Plan
Your Business

April 2023

"An investment in knowledge pays the best interest."

- BENJAMIN FRANKLIN

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On-Demand Available now and anytime at **learn.kajabi.com/on-demand**	**Website Prep** **Settings for Success** **Know Your Worth** **The ABC's of Kajabi**

Validate Your Idea

Learning Objectives

After attending this workshop, you will:

1

Understand idea validation and why it's important

2

Experiment with brainstorming techniques to generate ideas for your business

3

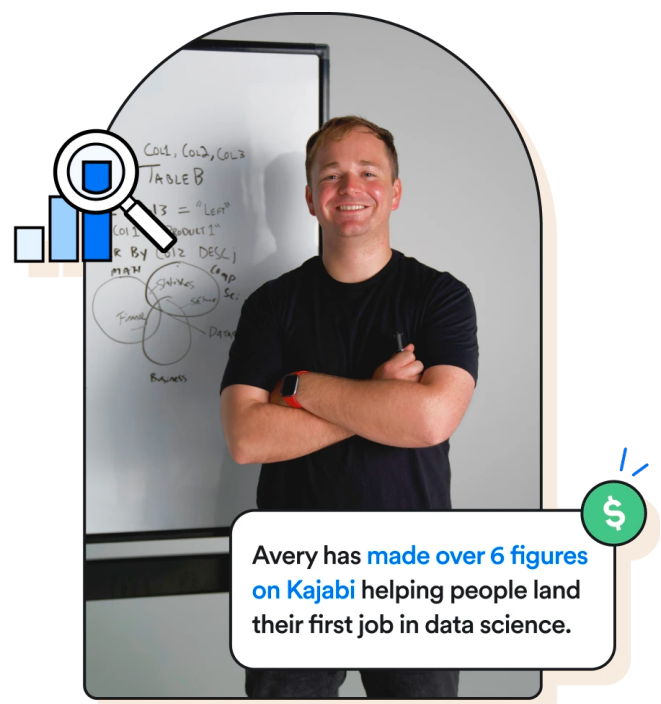Verify which ideas you can take to market

Are you struggling to discover new ideas to implement in your business? Are you worried that your idea just won't make the cut?

In this workshop, we'll provide practical and tactical tips for idea generation and validation - ensuring that the niche you serve is a viable market in which you can grow your online business.

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

"Making a choice that is 1 percent better or 1 percent worse seems insignificant in the moment, but over the span of moments that make up a lifetime these choices determine the difference between who you are and who you could be."

- JAMES CLEAR

Avery has **made over 6 figures on Kajabi** helping people land their first job in data science.

What does your ideal customer look like?

What is your niche, or what niche do you wish to serve?

What is idea validation, and why is it important to us?

Brainstorming Space

Write down three unique ways in which you want to serve your ideal customer (s). These can be as broad or as specific as you'd like.

Brainstorming Techniques

Choose one of the techniques discussed today. Write down three unique ways in which you want to serve your ideal customer(s). These can be as broad or as specific as you'd like. Feel free to elaborate on previous ideas.

Starbursting

Who...

