

Build Your Business



“Success is not final;
failure is not fatal:
it is the courage
to continue that
counts.”

- WINSTON CHURCHILL



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Workshop Agenda

Monday Building Your Course

Tuesday Building Your Offer

Wednesday Building Your Launch Funnel

Thursday Building Your Kajabi Site

Friday Q&A Weekly Recap

On-Demand

Available now and anytime at
learn.kajabi.com/on-demand

Creating Your Community
Creating Your Coaching Program
Building Your Membership
Subscription Payments
Starting a Podcast



Building Your Course

Learning Objectives

After attending this workshop, you will:

1

Understand what a course is and the types available in Kajabi

2

Create, structure, and customize a course product

3

Identify 5 essential edits for your course pages



Have you ever wondered what it takes to turn your knowledge and expertise into a sustainable source of income? Can you imagine the influence you can have on others while building a thriving business?

This workshop is designed to provide a deeper look into the Course products in Kajabi and demonstrate their capabilities. Throughout this session, you will be familiarized with the various tools to build your course with the goal of generating recurring revenue for your business.

[You can download the slide deck from the live workshop **here**.](#)



Fill in the blank

A course is a great way to provide

or

to your audience.

Match the term to the course outline description

Blank course

A course made up a multiple modules, lessons and occasionally quizzes.

Mini Course

This is a great way to bring content over and design from scratch. This is typically used if you already know how you'd like your course to look and prefer to build from the ground up.

Online Course

A course where content is released at a set interval.

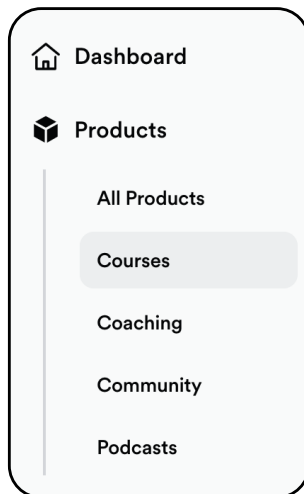
Drip Course

A quick transformation provided within 3-4 lessons.



Building Courses in Kajabi

Get started building your digital course on Kajabi by creating a new Course Product:



1. Open the **Products** tab from your Kajabi Dashboard
2. Click **Get Started**
3. Select the **Course Product**
4. Click **Get Started**
5. Then, complete the on-screen instructions to create your course details



Quick tip

Pick a simple and memorable title for your Product. But don't worry too much about this now. You can always go back and change it later by [editing your Course Details!](#)

Learn how to use the Kajabi AI content assistant to create content for a new Course or update the content of an existing Course.

The AI content assistant in Kajabi leverages the power of AI (artificial intelligence) technology to help you create your content faster. You can utilize the assistant to help you generate an entire Course outline containing multiple Modules and Lessons on your chosen topic, all in a matter of minutes. It's now easier than ever on Kajabi to make your dream Course a reality!

Simply tell the AI content assistant what topic you'd like to teach. The assistant will then generate a draft of the requested content, which you can fine-tune to your liking.

[Use this time-saving tool to create a new Course or update an existing Course.](#)



Once your course is created, it's time to understand what components make up a course:

Use the word bank below to fill in the blanks

Media Type AI Content Assistant Module Lessons

_____ is a section of your course or membership where specific content related material is housed and organized.

_____ are individual pieces of content within a module.

_____ can be utilized to help you generate an entire Course outline containing multiple Modules and Lessons on your chosen topic, all in a matter of minutes.

_____ you can choose from video, assessment, or audio.



Product Release Functions

Match the term to the course outline description

Draft

Everyone enrolled in the product can see the content.

Published

Content is triggered to publish the set number of days after the members start date.

Drip

Only you can see the content on the back-end not visible to the end consumer.

Lock

Content can not be accessed until the required post is marked as complete.

Additional Resources:

Click on each link for more related information on Products

- [How to Preview Your Product](#)
- [Managing Your Course Modules and Lessons](#)
- [How to Drip Content by Product Access Date](#)



Customizing Course Templates

With Kajabi, you can use the

and

templates to build uniquely branded Products that will engage your customers.

Momentum

The **Momentum Product** displays a video or image at the forefront and is designed to be visually engaging from the start.

With Momentum, your content takes up the most real estate on the page, while still making it easy to navigate from lesson to lesson.

← LIBRARY

Mini Course

Course Contents


- Welcome Aboard!
- Lesson 1: The WHAT
- Lesson 2: The WHY
- Lesson 3: The HOW
- So What Happens Next?

The What

The Why

The How

DashboardCategoriesAnnouncements



0:25

Welcome to the Membership Site

Start Here


At Kajabi, we believe everyone has a passion to share. And so we created the world's only Knowledge Commerce platform to help people get their knowledge out there and find success. Today, our platform empowers thousands of users everyday to build life-changing businesses and create an online presence that reflects them.

Beautiful, High Converting Templates For Your Entire Online Business

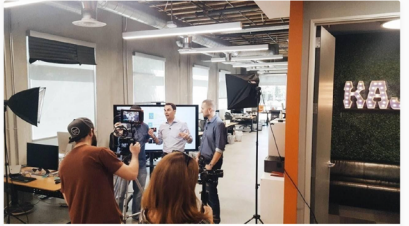
From landing pages, to sales pages, to webinar pages, and more, you'll find a template to fit your every need. Best part is that they're all optimized to get you results. Straightforward Product Creation Tools For Your Online Business... All with 24/7 Support

With live chat and email support from our Member Success team, you'll have the best around-the-clock help in the industry. Your success is our success.

Search for something...



Join the Community! Kajabi is an all-in-one platform that makes it easy to create online courses, marketing campaigns, build pages, and design the perfect website.





The Premier Gathering For Entrepreneurs, Experts, and Influencers Is Coming | Irvine, California



Premier

The **Premier Product** presents your course outline at the forefront and is great for understanding the structure and order of your Product.

With Premier, you can design a Product that is uniquely yours and encourage your members to complete and engage with your product.


[Help Center](#) [My Library](#) [Blog](#) [Search](#) 

Mini Course


[Resume Course](#)

Mini Course


Course Contents

**Welcome Aboard!**


Welcome to the Mini-Course Blueprint for Kajabi. This blueprint should be used as a guide and sta...

