



THE **PASSION TO PROFIT FORMULA**

THE 3-STEP PLAN TO LAUNCH
YOUR SIGNATURE PRODUCT
& AUTOMATE YOUR REVENUE

MASTERCLASS
WORKBOOK

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UNLOCKING YOUR PROFITABLE NICHE:

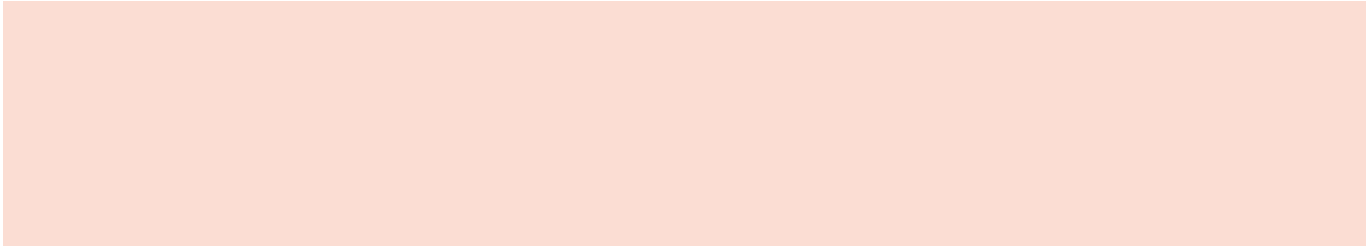
How to Pick and Validate
Your Winning Idea

UNLOCKING YOUR PROFITABLE NICHE

01

YOUR INTERESTS/HOBBIES:

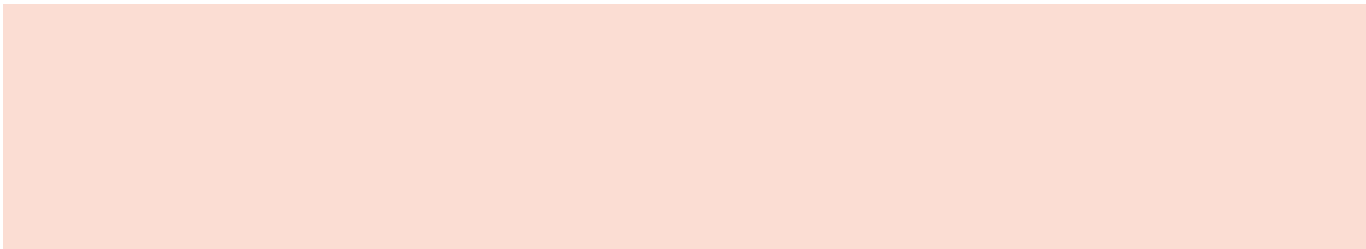
Consider what drives your passion for these. try to identify one primary interest that stands out.



02

WHAT YOU'RE GOOD AT / SKILLS:

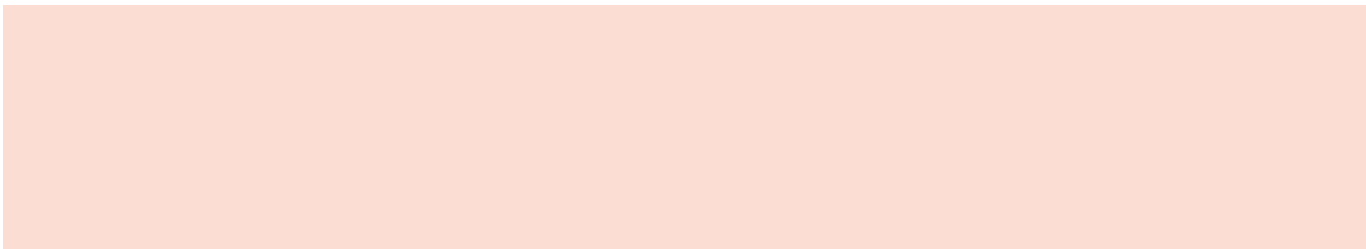
Reflect on what makes you uniquely qualified or knowledgeable to pursue this interest/hobby.



03

RELATED GOALS AND OUTCOMES ACHIEVED:

Identify the "why" behind these accomplishments and how they may have impacted your life or others'.



UNLOCKING YOUR PROFITABLE NICHE

04

PAIN POINTS BEFORE ACHIEVING:

Identify challenges you faced when trying to achieve your accomplishment. How did it derail your progress?

05

ACTIONS TOOK TO SOLVE PROBLEMS:

Identify actions you took or resources you used to overcome challenges faced.

06

SUGGESTIONS/RESOURCES/STEPS:

Brainstorm ideas that could be helpful or that could simplify the process for people who want to achieve/do what you did.

UNLOCKING YOUR PROFITABLE NICHE

07

BENEFITS / OUTCOME (YOUR NICHE):

Take the unique benefits you gained as a result of overcoming challenges to achieve your goal as the basis for your niche offering.

