

**Live FREE.
Do what you LOVE every day.
And make MONEY.**



**FORTE
MEMBERSHIP**



WELCOME!

I'm Jini Patel Thompson and I've created this program at the request of my readers. I also write books on natural healing and have an online health store. I've been running businesses online since 1995 when I launched one of the first dating websites on the Internet.

So know that everything I will be teaching you comes from tried-and-tested practices, not theory or internet marketing hype!

ABOUT US



Jini Patel Thompson is the creator and founder of Listen To Your Freedom. She started her first business at the age of nine and her first incorporated company at the age of nineteen. Jini has since created her own line of health supplements and is the author of 23 books, CDs and DVDs. Her articles have been published in magazines and journals throughout the USA, Australia and the UK. She has also appeared on TV and radio shows in the USA and UK.



Ian Thompson is a former advertising and marketing executive from the UK and Hong Kong. He has worked with clients like British Airways, Dr. Scholl's and Hong Kong Telecom. He set up his own advertising firm in 1995 in Vancouver until he decided to leave his downtown office and join his wife Jini in her health business – when her readers demanded an online health store in 2002. Ian provides some of the advanced training and video trainings in Listen To Your Freedom, along with specialized consulting services.



WHAT IS LTYF?

Listen To Your Freedom is a unique program that will take you through the journey of discovering your top talent, your most important gift that you are here to share with the world. Then it will show you how to turn that passion, or interest, or skill, into an automated, online business that earns you money – even while you sleep, play, heal yourself, or travel! If you already have a business (or a website) the same process applies!

The Listen To Your Freedom program is set up as separate modules. This takes a big task (setting up your own biz or growing your existing biz) and breaks it down into totally manageable, non-intimidating, little chunks of learning and action. It also makes it easy to proceed at your own pace. **There is no time limit.**

That is just one of the many things that makes this business-building program different from any other you've seen.



WHAT WILL YOU GET?

20+ Jam-Packed Modules of instruction and action steps showing you step-by-step how to turn your talent or passion into an Internet-based business that makes you money 24/7	Your Business Identity & Custom Logo Package	Videos of real life examples and tutorials	Audios that you can listen to in your car or on the go	2 Private Coaching Sessions with your qualified LTYF Coach
Action Checklists, so you can keep yourself on track and motivated	Weekly Q&A group call-in session for live teaching and tech training	Private LTYF forum where you can post your questions, share ideas and triumphs, and receive support for your challenges	Work online or offline, as each Module is also available as a PDF download	Real-time live chat, toll-free phone number, and private email support 24/7

WHAT DO FREEDOMITES SAY?



It's rare that I encounter an Internet business-building program that is as thorough and as easy-to-follow as Jini Patel Thompson's course, Listen to Your Freedom. What I like best is that it takes people who are unfamiliar with technology, new to online marketing — and even unsure about what their potential online business might be — and confidently guides them through deciding, building, launching, and marketing... with Jini's team even providing personal guidance throughout the process. Highly recommended!

— Janet Switzer, #1 bestselling author & business consultant, www.JanetSwitzer.com

As a long time admirer of Jini and her work, I was always curious about the "how" behind her numerous successes in business and life. I'm thrilled that Listen To Your Freedom gives me the courage I need to trust and know that I really can earn money doing what I love. In honoring my passions and personal flow I'm already seeing breakthroughs in my business and personal life. Thank you, Jini!

- Tara Rosas, www.EnlitedCandles.com



It's wonderful having the whole smorgasbord of modules in front of me.

Of course, it's best to do the modules in order, to make sure you don't miss anything. But I like that they are all there to go back to and read whatever is most interesting/important for me at the time. And now for the update: My website traffic jumped to 850 yesterday and today I've had 1,700 visitors! Lots of new signups for my contact list and my affiliate commissions are growing accordingly. LTYF has helped me in so many ways. Thank you!!

- Jeromy Johnson, www.EMFanalysis.com

MODULE 1

DISCOVER YOUR WHY

Get clear on what you love best and start exploring how to turn that into a thriving business. Get started on clearing the blocks and saboteurs that have held you back from success.

Prepare for several "aha!" moments as you map out your personal money story.

Receive the first of numerous gifts from Jini and the LTYF team.

1.1 Laying
the Foundation
For Success

1.2 Talents:
What Is Your
TOP Talent?

1.3 Turning
Talents
Into Income

1.4 Clear
Your Blocks
& Saboteurs

1.5 The
Big Picture

1.6 AUDIO: Is
Business A
Spiritual Journey?

1.7 VIDEO:
What Do You
REALLY Want?

1.8 AUDIO:
Walk Through
Module 1 With
SuZen Maureen

1.9 Module 1
Action Steps



MODULE 1

A CLOSER LOOK...

1.1 Laying the Foundation For Success

Receive your gorgeous *LTYF Workbook* as part of your Welcome Pressie Package and chart your journey to freedom in a way that best suits your personality and skills. Begin to bypass your fears and saboteurs and get in your zone!

1.2 Talents: What Is Your TOP Talent?

Rediscover your top talents and interests, and begin learning how they can become the foundation for your success.

1.3 Turning Talents Into Income

Get inspired and see how the top three talents you listed can be turned into a successful business.

1.4 Clear Your Blocks & Saboteurs

Discover the root causes of your own blocks and saboteurs and how to clear them.

1.5 The Big Picture

Take a closer look at the ins and outs of online business - where the money comes from, how it gets to you, and why LTYF sets you up to do this authentically and passionately.

1.6 AUDIO: Is Business A Spiritual Journey?

Change the way you think about work and let your business become a part of your spiritual journey.

1.7 VIDEO: What Do You REALLY Want?

Get set on a clear path to living a life of passion and purpose, doing what you REALLY want.

1.8 AUDIO: Walk Through Module 1 With SuZen Maureen

Walk through the first module with a fellow Freedomite and get fresh insights into your talents and what you have to offer.

