



Tie up your expertise in a nice bow

...so you're ready to show up, teach, and share your expertise with the world

DAY 12 - THE FINAL DAY

COMPLETE 60-MINUTE CHALLENGE

INSTRUCTIONS: Once you've completed the activity below (take your time), feel free to post this worksheet in The Copywriter Underground Facebook group for feedback from us and your fellow moles. Or, if you want to keep your worksheet private, feel free to post a takeaway or 'aha' moment in the FB group. Use the tag **#BookaClientChallenge** to tag your post so it gets more engagement in the group.

SHARING DETAILS: After you make a copy of this workbook for your own files, go to 'FILE' >>> 'SHARE' >>> 'GET SHAREABLE LINK' >>> 'ANYONE WITH THE LINK CAN COMMENT' >>> 'COPY LINK' >>> 'PASTE'

BUILD YOUR TRAINING - STEP 01:

CREATE YOUR OUTLINE

Now that you have a framework in place (it does NOT need to be polished). And you know what you could teach in a workshop or on a stage (hey, you could teach your framework!). And you have a potential promotional partner in mind (hopefully you've chatted with them already).

It's time to turn all of these pieces into a presentation.

While you don't need to create slides or build out all the (cruelty-free) meat of this presentation, we do want you to have an outline in place so you're ready to schedule this

training or workshop or podcast pitch, and make it happen. The idea is that you can display your expertise and give your audience a quick win. You can also pitch an offer at the end.

You'll have everything you need in place and ready to go. Let's jump in~

Outline the basic info below:

PRESENTATION TITLE: **ADD YOUR PRESENTATION TITLE HERE**

PROMOTIONAL PARTNER: **ADD YOUR PROMO PARTNER NAME HERE**

YOUR FRAMEWORK: **ADD YOUR FRAMEWORK HERE**

YOUR PRESENTATION OUTLINE (SUM IT UP IN A FEW BULLETS BELOW - FEEL FREE TO BUILD THIS OUT SO IT WORKS FOR YOU):

- **ADD THE HOOK HERE**
- **ADD BIG IDEA #1 HERE**
- **ADD BIG IDEA #2 HERE**
- **ADD BIG IDEA #3 HERE**
- **ADD YOUR CTA HERE**

BUILD YOUR TRAINING - STEP 02:

PROMOTE YOUR THING

Now that you've figured out your training/presentation/talk/etc., it's time to promote it. Share it with the world.

All we ask is you promote your event on social media and post a screenshot of your promo in the FB group using hashtag **#BookaClientChallenge**.

TIME TO MAKE IT REAL!



CONGRATULATIONS! YOU DID IT.

You completed the 3-week challenge (!!!) and you deserve to celebrate. If you completed every single challenge, #1 you're awesome AND #2 you're awesome.

We'll send a follow-up email/post next week regarding contest details and the challenge submission process. Thanks for showing up and doing the work. Hopefully you're walking away with a win or two. And a lot more clarity on your business.