

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

**FORTISSIMO
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 examining your existing business or website to make sure it is aligned with YOUR idea of freedom. Then it will show you why your stories are the most important sales tool you have. It will teach you how to package up (leverage) your existing content in different ways, and at different price points. And also show you how to build a relationship with your email list where they are continually asking you to create new things for them! And so much more!!

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-growth program different from any other you've seen.



WHAT WILL YOU GET?

22+ Jam-Packed Modules of instruction and action steps showing you step-by-step how to expand and set up every aspect of your online business for long-term success	Your Business Identity & Custom Logo Re-branding 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 my update: My website (which had been up for 3 years already) had been cruising along at about 100 visits per day before I joined LTYF. Yesterday it jumped up to 850 visitors and today I have 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 use exactly that to take your business to the next level, or to create an entirely new business. Find the courage and inspiration to re-imagine your life and biz - discover your true calling! Get started on clearing the blocks and saboteurs that have held you back from full-on success and freedom. 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. Get clear on what you want from your business - current or new - and how you're going to make that happen.

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 Redesign,
Rebrand or
Redirect Entirely?

1.9 Module 1
Action Steps



MODULE 1

A CLOSER LOOK...

1.1 Laying the Foundation For Success

Receive your gorgeous *LTYP 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 anybody's talents, ideas or interests can be monetized and turned (or incorporated) into a functional business.

1.4 Clear Your Blocks & Saboteurs

Discover the root causes of your own blocks and saboteurs and how to clear them. Learn why sometimes, no matter what you do, or how hard you work, you don't seem to have any more money.

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 LTYP 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 Redesign, Rebrand Or Redirect Interely?

Think about where you want to go with LTYP - are you already following your dream and just need some help getting there? Or is it time for you to shift gears to get to where you want to go?

1.9 Module 1 Action steps

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

MODULE 2

FOCUS ON YOUR BEST BIZ IDEA

Hone in on which is the most promising and possible idea for your business at this time - whether you're redesigning, rebranding, or completely redirecting your business - and make sure that fits with your current lifestyle and any personal restrictions. Immerse yourself in possibility 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 (new idea or biz expansion) 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 ideas for a new, or expanded biz, 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 uniquely to help others. Explore why storytelling is the best sales technique there is, and what your current story - or the way you tell or don't tell it - might be lacking. Learn how doing something just to have fun, share, or connect can generate massive sales in this module's video.

3.1 People Buy Stories
Not Objects

3.2 Write Or Record
Your Stories

3.3 VIDEO: How Telling
Stories Builds Your Brand

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 outshine any competitors.

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?

This is where a huge number of businesses go wrong: they either don't really know who they're marketing to, or they're simply marketing to the wrong customers. Define your ideal customer's needs and desires and learn how to speak directly to that person. Discover the importance of 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 - even if you already think you have it!

4.5 VIDEO and Workbook

Receive additional tools to REALLY nail down everything you've learned and take all these processes further.

4.6 Module 4 Actions Steps

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



MODULE 5

A BIZ THAT SUPPORTS YOUR LIFESTYLE

Examine your values, responsibilities, needs, and priorities; so you can design your business to support your desired 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 *LTYF Workbook*, check off your accomplishments and get ready to design (or re-design) a business that will let you be free!

MODULE 6

YOUR SITE COLORS

Get the down-low on the emotional messages that colors convey and make sure you're creating the best 'feeling' for your website. If you think your site could use some work, this module will help you redesign 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.