**Lesson 1: The WHAT**


This Mini-course outline is broken into 3 primary lessons: The WHAT The WHY The HOW This ...

**Lesson 2: The WHY**

Now that we have talked about the WHAT, we can now use this post to describe the meaning behind&n...

**Lesson 3: The HOW**

Knowledge is great, but Applied Knowledge is even greater. Use this post as an opportunity to sha...


**So What Happens Next?**

This the place where you gracefully close the course. We don't want to fully say goodbye though. ...

The What


The Why

The How




2 of 5 Lessons Completed

Instructor

**John Doe**
Instructor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sed sapien quam. Sed dapibus est id enim facilisis, at posuere turpis adipiscing. Quisque sit amet dui dui.






Custom Content Goes Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras sed sapien quam. Sed dapibus est id enim facilisis, at posuere turpis adipiscing. Quisque sit amet dui dui.

[Call To Action](#)

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[Help Center](#) [Privacy Policy](#) [Powered by Kajabi](#)



Build your course template edit checklist:

Edit [instructor information](#)

Edit your [hero image and overlay](#)

Change your color scheme

Edit the footer and change the background color

Edit your [post page player background](#)

Homework

1. Complete the 5 Template Edits Checklist
2. Finish creating your Kajabi course outline
3. Review any additional on-demand trainings, help articles, or resources below

Recommended Resources:

[How to Structure a Course](#)

[Build a Course](#)

[Assessment Overview](#)

[Website Prep On-Demand webinar](#)

[Unsplash.com](#)

[Maximum Video File Size](#)



Notes



Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Q&A Recap for Builders

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[Creating Your Coaching Program](#)



[Building Your Membership](#)



[Starting a Podcast](#)



Building Your Offer

Learning Objectives

After attending this workshop, you will:

1

Understand what an offer is and the types available Kajabi

2

Learn how to create and price your products & services

3

Understand the use and benefits of Upsells and Downsell



Discover the limitless possibilities and capabilities that await you as we guide you through the tools and knowledge needed to build irresistible offers.

This workshop is designed to provide a deeper look into Offers in Kajabi. Throughout this session, we will cover the various tools to build your offers with the goal of generating recurring revenue for your business.

[You can download the slide deck from the live workshop **here**.](#)



Match the term to the course outline description

Paid offer

Set a base price for your product and your customer can pay that or anything above it

Free offer

Allows you to sell your products and services with set pricing

Pick your price

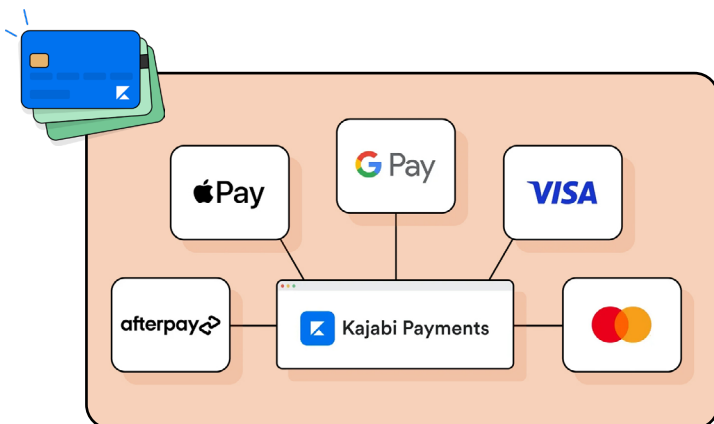
Sell more than one product for the price of one. (i.e. A course and coaching session sold together at one price)

Ghost offer

Allows your customers to try your product and services without payment

Bundle offer

Allow you to sell something that does not have a Product attached to it. (i.e. Live workshops, eBooks, webinars, or physical products)



Flexible payments, higher revenue

Accept and manage customer payments directly in Kajabi with no third-party integration. Offer greater payment flexibility by adding options like Apple Pay & Google Pay.



Setup Kajabi Payments



Pricing Your Offer

Identify below which offer you would like to build in Kajabi:

Fill in the blank

Product access can set limits on

&

The Post-purchase is the page you send members

their offer purchase.

Basic Automations work on a

,

model.

Advanced Automations work on a

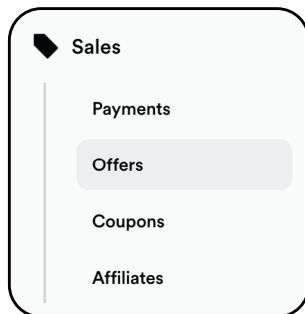
,

,

model.



Editing your price: Free



To create a Free Offer:

1. Open the **Sales tab** from the Dashboard.
2. Click **Offers**.
3. Select the Offer you wish to edit or create a new one.
4. In the Offer Editor, click **Pricing**.
5. Navigate to the **Price Details** card.
6. Then, select **Free**.
7. Be sure to click **Save** to keep and apply your changes

New offer

Price your offer

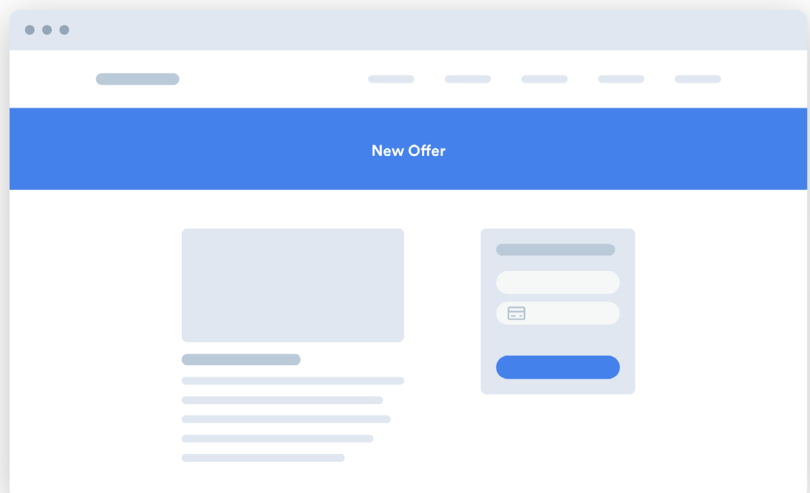
Choose whether this Course is paid or free. If it's paid, set its price and payment preferences.