1.9 Module 1 Action Steps

Check off all your accomplishments in the LTYF Workbook and see the progress you're making!

MODULE 2

CHOOSE YOUR BEST TALENT/IDEA

Make a final decision on which talent, skill or interest you are going to build your business upon and make sure that it fits with your current lifestyle and any personal restrictions.

Begin thinking about how you are going to present this in your website and stimulate your inspiration with two fabulous videos.



**Coach Ian Thompson with Jini
and their kids**

2.1 One Website: One Message

2.2 AUDIO: Choosing Your Best Idea

2.3 VIDEO: Listening To Your Gut

2.4 VIDEO: Inspiration And Ideas

2.5 Private Consult With Your LTYF Coach

2.6 Module 2 Action Steps

MODULE 2

A CLOSER LOOK...

2.1 One Website: One Message

Pick one of your three talents and choose the business idea that resonates the most with you.

2.2 AUDIO: Choosing Your Best Idea

Learn ways of effectively using your intuition to determine if you chose the right idea.

"Find out how to deal with common problems and dilemmas, like finding your correct niche, or not having enough money to launch or grow the business you want."

2.3 & 2.4 VIDEOS: Listening To Your Gut & Inspiration And Ideas

Get in touch with your own path, and get inspired to dream BIGGER!

2.5 Private Consult With Your LTYF Coach

Book your first Private Consult with your LTYF Coach, who will help you hone in on your brilliant biz ideas and choose the best one to run with at this time.

2.6 Module 2 Action Steps

Check off all the steps you made towards making the final decision for your best business idea!

MODULE 3

TELL YOUR STORY

Map out your own personal story of how you got to where you are, and why that positions you to help others. Discover why storytelling is the best sales technique there is. Learn how doing something just to have fun and share a story can generate massive sales in this module's video.

3.1 People Buy Stories
Not Objects

3.3 VIDEO: How Telling
Stories Builds Your Brand

3.2 Write Or Record
Your Stories

3.4 Module 3
Action Steps

MODULE 3

A CLOSER LOOK...

3.1 People Buy Stories Not Objects

Learn the importance of telling your story and how storytelling is the backbone of building a successful business.

3.2 Write Or Record Your Stories

Find out how to tell your personal story in a compelling way that conveys your unique strengths and talents and makes your product shine.

3.3 VIDEO: How Telling Stories Builds Your Brand

See the hard evidence of how telling stories builds your brand and get inspired!

3.4 Module 3 Action Steps

Reward yourself for having the courage to tell your story and for digging deep into what makes you and your business idea unique!



MODULE 4

WHO IS YOUR CUSTOMER?

Define your ideal customer's needs and desires and learn how to speak directly to that person and start building a relationship with them. Get clear on who is NOT your customer. Distill these concepts down into your tagline and your 'elevator speech'.

4.1 Your Customer's Needs And Problems

4.2 Who Is & Is Not Your Customer

4.3 Your Elevator Speech

4.4 Your Tagline

4.5 VIDEO and Workbook

4.6 Module 4 Action Steps



MODULE 4

A CLOSER LOOK...

4.1 Your Customer's Needs and Problems

Identify the problems and needs of your potential customers and learn how to best reach out to them with your services.

4.2 Who Is & Is Not Your Customer

Learn exactly who IS and who ISN'T your customer, and why knowing this is vital to the success of your business

4.3 & 4.4 Your Elevator Speech & Your Tagline

Discover how to quickly pique the interest of potential customers by crafting the perfect 'elevator speech' and a tagline for your business.

4.5 VIDEO and Workbook

Receive additional tools to REALLY nail down everything you've learned.

4.6 Module 4 Actions Steps

Make sure you know what to do with all you've learned!



MODULE 5

DESIGN YOUR IDEAL BUSINESS

Examine the elements of your values, responsibilities, needs, and priorities, so you can design a business that supports your lifestyle. Outline the plan for creating your idea of freedom. Follow our audio guide to open your heart to abundance. Map out your Perfect Day!

5.1 Do What You Love Every Day

5.2 Planning For Freedom

5.3 My Perfect Day

5.4 AUDIO: Open Your Heart To Abundance

5.5 Module 5 Action Steps

MODULE 5

A CLOSER LOOK...

5.1 Do What You Love Every Day

Kick-start the thinking process on what you want your life to look like when your business is launched.

5.2 Planning For Freedom

Explore what it would mean for you **to really be free** and begin planning your freedom.

5.3 My Perfect Day

Map out what your **Perfect Day** would look like and gain the insight to make it a reality!

5.4 AUDIO: Open Your Heart To Abundance

Listen to another part of the **Clear Your Blocks and Saboteurs** series and open your heart to the abundance you deserve.

5.5 Module 5 Action Steps

Open your *LTYPF Workbook*, check off your accomplishments and get ready to design a business that will let you be free!

MODULE 6

TIME MANAGEMENT

Learn how to structure your work time and personal life so that you can accomplish in 4 hours what takes most people 8 hours. As someone with 3 kids, 2 businesses, 4 horses and an art studio, Jini knows what she's talking about! Discover strategies on how to manage kid interruptions, or disgruntled friends, or spouses. It's not about working harder, it's always about working smarter. Prepare to be astounded by your own productivity!



6.1 How To Be Super Productive

6.2 Organizing Your Day-To-Day

6.3 Protecting Your Energy

6.4 AUDIO: Finding The Time To Work

**6.5 VIDEO: How To Get Your Partner
Or Kids On Board With Your Biz**

6.6 Module 6 Action Steps

MODULE 6

A CLOSER LOOK...

6.1 How To Be Super Productive: Learn how to live a well-rounded life, and run a successful business, thanks to my life-inspired time management strategies.

6.2 Organizing Your Day-To-Day: Discover how to organize with effective written or digital task lists and the best time management and calendar apps.

6.3 Protecting Your Energy: Check out my 4 biggest-bang-for-your-buck practices to keep your brain and bod strong and fast.

