

The Minimalist Plan To \$1 Million (Part 2)

First we drafted the Map to get to \$1 Million from the end to the start.

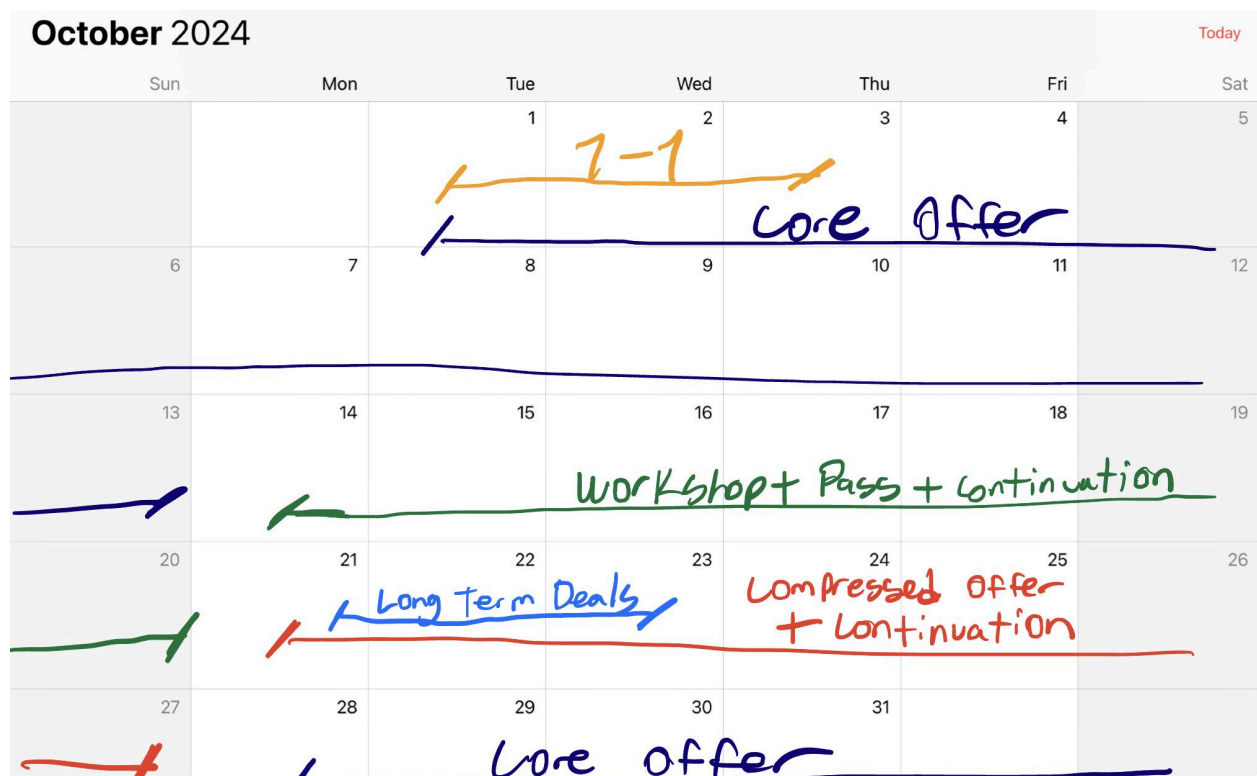
Today we take the first step from the start to the end. And plan our next 16 weeks.

There's great times coming up: Autumn, Black Friday, New Year's. And certain Products do better at different times so it's important we get the timing right.

For example, it's a good idea to sell a Customer Offer for Black Friday because people are in the mood of spending but not committing. In January it's the opposite. They want to commit without spending much. So it's better to sell a Client Offer.

First I'll show you the Products we'll be selling. These are just different wrappings around the stuff you already have so it will be easy.

Then we'll allocate them in the Calendar like this:



(We'll draft our plan from October to January because they're the most relevant now. But if you're watching this in the future the principles will still apply.)

15 Easy Products

I've tested hundreds of Products but these 15 are my best. For the next 16 weeks this will be enough.

