

# MEMBERSHIP

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→ **POWER** ←

# LAUNCH

---

# MASTERCLASS



KIM WALSH PHILLIPS



SCOTT WHITAKER

# WELCOME.



**CONGRATULATIONS.**



# Robin Robins

## Technology Marketing Toolkit

- IT Professionals Over 500 members paying over \$500 a month



# Todd Tramonte

Membership for other Realtors

- Able to Use the Work He is Already Doing for His Core Business



# Val Heart

Val Heart, Animal Talk

- Membership for Pet Owners Who Want to Communicate with their Pets Better



# Steve Anderson

Workamper News

- People who want to travel the US and work out of their RVs.



Meet someone new. Do something different.

# Adrian Curran

Meet Me there Events

- Busy professionals who are looking for fun and social events in there area

# Kim Walsh Phillips



- ✓ Marketing Agency Owner
- ✓ Created first to pay for retention marketing
- ✓ Why: Needed to get out of debt and get more "time," take care of my family and answer "the whisper"

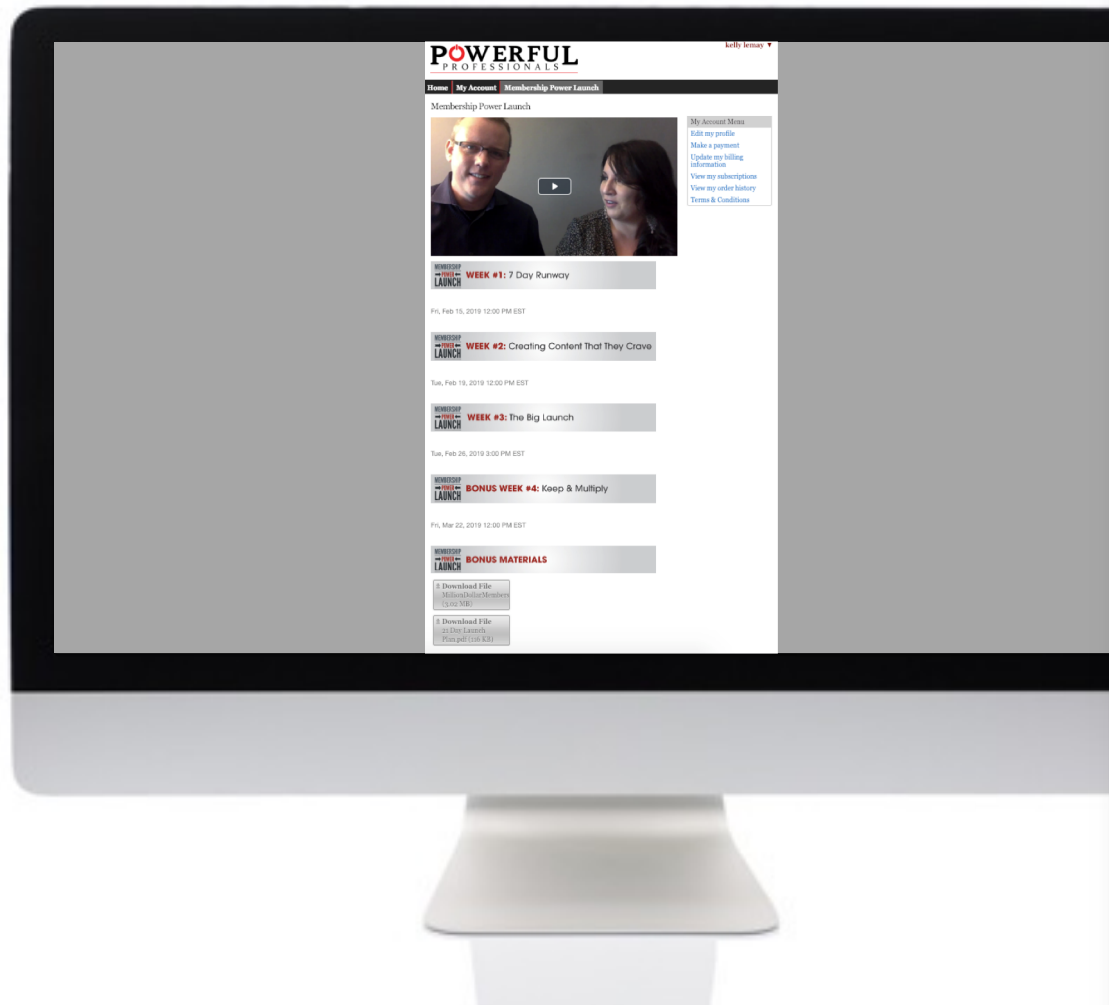
# Scott Whitaker



- ✓ Pastor
- ✓ Built one of the largest coaching businesses
- ✓ Why: Leverage wisdom and knowledge than youth and energy



# In Your Portal Now



**POWERFUL**  
PROFESSIONALS

kelly lemay ▼

Home | My Account | Membership Power Launch

Membership Power Launch



My Account Menu

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[View my subscriptions](#)

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MEMBERSHIP  
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LAUNCH