What...
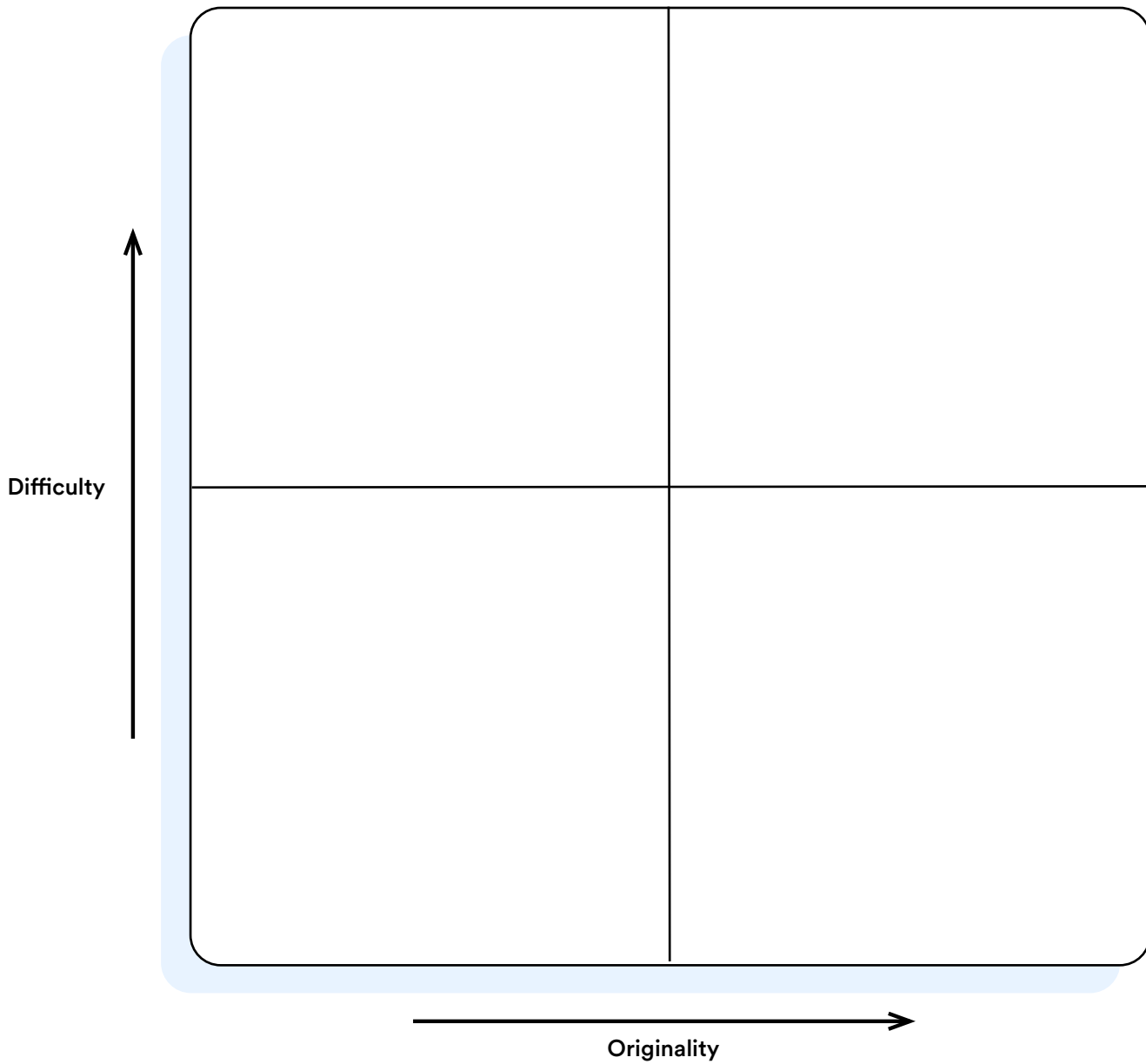
Where...

When...

Why...

How...

Gap Filling

Reverse Brainstorming

Questions	Solutions

How, Now, Wow

Difficulty

X	How
Now	Wow

Originality

Difficulty

Originality
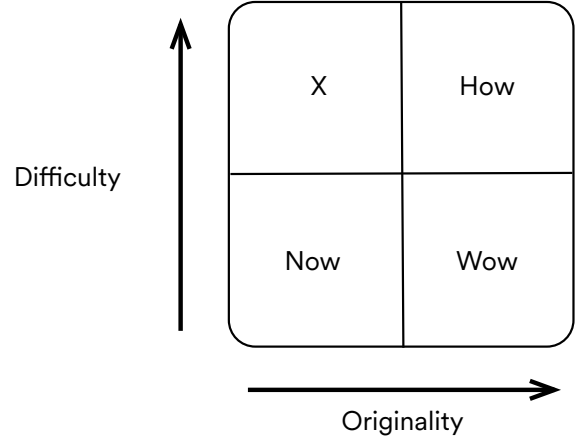
Validation Space

Choose one of the techniques discussed today. Choose an idea that has been brainstormed. Validate your idea!

- Digital Product Marketplaces
- Search Engines
- Online Forums
- Amazon Book Reviews
- Social Media Influencers

Have a question?
Submit a question and join us on Friday for the Q&A session.

Ask

Notes

Congratulations!

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

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Plan To Brand

Learning Objectives

After attending this workshop, you will:

1

Create a brand guide and formulate a value proposition

2

Discover your mission statement

3

Uncover your competitive advantage and learn how to author your "story brand"

New entrepreneurs are starting from scratch, and it's often their first business venture, which means all aspects of branding are new to them.

In this workshop, we will cover best practices to help you gain clarity on your mission, value, and competitive advantage for your new business.

You can download the slide deck from the live workshop **here**.

Steve Harris
Coach and
Business Strategist

Your Brand Guide

Add your hex color codes here
Visit www.coolors.co for inspiration

Add your fonts here

Heading font

Body font

Value Proposition
Fill in your value proposition formula

We help

do **by doing**

so they can **.**

Value Proposition Checklist

Does it clearly communicate the value of your business?
What can you do to improve your statement?
Could this be written any other way?

Mission Statement

What does your business do?

How does it do it?

Why does it do it?

Words and phrases that capture the sentiment of their business's value and purpose.

Narrow down your choices to a curated list that reflects your brand.