6.1 The Look & Feel Of Your Site

6.2 Color Meanings And Using Them To Convey Emotion

6.3 Red Colors & Tones

6.4 Pink Colors & Tones

6.5 Orange Colors & Tones

6.6 Yellow Colors & Tones

6.7 Green Colors & Tones

6.8 Blue Colors & Tones

6.9 Light Blue Colors & Tones

6.10 Purple Colors & Tones

6.11 Brown Colors & Tones

6.12 Earth Colors & Tones

6.13 Beige Colors & Tones

6.14 Gray Colors & Tones

6.15 Black And White Colors & Tones

6.16 Art Deco Color Scheme

6.17 Elegant Color Scheme

6.18 Cute Color Scheme

6.19 Gorgeous Color Scheme

6.20 Neutral Classic Color Scheme

6.21 Beach Color Scheme

6.22 Warm Color Scheme

6.23 Cool Color Scheme

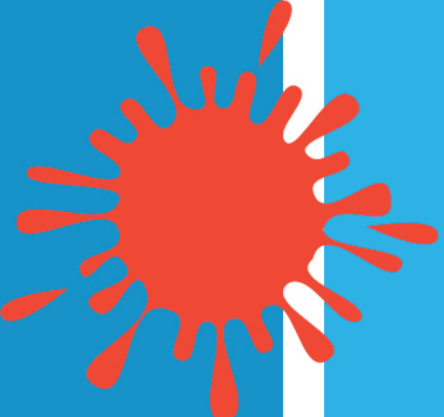
6.24 Make Your Final Color Choice!

6.25 Module 7 Action Steps




MODULE 6


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 7

DOMAIN, HOSTING, EMAIL ORGANIZATION

Begin the process of getting your biz up on the web, if it isn't already - and if it is, gather tips on how to get it running more smoothly. Register your site name, find a home for your website and set up your emails efficiently. I'll show you how to save money by purchasing everything together and my tips for setting things up right for the long-term.

7.1 Your Website Gameplan

7.2 Clear Fear & Overwhelm

7.3 VIDEO: Module 7 Tutorials With SuZen Maureen

7.4 Register Your Domain And Get Hosting

7.5 Your Phone System

7.6 Get Your Emails Organized

7.7 Module 7 Action Steps

MODULE 7

A CLOSER LOOK...



7.1 Your Website Gameplan

Make sure you've registered your business and a domain name for your website - all in easy steps and with help available whenever you need it.

7.2 Clear Fear & Overwhelm

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

7.3 VIDEO: Module 7 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 (**7.4 - 7.6**) for each of these steps, plus organizing your emails and setting up a "virtual" business phone number. **All made easy!**

MODULE 8

AFFILIATE AND REFERRAL CASH

What, you're not an author, inventor, or product creator? Or, you're feeling like it's time you amped up your automated income? 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.

8.1
Generating
Revenue From
Other People's Stuff

8.2
Google
AdSense Program

8.3
YouTube
Monetization

8.4
Program
Or Product
Affiliate Links

8.5
Amazon's
Affiliate Program

8.6
Module 8
Action Steps

MODULE 8

A CLOSER LOOK...

8.1 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!

8.2 Find out how Google AdSense works, and learn when and where to implement ads on your website - or why your own ads haven't been returning much. A big part of a successful ad is targeting, and I will teach you all about it!

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

8.4 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!

8.5 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.

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

MODULE 9

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. This is another place where many businesses are not performing as well as they could - make sure that's not your business!

- 9.1 Design Your Customer Funnel
- 9.2 Examples Of Well-Designed Sites
- 9.3 Your Turn
- 9.4 Shooting Your Site Intro Video
- 9.5 Your Homepage & Site Flow
- 9.6 More Site Plan Examples And Ideas
- 9.7 How To Write Great Copy
- 9.8 Make Sure People Can Find You
- 9.9 VIDEO: Help! I'm Overwhelmed
- 9.10 Module 9 Action Steps

Please rate your experience

☒ Outstanding

☐ Excellent

Very good



MODULE 9

A CLOSER LOOK...

9.1 Design Your Customer Funnel

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

9.2 Examples Of Well-Designed Sites

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

9.3 Your Turn

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

9.4 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.

9.5 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. If you already have a site, figure out where your customers might be getting stuck without making a purchase.

9.6 More Site Plan Examples And Ideas

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

9.7 How To Write Great Copy

Hmm, there's still something you may be missing... 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 a customer's attention.

9.8 Make Sure People Can Find You

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

9.9 VIDEO: Help! I'm Overwhelmed

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

9.10 Module 9 Action Steps

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

MODULE 10

GETTING AND KEEPING CUSTOMERS

Make sure you have the best and most versatile shopping cart for your needs. I'll also show you how to get people on your email list 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. Smooth operations are vital to a thriving business - learn how to make (and keep) your customers happy in the short and long term.