6.4 AUDIO: Finding The Time To Work: Listen to my solid strategies for when and how to work, even with young kids or a full-time job.

6.5 VIDEO: How To Get Your Partner or Kids On Board With Your Biz: Lori Clarke (mother of 4 kids) and Jini (mom of 3 kids) share their strategies for working at home and getting your family on board with your biz

6.6 Module 6 Action Steps: Get yourself on track and make sure you implement the strategies from this module every time you work.



MODULE 7

YOUR SITE COLORS

Learn about the emotional messages that colors convey and choose the best 'feeling' for your website. Design the look & feel of your site to appeal to your particular customer and how you want them to feel when they come to your site. Includes 20 full palette color schemes that make it easy to pick and choose site colors that work well together.

7.1 The Look & Feel Of Your Site

7.2 Color Meanings And Using Them To Convey Emotion

7.3 Red Colors & Tones

7.4 Pink Colors & Tones

7.5 Orange Colors & Tones

7.6 Yellow Colors & Tones

7.7 Green Colors & Tones

7.8 Blue Colors & Tones

7.9 Light Blue Colors & Tones

7.10 Purple Colors & Tones

7.11 Brown Colors & Tones

7.12 Earth Colors & Tones

7.13 Beige Colors & Tones

7.14 Gray Colors & Tones

7.15 Black And White Colors & Tones

7.16 Art Deco Color Scheme

7.17 Elegant Color Scheme

7.18 Cute Color Scheme

7.19 Gorgeous Color Scheme

7.20 Neutral Classic Color Scheme

7.21 Beach Color Scheme

7.22 Warm Color Scheme

7.23 Cool Color Scheme

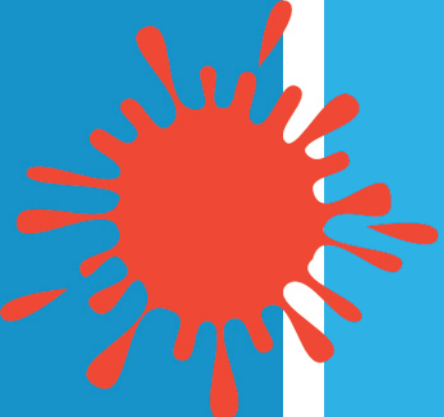
7.24 Make Your Final Color Choice!

7.25 Module 7 Action Steps




MODULE 7


A CLOSER LOOK...



Identify what are your customers' primary **emotional needs** and what are the feelings you want them to **experience** when they visit your website.



Learn about the different meaning behind different colors, and how to use them **to convey emotion**.



Pick the **perfect tones** and schemes to induce the desired feelings in your site visitors!

MODULE 8

GET YOUR DOMAIN, HOSTING, EMAIL

Begin the process of getting your biz up on the web. Register your site name, find a home for your website and set up your emails. I'll show you how to save money by purchasing everything together and my tips for setting things up right for the long-term.

- 8.1 Your Website Gameplan
- 8.2 Clear Fear & Overwhelm
- 8.3 VIDEO: Module 8 Tutorials With SuZen Maureen
- 8.4 Register Your Domain And Get Hosting
- 8.5 Your Phone System
- 8.6 Get Your Emails Organized
- 8.7 Module 8 Action Steps

MODULE 8

A CLOSER LOOK...



8.1 Your Website Gameplan

Prepare to register your business and a domain name for your website – all in easy steps and with help available whenever you need it.

8.2 Clear Fear & Overwhelm

Learn to control feelings of fear and overwhelm that can be associated with making your new business a reality. I've got your back!

8.3 VIDEO: Module 8 Tutorials with SuZen Maureen

Watch how I walk a fellow Freedomite step-by-step through the process of registering a domain, choosing website hosting and setting up her own customized email.

...or read the detailed instructions (8.4 - 8.6) for each of these steps, plus organizing your emails and setting up a "virtual" business phone number. **All made easy!**

MODULE 9

AFFILIATE AND REFERRAL CASH

What, you're not an author, inventor, or product creator? No problem. Get the step-by-step details on how to earn a great income from selling other people's products or services, in whichever way you prefer. I'll show you exactly how a popular blogger earns \$30K per month just from referring his readers to someone else's product! And of course, we're going to talk about Amazon's affiliate program, and storefronts you can embed in your site.

9.1
Generating
Revenue From
Other People's Stuff

9.2
Google
AdSense Program

9.3
YouTube
Monetization

9.4
Program
Or Product
Affiliate Links

9.5
Amazon's
Affiliate Program

9.6
Module 9
Action Steps

MODULE 9

A CLOSER LOOK...

9.1 Learn all about what affiliate programs are and how to use them to generate revenue. Discover all the ways to earn money in a COMPLETELY automated way. All you need to do is set things up!

9.2 Find out how Google AdSense works, and learn when and where to implement ads on your website. A big part of a successful ad is targeting, and I will teach you all about it!

9.3 If you have a YouTube channel your videos may be eligible for monetization. This How-To will guide you through it step by step.

9.4 Learn how to choose the best affiliate program or product links for your website and how to optimize them. Sign up to be an LTYF Affiliate!

9.5 The Amazon Affiliate Program is one of the easiest to use, and I will show you exactly how to make the most out of it.

9.6 Check off all the things you learned about affiliate programs. This valuable info will be put to good use soon!

MODULE 10

DESIGN CUSTOMER EXPERIENCE

When someone comes to your site, you have 3 - 6 seconds to grab their attention before they click away. I'll show you how to communicate within 5 seconds who you are and how you can help your site visitor – so you can get them to feel "Ah, this is for me!" and not click away to someone else's site. I also show you numerous websites who have nailed this, so you can get some good ideas from others' success.