💰
Paid

🅄
Free

Go Back

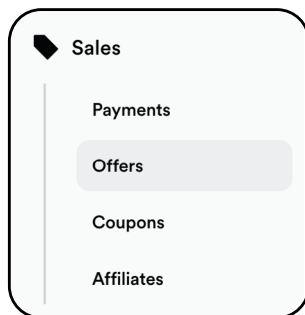
Save and Finish





Editing your price: One-time Payment

Create a One-time Payment Price for customers to purchase the Product(s) included with the Offer with a single purchase price (i.e., they don't have a recurring payment).



To create a one-time payment price:

1. Open the **Sales tab** from the Dashboard.
2. Click **Offers**.
3. Select the Offer you wish to edit or create a new one.
4. Then, select the **Pricing** tab.
5. Navigate to the **Price Details** section.
6. Click the **Payment Type** field.
7. Select **One-time Payment**.
8. Customize your One-time Payment Pricing.
9. Be sure to click **Save** to keep and apply your changes.

Price Details

Set this Offer's price, payment plan, and enable tax options for your needs.

Payment type

One-time Payment

Price

100.00

Currency

USD - United States Dollar

+ Add custom price text (optional)

Price Text Override

\$100.00 USD

(Optional) Use a custom phrase to describe the price of this offer.

Customizing your one-time payment offer

With the One-Time Payment Price, your customers will be charged immediately after checkout and will be given access to all Products attached to the Offer.

Customize your One-Time Payment to specify the:

- **Price** - Must be \$0.50 USD or greater
- **Currency** - Select the currency for the Offer
- **Payment Method** - If you have connected Stripe and PayPal to Kajabi, specify the payment processor available to purchase the Offer
- **Price text override** - Describe the price of the Offer (optional)



Editing your price: Multiple payment

Selecting Multiple Payments for your Offer will charge your customers monthly until the number of payments is reached.



To create a multiple payment price:

1. Open the **Sales tab** from the Dashboard.
2. Click **Offers**.
3. Select the Offer you wish to edit or create a new one.
4. Then, select the **Pricing** tab.
5. Navigate to the **Price Details** section.
6. Click the **Payment Type** field.
7. Then, select **Multiple Payments**.
8. Enter your **Payment** amount, **Currency**, and **Number of Payments**.
9. Click **Save** to keep and apply your changes.

Price Details

Set this Offer's price and payment structure.

Payment type

Multiple Payments

Payment amount

15

Currency

USD - United States Dollar

Number of payments

5

Must be between 2 and 12



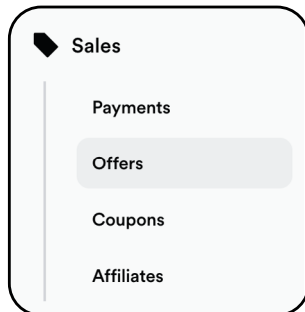
Customizing your multiple payments plan

- **Payment amount** - Specify the price for each payment (e.g., 6 monthly payments of \$19.99; \$19.99 is your specified payment amount.)
- **Number of payments** - Must be between 2 and 12 monthly payments.
- **Currency** - Select the currency for the Offer.
- **Payment Method** - If you have connected Stripe and PayPal to Kajabi, specify the payment processor available to purchase the Offer.
- **Price text override** - Use a custom phrase to describe the price of the Offer (optional).



Editing your price: Subscription

Create a Subscription Offer to collect payment for your Product(s) on a regular payment interval (weekly, monthly, or yearly).



To edit your price to be a Subscription:

1. Open the **Sales tab** from the Dashboard.
2. Click **Offers**.
3. Select the Offer you wish to edit or create a new one.
4. Then, select the Pricing tab.
5. Navigate to the **Price Details** section.
6. Click the **Payment Type** field.
7. Then, select **Subscription**
8. Enter your **Payment** amount, **Currency**, and **Billing interval**.
9. Click **Save** to keep and apply your changes.

Price Details

Set this Offer's price and payment structure.

Payment type

Subscription

▼

Payment amount

10

Currency

USD - United States Dollar

▼

Bill the customer every

1

Billing interval

month

▼

Trial period days (optional)

1-90, or leave blank for none

Setup fee (optional)

Amount will be charged immediately upon purchase.
Can be used to create a paid trial



Customizing your subscription plan

- **Trial period days** (Optional) - Specify the length of the trial period (optional, leave blank for none. If left blank, your customer will be charged the Payment Amount for the subscription).
- **Setup fee** (Optional) - If a Setup fee is entered, then the first payment charged immediately upon purchase will include the Setup fee. This can be used to create a paid trial period. However, if you choose to keep the trial period blank, your customer will be charged the Setup fee + Payment Amount for the first payment. Each following payment period will only charge the specified Payment amount. Optional field, leave blank for none.
- **Price text override** - Use a custom phrase to describe the price of the Offer (optional).



Dive Deeper into Subscription Payments

Jump into our On-Demand Training on Subscription Payments to learn how to introduce subscriptions to your business and potentially triple your revenue.

Editing your price: Pay What You Want

To create a Pay What You Want Offer:

1. Open the **Sales tab** from the Dashboard.
2. Click **Offers**.
3. Select the Offer you wish to edit or create a new one.
4. To use the Pay What You Want feature, select the One-time payment option.
5. Check the **Let customers pay what they want** box.
6. A Pay What You Want offer can be free, (priced at \$0), or whichever base minimum amount you desire to sell your product, as long as the price is set over 0.50.
7. Select **Save and Finish** to complete creating your offer.



Benefits of Pay What You Want offers

- **Experimentation.** Pricing your product can be a big hurdle and hard to gauge accurately. With Pay What You Want offers, you enable your customers the option to pay more, which may prove that what you offer holds more value than you originally expected. This also allows you to run pay-your-own-price style promotions to entice new members.
- **Support.** Letting your customers choose how much they want to pay for your product allows them to tip you or pay more than the baseline price you set. This will enable them to show their support for you and your product!



Upsells and Downsell

Maximize your profit by adding Upsells and Downsell to your order flow. Your customers can choose to purchase additional product(s) after completing their initial purchase.



An Upsell is used as a way to advertise another Offer after the initial Offer has been purchased.