10.1 Your Customer Infrastructure

10.2 Getting People To Join Your Email List

10.3 Communicating With Your Email List

10.4 Your Shopping Cart

10.5 Your Affiliate Program

10.6 Combine Your Shopping Cart, Affiliate & Email System

10.7 Make Your Final Choice!

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

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

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

10.11 TUTORIAL: Make Your Own Affiliate Banners

10.12 Module 10 Action Steps



MODULE 10

A CLOSER LOOK...

10.1 Begin setting up your customer infrastructure, or review what you have in place. This is the **MONEY** piece of your site, so we want it working well! 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!

10.2 Learn how opt-in forms and desirable freebies can help you build a strong email list.

10.3 Find out how to **predictably 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!

10.4 Set up your shopping cart - the system that allows you to list your products, process payments and deliver items to customers.

10.5 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!

10.6 Decide which shopping cart, email system and affiliate program will work best for your needs and budget.

10.7 Make your final choice based on what you have learned and what I would do if I were in your shoes!

10.8 Find the perfect spot for your sign-up offer on your site and figure out how to set up your automated emails.

10.9 VIDEO: Let your imagination roam! Find out how Vishen Lakhiani **made \$1 million in 18 months from a simple blog!**

10.10 AUDIO: Listen to my interview with an Amazon Top-25-Seller about overcoming your blocks and saboteurs and deal with some of the psychological elements standing in your way.

10.11 TUTORIAL: Learn what makes an effective affiliate banner and explore several ways to design your own cost-free advertisements!

10.12 Action Steps: You've worked hard this module! Check off your accomplishments and get a **SPECIAL GIFT** from Jini!



YOUR BEST BLOG THEME

WEBSITE DESIGN

COM

INTERFACE

PAGE

Icons and symbols include: a lightbulb, a globe, a play button, a search bar, a login/pass form, a crane, a Wi-Fi symbol, a download arrow, a code editor, a wrench and pencil, a ruler, a speech bubble, a person icon, a dollar sign, a lightbulb, a globe, a play button, a search bar, a login/pass form, a crane, a Wi-Fi symbol, a download arrow, a code editor, a wrench and pencil, a ruler, a speech bubble, a person icon, and a dollar sign.

11.7 Module 11 Action Steps

MODULE 11

A CLOSER LOOK...

11.1 Learn what you need to keep an eye on when choosing your WordPress theme and why you absolutely must have a WordPress blog on your site.

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

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



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

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

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

11.7 Everything's coming together! Are you excited? Check off all the things you worked on in this module!

MODULE 12

REDESIGNING OR LAUNCHING YOUR SITE

Woohoo, you're finally ready to go live! Find the cheapest programmer (or do it yourself) and get your site - or all your beautiful revisions - 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 referrals provided to make this process easy.



12.1 Hire A Designer Or DIY

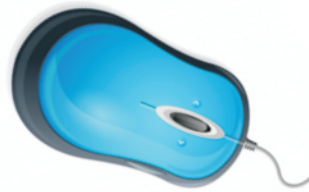
12.2 Find A Site Programmer

12.3 Gather Your Content & Email Your Programmer

12.4 Transform Fear And Resistance

12.5 Get Blogging!

12.6 Module 12 Action Steps



MODULE 12

A CLOSER LOOK...



12.1 Hire A Designer Or DIY?

We'll talk about the difference between a website designer and a programmer, and how to choose the perfect designer for your site - or how to DIY!

12.2 Find A Site Programmer

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

12.3 Gather Your Content & Email Your Programmer

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

12.4 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.

12.5 Get Blogging!

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

12.6 Module 12 Action Steps

Success! Check off all of your accomplishments and share your site with your fellow Freedomites on the LTYF Forum!

MODULE 13

CREATE MORE 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 teleseminars, eBooks, audios, online courses, workshops, webinars, 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.



13.1 Things You Can Sell On Your Site

13.2 AUDIO: How To Energetically Connect With Your Clients

13.3 How To Create A CD In Just One Day

13.4 How To Create An Audio Course

13.5 How To Compress (Make Smaller) An MP3 File

13.6 How To Create And Host A Teleseminar

13.7 How To Create And Host A Webinar

13.8 Create Your eBook Or Manual

13.9 Create Your Book Or Tutorial Course Using PowerPoint

13.10 Getting Your Book Printed

13.11 The Legal Stuff For Your Book, CD, DVD, or Program

13.12 Why Do I Want To Self-Publish

13.13 Leverage Your Content

13.14 AUDIO: Real-Life Stories of Leveraging Content

13.15 Coaching and Consulting

13.16 Membership-Based Courses or Programs

13.17 VIDEO: When Loved Ones Don't Support You

13.18 Module 13 Action Steps

MODULE 13

A CLOSER LOOK...