Mission Statement (continued)

Using your narrowed down choices above, write your mission statement.
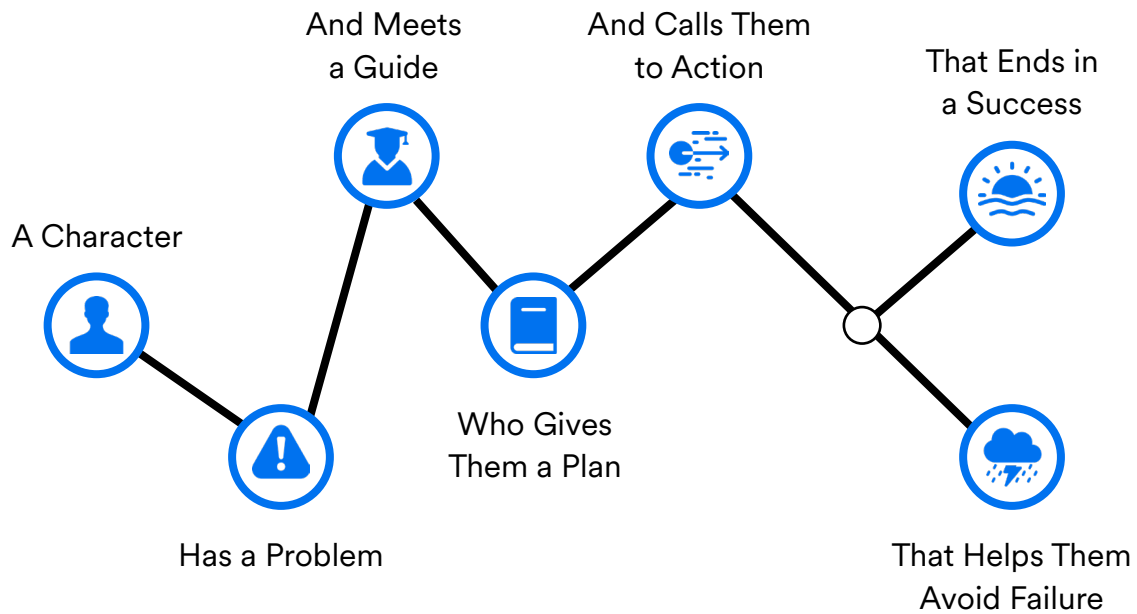
Key Element Checklist

Value

Inspiration

Plausibility

Specificity

Competitive Advantage

Use this **spreadsheet** to map out your strengths and strategize your advantages.

Customer Journey Diagram

And Meets
a Guide

And Calls Them
to Action

That Ends in
a Success

A Character

Who Gives
Them a Plan

Has a Problem

That Helps Them
Avoid Failure

Homework

- Who is your target customer? What roadblock in their own journey can you help them solve?
- Take some time to identify the desired end result of taking your course or coaching from your customer's perspective.

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Keys To Copywriting

Learning Objectives

After attending this workshop, you will:

1

Understand what copywriting is and why it's important

2

Write your own headlines and explore best writing practices

3

Discover best ways to write a successful subject line for your emails

Anna Kornick
Time Management Coach

This workshop will provide you with essential copywriting fundamentals relevant to your knowledge commerce business.

Together, you will understand that writing copy is a skill that can be mastered with the help of formulas and knowledge of your customer's fears & desires.

You can download the slide deck from the live workshop **here.**

Why People Buy

Check all that apply why your customers buy from you:

Make Money

Save Money

Save Time

Avoid Effort

Escape Mental or Physical Pain

Get More Comfort

Higher Hygiene / Better Health

Gain Praise

Feel More Loved

To Increase Popularity / Social Status

Quick tip

Every one of these reasons boils down to just one; it solves their problem.

Headline Strategy

Fill in the blank:

Headlines that encapsulate both

and

work the best.

Write Your Headline

"How To" Headline

How To **In As Little As**

...Even If **.**

"Ways To Get What You Want" Headline

Quick And Easy Ways To

And Avoid **.**

"Perfect Solution" Headline

Here's The Perfect Solution If You Want

(even if **).**

Keys To Copywriting

Perfect Email Structure

The perfect email structure includes the following:
- Subject line
- Hook / Question / or Shocking Statement
- 3 Bullet Points / Sentences
- Solution
- Call-to-Action
- Personal Note

Subject Line

Want to get more views on TikTok?

Acknowledgment

Hey Steve,

Hook / Question / Shock

Did you know the average person on TikTok only averages around 250 views on each video?

Yep. It's true. The main reasons their videos fail is:

3 Bullet Points

- They don't know how to create engaging content that people love watching.
- They don't use popular sounds that are trending.
- They don't know how to respond to their comments.