A user will complete a purchase and the Upsell will appear as a separate page after checking out and before the account creation page:



\$25.00 USD

Make additional purchase

No thanks, take me to my purchase



Quick tip

Add up to 10 upsells and downsell to your Offer checkout process. Standard business practice is to use between 3 - 4 upsells and downsell to avoid overwhelming your customers.



Downsell

A Downsell is another Offer presented to customers that decline to purchase the Upsell.

This gives you a second chance to make an additional sale if your customer declines the original Upsell.

Downsells are typically lower-priced Offers, a discount on the same Product, or an Offer for a completely new Product.

Checkout page: Top 4 edits checklist

- Edit your description
- Edit your banner image
- Edit your primary color
- Add form fields: Name, address, phone number, custom fields

Homework

- Finish building your Offers in Kajabi
- Finish the essential edits for your offer checkout page
- Review any additional on-demand trainings, help articles, or resources below.

Recommended resources:

[How to Create a Ghost Offer](#)

[Affiliates](#)

[Automations in Kajabi](#)

[Know Your Worth On-Demand Webinar](#)



Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Building Your Launch Funnel

Learning Objectives

After attending this workshop, you will:

1

Explore the strengths and understand the strategy behind three launch funnels

2

Create functional content unique to your business using three hands-on activities

3

Generate a captivating sales video script powered by artificial intelligence



Embark on an exhilarating journey as we dive into the world of launch funnels, unlocking the keys to your business's ultimate success.

A Funnel can help drive traffic to your opt-in page and capture their lead information to send them follow-up information and ultimately convert them into a paying customer.

With Kajabi, Funnels are designed with pre-built landing pages and email copy. Simply generate the Funnel Template that best fits your vision to get started!

[You can download the slide deck from the live workshop **here**.](#)



Recommended Launch Funnels

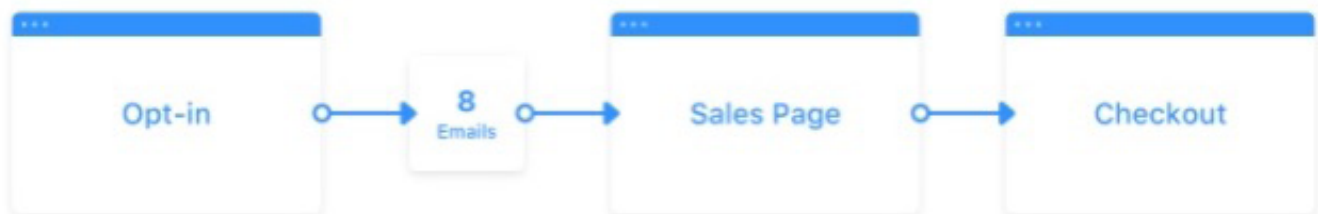
Product Launch Funnel: Great for free trainings, no cost mini-courses, and three-day challenges.



Webinar Launch Funnel: Perfect for teaching & selling in a live setting.



Lead Magnet Launch Funnel: Best way to grow an email list and turn subscribers into customers.





Activity

Create Mini-Course lessons

- Visit: <https://kajabi.com/ai/course-outline>
- Type in what your course is about, or something you want to teach.
- This tool will give you an outline that you can use to gather ideas from.
- Add your mini-course lesson topics below:

Lesson #1

Lesson #2

Lesson #3



Perfect Webinar Structure

Webinar length: 30-60 min.

Always remember to record your webinar!

- Bold Promise
- Stay-To-The-End Bonus
- Establish Authority
- Tell A Story
- Teach Three Things
- Solution
- Buy Now
- FAQ & Q&A

Notes



Activity

Handling Webinar Offer Objections

- Brainstorm 3 common objections to your offer pitch, then write your counter statement for how you'll handle each of them.
- Common objections include: It costs too much, It won't work for me, or I need to think about it.

Example:

Objection:

It costs too much!

Your counter statement: I've heard that before, which is why I set up a payment plan so you can pay over time instead of all at once.

Objection #1:

Your counter statement:

Objection #2:

Your counter statement:

Objection #3:

Your counter statement:



Activity

Sales Video Script: Follow the steps below to create a well written script for your thank you video to entice your leads to become paying customers.

- Step 1: Fill in the blanks

Thank you for downloading the [insert name of lead magnet], my name is [your name] and I'm the creator/author of it.

I trust you'll find my free resource helpful in your journey to [insert your desired end result]. Please click the [color of button] below this video to download the [type of lead magnet].

But before you go, I encourage you to keep scrolling on this website, because I may be able to help you [insert problem you solve] quicker than you think.

- Step 2: Go to <https://kajabi.com/ai/sales-script> and type in your course or coaching topic.
- Step 3: Copy & paste the response into the box and edit in order to fit your business needs/branding.



Paste your AI generated sales script here:

Homework

- Choose a funnel to launch ASAP, based on your unique business needs and goals, and optimize it for maximum conversions and success.



Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Building Your Kajabi Site

Learning Objectives

After attending this workshop, you will:

1

Understand how to use the Kajabi page builder

2

Learn the different landing page templates available

3

Build and edit 3 essential pages for your Kajabi site



Unveil the remarkable capabilities of Kajabi's page builder, empowering you to construct websites and landing pages that will captivate and inspire.

Learn how to use the Kajabi's design tools to build websites and landing pages that can help drive traffic and increase revenue for your business.

[You can download the slide deck from the live workshop **here**.](#)



Fill in the blank

A Kajabi template is a design you can select and apply to all your pages.