13.1 Whether you offer physical products or services (coaching, consulting, speaking, etc.), I will tell you how to package them and sell them in different forms, at increasing price points.

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

13.3, 13.4 & 13.5 Use my 12 key steps to create a CD in just one day! And I'll teach you all about creating an Audio Course.

13.6 and 13.7 Learn the easy steps to hosting your own webinars and teleseminars!

13.8 & 13.9 Learn how to write, produce, and publish your book, eBook, tutorial or course manual. Formats, style guidelines, and eBook security are all covered. Get inspired by fellow Freedomites' work!

13.10 & 13.11 & 13.12 Learn why self-publishing rocks, choose the best publishing path and learn all the legal stuff for your book, CD, DVD, or program - crystal clear and easy.

13.13 & 13.14 Discover how to effectively leverage your content by changing its perceived value.

13.15 & 13.16 Offer coaching and consulting in any niche, or create a membership-based course.

13.17 VIDEO: Sometimes loved ones feel challenged or neglected when you really dial in to your passions. Learn heart-based approaches to navigating the tricky waters of relationship and transformation.

13.18 Amazing, you've got your new products ready to put out into the world! Check off the steps to success...

MODULE 14

CREATE COVERS FOR YOUR PRODUCTS

Sure, you can hire a designer (and I'll show you how to get the best bang for your buck!), but making your own product covers gives you a chance to let your creative self flow - and you don't need to be a graphic design pro to make something beautiful!



14.1 Hire A Designer Or DIY?

14.2 DIY Photo Covers

14.3 Basic or Free eBook Covers

14.4 Designer Covers

14.5 TUTORIAL: Easily Paint Your Own Covers!

14.6 Module 14 Action Steps

MODULE 14

A CLOSER LOOK...

14.1 Hire A Designer Or DIY?

- Learn where to look for a great graphic designer
- Why should you DIY?
- Great places to get your book cover design done

14.2 DIY Photo Covers

- Step by step. Learn how to easily design your own covers!

14.3 Basic or Free eBook Covers

- Learn the quickest way for creating an easy design

14.4 Designer Covers

- Where can you find a good designer and what to keep in mind when you hire one.

14.5 TUTORIAL: Easily Paint Your Own Covers!

- Easy techniques even a 3-year-old could do!



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 worldwide. I'll give you insider tips on both physical and digital product fulfillment, as well as detailed processes for launching your products. 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 - all WITHOUT sounding smarmy, manipulative, or insincere.



- 15.1 Your Digital Products And Processes**
- 15.2 How To Deliver Your Digital Content**
- 15.3 How To Secure Digital Content**
- 15.4 Deliver Audio OR Video With Printed Or Kindle Books**
- 15.5 Make Your Content Delivery Plan**
- 15.6 Physical Product Manufacturing**
- 15.7 Warehousing, Fulfilling & Shipping Physical Products**
- 15.8 TUTORIAL: Sell Your Products Into China!**
- 15.9 How To Launch A New Product Or Program**
- 15.10 How To Sell More Books**
- 15.11 VIDEOS: Promote And Sell More Books**
- 15.12 GIFT: Making Money With Your EBook**
- 15.13 Module 15 Action Steps**

MODULE 15

A CLOSER LOOK...

15.1, 15.2, 15.3 Explore the most efficient ways 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.

15.4 & 15.5 Learn how to add audios (or videos) to an eBook, printed book, or Kindle book, and make your rock-solid plan to deliver content.



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

15.6 & 15.7 Manufacturing, warehousing, fulfilling & shipping physical products; from setting up the online infrastructure to getting your products into the hands of your customers.

15.8 TUTORIAL: If you sell physical products, you're going to want to look into selling to one of the world's most dominant markets - China.

15.9 Launch a new product or program and get your affiliates to promote it. Also learn how to write an effective book description and get a clear step-by-step plan to sell you books.