10.1 Design Your Customer Funnel

10.2 Examples Of Well-Designed Sites

10.3 Your Turn

10.4 Shooting Your Site Intro Video

10.5 Your Homepage & Site Flow

10.6 More Site Plan Examples And Ideas

10.7 How To Write Great Copy

10.8 Make Sure People Can Find You

10.9 VIDEO: Help! I'm Overwhelmed

10.10 Module 10 Action Steps

Please rate your experience



Outstanding



Excellent



Very good



MODULE 10

A CLOSER LOOK...

10.1 Design Your Customer Funnel

Design your customer funnel to perfectly match the way you want people to experience your website. Discover three different ways to organize your homepage and choose the one that fits your biz best. Organize your homepage according to learning style, products or services, or solutions.

10.2 Examples Of Well-Designed Sites

View examples of websites that grab visitors in 3-4 seconds and get inspired!

10.3 Your Turn

From the tagline to the look and feel of your site: it's your turn to create your website's template.

10.4 Shooting Your Site Intro Video

Use a site intro video to catch your visitor's attention. Or maybe you prefer a slideshow or animated video? I'll show you how to create all of these, plus how to find the perfect music for your video.

10.5 Your Homepage & Site Flow

From homepage design to blog pages: map out where you want your site visitor to go and what you want them to do.

10.6 More Site Plans Examples And Ideas

Still not sure how you want your site to look? These inspiring examples are sure to get you going!

10.7 How To Write Great Copy

Hmm, there's still something you will need. Text! Don't worry, you don't have to be a wordsmith to write great copy. Step by step, learn how to write in an engaging way, presenting your information without ever losing your site visitor's attention.

10.8 Make Sure People Can Find You

With so many websites on the internet, it's important that people can find you. And with this tutorial, we'll make sure your ideal customers can find you easily.

10.9 VIDEO: Help! I'm Overwhelmed

VIDEO: Don't be discouraged if things seem too difficult and overwhelming. This video will help you get back on track!

10.10 Module 10 Action Steps

This was a tough module, but you've made it! You're one step closer to launching your website...

MODULE 11

GETTING AND KEEPING CUSTOMERS

Choose the best (and most affordable) shopping cart for your needs. I'll also show you how to get people to give you their name and email so you can begin a relationship with them. People rarely buy the first time they visit a website - you need to give them a good taste of how fabulous you are and begin building the relationship that will eventually result in a sale.

11.1 Your Customer Infrastructure

11.2 Getting People To Join Your Email List

11.3 Communicating With Your Email List

11.4 Your Shopping Cart

11.5 Your Affiliate Program

11.6 Combine Your Shopping Cart, Affiliate & Email System

11.7 Make Your Final Choice!

11.8 How To Get (And Keep!) People On Your Email List

11.9 VIDEO: How We Made \$1M In 18 Months From A Blog

11.10 AUDIO: Amazon Top-25-Seller Discusses Block & Saboteurs

11.11 TUTORIAL: Make Your Own Affiliate Banners

11.12 Module 11 Action Steps



MODULE 11

A CLOSER LOOK...

- 11.1** Begin setting up your customer infrastructure. That's the **MONEY** piece of your site! You can either set this up yourself (don't worry! **You'll have plenty of help!**) ...or learn how to quickly hire a professional at a good price!
- 11.2** Learn how opt-in forms and desirable freebies can help you build a strong email list.
- 11.3** Find out how to **turn your site visitors into customers** and how to turn your customers into GREAT customers! Check out my examples for the perfect opt-in giveaways and get inspired!
- 11.4** Set up a good shopping cart – the system that allows you to list your products, process payments and deliver items to customers.
- 11.5** You already know how to feature other companies' affiliate ads on your page. **Now you'll learn how to find partner sites**, how much commission you should offer, and how affiliation can create win-win scenarios for you, your partner site, and the customer!
- 11.6** Decide which shopping cart, email system and affiliate program will work best for your needs and budget.
- 11.7** Make your final choice based on what you have learned and what I would do if I were in your shoes!
- 11.8** Find the perfect spot for your sign-up offer on your site and figure out how to set up your automated emails.
- 11.9** VIDEO: Let your imagination roam! Find out how Vishen Lakhiani **made \$1 million in 18 months from a simple blog!**
- 11.10** AUDIO: Listen to my interview with an Amazon Top-25-Seller about overcoming your blocks and saboteurs.
- 11.11** TUTORIAL: Learn what makes an effective affiliate banner and explore several ways to make your own cost-free advertisements!
- 11.12** Action Steps: You've worked hard this module! Check off your accomplishments and get a **SPECIAL GIFT** from Jini!



CHOOSE YOUR BLOG THEME

[illegible]

12.7 Module 12 Action Steps

MODULE 12

A CLOSER LOOK...

12.1 Learn what you need to keep an eye on when choosing your WordPress theme.

12.2 Free theme or paid theme? Find out the pros and cons of each option.

12.3 But wait! There's more!
As promised, I list 20 of my
favourite WordPress themes!



12.4 Now that you have
chosen your theme, learn
how to set everything up
and make it look fancy
with some fine custom
touches!

12.5 Test your site plan and design with some
simple tools - get your final feedback.

12.6 VIDEO: Rogue designer James Victore is sure
to inspire you when you start thinking of your work
as a gift you're giving to the world!

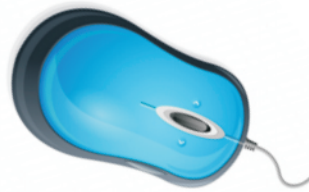
12.7 You're so close to launching your site! Are you excited?
Check off all the things you worked on in this module!

MODULE 13

GET YOUR SITE UP

Woohoo you're finally ready to go live! Find the cheapest programmer (or do it yourself) and get your site up live and online. Discover all the bells and widgets to fast-track your search engine ranking, so you can start showing up when people search for your stuff. Templates and checklists are provided to make this process easy.

Get your 2nd Private Consult with your LTYF Coach.