Activity

Choose a website template

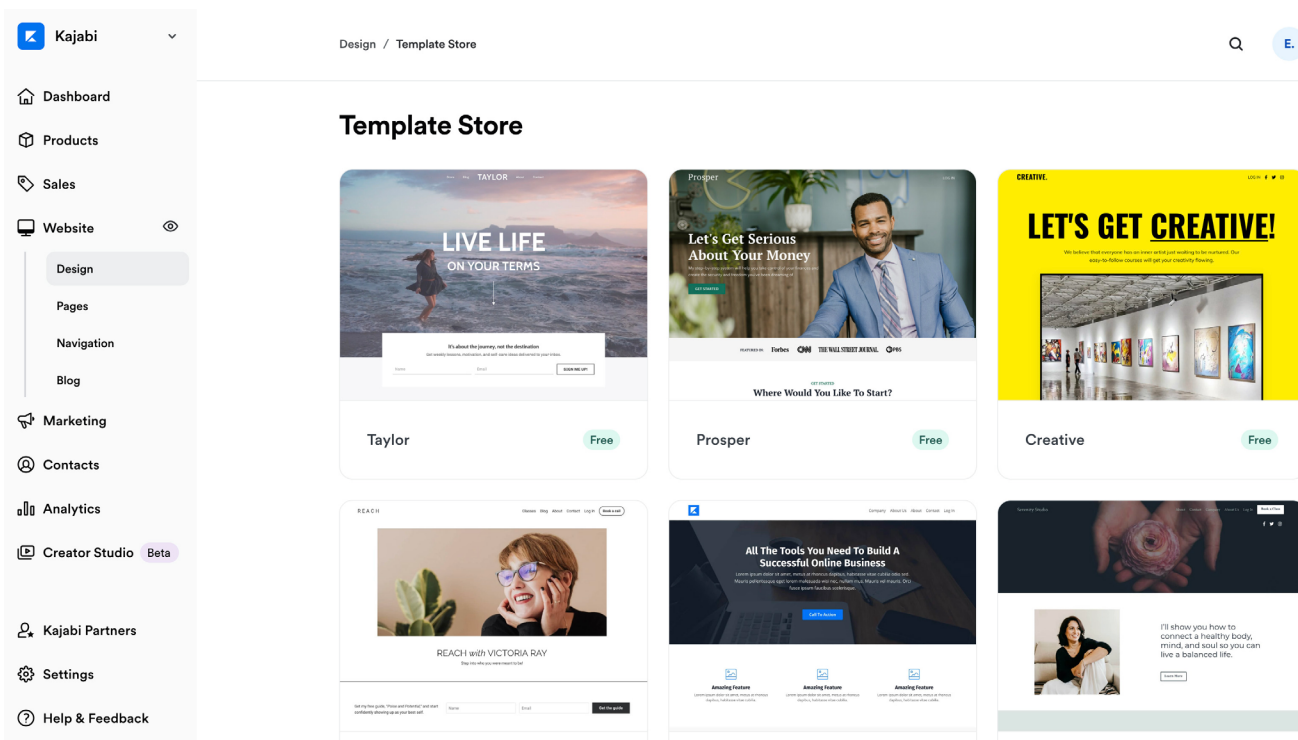
Click on Website

Click Template Store

Browse available templates

Choose a Template

Download your desired template





Match the terms

Website pages

A series of landing pages and emails that are connected and used as a way to drive traffic.

Landing pages

Standalone pages that can be used independently from one another to collect leads, advertise your products, or to simply thank a new subscriber for opting in or purchasing.

Funnel pages

System-generated based on the template you select. Perfect for building out your site, as each page shares similar elements and settings based on your selected template.

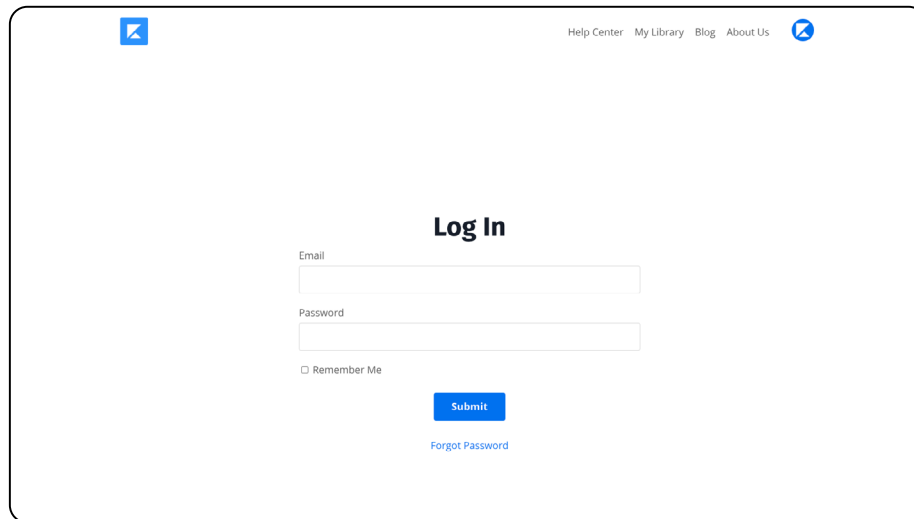
Fill in the blanks

The two customer-facing pages you should customize are the _____ and the _____



What is the Login page?

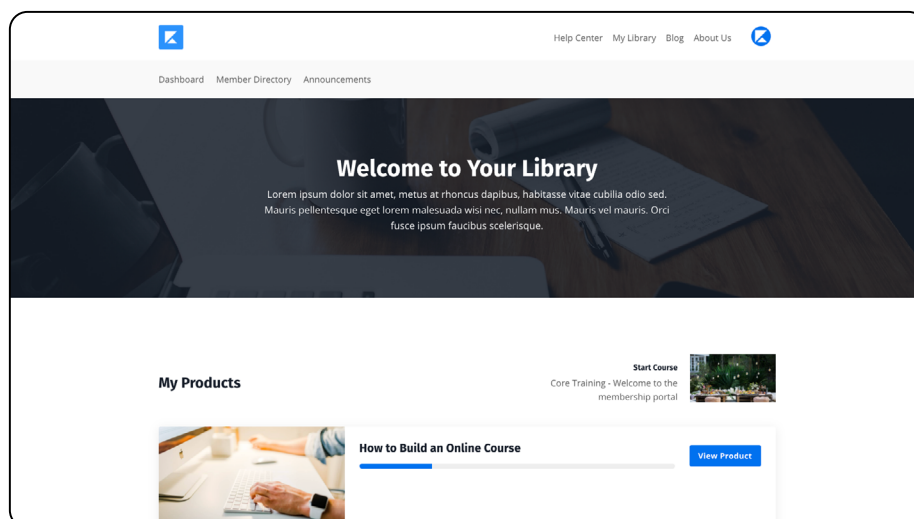
For your customers to access their Products in their **Library page**, they must first go through the Login page with their specific login credentials:



The screenshot shows the Kajabi login interface. At the top left is the Kajabi logo. At the top right are links for 'Help Center', 'My Library', 'Blog', and 'About Us', followed by a user profile icon. The main heading is 'Log In'. Below it are two input fields: 'Email' and 'Password'. Under the password field is a checkbox labeled 'Remember Me'. A blue 'Submit' button is centered below the fields. At the bottom, there is a link that says 'Forgot Password'.