15.10 & 5.11 & 5.12 Promote, sell, and make more money from you books: tried and tested How-To's from successful authors

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

MODULE 16

POSITIONING AND PRICING YOUR STUFF

Present your products and services, and position them so people form your intended perception. For example, are you positioned as Safeway or WholeFoods? As Target or Chanel? This is yet another pitfall for many businesses, and often a vital tweak in this department can make all the difference in sales. Discover numerous strategies on how much to charge for your stuff and proven formulas to use when you agonize over pricing your products and services.

16.1 Positioning Is Everything

16.2 AUDIO: Pricing & Positioning
Part 1

16.3 AUDIO: Pricing & Positioning
Part 2

16.7 Expanding Or Re-Positioning
Your Products Or Services

16.8 After Your Customer Has
Purchased

16.9 VIDEO: Going Public! How To
Handle Fear Of Exposure

16.4 GIFT: The Difference Map

16.5 What To Charge For Your Stuff

16.6 The Final Pitch

16.10 VIDEO: Re-Frame Pressures
& Make Your World Bigger

16.11 Module 16 Action Steps

MODULE 16

A CLOSER LOOK...



16.1 Learn how to turn your features into benefits. Be authentic, and avoid “selling from the stage”. Positioning is everything and I will teach you all of its secrets!

16.2 & 16.3 AUDIOS: Learn about the elements of deciding how to price your products, the Happiness Test, need vs want, real-life examples, Q&A with Coach Ian, and more!

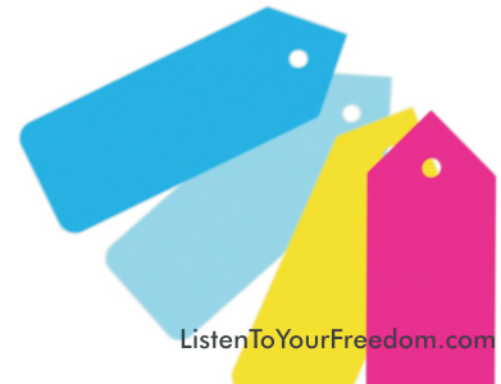
16.4 & 16.5 GIFT: Use the **Difference Map from Bernadette Jiwa** to position your product or service and start crafting your compelling offer. Plus retail, wholesale pricing, and profit margins - I give you an easy template to figure it all out.

16.6 Five ways to encourage a site visitor to buy from you, rather than from someone else, and a video training on how to state your price.

16.7 & 16.8 Learn how to expand or re-position your existing products or services for a new market, and how to manage your post-sales process.

16.9 & 16.10 VIDEOS: Going Public! Free yourself of limitations like fear of public speaking. Explore how you can re-frame pressures into manageable, positive experiences.

16.11 Get busy - put what you've learned in this module to good use.



MODULE 17

SOCIAL MEDIA AND PROMOTING YOUR SITE

Social media like YouTube, Facebook, Pinterest, Twitter etc. are basically free ways to tell people about what you have to offer them. I walk you through the pros and cons of each social media platform and tell you the best way to use each of them. You'll get detailed instructions on how to shoot videos (with or without you in them), create Pinterest pins, set up your Facebook fan page, and much more! 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, and more on how, when, and why to blog.

17.1 Free & Easy Ways To Promote Your Site

17.2 Posting To Your Own Blog

17.3 Facebook and Twitter

17.4 Pinterest (& Instagram & other Photo-Sharing Sites)

17.5 TUTORIAL: Easily Artwork Your Quotes To Pin Or Post Them!

17.6 Commenting On Other Blogs, Forums & Reviews

17.7 TUTORIAL: Creating YouTube & Vimeo Videos

17.8 SEO, Keywords, Hashtags & Google Ranking

17.9 Which Social Media Should I Use?

17.10 Gift Time! Six Social Media Icon Sets

17.11 Social Media Guides & Workbooks

17.12 Module 17 Action Checklist



MODULE 17

A CLOSER LOOK...

17.1 & 17.2 Free & easy ways to promote your stuff! Learn how to enjoy your blog, how to post on it, and how to use the power of SEO to get the best out of it.

17.3 & 17.4 Get to know all about Facebook and Twitter; ads, groups, profiles and fan pages. Learn how to use Pinterest, Instagram and other photo-sharing sites to promote your business.

17.5 & 17.6 Follow my 7 easy steps to artwork your quotes (go viral!) and use them in social media. Comment on other blogs, forum & reviews: tell people how you can help them.