First we'll see what each does for you and then we'll allocate them on the calendar.

Creates	Product	Best For
Customers	Workshop	Prospect Inertia
	Asset	Prospect Inertia + Space
	Bundle	Prospect Inertia + Space
	Replay	Prospect Inertia + Space
	Pass	Finding prospects who want more
	Continuation	Turning Pass buyers into clients
	Hours	Fast cash + Tap Into Different Segment
	Store	Celebration + Cash Injection
Clients	Core Offer	Getting clients
	Compressed Offer	Prospect Inertia + Getting clients
	Waitlist	You're busy, closed or your core offer isn't selling
	Buy 2 Get 1 Free	Reduce Churn + Cash Injection
	Long Term Deals	Reduce Churn
Top Clients	1-on-1	Increase LTV
	Table	Increase LTV

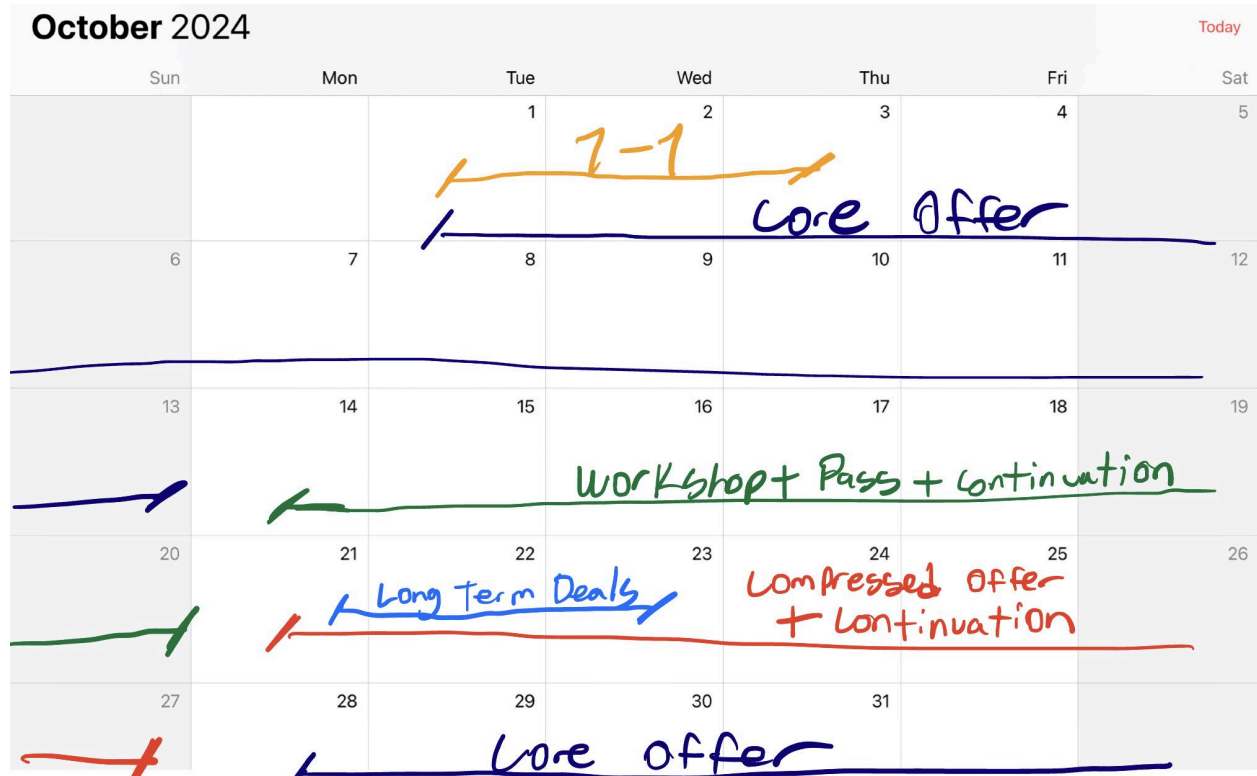
The 16 Week Plan

Two rules:

