# Straight Line Through 4.0

***The Curriculum***

Straight Line Through is an incredibly powerful, and highly focused two-year business growth programme, with a weekly live training element (Wednesdays 12pm), and an additional weekly live group coaching and Q&A session (Fridays 9:30am).

The full training programme is instantly available when you sign up, and all live sessions are recorded so you can catch up on replay!

SLT is built around three core models:

(1) The Success Model (your new identity + hyper focused strategy),

(2) The Growth System (how you sell + how you market),

(3) The Scale Model (systems for scalability + Thought Leadership to lead your niche).

These models complement each other, and you can dive in any time. We circle through the core modules, and I always add little notes and nudges to bring new people up to speed as I train live.

**In going through this programme, you will:**

- Build a clear and aligned strategy for reaching six figures
- Know exactly how to generate sales consistently
- Have a reliable marketing system for bringing in new leads
- Develop a structured, scalable business model
- Feel confident stepping into your niche as a thought leader
- Know you have what it takes to grow, deliver, and LEAD

I am delighted to see you want to explore this curriculum more fully. It has taken me 13 years to develop this core curriculum to ensure it delivers everything you need to win, without it being too overwhelming. And on that note…

You will find a high-level overview of the curriculum below, followed by a much more in depth run through of exactly what I will be teaching you.

You don't need to have everything figured out to begin - but you do desire to grow, a sense of the value you want to offer to the market, and a willingness to take new action.

> ***NOTE:***
>
> ***All content is now instantly available so you can jump to the module you need more, and you can join the live calls as soon as you sign up.***

# SLT 4.0 - High Level Curriculum

*Here is a high-level view of our journey together. Scroll down for a much more detailed curriculum outline.*

**Module 1 – Success Foundations**

*Build your identity as a successful entrepreneur, write a clear business growth strategy, and understand the entrepreneurial traits required to succeed.*

- Map out your UNIQUE Straight Line Through (vision → strategy → projects) to set the plan and define your priorities in a very deliberate order.
- Develop your money model to prove six figures is viable.
- Find your unique *Edge* and start using it immediately and deliberately to open up new sales opportunities and give you a wonderfully unfair advantage.
- Understand the entrepreneurial traits that make success inevitable.

**Module 2 - Your Business Model**

*Develop a profitable, scalable business model by refining your value proposition, tightening your product suite, and understanding the numbers that sit beneath your six-figure goal.*

- Find the most valuable part of your proposition – the element people really want to buy – and learn how to position it on your sales page and in your marketing.
- Refine your product suite and signature approach, and 'show' why you're the right leader to choose.
- Understand your numbers: revenue, costs, profit, tax, cashflow.
- Create a practical financial plan that supports your life goals.

**Module 3 - How to Market**

*Build a reliable system for introducing yourself to new customers, building your brand and reputation up front, and generating a rich and steady flow of new leads into your business.*

- Choose your core reach strategy (social, SEO, ads, speaking, business development etc.).
- Build an audience and increase your visibility using core, gritty marketing techniques to keep cash flowing.
- Develop a posting + content plan that builds your authority.

- Create marketing materials, assets and processes that attract the right clients consistently.

**Module 4 - How to Sell**

*Learn how to sell without ever having to 'sell'. Build a truly compelling sales page, create a simple, powerful sales process that helps customers say yes, and master the close.*

- Build a sales page that converts.
- Learn to close gracefully (121 calls + webinars). (Really human scripts included!)
- Build a powerful sales process and funnel, and fully automate huge chunks of your marketing.
- Help customers make confident buying decisions, remove the risk for them, make the case clear!

**Module 5 - Thought Leadership**

*Develop a rich model to communicate your unique approach, take the lead on a key topic in your niche, and formalise your ideas in key materials to help you stand out as a leader in your space.*

- Identify what makes your work unique and impactful, and learn to communicate this effortlessly and effectively.
- Choose your core medium for communicating this idea: talk, PDF, video series, workshop etc.
- Create your signature piece of Thought Leadership content.
- Integrate your Thought Leadership models into your brand, content, and funnel.

**Module 6 - How to Systemise**

*Systemise core activities in your business to both release yourself from the day-to-day operations, and make the business scalable.*

- Build a *repeatable* marketing funnel
- Test it with 100 people and refine each step
- Systemise your delivery so results don't rely on you
- Create onboarding, SOPs, team roles, retention + ascension models

*SLT is a complete pathway for building a six-figure business - strategy, sales, marketing, delivery, systems, identity, and leadership - taught step-by-step so you always know what to do next.*

*Alongside the module content, you'll receive weekly live training and weekly live coaching/Q&A to help you apply the work, stay on track, and move through challenges as they arise in real time.*

# Full Curriculum Breakdown

*The full SLT curriculum is broken down into three core pillars: The Success Model, The Growth System, and The Scale Model. Each pillar contains a series of modules and units.*

## Pillar 1 – The Success Model

### Module 1 / Introduction:

*Build your identity as a successful entrepreneur, write a clear business growth strategy, and understand the entrepreneurial traits required to succeed.*

#### 1.1 Your Six Figure Strategy

We begin by mapping your Straight Line Through to the result you want. Doing this gives you a plan, it gives you clarity, and it gives you an immediate priority project in focus.