17.7 Create professional-looking YouTube & Vimeo videos (even if you don't have a decent video camera, or if you're camera shy!) and post them.

17.8 & 17.9 Learn all about SEO, getting a good search engine ranking, and how to turn keywords into dollars. Pick the social media sites that best suit your promo needs and personality.

17.10 & 17.11 GIFT Time! Six social media icon sets to use on your blog. Special Facebook, Pinterest, and LinkedIn Marketing guides help you use social media to grow your business.

17.12 Complete the checklist and start turning fans into subscribers, and (finally!) customers.



MODULE 18

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, I know what I'm talking about! Discover strategies to manage kid interruptions, or disgruntled friends, or non-supportive spouses. It's not about working harder, it's always about working smarter. Prepare to be astounded by your own productivity!



18.1 How To Be Super Productive

18.2 Organizing Your Day-To-Day

18.3 Protecting Your Energy

18.4 AUDIO: Finding The Time To Work

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

18.6 Module 6 Action Steps

MODULE 18

A CLOSER LOOK...

18.1 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.

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

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

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

18.5 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.

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



MODULE 19

BUILDING RELATIONSHIP WITH YOUR TRIBE

Your email list – of people who've opted-in to a relationship with you – 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!

19.1 Your First Touch With Your Customer

19.2 VIDEO: How To Set Up Your Opt-In (GetResponse Demo)

19.3 Crafting Your Autoresponder Campaign

19.4 VIDEO: Manage Your Autoresponders & Newsletters Plus Tips & Tricks

19.5 AUDIO: Your List Is Your Top Asset

19.6 Going From Opt-In To Paying Customer

19.7 PRESSIE TIME! Customer Follow-Up Chart

19.8 Module 19 Action Steps



MODULE 19

A CLOSER LOOK...

19.1 & 19.2 Your customer's 'first touch' with you should be awesome! Learn the best set-ups for opt-ins and review best practice for autoresponders. We'll also cover how to embed a video, create a hidden webpage, and distribute a password-protected webpage.

19.3 Craft your autoresponder campaign, or review your current one, 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.

19.4 VIDEO: Extra tips to manage your autoresponders & newsletters, create your own easy templates to save time.

19.5 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.