Solution

Luckily, I created a quick video that shows you exactly how to do everything above - fast and easy.

Call-to-Action

Click here to watch it.
<<INSERT LINK HERE>>

Personal Note

Looking forward to your response!
Alex

27

Email Strategy

is the best method to get someone to open your email.

Write Your Email Subject Line

"Lesson Learned" Formula

[Number] Lessons [I/We] Learned From [Action You Took]

"Something Remarkable" Formula

Here's Why/How [I/We] [Something Remarkable]

"End Result" Formula

How [I/We] [Result] In [Timeframe]

Homework

- Continue creating more and more headlines and email subject lines based on the formulas discussed.

Have a question?
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Find Your Following

Learning Objectives

After attending this workshop, you will:

1

Understand the importance of consistency in building and maintaining a growing audience

2

Explore the process of researching your target audience and creating relevant content

3

Learn the basics of creating an effective lead magnet funnel

Learn about the plan of action you need to take in order to get more followers on social media. Discover how easy it is to create a lead magnet that'll increase your email subscriber list using Kajabi.

This workshop is designed to equip you with an understanding of the process of growing their followers and email list - broken down into 4 pillars, plus a 30-Day action plan for continued support.

You can download the slide deck from the live workshop **here.**
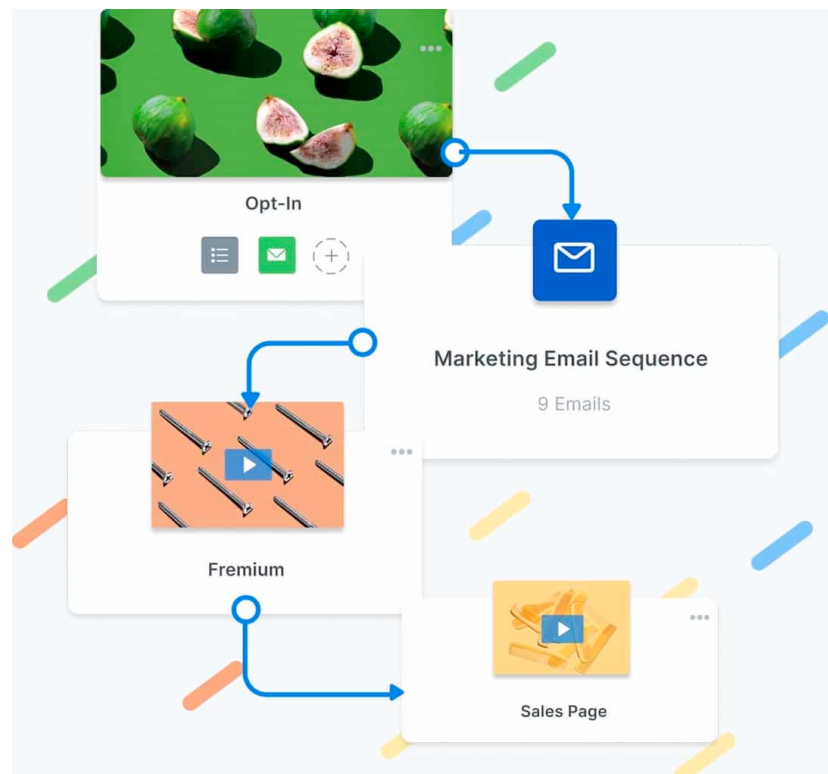
Pillar #1: Research

Tip: Use **Inflact.com** to access hashtags associated with your niche so you can research popular content and use **Answer Socrates** to discover the questions asked by your niche. Put it all together by creating your content around the answers to those questions.

Use the next page to document your research.

Pillar #2: Content Creation
Match the Content Creation Strategies

Original Content

Developing your own content based on your creativity & knowledge of your industry.

Content Repurposing

Researching questions asked by your niche. Then, creating content around the answers.

Inquisition Strategy

Taking an already existing long-form piece of content. Then, turning it into several short-form assets.

Fill in the blank

A lead magnet is anything valuable protected by a

on an opt-in page.

Quick tip

Lead magnets come in many different forms: they could be digital files like an eBook, a resource guide, a checklist, or a cheatsheet. They can also be more advanced such as an audioguide, a video, or even a free training video series like a mini-course.

ChatGPT Activity

Sign up or Log in to ChatGPT: https://chat.openai.com/chat

Prompt #1

You are a digital marketer. Create a list of 5 ideas for a [Name of Niche] lead magnet I can use to attract [customer persona].

Prompt #2

You are a copywriter. Turn idea number [Number] into a lead magnet that provides value for the reader. Write the content in a [Type of Tone] tone and a [Type of Style] style. Promote my course called [Course Name] near the end of the lead magnet content as the call to action.