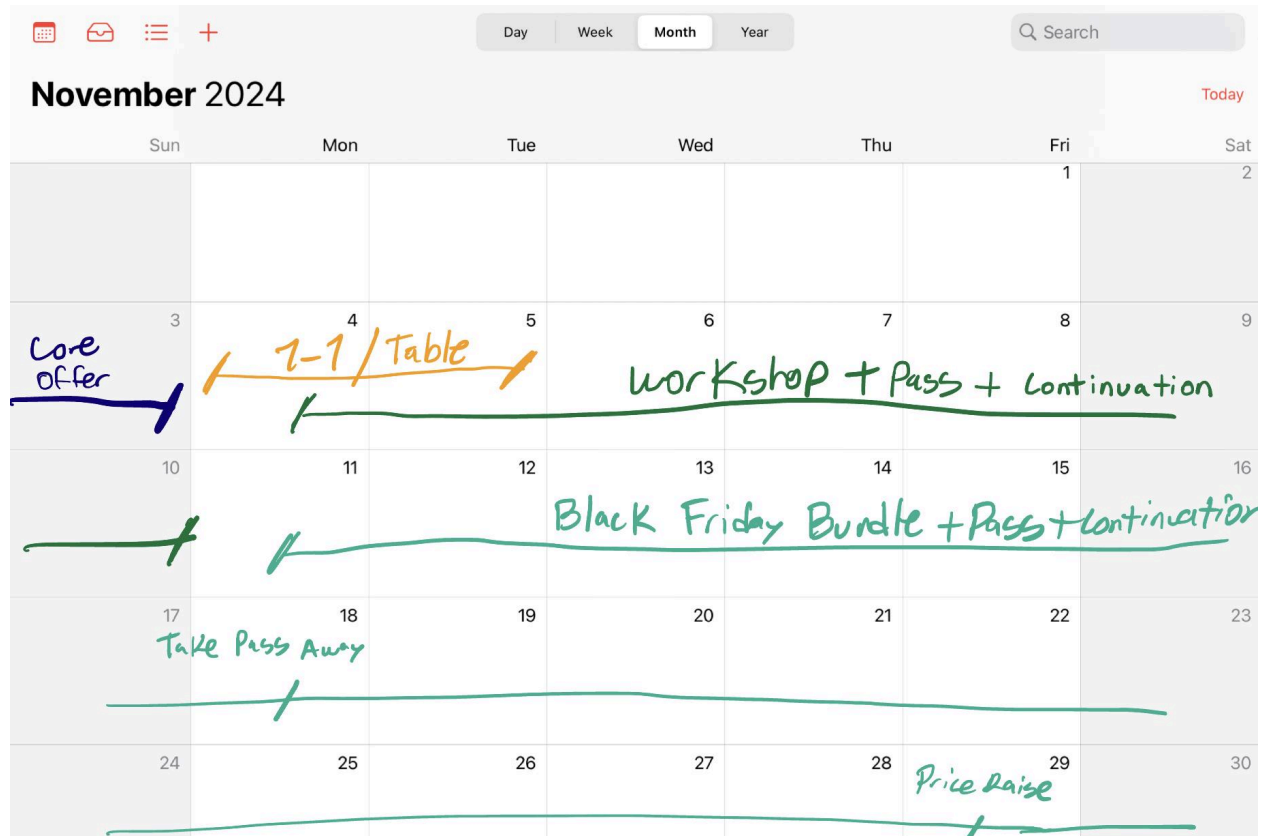
1. **Daily Offers.** Your best prospect is only going to read about a third of your emails. And you don't know which. So you might as well send one every day.

2. **Don't sell a product for more than 2 weeks.** People stop listening when they know what you'll say. Not only do we have to make good offers - we also have to vary them.