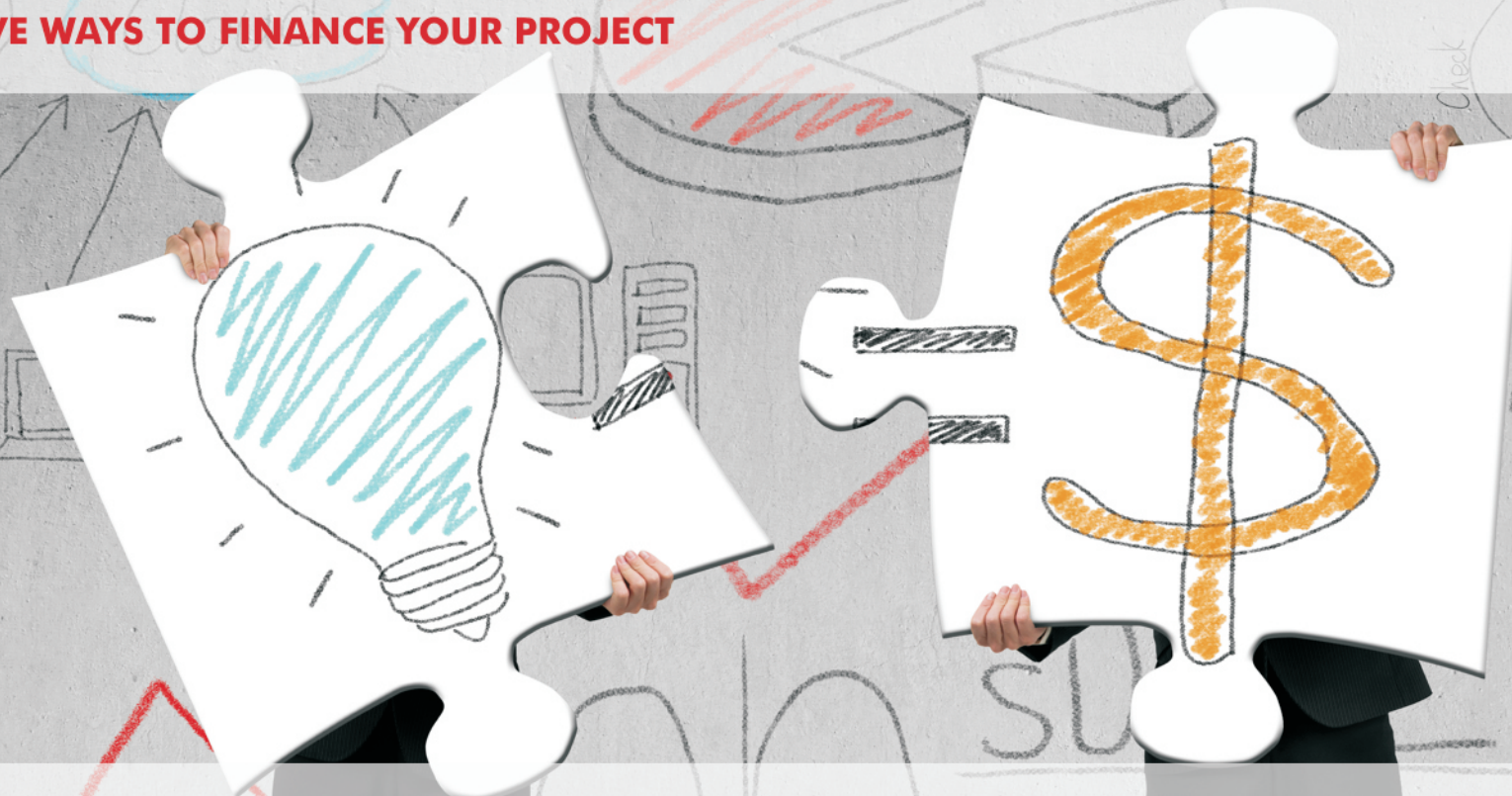
19.6 Build your prospects' trust with storytelling, create compelling email offers, and transition the people on your list from being Opt-Ins to Paying Customers!

19.7 PRESSIE TIME! Save yourself time with my Customer Follow-Up Chart.

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

MODULE 20

CREATIVE WAYS TO FINANCE YOUR PROJECT



Learn how to raise money to fund a new project, or book, or product, or business! I'll walk you through some of my favourite, off-beat ways to drum up money where the less intrepid might believe there was none - after all, that skill is what makes an entrepreneur! We'll also explore what elements make for a successful crowdfunding campaign and which platforms suit which projects.

20.1 Crowdfunding To Finance Your Project

20.2 Successful Crowdfunding Projects

20.3 Fund Your Business With Your Credit Cards!

20.4 Novel Ways to Raise Funds From Family & Friends

20.5 How To Get Financing From A Bank Or Investor

20.6 Module 20 Action Steps

MODULE 20

A CLOSER LOOK...

A man in a dark suit is standing on a ladder, drawing a large dollar sign (\$) on a chalkboard. The chalkboard is dark, and the dollar sign is drawn with white chalk. The man is positioned on the right side of the board, facing left, and is in the process of completing the right side of the dollar sign. The ladder is leaning against the board.

20.1 Crowdfunding To Finance Your Project

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

20.2 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.

20.3, 20.4 & 20.5 AUDIOS

Jini and Ian discuss the little known tricks, methods and hacks they have used over their successful entrepreneurial careers to find money to fund their projects. Also learn equity investor tricks from a \$20M+ international serial entrepreneur.

20.6 Module 19 Action Steps

Decide what funding model is best for you, and find the capital you need!

MODULE 21

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!



- 21.1 Outsourcing Tasks & Building Your Team**
- 21.2 The Easy-Peasy Way To Outsource Tasks**
- 21.3 VIDEO: How To Outsource Or Hire A Freelancer**
- 21.4 Ideas For Tasks You Can Outsource Easily**
- 21.5 Module 18 Action Steps**

MODULE 21

A CLOSER LOOK...



21.1 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.

21.2 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!

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

21.4 Open your mind - learn which 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.

21.5 How does that feel? You've just crossed off your least-favourite task from your list forever!



MODULE 22

NEXT STEPS



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, freedom and abundance - we'd love to have you.

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

Jini