Pillar #3: Hit Your List
Fill in the blank

So you've got a new email subscriber, but what happens next? It's best practice to have an automated
in place so that every single new subscriber on your list goes through a predetermined journey over the next couple weeks.

Use Kajabi's Sales Email Generator tool to employ artificial intelligence to create your email for you:
https://kajabi.com/ai/sales-email

Have a question?
Submit a question and join us on Friday for the Q&A session.

Ask

Sales Email Generator Activity

Pillar #4: Account Maintenance

Use the word bank to match the term to action.

Engage   **Comment**   **Interact**   **Analytics**

: responding to the comments that you get underneath your videos.

: posting your thoughts on other relevant videos in your niche.

: following, then liking another user's 10 most recent posts.

: measuring the growth of your accounts on a WEEKLY basis.

Homework

Continue using ChatGPT and Kajabi's AI tools to create content for your business.

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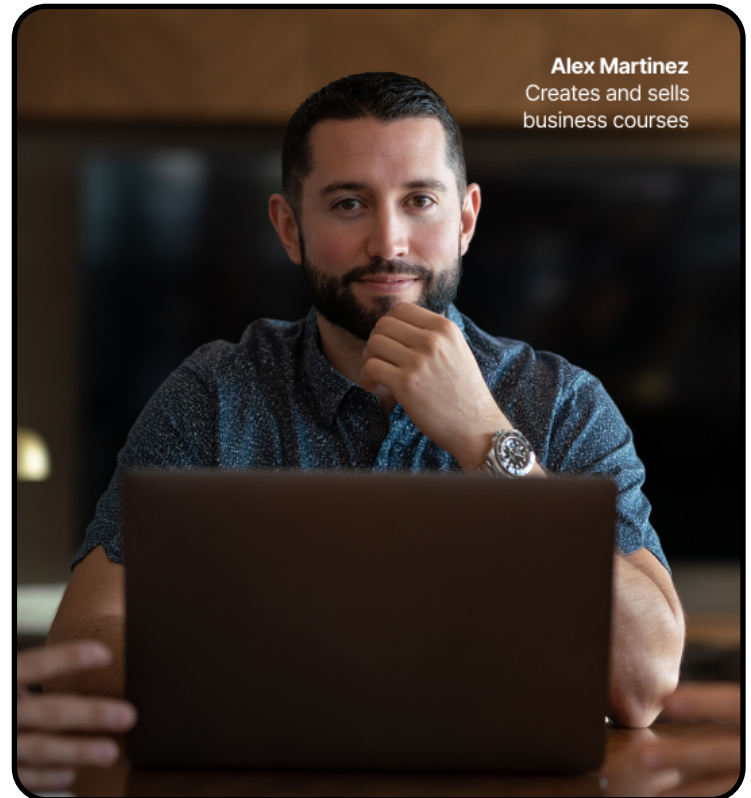
After attending this workshop, you will:

1

Understand a method of quick analysis to evaluate your product or service

2

Gain knowledge on how to use a method of step-by-step analysis to evaluate your offerings

3

Choose a price for what you offer

Alex Martinez
Creates and sells
business courses

Are you struggling to set a price for your product or service? Pricing your offerings correctly is incredibly important in ensuring stable business growth.

In this workshop, we'll provide you with strategic processes to guide you to price in a way that maintains your security in the marketplace.

Research Competition

Competitor Name	Discount Strategy (if any)	Plusses (their advantage)	Minuses (your advantage)	Pricing Strategy (cost, market, or value -based)

Variables	Description	Score from 1-10
Competition	Highly competitive <-> Minimally competitive	
Demand	Low <-> High	
Scarcity	Abundant <-> Scarce	
Uniqueness/ First-of-a-kind	Commodity <-> Highly Unique + Personalized	
Margin	Low <-> High	
Quality	Low <-> High	
Value	Minimal <-> Great	
	Total:	

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After attending this workshop, you will:

1

Understand how the various parts of Kajabi work together to create a seamless and effective solution for your business

2

Create your first Product, price your Offer, and position it on a Landing Page

3

Convert your leads to customers by assembling Email Campaigns to contact them

Are you trying to figure out how Kajabi can fit your business needs? As an entrepreneur, you want a business solution that does it all.

This workshop will provide a foundational understanding of Kajabi's moving parts, and how each business can implement themselves into its framework.
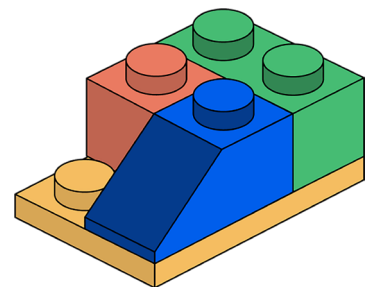
Notes

Word Scramble

Connect the terms to the correct definition.