What is the Library?

The Library is your customer's home base. After a customer **logs into your site**, they will access their Product(s) in their Library page:



The Library page is unique to each and every one of your customers because it only contains the Product(s) they have purchased or have been granted.



Building Your Login Page

Settings

- Upload Favicon
- Add Background
- Select Font
- Choose Color
 - Button
 - Font
 - Primary

Sections

Header

- Text and background color
- Upload logo
- Include Social Icon
- Customize Menu

Login

- Select Image
- Button Colors



Quick tip

Recommended font sizes for screens:

Mobile:

12-16pt (16px-21px)

Tablet:

15-19pt (20px-25px)

Desktop:

16-20pt (21px-26px)



Building Your Library Page

Customize Hero Section

Edit Product Section

Add brand colors

Choose column grid

Optional: Include exit pop up

Building Your Sales Page

Essential sections to add

Feature Cards

Image Gallery

Testimonials

Bonus: FAQ section

Settings

Upload Favicon

Add background

Select Font

Choose color

Button, Font, Primary

Homework

- Finish building your log-in, library, and sales pages in Kajabi.
- Review any additional on-demand trainings, help articles or resources below.
- Post in the Kajabi Facebook Community for feedback.

Recommended resources:

[How to add custom code to your page](#)

[Website Prep On-Demand Webinar](#)

[How to Build Navigation Menus](#)

[Creating an Event](#)



Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Creating Your Community

Learning Objectives

After attending this workshop, you will:

1

Recognize the important role of community in your business

2

Understand how Kajabi Communities works for you

3

Get tips on how to keep your community engaged and set up for success



Are you looking to build a space for your customers to interact with each other? Do you want to simplify the process of creating and running your community?

In this workshop, we'll provide you with a comprehensive look at Kajabi Communities, how to set it up and customize it, and give you best practices to drive interaction between your members.

[You can download the slide deck from the webinar **here**.](#)

“The need for connection and community is primal, as fundamental as the need for air, water, and food.”

- DEAN ORNISH



[Download the Community graphic here.](#)

Using the mindmap above, brainstorm how you intend to use each feature.

Match the terms

Access Group

Used to interact with your members around a date and time

Circle

Used to drive engagement around a topic.

Challenge

Used to provide resources to your members.

Meetup

The central hub for interaction between your members.

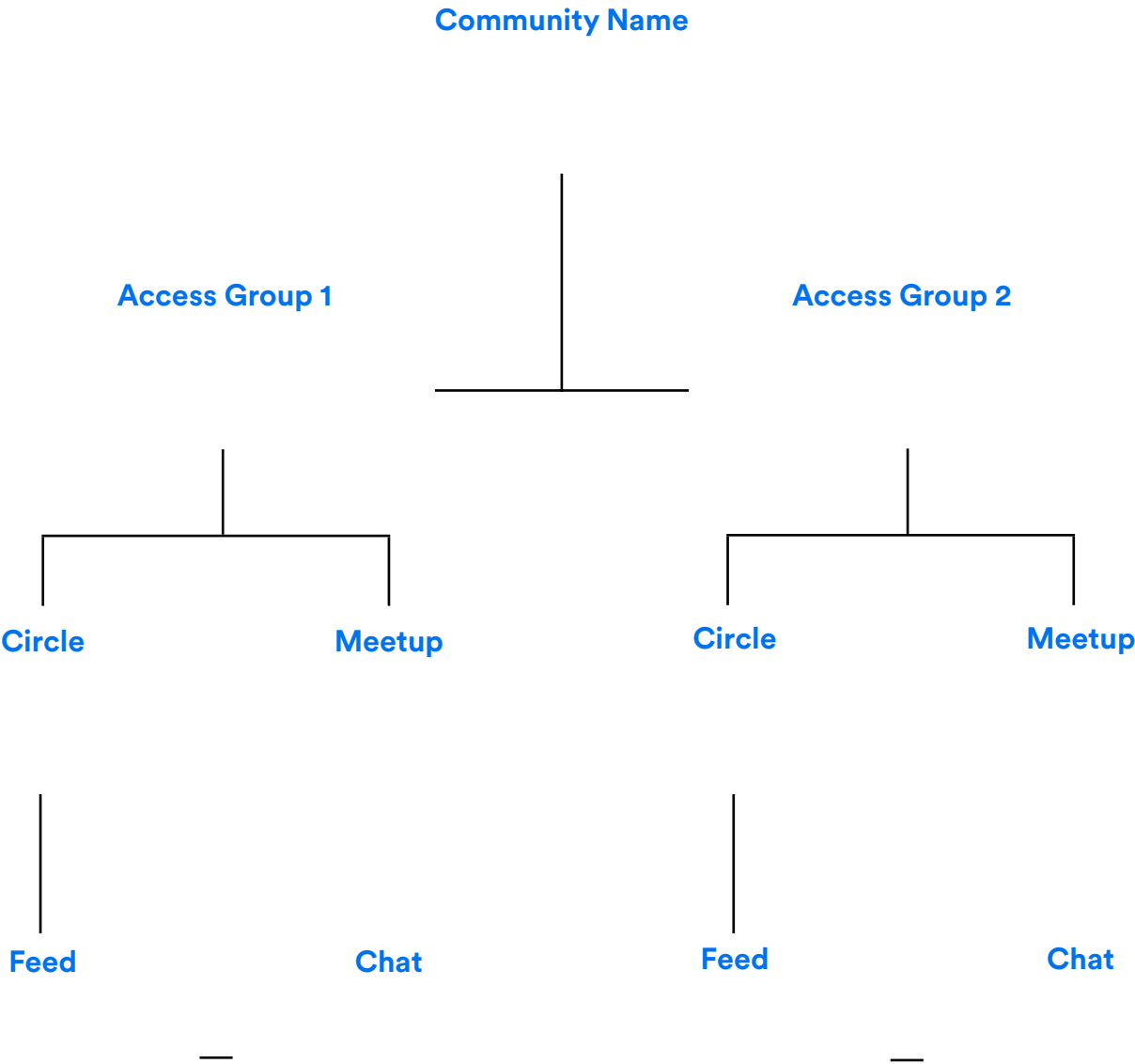
Custom page

The item that counts towards your Kajabi Product limit.