Creating your Straight Line Through strategy includes:

- Facing the truth of what you want and turning it into a vision you can see, touch and feel;
- Understanding the strategic options available, and making a clear choice about which one you will follow;
- Looking at the money model that sits under your financial goal to make sure it makes sense;
- Writing a high-level plan that you fully believe will lead to the result you want (even if you don't fully know how to execute it yet);
- Identifying and plotting the projects you need to complete in order, so that you can walk this Straight Line Through
- Finding and building-in your unique edge to give you a wonderfully unfair advantage in this work.

By the end of this unit, you will have a one-page plan that clearly summarises your compelling vision, outlines your strategy, lists your projects in order, shows you where to begin, and highlights the one key behaviour that will change your life forever. We will check in on this often.

#### 1.2 Entrepreneurial Traits

I spent two years studying a masters in Psychology and my number one question during the time was: *What makes a successful entrepreneur?*

I have read over 200 journals of the latest thinking on this topic, I have obsessively observed and studied this for over ten years, and I have recently completed a full ethics approved study to see if I could apply that learning to directly increase the three biggest things I found that contribute to success.

In this part of the programme, I will show you what it takes to be a successful entrepreneur, I will outline the traits for you, and I will show you how to build them to make your success inevitable. They are teachable. You can improve your outcomes on these traits. And, the very environment you're in as part of Straight Line Through will have a very clear and direct positive effect on them too. The study proves it.

# Pillar 2 – The Growth System

## Module 2 / Business Foundations – Model, Money, and Offers

*Develop a profitable, scalable business model by refining your value proposition, tightening your product suite, and understanding the numbers that sit beneath your six-figure goal.*

### 2.1 Value Proposition

We will begin this module by understanding exactly what it means to provide value to the market, explore the different business models available to you for growth, and ensure you truly understand what it means to build a successful, profitable business.

We will:

- Look at your business value proposition.
- Ensure your pricing structure, delivery model, and operational structure work in *practice*.

This is a challenging unit and will make you face the reality of building a business that will support you AND allow for growth.

By the end of this unit, you will have utter clarity on your business model, you will understand the numbers in business, and you will have a clear map of the gaps to close in the coming months.

### 2.2 Your Product Suite

There is a big difference between having products and a signature programme. Entrepreneurs often begin with coaching packages, online courses, one-off solutions, and progress to building out a full signature programme and methodology.

Wherever you are on this journey, you will now be challenged to:

- Home in on the customer you are calling in with your offers, positioning, and messaging (this is vital).
- Scoop up existing sales with key ‘Attraction Events’ designed to bring existing customers to the front of the room and generate instant cashflow.
- Begin crafting your core signature model, approach, and programme to form the backbone of your scaling model.

This section will include an introduction to ‘Thought Leadership’, but we will build on this later in the programme.

No matter where you are in the journey, the things listed above can be tightened up to position you as an expert, make you far more appealing as a solution provider, and help you close more sales with authority and confidence.

### 2.3. The Money Model

A lot of the entrepreneurs I work with put themselves last financially. New money always gets re-invested back in the business, new team members get hired, the money is spent on holidays etc. etc. In this unit, we’re going to build a retirement map that gives you what you need.

Of course, I am no financial advisor, but I can introduce you to the following topics:

- How to understand revenue, cost, and profit so you know your numbers on a monthly and quarterly basis
- What sort of taxes we pay as entrepreneurs and how to ensure we don’t end up in trouble
- How to set up proper systems to track, understand and work with the numbers so there are no surprises on cashflow or tax
- What it looks like to make a financial plan for the future, and what you might do now to help set yourself up for a better retirement
- Some of the financial habits of six figure entrepreneurs.

*I must insist here that I am not a financial advisor and this unit does not constitute financial advice. This unit is about making a money plan and signposting where you might go to formalise your retirement plan.*

## Module 3 / How to Market

*Build a reliable system for introducing yourself to new customers, building your brand and reputation up front, and generating a rich and steady flow of new leads into your business.*

Over time, I have built out a simple model called the Reach / Brand / Sales model. Now, it’s time to turn our attention to the ‘reach’ aspect and specifically:

- Explore the different approaches available for reaching new clients.
- Make a decision on your core reach strategy, and build it into your weekly workflow.

- Look at your posting strategy for building audience or building authority in your niche.
- Understand the foundation of SEO (or search engine optimisation) so you start to add content in a systematic way that can help you rank in the future.
- Leverage your unique Thought Leadership, models and approaches to become more findable, attractive and 'sticky' to prospective customers and introducers.

In this unit, we will explore social media strategies, paid ad strategies, organic 'search engine optimisation' strategies, business development strategies, and speaking strategies to build your traffic and inbound leads. You will select the one that works best for you and work that strategy for 90 days to build traction.