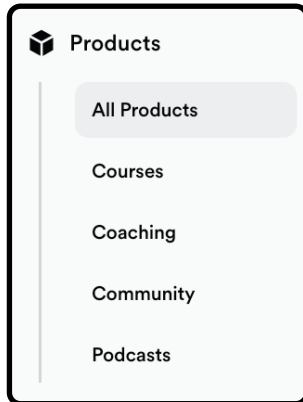|	
Offer	A collection of the digital goods on your site.
Product	A way to convert leads to customers.
Email Campaigns	A digital good such as an online course, community, or podcast.
Segment	The method used to set a price and determine access.
Library	An item used to organize your contacts.

Additional Resources

Products Tab

The resources below will walk you through the creation of the various Product types on Kajabi, the general purpose of each, and also address FAQs.

> [Products Overview](#)
>
> [Coaching Programs](#)
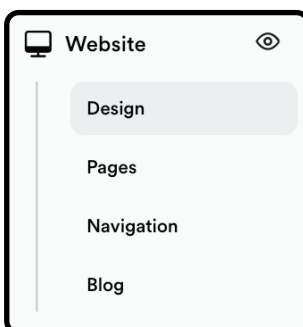>
> [Communities](#)
>
> [Podcasts](#)
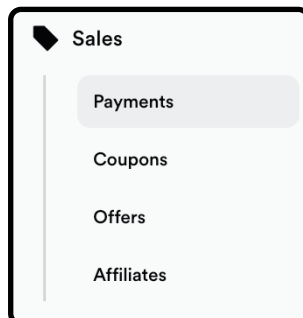
Sales Tab

These give you a look at the payment integrations available in Kajabi, creating an Offer, and an explanation of the customer purchasing experience.

> [Offers Overview](#)
>
> [How to Create a Coupon](#)
>
> [Affiliates Overview](#)

Website Tab

These will provide you the knowledge base to be able to start customizing your site and adding in the few pages you'll need to get started.
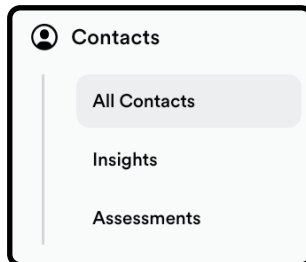
> [Creating Your Website](#)
>
> [Landing Page Templates](#)
>
> [Navigation Tab Overview](#)

Additional Resources (continued)

Contacts Tab

These will make you comfortable with our built-in CRM system while ensuring any contacts you're bringing from another platform are added seamlessly.

Contacts Tab Overview

Insights

Assessments

Marketing Tab

These offer a view into the broad capabilities of all of the features related to getting to know your customers and engaging with them via Email Campaigns.

Email Campaigns Overview

Funnels Overview

Automations

Events

How to Create and Build Your Form

Have a question?
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Learning Objectives

After attending this workshop, you will know:

1

How to write an intro that aligns with your brand

2

How to select and upload your color palette to Kajabi

3

Where to find free, high quality images that reflect your brand and how to create and upload your Logos and Favicons

Are you ready to build your website with Kajabi but aren't sure where to start? Creating a website that reflects your brand and attracts your ideal audience is essential for every entrepreneur.

In this webinar, we'll show you how to write an introduction and mission statement that connects with your target audience, and you'll learn how to confidently source and select the perfect colors, logos, and images to create a website that stands out from the crowd.

Mary Heffernan
Creates and sells courses
for new entrepreneurs

Writing Your About Page

Your about page introduction should contain the following key elements:

- Your personal story
- Your relevant background and expertise
- Your value proposition
- You should include a professional image
- And you should include a Call-to-Action

Quick tip

A call-to-action (CTA) is a request you make to your potential customers. A buying signal is when your customers follow through on your CTA request.

Notes

Visit the websites of three other creators in your niche and find their About pages and answer these questions.

"Making promises and keeping them is a great way to build a brand."

\- SETH GODIN

Did they include a personal story?			
Did they include their relevant background and expertise?			
Did they include some variation of their value proposition?			
Did they include a professional image?			
And did they include a Call-to-Action?			

Use this research as inspiration to create your own about page introduction. **Click to get started.**

About

📅 Updated: November 11, 2020 04:14PM

Collecting Your Resources

"Think like a customer."

- PAUL GILLIN
B2B & Social Media Strategist

Quick tip

The colors, images, fonts, and logo you choose make up your brand visuals and are in important part of your overall brand identity.

Your Colors

The colors you choose should attract your ideal customer.