08

WHO BENEFITS FROM LEARNING YOUR PROCESS :

Identify the specific group of individuals who could benefit from your expertise and experiences to reach their goals.

09

DEVELOP PRODUCT IDEAS:

Refine & expand ideas you had on question 06. Write down options for a lead magnet, a mini-product, and a signature product.

VALIDATE YOUR IDEAS

Validating your ideas is crucial to ensure that your chosen niche has a healthy potential for success. One way to validate your idea is by examining the presence of competition that is doing well in the niche. Look for indicators such as paid ads, active social media accounts, or websites consistently producing content and products on the topic. Write down what you discover:

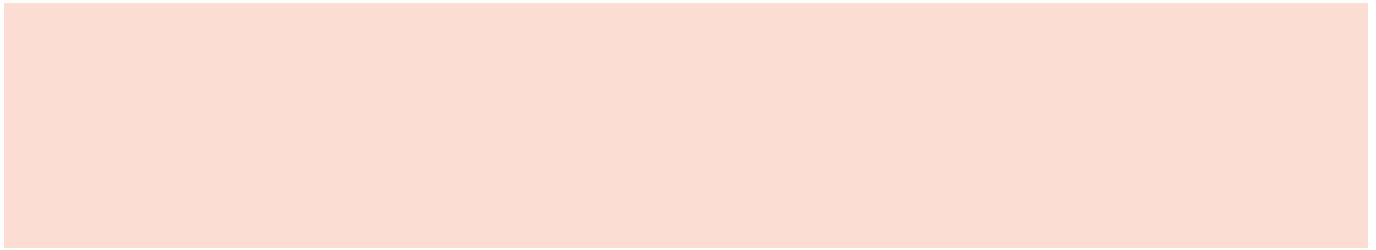
GOOGLE:

INSTAGRAM:

REFINE YOUR IDEAS INTO A PROFITABLE PRODUCT SUITE

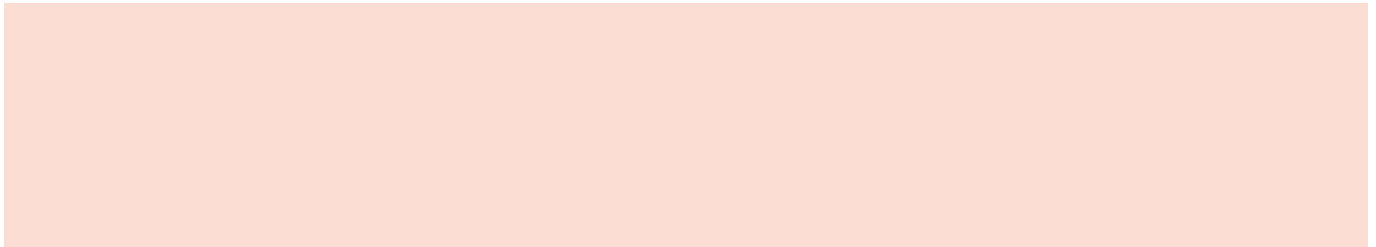
01

SIGNATURE PRODUCT IDEAS:

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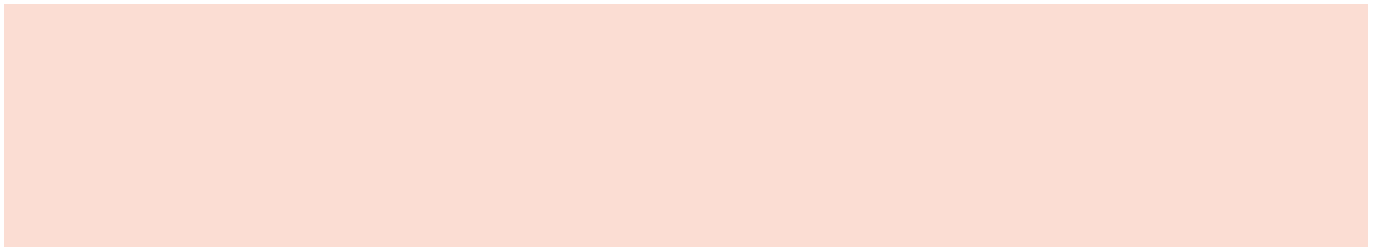
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MINI-PRODUCT IDEAS:

A large, empty rectangular box with a light orange background, intended for writing mini-product ideas.

03

LEAD MAGNET IDEAS:

A large, empty rectangular box with a light orange background, intended for writing lead magnet ideas.

REFINE YOUR ELEVATOR PITCH

Try creating your elevator pitch!

Using this formula will help you hit all the key points to take your pitch
and use it throughout your content.

Example:

As a photographer, designer, and marketing coach,
I assist women who are pursuing their passions with an online business
by providing them with trainings and pre-made templates
so they can build a strong foundation of content and products in their
new online business.