October: Recurring Offers



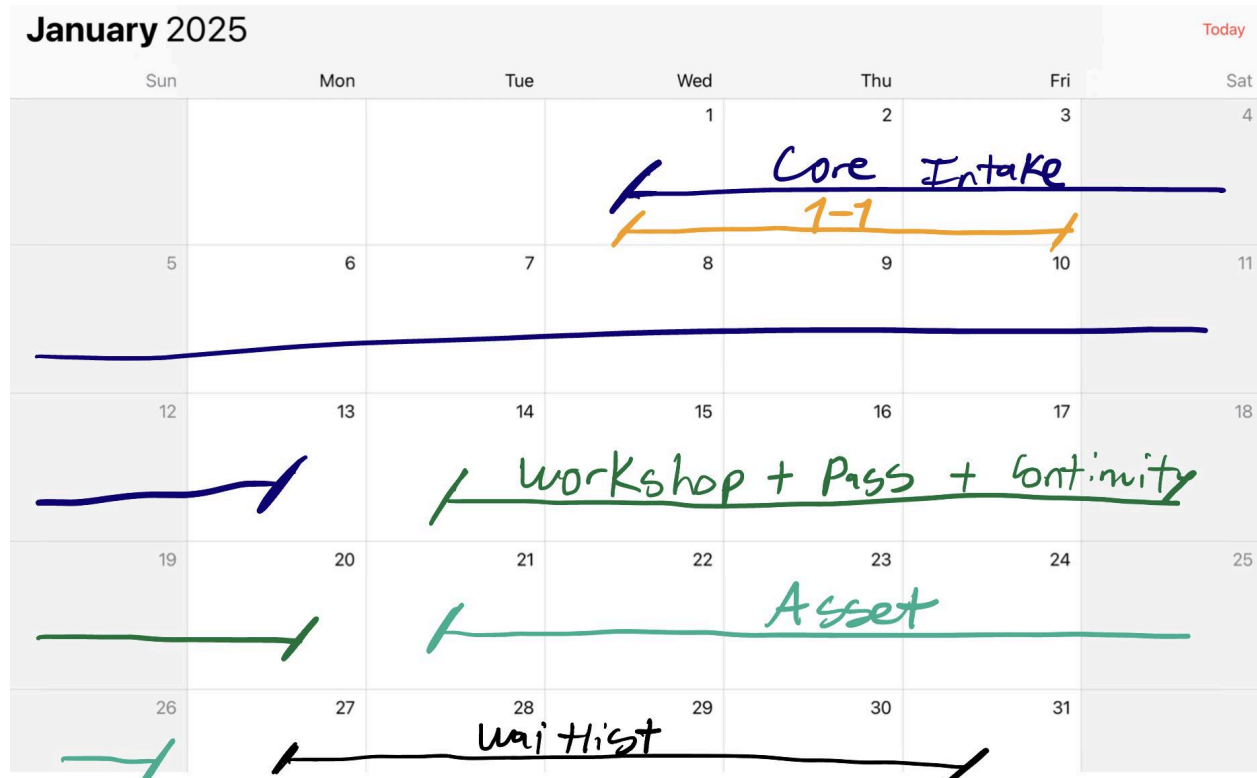
November: Black Friday & Cyber Monday



December: One-Time Offers & Securing MRR

December 2024							Today
Sun	Mon	Tue	Wed	Thu	Fri	Sat	
1	2	3	4	5	6	7	
Add CM Bonus. Then take down		Buy 2, get 1 Free.		Coe offer			
8	9	10	11	12	13	14	
Workshop + Pass + Continuation							
15	16	17	18	19	20	21	
Store							
22	23	24	25	26	27	28	
				waitlist			
29	30	31					
Long-Term Deals							

January: Getting and Securing MRR



Good Habits

- Show on socials what's happening on email to make people want to join. Treat it like CNN.
- Give a reason to act now. If we don't they won't.

The Troubleshooting Kit

- Never judge a campaign before it's over.
- Small Questions → Community
- Big Questions → Office Hours
- Templates → Skool Classroom (90 Days Of Offers + Your Google Doc Offers)

You now have

- 15 Products
- The 16 Week Plan

- Troubleshooting Kit
- The Cash Creators
- The best seasons of the year

Gametime.