Visit coolors.co to select your ideal color palette or let the generator do the work for you

Create a Brand folder (can live in Google Drive, on your device, etc)

Create a document to store your color codes (hex codes) into

Save this document in your Brand folder

Open your Kajabi app to your site details page in your settings

Enter your hex codes into your colors section and set the other colors to white (hex code: FFFFFF)

Don't forget to save!

Your Images

Royalty-Free Image Resources

- https://www.pexels.com
- https://unsplash.com
- https://pixabay.com
- https://www.freeimages.co

Imaging Editing Resources

- https://www.canva.com
- https://www.lunapic.com

Capture your audience's attention with images

In today's day and age, most people have a limited attention span. Because the sheer amount of information can be overwhelming, people tend to skim through social content to extract what they want. Incorporating images is a natural way to grab attention.

Brand Image Checklist

In your Brand folder, create a subfolder called Images

Visit your choice of image resources sites above

Type your niche in the search bar

Download at least 5 images that speak to your brand and ideal customer

Move these downloaded images into the new Images folder you just created

Your Logo and Favicon

When you create your logo, make sure to follow these guidelines:

- Make it audience appropriate
- Make sure it's easy to read
- It should be distinct
- It should be easy to size up and down

"Design is the silent ambassador of your brand."

- PAUL RAND

Logo Checklist

Visit https://www.freelogodesign.org

Click get started then create my logo

Enter your business name

Enter keyword to narrow down your design choices

Click a design to customize

Edit your logo using the hex code colors you saved in your document earlier

Download your logo and save it to your Brand folder & your Brand Guide on page 14

Open your Kajabi app to your site details page in your settings

Scroll down to the brand section and upload your logo into the logo section

Don't forget to save!

Favicon Checklist

Your Favicon is the little logo that shows in browser tabs, Google search results, browsing history, and saved bookmarks.

Visit https://favicon.io/
Click the image converter, PNG > ICO
Upload your recently created logo file and click download
Remember to unzip your files when they download!
Upload your favicon files to your Brand folder
Open your Kajabi app to your site details page in your settings
Scroll down to the brand section and upload your logo into the logo section
Don't forget to save!

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Website Prep

Settings for Success

Settings for Success

Learning Objectives

After attending this workshop, you will have:

1

Customized your site details to ensure your site gets the traffic and visibility it deserves

2

Updated your marketing settings to comply with international anti-spam laws

3

Connected a payment processor so you can get paid

Make your journey from Learning to Launching easier by customizing the three easy settings areas in Kajabi.

In this workshop you will learn the essential steps to update your site details, marketing settings, and connect your payment processor. Completing these steps before your launch will ensure you're set up for success from the get-go.

"Sometimes you don't know when you're taking the first step through a door until you're already inside."

- ANN VOSKAMP

Site Settings

Site Details

[Go to Site details in your Kajabi account](#)

General Section

Add your title

Customize your subdomain

Enter your support email address

Set your preferred language

Set your default currency

(Optional) Add a support phone number

(Optional) Set your text direction

Home Page

Choose your homepage from the dropdown list
Note: You can leave your homepage set up as Kajabi's default.

Then, come back and change it once you start building.

Instructor

Enter your name

Enter your title

(Optional) Add a short bio

SEO & Social

Add your Page Title

Add your Page description

Tip: AI tools like ChatGPT can help you create a keyword-heavy

description in seconds!

Add a social image

Quick tip

Customizing your "settings essentials" gets you one step closer to monetizing your knowledge.

Marketing Settings

Go to Marketing Settings in your Kajabi account

- Update your marketing contact address
- Add your company logo
- Update / confirm your From Name field
- Update / confirm your Reply to field
- (Optional) Set up your custom email domain

  Tip: Custom email domains require a paid Kajabi account

- Set up the time you want your email sequences to send
- Set up the timezone you want your emails sequences to send

Quick tip

Marketing settings must be completed before you can begin sending emails on Kajabi.

Payment Settings

Kajabi has integrated with two payment gateways, Stripe and PayPal, to ensure that you can collect payment for the value you offer your audience.

Go to Payment Integrations in your Kajabi account

- Connect your Stripe account
- Connect your PayPal account
- Other third-party payment integrations

Quick tip

Connect your Stripe or PayPal (or both) accounts to your Kajabi account.

Payment Settings
Note: These settings are good to have. However, they're not necessary to launch your Kajabi products and services.

Go to Account Details in your Kajabi account

- Set your timezone
- Upload a headshot
- Add your bio
- Add your pronouns
- Add your location
- Add your website

Go to Notifications and Privacy in your Kajabi account

- Customize your email preferences

"The harder I work, the luckier I get."

- SAMUEL GOLDWYN

Have a question?
Submit a question and join us on Friday for the Q&A session.

Ask

Congratulations!