13.1 Hire A Designer Or DIY

13.2 Find A Site Programmer

13.3 Gather Your Content & Email Your Programmer

13.4 Transform Fear And Resistance

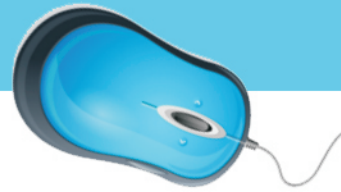
13.5 Get Blogging!

13.6 Private Consult & Website Review With LTYF Coach

13.7 Module 13 Action Steps

MODULE 13

A CLOSER LOOK...



13.1 Hire A Designer Or DIY?

Find out the difference between a website designer and a programmer, and how to choose the perfect designer for your site – or DIY!

13.2 Find A Site Programmer

Hire a site programmer, using free-to-register websites and a ready template for your job offer.

13.3 Gather Your Content & Email Your Programmer

Learn how to organize all your site text and design elements, how to quickly prepare a Privacy Policy for your site, and how to publish your first blog post!

13.4 Transform Fear And Resistance

I've got your back! Find the help you need for any fear or resistance that may have been triggered by being so close to making your dreams a reality.

13.5 Get Blogging!

Learn why it's so important to blog - and how easy it can be.

13.6 Private Consult & Website Review With LTYF Coach

Book your FREE final private consulting session with your LTYF Coach, who will review your website and give you some priceless tweaks to make it really shine.

13.7 Module 13 Action Steps

Success! Your site is live! Doesn't that make you feel proud? Check off all of your accomplishments and share your site with your fellow Freedomites on the LTYF Forum!

MODULE 14

CREATE YOUR PRODUCTS AND SERVICES

This is chock-full of ideas and ways you can package up your expertise/solutions and make that available to others. **Tutorials** on how to create eBooks, audios, online courses, workshops, printed books and more - it's all here, with in-depth, step-by-step instructions. I also show you how easy it is to sell exactly the same content, in different forms, at **increasing price points** AND teach you how easy it can be to create beautiful covers for your products!.



14.1 Things You Can Sell On Your Site

14.2 AUDIO: How To Energetically Connect With Your Clients

14.3 Create Your First eBook or Sofcover Book

14.4 Create Your First Audio Recording

14.5 Create Your First Video

14.6 Offer Coaching and Consulting

14.7 TUTORIAL: Easily Paint Your Own Covers!

14.8 TUTORIAL: How To Compress (Make Smaller) and MP3 File

14.9 TUTORIAL: And Introduction To Leveraging Your Content

14.10 Module 14 Action Steps

MODULE 14

A CLOSER LOOK...

14.1 Product and services can be physical or digital, time-for-money or automated, multi-purposed, re-purposed, promotional, educational, and beyond! Figure out what YOUR first product or service will be - and if you think you have nothing to sell, think again!

14.2 AUDIO: Paul Zelizer teaches you how to truly understand your clients and energetically connect with them.

14.3 - 14.6 What's your favourite way to express yourself? Write a book, create an audio course, make videos or offer coaching and consulting - whatever you want to roll with, I'll show you, step by step!

14.7 - 14.8 Delve into these bonus tutorials for extra DIY information on making your own product covers and compressing your audio files.

14.9 Learn what "leveraging content" means, and start training your brain to look for opportunities in everything to shift a product from good to great.

14.10 Review the amazing work you've done and check these off as you create your new products and services!



MODULE 15

SELL AND DELIVER YOUR STUFF

Once you've written the book, or developed the online course, or audio, how do you get it out there to the people who will want or need it? This module shows you how to process orders and deliver your products (digital or physical) into your customer's hands. Also, how do you tell people about your new product or service in a way that provides gifts and value for them – rather than making them feel yucky that you're "selling" to them? I'll show you step-by-step how to launch your new stuff in a way that's a win-win for you, and your list, and newcomers who are hearing about you for the first time.



- 15.1 Your Digital Products And Processes**
- 15.2 How To Deliver Your Digital Content**
- 15.3 How To Secure Digital Content**
- 15.4 Make Your Digital Content Delivery Plan**
- 15.5 Physical Product Manufacturing**
- 15.6 Warehousing, Fulfilling & Shipping Physical Products**
- 15.7 How To Name Your Stuff**
- 15.8 What To Charge For Your Stuff**
- 15.9 How To Launch A New Product (The Simple Way)**
- 15.10 After Your Customer Has Purchased**
- 15.11 VIDEO: Going Public! How To Handle Fear Of Exposure**
- 15.12 Module 15 Action Steps**

MODULE 15

A CLOSER LOOK...

15.1, 15.2, 15.3 & 15.4 Learn how to get your product into your customer's hands, how to turn physical processes into automated, digital ones and then how to deliver that protected digital content (mp3, eBook, report, tutorial). I'll show you how to plan it all out step-by-step and test that everything is running smoothly.

15.5 & 15.6 Manufacturing, warehousing, fulfilling & shipping physical products; from setting up the online infrastructure to getting your products in the hands of your customers.



**LEARN HOW TO TURN
PHYSICAL PROCESSES
INTO AUTOMATED DIGITAL
PROCESSES TO MINIMIZE
COSTS!**

15.7 & 15.8 How to name your products and what to charge for them - so that people will **WANT** to buy them!

15.9 Here's how to create a buzz about an upcoming product so that your customers are ready to buy as soon as it comes out!

15.10 Let's not get ahead of ourselves - make sure you know how to deliver your product to the customer smoothly before launching your product.

15.11 VIDEO: Are you a private person? Does putting yourself out there make you a little nervous? Join Lori Clarke and Jini as they discuss just this - and how we deal with it.

15.12 Complete all the actions steps and **make your first sale!**

MODULE 16

BUILDING RELATIONSHIP WITH YOUR TRIBE

Your email list – of **people who give you their name and email** – is the most important part of your business and the backbone of your success. I'll show you how to keep your subscribers for over a decade, like I have. I'll also show you how to use that email list to provide your people with everything they need – and are happy to pay you for!