AS A _____

I HELP _____ WHO ARE _____

BY PROVIDING THEM WITH _____

SO THEY CAN _____

STEPS



THE FUNNEL FORMULA:
How to Attract, Convert,
and Automate Profits
While You Grow

THE FUNNEL FORMULA

01

PICK TWO CONTENT PLATFORMS:

To effectively attract and engage an audience, you'll want to maximize your impact on two platforms. (example: blog & Instagram)

02

DEFINE 3 TO 5 CONTENT PILLARS:

Defining 3-5 value pillars based on the various features and benefits of your products. For example, my content membership offers stock photos and Canva templates as a feature. So, the related content pillar on my blog is "Branding & Canva Tips" so I can easily mention my own product in my content

CONTENT PILLARS

PRODUCT FEATURE/BENEFIT

03

CALL TO ACTION

Brainstorm a call to action to effectively drive your audience to sign up for your lead magnet so they are entered into your funnel.

THE FUNNEL FORMULA

04

BRAINSTORM CONTENT IDEAS:

Use your knowledge, experiences, and stories in your content ideas

EDUCATIONAL IDEAS

Steps & actions that work / don't work

MOTIVATIONAL IDEAS

Ideas & Reminders

ASPIRATIONAL IDEAS

Stories of how you achieved a related goal and what the benefits were

PROMOTIONAL IDEAS

Content that directly talks about your lead magnets and products

THE FUNNEL FORMULA

05

CREATE A CONTENT CALENDAR

MON	TUE	WED	THUR	FRI	SAT	SUN

THE FUNNEL FORMULA

06

CREATE YOUR FUNNEL

Set up your first automated funnel in order to capture leads with a lead magnet and generate automated cash flow with a mini-product.

Create a Lead Magnet

- Create a Landing Page/Signup Form
- Connect the Signup Form to your lead magnet
- Create a thank you page

Create a Mini-Product

- Create a checkout for your mini-product
- Create a compelling offer for your mini product on your lead magnet's thank you page
- Connect your mini-product checkout to your thank you page offer

Create an Automated Email Sequence

- Welcome email
- Storytelling Email
- More Value Driven Resources Email
- Social Proof Email
- Mini product Sales Email

Test your Funnel

- Signup for your lead magnet to test the thank you page, the offer, and the automated emails

THE FUNNEL FORMULA

07

NURTURE & ENGAGE YOUR AUDIENCE IN THE CREATION OF YOUR SIGNATURE PRODUCT

Using Polls, Surveys, and Conversations, Ask Your Audience These 5
Questions To Help You Create Your Signature Product

What topics are you interested in learning more about regarding [topic]?

The responses:

What are your biggest challenges regarding [problem]?

The responses:

Are there any specific formats you prefer for learning?

The responses:

What would you invest in a product that solves your [problem]?

The responses:

What topics/features do you want to see in future products on [topic]?

The responses:

NOTES

NOTES

FREE
STEP
3



SIGNATURE

PRODUCT MAGIC:















Turning Your Brilliance into a
Automated Revenue Machine

SIGNATURE PRODUCT MAGIC

01

LAUNCH YOUR SIGNATURE PRODUCT

Create Your Signature Product Launch

-  The Signature Product
-  Launch Calendar
-  Pre-Launch Emails
-  Social Media Content
-  Launch Emails
-  Sales Page & Price
-  Checkout Page & Payment Options
-  Purchase Thank you page
-  Webinar and Registration Process
-  Host Live Webinar
-  Webinar Replay Page
-  Webinar Follow Up Emails
-  Automated Onboarding Emails
-  Post-Launch Follow Up Emails

SIGNATURE PRODUCT MAGIC

02

CREATE YOUR SIGNATURE PRODUCT FUNNEL

■ Copy Launch items for your automated funnel

- Sales page (funnel copy)
- Checkout (funnel copy)
- Launch Emails (funnel copy)
- Webinar & Registration Items (funnel copy)
- Thank you page (funnel copy)

■ Add Product Offer to Your Automated Sales Funnel

- Add webinar invite emails to the end of your 1st funnel
- Set up Webinar Replay Copy on EasyWebinar.com
- Connect Webinar Replay Registration Like to 1st funnel
- Create a 2nd automated email sequence for anyone who registers for the webinar replay in this funnel
- Add copy of launch emails to the end of the 2nd automated email sequence (for webinar attendee's to receive only)
- Test all elements of your funnel

Ready To Launch & Build Your Profitable Business From One Signature Product?

The Level-Up Launch Accelerator is my proven process and blueprint for launching and automating a signature product business that works for you around the clock! (so you don't have to).

Whether you're starting from square one or are ready to take your business to the next level, this is for you!

LEARN MORE



IVORYMIX.COM/LULA