Your Community Mindmap

Fill in the mindmap below to identify your community structure





Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Q&A Recap for Builders

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[Creating Your Community](#)



[Creating Your Coaching Program](#)



[Building Your Membership](#)



[Starting a Podcast](#)



Creating Your Coaching Program

Learning Objectives

After attending this workshop, you will:

1

Recognize the different types of coaching programs

2

Identify a coaching program layout that suits your needs

3

Design a program to serve your customers



Are you looking to coach your students to success? Do you want to see how to set it all up in Kajabi?

In this training, we will provide a comprehensive demonstration of how coaching programs work in Kajabi, and review the different ways you can offer these programs to your customers.

[You can download the slide deck from the webinar **here**.](#)



How will you use single session coaching programs?

Fill in the blanks

The best way to set up à la carte coaching is to

•



Activity

These articles will help provide you with supplemental information about the Coaching Product, and answer any additional questions you may have.

[Connecting Calendly](#)

[Connecting Acuity](#)

[Integrating Multiple 3rd Party Calendars with Kajabi Scheduler](#)

[Kajabi Scheduler FAQs](#)



Coaching Basics / Categories / Coaching Strategies with Ali Levin / Becoming A Credible Coach



The screenshot displays the Kajabi University interface. On the left, a video player shows Ali Levin, an Executive Coach, speaking. On the right, a sidebar titled 'Coaching Strategies with Ali Levin' lists 10 lessons. The current lesson, 'Becoming A Credible Coach', is highlighted. Other lessons include 'Content Overview', 'My Coaching Journey', 'Universal Truths of Coaching', and 'Signature Presence'.

Lesson Number	Lesson Title	Status
1	Content Overview	Completed
2	My Coaching Journey	In Progress
3	Becoming A Credible Coach	Current Lesson
4	Universal Truths of Coaching	Completed
5	Signature Presence	Completed
6		

Becoming A Credible Coach

[Dive Deeper into Coaching](#)

Jump into Kajabi University to learn more about the Kajabi Coaching Product and receive a deeper understanding of the top coaching strategies with Executive Coach and Kajabi Hero, Ali Levin.



Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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Building Your Membership

Learning Objectives

After attending this workshop, you will:

1

Know what to include to deliver your membership

2

Understand how to create and customize the essential elements of your membership

3

Identify the key components of a membership



Do you want to build stable, recurring revenue for your business without stressing yourself out?

In this training, you'll learn the ins and outs of what makes a successful membership and how to build it in Kajabi, so that you can generate predictable revenue for sustainable business growth.

[You can download the slide deck from the webinar here.](#)



Match the terms

Coaching Component

Focus on group learning

Course Component

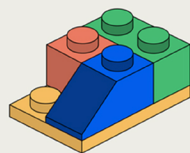
Focus on 1:1 learning

Community Component

Drives attention to the rest

Challenge/Content Component

Focus on individual learning



TRAINING WEBINAR



Subscription Payments

Dive Deeper into Subscription Payments

Jump into our On-Demand Training on Subscription Payments to learn how to introduce subscriptions to your business and potentially triple your revenue.

**Quick tip****Memberium Membership Calculator**

In this third-party site - you will not need to fill out their form! Simply enter the number of members you expect to gain and lose each month, and what you plan on charging. It'll do the rest for you! [Use this to determine a starting price for your membership, both a monthly and an annual option.](#)

New Members Gained (Every Month)

List the number of members you expect to gain each month on average.

20

Members Cancel/Churn (Every Month)

List the number of members you expect to lose each month on average.

5

Price (\$/month)

List the amount you plan on charging members to join your program on a monthly basis.

0

Monthly recurring revenue you'd generate each month after the amount of time listed below...

Month 1	Month 2	Month 3	Month 6	Month 9	1 Year	Total Revenue (After 1 Year)	2 Years
\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Revenue (After 2 Years)		3 Years	Total Revenue (After 3 Years)				
\$0.00		\$0.00	\$0.00				

Want us to email you these numbers and a certificate reminding you to work towards achieving these numbers?

[See an example certificate here](#) to see what it looks like.

Yes

**First Name**

Your First Name

Email

Your Email Address

Get These Numbers Sent To You & Download Your Certificate



Notes





Congratulations!

You did it! You have completed this portion of the Build Program. Continue on this path to track your success.



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[Starting a Podcast](#)



Starting a Podcast

Learning Objectives

After attending this workshop, you will:

1

Understand how a podcast can be a part of your business

2

Identify the “Why, What, and Who?” for your own podcast show

3

Learn how to use Kajabi to host and distribute your podcast



Discover how to structure your content as well as find the right niche audience for your show.

Join us in this training to learn how to create an engaging podcast on Kajabi, where we'll cover the basics of content structure, finding your target audience, recording techniques, and utilizing Kajabi's platform for hosting and distributing your podcast.



How to Find Your Niche

Podcasts are simply a way to share information with the world and let listeners in on conversations they wouldn't normally have access to. The free-form medium of conversation lends itself to a casual experience, which is why podcasts are so accessible and are a huge contributing factor to how they've taken the audio entertainment world by storm.

But even the most open-ended of podcasts still have a structure and deliberate end goal, even if it's not immediately apparent.



Quick tip

No one is listening because you remind them of another podcast.

Listeners stay because they enjoy listening to you!

Why do you want to make a podcast?

- Are you using this as a **lead magnet** for a course or membership?
- Maybe your podcast itself is an **exclusive and paid offer**.
- Or do you simply want to **share your ideas with your audience** in a casual and regular manner?

These and plenty more are fitting answers to the “Why” question and depending on yours, it can inform you on what direction you'll want to take with your show.

A great way to see what has been successful for others is to listen to podcasts yourself! There are literally millions of shows to get inspired by and borrow ideas from and taking some time to listen to how others both within and without of your industry run their shows can help get you started if your feeling a bit stuck.

But with that, remember, learning from other creators is a great means to start, but your unique skills and insight are the most valuable asset to a podcaster.