- 16.1** Your First Touch With Your Customer
- 16.2 VIDEO:** How To Set Up Your Opt-In (GetResponse Demo)
- 16.3** Crafting Your Autoresponder Campaign
- 16.4 VIDEO:** Manage Your Autoresponders & Newsletters Plus Tips & Tricks
- 16.5 AUDIO:** Your List Is Your Top Asset
- 16.6** Going From Opt-In To Paying Customer
- 16.7 PRESSIE TIME!** Customer Follow-Up Chart
- 16.8** Module 16 Action Steps



MODULE 16

A CLOSER LOOK...

16.1 & 16.2 Your customer's 'first touch' with you should be awesome! Learn how to set up your opt-in, embed a video, create a hidden webpage, and a password-protected webpage. See exactly how an auto responder works.

16.3 Craft your autoresponder campaign and use my handy checklist to make it more effective. Plus, get all the info about legal disclaimers and the advantages of a hidden page vs a public page.

16.4. VIDEO: Manage your autoresponders & newsletters, create your own easy templates to save time.

16.5 AUDIO: Learn how to think long-term with your email list strategies and why that's important, as Ian and I discuss two scenarios in detail.

16.6 Build your prospect's trust with storytelling, create compelling email offers, and transition the people on your list from being Opt-Ins to Paying Customers!

16.7 PRESSIE TIME! Save yourself time and confusion with my Customer Follow-Up Chart.

16.8. Action Steps: Map out your autoresponder sequence for all the different ways you will communicate and build relationship with your list.

MODULE 17

BUILDING YOUR ONLINE PRESENCE

Social media like YouTube, Facebook, Pinterest, Twitter etc. are basically free ways to tell people about what you have to offer them. I'll walk you through the pros and cons of each social media platform and tell you the best way to use each of them. Here's where we focus on blogging - for the majority of you, this will be the single most valuable tool for your online biz. We also get into specific training on how to get your stuff to show up in Internet search results, so new people can continually find your site.

17.1 The Backbone Of Your Business

17.2 Free & Easy Ways To Promote Your Site

17.3 Posting To Your Own Blog

17.4 Facebook & Social Media

17.5 SEO, Keywords, Hashtag and Google Ranking

17.6 Module 17 Action Steps



MODULE 17

A CLOSER LOOK...

17.1 & 17.2 Lose any fear of uncertainty you may have around marketing - it doesn't have to be complicated, difficult, expensive, or smarmy. In fact, you'll be amazed at how simple (or fun, and easy!) it can really be.

17.3 We revisit my favourite soap-box subject - blogging! This time we'll look at your blog in detail: you'll find loads of suggestions for blog posts (even for you non-writers!) and answer any questions you might have about the art of blogging.

17.4 Get started on Facebook and any other social media you want to get familiar with. We'll set up ads, groups, profiles, and fan pages. We'll talk about how to use social media most effectively for your business, so you're not wasting time and energy that could be better spent!

17.5 Familiarize yourself with search engine optimization, keywords, hashtags and Google ranking to figure out how you can reach your tribe - or rather, how to make it easy for them to discover you.

17.6 Action Steps: Complete the checklist and start turning fans into subscribers, and (finally!) customers.



MODULE 18

GET HELP FOR THE STUFF YOU HATE

Outsourcing time-consuming, monotonous tasks is essential so that you can focus on the higher value tasks that only you can perform. But as your business grows and your time becomes even more valuable, you'll also want to outsource (get someone else to do) pretty much everything other than your top talent. I'll show you exactly how and when to hire freelancers to fast-track your growth. Can you afford to go out for dinner and a movie? Then you're ready to outsource!



- 18.1 Outsourcing Tasks & Building Your Team**
- 18.2 The Easy-Peasy Way To Outsource Tasks**
- 18.3 VIDEO: How To Outsource Or Hire A Freelancer**
- 18.4 Ideas For Tasks You Can Outsource Easily**
- 18.5 Module 18 Action Steps**

MODULE 18

A CLOSER LOOK...



18.1 Identify your ZONE and the higher value tasks that only you can perform, then build a strong team that you can outsource other tasks to.

18.2 Can you afford dinner and a movie? Then you can afford to fast-track your business growth (while increasing your free time) by hiring freelancers. I'll tell you all about how and where to do it!

