANT 3	
ULTIMATE ASPIRATION	

# E Program Content Creator

**STRATEGIC QUESTION:** This is **OUTCOME** focussed. When you ask this question, their answers build confidence, clarity and conviction in the direction of your material. Use a 'WHY' type of question.

Examples: "Why is this a must for you?", "Why this and why now?" or "Which part of this do you need most right now?"

QUESTION:

**THE WHAT SECTION:** This is usually 3-5 Principles of your content. The **WHAT** acts like the 'brain' of the content and comes before the **HOW**. You educate the 'head' first then train the 'hands'. These principles are philosophies which allow whoever you're teaching to understand the theories and mechanics they will apply later in the **HOW** section.

PRINCIPLE TITLE	MODEL / METAPHOR	STATEMENT / POINT	STATS / STORY / CASE STUDY
1.			
2.			
3.			
4.			
5.			

# E Program Content Creator

**STRATEGIC QUESTION #2:** Use a 'WHAT' type of question.

Examples: "Which of these is most valuable for you in your situation?", "If you were to apply this, what sort of impact would this give you?", "What do you see as being the most important step?"

QUESTION:

**THE HOW SECTION:** The hands-on section can be created as separate videos. Break your HOW section into steps for your audience to follow to get a predictable result. In the 'brain-dump' section, you should have figured a step-by step instruction on how to achieve the outcome that you've set out for your client. In this section, this is where you'll be teaching the exact step-by-step.

STEP	CONTENT
1.	
2.	
3.	
4.	
5.	

# E Program Content Creator

**STRATEGIC QUESTION #3:** Use a 'WHAT NEXT' type of question.

Examples: "What else does this make possible to you?", "Where can you see yourself doing this?" "How is this different from how you've been doing before?", "Which part of this gets you most excited?"

QUESTION:

**THE WHAT NEXT SECTION:** Give specific, concrete, action steps so they can confidently apply your system. This might be a daily or weekly plan or as simple as "now go and do what we saw in the HOW section".

PRESCRIPTION	CONTENT
1.	
2.	
3.	

**PRE-ANSWERS:** Not part of the slides, but is added to content to answer questions, overcome objections and produce action.

OBSTACLES / CHALLENGES	STRATEGIES	RESULTS



# FUNNEL SELECTOR

6 Figure

**PURPOSE** – To see the different types of funnels and know which one to use for a specific purpose and outcome.














**INSTRUCTIONS** – See which funnel you will use for your purpose, then create out the steps needed to make it work.

TYPE OF FUNNEL	BEST FOR...	DELIVERABLE	FUNNEL STEPS
<b>Hook</b>	Broad use Fast & Easy tests	PDF or Video	LP → TY → WhatsApp
<b>Case Study</b>	Social Proof Retargeting	Client video	CS → F → WhatsApp
<b>Webinar</b>	Build Trust	Live online training event	LP → TY → Snapchat → R → WhatsApp
<b>7 Day Challenge</b>	Build massive trust	7 days of content, FB group	LP → TY → WhatsApp → Snapchat → WhatsApp

# FUNNEL SELECTOR

**PURPOSE** – To see the different types of funnels and know which one to use for a specific purpose and outcome.

**INSTRUCTIONS** – See which funnel you will use for your purpose, then create out the steps needed to make it work.

TYPE OF FUNNEL	BEST FOR...	DELIVERABLE	FUNNEL STEPS
<b>Buy Now</b>	Mini-program sales (lead to next steps)	Mini-course or PDF ebook	 →  →  → 
<b>Tripwire</b>	Upsell inside the cart	Small and Larger Products or Services	 →  →  →  → 
TYPE OF FUNNEL	BEST FOR...	DELIVERABLE	FUNNEL STEPS
<b>Lead ad</b>	Quick leads Retargeting		 → 
<b>Application</b>	Results from Content Retargeting		 → 

# TOPIC TORNADO

**PURPOSE** – To create a killer topic title that will gain attention, boost your profile and provide amazing value to your clients.

**INSTRUCTIONS** – Use the headline scrambler to create powerful headlines.

## HEADLINE SCRAMBLER

# POINTS	OR TRIGGER	THAT PROMISE	AND ADJECTIVE	OR TIME	OR OBJECTION
<i>The 7 ways to 3 rules that will 108 things you must do</i>	<i>Tired and overwhelmed? Why you snack in the afternoon</i>	<i>More flexible Improve your posture More energy</i>	<i>Amazing Outstanding Crazy</i>	<i>24 hours 7 days 2 weeks</i>	<i>Even if you've never done yoga before Even if you work full time</i>

# The Armour Of God

## Objection Handling Loop

### PHASE 1

**Active listening**

Listen and reflect back

**Reward**

“Thank you for telling me that ...”

**Reassure**

“It’s not unusual, we deal with this all the time”

### PHASE 2

**Remind**

“I just want to remind you what you told me earlier...”

**Realign**

“Remember where you’re going”

“This is why we got on the phone together today”

### PHASE 3

**Contrast**

“There’s really two options...” Without us, or with us

**Future Pace**

Tell a story of a client who was like them but now has amazing results because they committed

### PHASE 4

**Trial Close**

“What would you say if I asked you to join right now?”

“Would it be worth doing the work, if it meant getting the results?”

### PHASE 5

**Hard Close**

“Awesome! I’ll just grab some admin details to get started!”

# BLOG TOPIC GENERATOR

Brainstorm topics around your 4 Authority Themes that fit into the different article types.

ARTICLE TYPE	THEME 1	THEME 2	THEME 3	THEME 4
Problem and Solution				
Comparison				
Tool or discovery				
Case study				
Interview				
Response				
Review				
Reasons Why				
How To				
Biggest Mistakes				
Personal story with a lesson				
Crazy Rant				
List				
Question answered				
Why not to / never to				
Industry news interpreted				

## TITLE

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Some general rules and common patterns used can be identified for article titles that are shown to get more shares and higher engagement when promoted through social media. Keep the following in mind:

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- Use numbers like 5, 7 or 10. For example, 'The 5 best reasons to ...'
  - Try negative titles as well, like '7 mistakes people make when ...'
  - Make predictions for upcoming years, like 'the 10 most popular ways to relax and rejuvenate your body in [next year]'.
  - Use titles that are worded in the way people talk and search, like 'How to ...' or 'How do I ...'
  - Show a value statement in the title itself, like 'How to prevent injury and improve strength'.
  - Try to include a keyword for SEO purposes.
  - If possible, keep the length to below 70 characters so that it doesn't get cut off in search engine results and email links.
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**Brainstorm your content titles here:**

# 12 MONTH ROCKS

**PURPOSE** – To schedule out the major events and dates for your marketing across the year ahead.

**INSTRUCTIONS** – Write down all the significant dates in each month that can be used as marketing hooks.

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEPT	OCT	NOV	DEC

# 30 DAY PEBBLES

**PURPOSE** – To schedule out the month ahead with specifics showing what you will be doing.

**INSTRUCTIONS** – Start with your central idea or theme for the month, then fill in how you'll do it and major "rocks". Next you will identify the assets you'll need and any events you will be presenting at.

## CENTRAL IDEA

*Your big theme this month*

## ROCKS

*Major days happening this month*

## ASSETS

*Social media, in-clinic signage,  
blog post, email, print*

## EVENTS

*Anything you are speaking at,  
appearing at or helping to  
organise*

## HOW

*What actions you'll take to show  
your tribe this idea*