There is a bonus course included on Meta ads, and one coming in Q2 on YouTube ads.

Customers who find you through this process, will come into your world and into the sales model we built in the previous unit.

### Module 4 / How to Sell

*Learn how to sell without ever feeling pushy! Build a truly compelling sales page, create a simple, powerful sales process that helps customers say yes, and master the close.*

Learning to sell is a skill. There is a process you can follow to make more sales. But, it is also an art. In this module, we want to build a sales process that feels (just about) comfortable to you, that leverages your unique edge, and that helps customers buy long before they hit the buying moment.

This includes:

- Learning how to position your offer on your sales page to make it tremendously easy for customers to understand it and say yes! (There is a specific approach to this.)
- Learning the perfect close approach that guarantees a customer will become a customer. There are no tricks to this. The approach I take is unique, honest, and very clever.
- Learning how to sell on a 121 call vs. on a webinar
- Building out your sales process and funnel, so that when an interested customer comes to you, they book a call or watch the webinar, and make their buying decision.

Here, we're not looking at marketing or how you reach new people. Specifically, we're looking at how you 'close the deal' with customers who are already looking at you. We will learn how to attract more of those customers into the sales process in a future module.

## Pillar 3 – The Scale Model

### Module 5 / Thought Leadership

*Develop a rich model to communicate your unique approach, take the lead on a key topic in your niche, and turn it into key materials to stand out as a leader in your space.*

In this final module, we will delve much more deeply into your unique Thought Leadership. This is where move from being a service provider to stepping into your role as a thought leader with a core philosophy, a signature method, and a message that shapes your field.

You will:

- Reflect on your key ideas, marketing, and messaging from the past to determine what landed for people, what attracted people to you, and what is unique about your philosophy and approach.
- Decide on a core medium and vehicle for your Thought Leadership. It could be a long copy PDF, a webinar, a three-part video series, a signature talk or something else. Books and Ted talks fall under this topic too, but we want to deliver something smaller, more concise, and more available first. This topic might will likely develop into the book or Ted talk in the future!
- Create your piece of Thought Leadership and build it into your funnel, your online presence, and your marketing messaging.
- Consider your bold next move – a book, a Ted talk, a show!

## Module 6 / How to Systemise

*Systemise core activities in your business to both release you from the day to day operations, and make the business scalable.*

Learning to sell, and learning to market will bring customers to you and increase your cashflow. To build a business, you will need to systemise core activities in your business to make them repeatable, scalable, and where possible – outsourceable!

We will do this in two parts.

**Part 1 – How to systemise your marketing. Here we will:**

- Build a proper marketing funnel, ensuring it leverages your unique edge and demonstrate the value you offer up-front so customers begin leaning into you.
- Learn how to get 100 people through the funnel so you can properly test the core stages and improve each part of the funnel.
- Look at what it will take to remove yourself from the process of lead-generation so you wake up to new opportunities every single week, without having to directly influence the process.
- Develop your signature webinar or lead magnet, and email sequence to develop leads in a scalable way, ready to sell.
- How to repurpose your content effectively, setting up a system for building audience and brand with new, core, and loyal community members.

**Part 2 – How to systemise your delivery. Here we will:**

- Begin removing yourself from the process of getting results for a customer so you can move on to other high-value activities. This might include recording key aspects of your programme, building your signature programme, introducing a group model, creating client success milestones, and finding ways to add value at scale.
- Build out a proper customer journey to welcome in new customers and help them feel certain they've made the right decision instantly!
- Map out your team structure, and – when the time is right – learn how to craft proper role profiles, attract the right support, and interview and manage that team fairly and effectively. This could include full time hires, virtual assistants, freelancers or a mix of all three.
- Begin developing core 'standard operating procedures' for your business to truly operationalise and prepare to scale.
- Start to look at retention and ascension models to move clients up the offer suite with you.

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As you can see from this curriculum, it is thorough, it is full, and we don't skip any aspect of building a successful, scalable business that will have a true and lasting impact on the world.

To bolster this core training element, I go live every Wednesday to bring core concepts to life, dive into trickier topics more fully, and enhance your skills in these areas.

Topics might include things like the best way to write an ad, how to close more sales, or what's working in organic 'reach' today.

In the weekly lives, we also cover a lot of mindset work, including: How to prioritise the right projects, how to build your confidence before results come in, and how to change a core belief.

Every Friday, you will have the opportunity to ask me questions, to show me your work, and to work through key challenges, questions, and even blockers that come up in relation to the work. I do not rush the calls. If it takes 30-40 minutes to review your work and answer your question, so be it!

I am here to support you directly as you go on this journey to building a six-figure business that has an impact in the world, that changes your life financially, and that can scale.

**You ready?**

Enrolment is open NOW. You do not need to wait to join. You can scroll down on the curriculum page to see where we currently are in the live training: https://www.straightlinethrough.com/access-curriculum/