18.3 VIDEO: Step by step, you will learn all there is to know about hiring professionals on Elance and Fiverr.

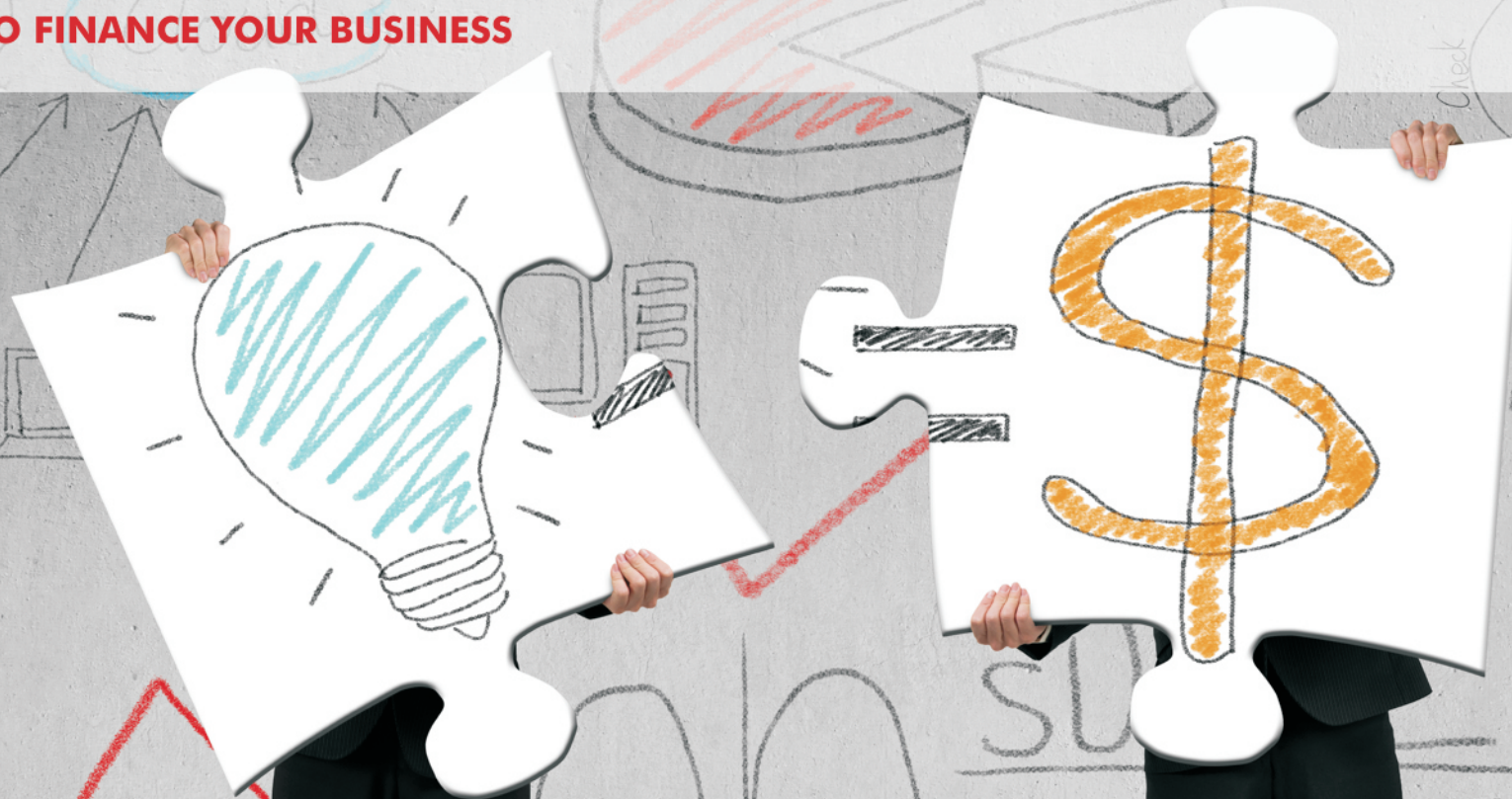
18.4 Open your mind - learn what online business tasks you could easily outsource, what a virtual assistant can help you with, and how to outsource blog and book writing and editing.

18.5 Action Steps: Hooray! What was once intimidating has been made simple and straightforward, thanks to well-defined tasks.



MODULE 19

WAYS TO FINANCE YOUR BUSINESS



Learn how to raise money to fund a new project, or book, or program, when the banks won't give you a loan, you've maxed out your credit cards, and you have no idea where the money will come from! I'll walk you through creative ideas to manifest the cash you need to get your business started, including a detailed rundown on how to build a successful crowdfunding campaign.

19.1 Finding Your Start-Up Capital

19.2 Crowdfunding To Finance Your Project

19.3 Successful Crowdfunding Projects

19.4 Module 19 Action Steps

MODULE 19

A CLOSER LOOK...



19.1 Finding Your Start-Up Capital

Often the only thing keeping you and the money you need apart is your mindset - or lack thereof. I'll give you simple, do-able ideas to raise the funds you might need to get going, or trigger your own inspiration for ways to find money where you thought there was none.

19.2 Crowdfunding To Finance Your Project

Learn which crowdfunding platform might best fit your project, and discover the key elements of a successful crowdfunding campaign.

19.3 Successful Crowdfunding Projects

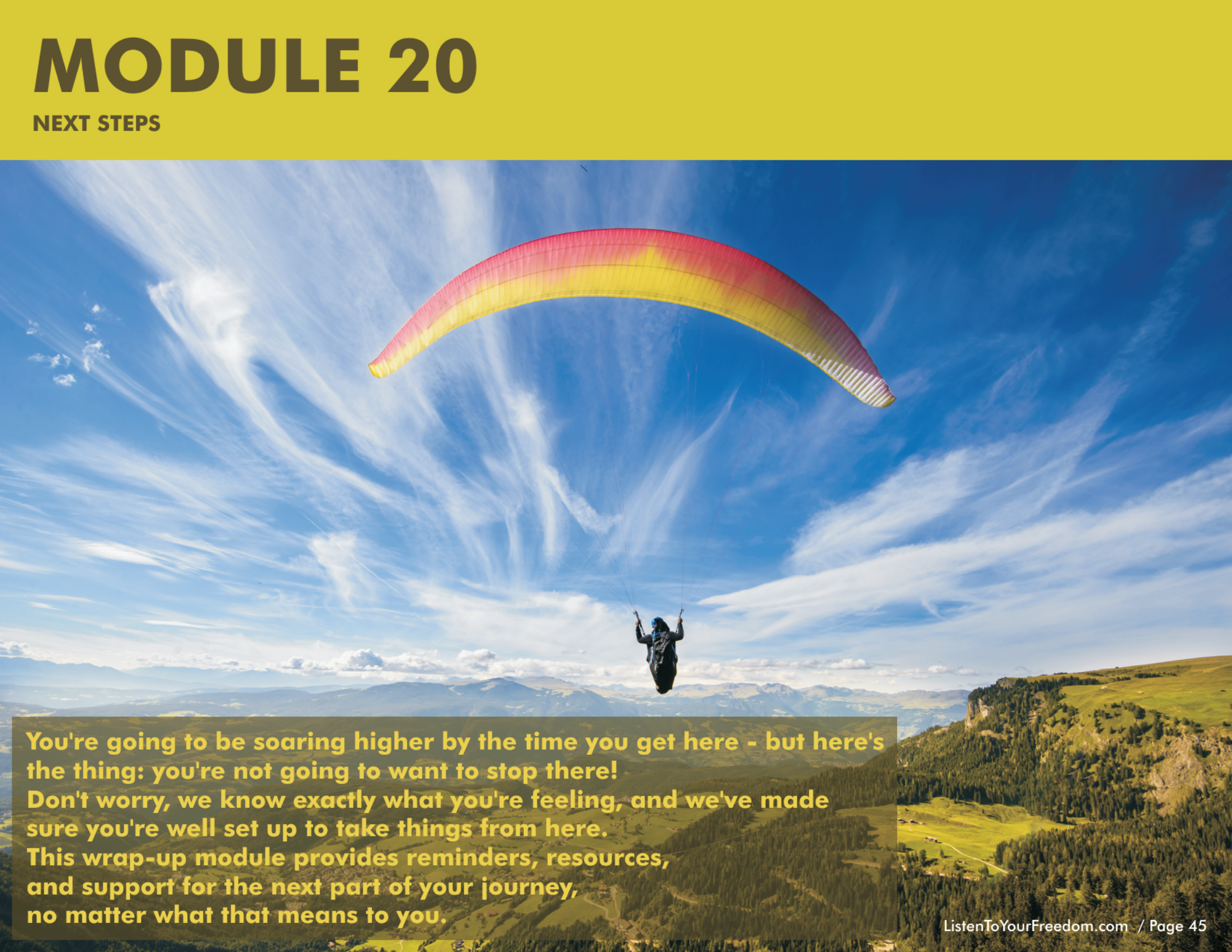
Learn from the best. Check out these great examples of successful crowdfunding projects, and examine what, exactly, made them work so well.