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

Start building

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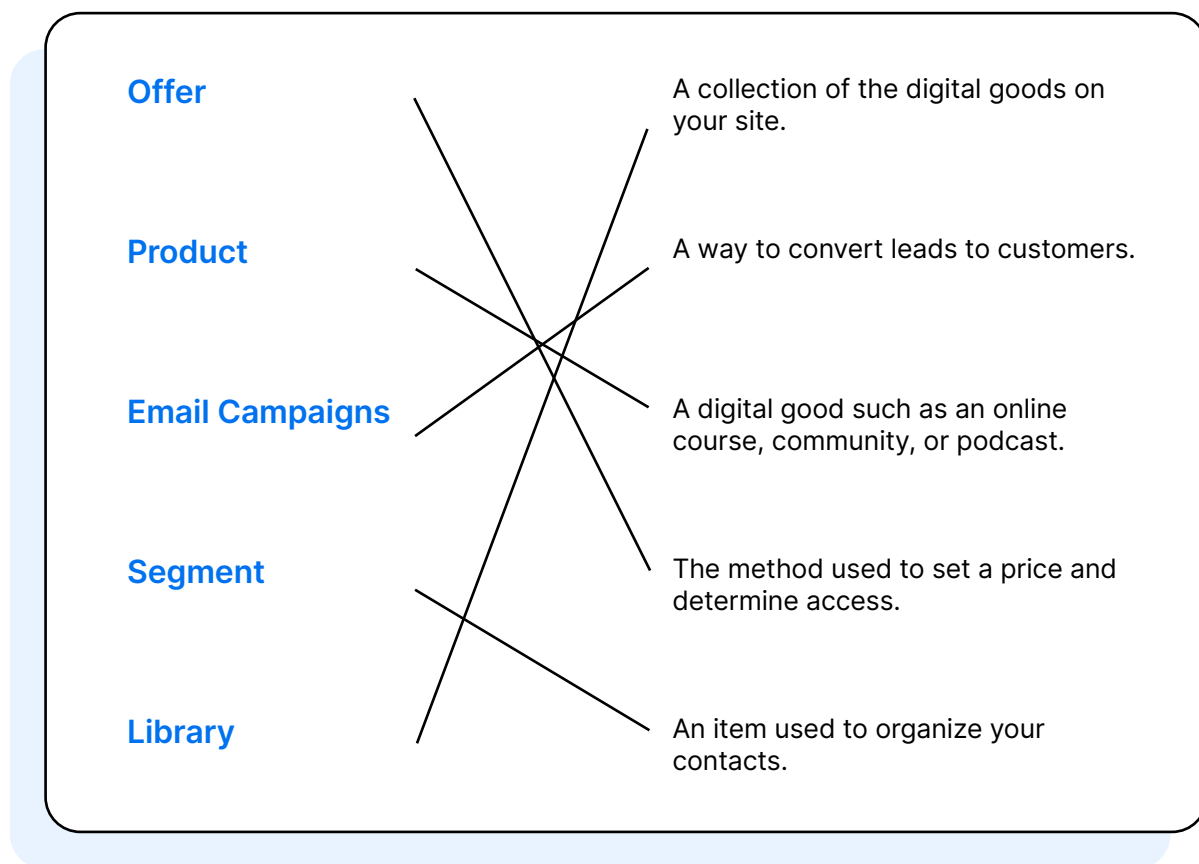Headlines that encapsulate both **fear** and **desire** work the best.

<u>Building Curiosity</u>

**is the best method to get
someone to open your email.**

The ABC's of Kajabi

Offer — A collection of the digital goods on your site.

Product — A way to convert leads to customers.

Email Campaigns — A digital good such as an online course, community, or podcast.

Segment — The method used to set a price and determine access.

Library — An item used to organize your contacts.

Find Your Following

Pillar #2: Content Creation
Match the Content Creation Strategies

Original Content — Taking an already existing long-form piece of content. Then, turning it into several short-form assets.

Developing your own content based on your creativity & knowledge of your industry.

Content Repurposing — Researching questions asked by your niche. Then, creating content around the answers.

Inquisition Strategy — Developing your own content based on your creativity & knowledge of your industry.

Taking an already existing long-form piece of content. Then, turning it into several short-form assets.

Pillar #3: Hit Your List
Fill in the blank

So you've got a new email subscriber, but what happens next? It's best practice to have an automated **Email Sequence** in place so that every single new subscriber on your list goes through a predetermined journey over the next couple weeks.

Pillar #4: Account Maintenance
Use the word bank to match the term to action.

Interact : responding to the comments that you get underneath your videos.

Comment : posting your thoughts on other relevant videos in your niche.

Engage : following, then liking another user's 10 most recent posts.

Analytics : measuring the growth of your accounts on a WEEKLY basis.