Podcasting with Kajabi

Kajabi Podcasts give you another tool to grow your business and connect with your audience by creating and distributing a podcast in the same place you use to manage the rest of your online business. And, if you already have a podcast hosted on another platform, you can easily import it into Kajabi, so you can have all of your content in one place.

1. In your Kajabi dashboard, go to **Products** and then **Podcasts** to upload or import a podcast.
2. After selecting your podcast type, you can add your podcast information.
3. After selecting your podcast type, you can add your podcast information.
4. Once your episode has been uploaded, you can edit your publish settings on the right of your episode information page.



Reminder!

Once Public or Private has been selected, it cannot be converted to its counterpart.

Additional resources:

- [Importing an Existing Podcast onto Kajabi](#)
- [Kajabi Podcasts FAQ](#)



New Podcast

Choose how you want to make your podcast

Create a new podcast
Set up your podcast from scratch.

Import a podcast
Switch your existing podcast to Kajabi.

Go Back

Continue

Create a new podcast

Podcast details

Title

Podcast title

Hosted by

Host

Brief description

Brief description

Podcast availability

Public

Anyone can access this podcast on their favorite listening apps for free.

Private

Paid subscribers can access this podcast on their own private feed.

Go Back

Continue



Podcasting Misconceptions

1. Soundproofing

You do not need to soundproof your recording space. Egg carton sound panels are not only ineffective but unappealing. Don't waste your cash and don't force yourself to stare at a strange bumpy wall while recording. There are sound panels in existence that can do the job, but they can often be expensive and for most people just aren't necessary.

3. Your Voice

Many individuals may feel uncomfortable with the sound of their own voice when starting a podcast and listening back to their recordings. However, over time, this discomfort will diminish, and it will become a normal part of the process.

Furthermore, some people believe they need a "good podcasting voice" to begin a podcast. Listening to more podcasts reveals that most shows feature ordinary individuals rather than professional voice actors. While post-production techniques can enhance the audio quality, it's important to remember that your unique voice is an integral part of your brand. By focusing on your strengths, you can create an exceptional show regardless of how you sound.

2. Audio Quality

Earlier, we discussed methods to enhance the overall quality of your recordings. It is commonly misconceived by new podcasters that they must attain a professional-level sound before starting. However, this is not always true! There exists a significant number of podcasts that may not possess a professional sound, yet retain listeners because of their content. In fact, the quantity of such podcasts is likely equal to, if not greater than, those with top-tier audio production.

Audio quality is important, but not if it keeps you from publishing your first episode.

4. Listenership

Sometimes it can be useful to use analytics to measure your show's performance. When it comes to podcast downloads, that the statistics are a good measuring stick for listener activity, but are NOT a depiction of the quality of my content.

Remember that there are millions of potential listeners out there and if we are never consistent in our approach, those listeners will never get a proper idea of who you are and what your show is about. Concentrate on making the best show possible!



Notes





Congratulations!

You did it! Now that you have build your business, it's time to start marketing with Kajabi.

[Start marketing](#)



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[Building Your Membership](#)



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Building Your Course

Fill in the blank

**A course is a great way to provide information
or training to your audience.**

Match the term to the course outline description**Blank course**

A course made up a multiple modules, lessons and occasionally quizzes.

Mini Course

This is a great way to bring content over and design from scratch. This is typically used if you already know how you'd like your course to look and prefer to build from the ground up.

Online Course

A course where content is released at a set interval.

Drip Course

A quick transformation provided within 3-4 lessons.

[From page 7](#)

Module is a section of your course or membership where specific content related material is housed and organized.

Lessons are individual pieces of content within a module.

AI Content Assistant can be utilized to help you generate an entire Course outline containing multiple Modules and Lessons on your chosen topic, all in a matter of minutes.

Media Type you can choose from video, assessment, or audio.

[From page 9](#)

**Match the term to the course outline description****Draft**

Everyone enrolled in the product can see the content.

Published

Content is triggered to publish the set number of days after the members start date.

Drip

Only you can see the content on the back-end not visible to the end consumer.

Lock

Content can not be accessed until the required post is marked as complete.

[From page 10](#)

With Kajabi, you can use the **Momentum** and **Premier** templates to build uniquely branded Products that will engage your customers.

[From page 11](#)

Building Your Offer

Match the term to the course outline description**Paid offer**

Set a base price for your product and your customer can pay that or anything above it

Free offer

Allows you to sell your products and services with set pricing

Pick your price

Sell more than one product for the price of one. (i.e. A course and coaching session sold together at one price)

Ghost offer

Allows your customers to try your product and services without payment

Bundle offer

Allow you to sell something that does not have a Product attached to it. (i.e. Live workshops, eBooks, webinars, or physical products)

[From page 18](#)



Product access can set limits on
specific dates & specific amount of days

The Post-purchase is the page you send members
after their offer purchase.

Basic Automations work on a
when, then model.

Advanced Automations work on a
when, then, if model.

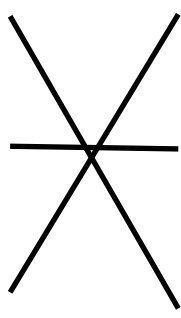
Building Your
Kajabi Site

[From page 19](#)

A Kajabi template is a design you can select and apply to all
your **website** pages.

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Match the terms

Website pages		A series of landing pages and emails that are connected and used as a way to drive traffic.
Landing pages		Standalone pages that can be used independently from one another to collect leads, advertise your products, or to simply thank a new subscriber for opting in or purchasing.
Funnel pages		System-generated based on the template you select. Perfect for building out your site, as each page shares similar elements and settings based on your selected template.

Fill in the blanks

The two customer-facing pages you should customize are the
Login page and the **Library page**.

[From page 42](#)



Create Your Community

Match the terms

Access Group

Circle

Challenge

Meetup

Custom page

Used to interact with your members around a date and time

Used to drive engagement around a topic.

Used to provide resources to your members.

The central hub for interaction between your members.

The item that counts towards your Kajabi Product limit.

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Create Your Coaching Program

The best way to set up à la carte coaching is to turn off the login requirement for the Offer.

[From page 56](#)

Building Your Membership

Match the terms

Coaching Component

Course Component

Community Component

Challenge/Content Component

Focus on group learning

Focus on 1:1 learning

Drives attention to the rest

Focus on individual learning

[From page 62](#)