19.4 Module 19 Actions Steps

Get clear on where your funding is coming from, even if it's just a little bit of money you need.

MODULE 20

NEXT STEPS

A person is paragliding over a vast mountain landscape. The paraglider's canopy is a vibrant rainbow color, arching across a bright blue sky filled with wispy white clouds. The person is suspended below the canopy, and the ground below is a mix of green valleys, forested slopes, and distant mountain ranges under a clear sky.

You're going to be soaring higher by the time you get here - but here's the thing: you're not going to want to stop there! Don't worry, we know exactly what you're feeling, and we've made sure you're well set up to take things from here. This wrap-up module provides reminders, resources, and support for the next part of your journey, no matter what that means to you.

TECH HELP ~ HOW-TO ~ & HAND HOLDING!

Live Help

Along with the extensive help centers listed below, we also offer a private forum, live chat, our direct phone number, and our dedicated email address for whenever you get stuck or confused about anything.

You are not alone and we're here to help 24/7!



TECH 1

PC AND MAC INSTRUCTIONAL VIDEOS

Whether you work on a Windows-based PC, or an Apple Mac, use these clear, simple tutorial videos to learn how to use everything on your computer; from PowerPoint to Excel to iTunes, and beyond!

TECH 1.1 PC Instructional Videos

TECH 1.2 MAC Instructional Videos

TECH 2

WORDPRESS HOW-TO VIDEOS

Get fluent with your WordPress blog. Simple, clear videos showing you how to write and publish your blog posts, add videos or photos, manage your plugins and widgets, set up pages, edit images, manage visitor comments, install a new theme, and so on! Basically, when you say, "How do I do _____ on my site/blog?" come here first.

ALL about WordPress - **21 tutorial videos PACKED** with useful knowledge and priceless **tips and tricks!**

TECH 3

LTYF FAQs AND TECH TRAINING

Every other question you might have as you go through the program, or encounter dilemmas unique to your situation is listed here, along with the answer.

From **making a video using just PowerPoint**, to using Google Docs to answer the LTYF questions. From making charts and infographics for an eBook, to properly formatting your YouTube Channel Art. From questions related to your geographic location, to extracting an MP3 audio from an iMovie film. From converting audio files on iTunes, to learning how to label them with your name and album.

All these and many, many MORE questions are answered as clearly as possible, often with special tutorial videos attached. We've got your back and are here to help you!

WHAT ELSE?

SUPPORT



Weekly Q & A group call-in sessions for live teaching, or in case you get stuck. These seminar sessions also focus on specific topics, including live tech training, with Q&A at the end, hosted by one of our LTYF specialists and Ian Thompson.

Private LTYF Forum where you can share ideas and triumphs, post your questions, and receive support for your challenges with Ian, Justin, Jini and the rest of our awesome community. Learn by reading about other people's challenges and see how we answer them. Of course, we'll always answer your questions as well!

Real-time, live Chat for any questions that pop up, or in case you get stuck – 12 hours a day, we're here for you.

Toll-free Phone Number for those of you who prefer to pick up the phone and discuss your question or technical issue. And an International support line too. You can also schedule a time and book your call with us in advance (15 minute calls).

Private email support 24/7 for any questions, tech difficulties, or support you might need.



**And here's my ironclad guarantee to you:
If you purchase this program in full,
I guarantee that you will make at least
the purchase price of this program
in your first year of business, or I will refund
100% of your money.***

***Defined as: 12 months from the date your site
is monetized (able to accept money for products
or services) and you show me your completed
work for each Module; showing that you applied
what you learned and your site reflects that.
If you choose the installment plan and you wish
to cancel, or suspend your access, before you
have completely paid for the program, then
you keep all the course materials you have
received and I keep the fees you have paid up
to the time of cancellation or suspension.
There is no penalty for canceling or suspending
the installment plan, but understandably,
we cannot offer a guarantee.**

**I offer this same 100% guarantee for my
health books and my return rate is less
than 1%. I can be this confident because
I know my stuff works – everything
is trial-tested first.**



WHEW! You made it through the LTYF program outline!
Are you excited, overwhelmed, jazzed, or scared? I know it's a hefty learning program, but please know that's exactly why it's broken down into small, easy chunks, along with lots of live help!

If you're ready to begin creating a life of meaning, passion and freedom – we'd love to have you.

**BE the change you want to see in the world.
BE FREE!**

Jini