**WEEK #1: 7 Day Runway**

Fri, Feb 15, 2019 12:00 PM EST

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**WEEK #2: Creating Content That They Crave**

Tue, Feb 19, 2019 12:00 PM EST

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**WEEK #3: The Big Launch**

Tue, Feb 26, 2019 3:00 PM EST

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**BONUS WEEK #4: Keep & Multiply**

Fri, Mar 22, 2019 12:00 PM EST

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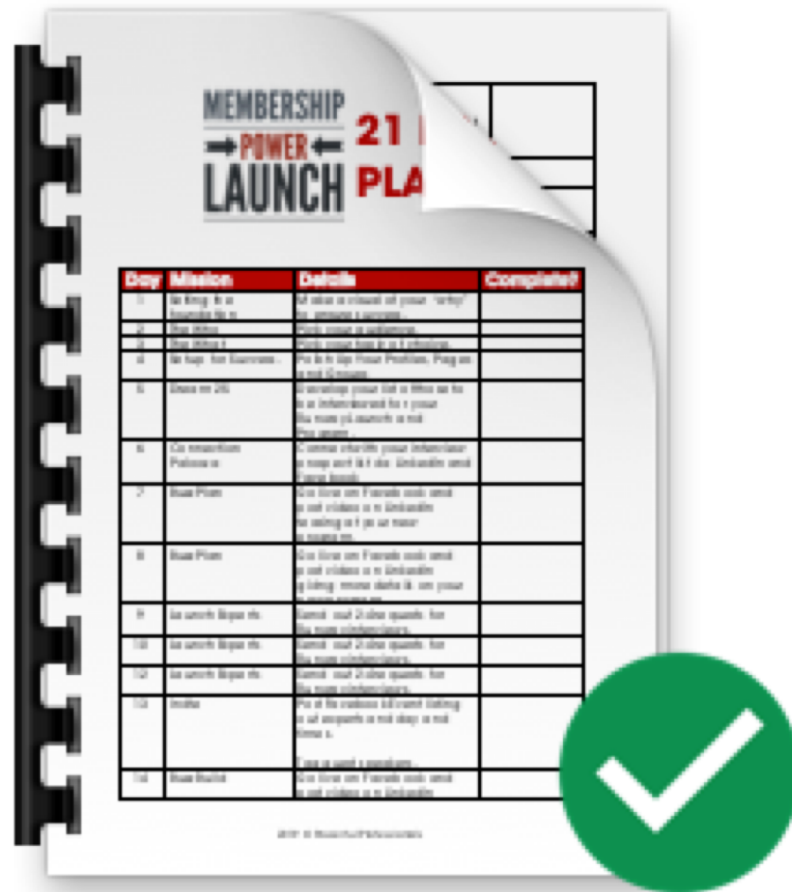
**BONUS MATERIALS**

Download File

MillionDollarMembers  
(3.02 MB)

Download File

21 Day Launch  
Plan.pdf (116 KB)



**LET'S GET STARTED.**

**BEGIN WITH THE  
END IN MIND.**







# WHAT IS YOUR WHY?

**WRITE IT DOWN AND POST IT.**



**HOW AND WHEN WILL YOU  
CELEBRATE?**

# **FIRST MILESTONE: 5 MEMBERS**





**BIG HAIRY AUDACIOUS GOAL:  
1 MILLION DOLLARS IN SALES**





**BIG HAIRY AUDACIOUS GOAL:  
\$250,000 IN SALES**

**WRITE DOWN HOW YOU WILL  
CELEBRATE  
YOUR FIRST MILESTONE.**

**WRITE DOWN HOW YOU WILL  
CELEBRATE YOUR  
BIG HAIRY AUDACIOUS GOAL.**

# THE WHY, WHO & HOW



# PICKING YOUR AUDIENCE

- What are you excellent at?
- Do other people struggle with this?
- Does the struggle cause them enough pain that they would be willing to pay for a solution?
- Will this help them save time and make more money?

# ANGELA PROFFITT



# JENNA CARELLI

## JENNA CARELLI

Wellness Business Consulting with a  
focus on Automation, Growth, and  
Management

[CONTACT ME](#)







## Real and Raw Entrepreneurs

Closed Group

About

Members

### Shortcuts

"Game Changer: Ho... 2

Women of TH

Ultimate Social Media ...

Marketing Insider Elite ...

Dental Practice Ma... 13

Tower Hill First Pres... 6

Live The Adventure Co...

Powerful Profession... 9

Real Estate Investor ... 1

Daily Deals by Mom 4

No B.S. Inner Circle... 10



+ Join Group

... More

Join this group to see the discussion, post and comment.

### About This Group

#### Description

Jenna Carelli, International Best Selling Author, owner of J. Carelli Consulting, LLC. As seen on Forbes, US Weekly, ABC, NBC, FOX, and CBS.

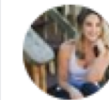
Jenna and her team create revenue on demand through direct response social media ma... [See More](#)

#### Group Type

Support

Members · 886

### GROUP BY



Jenna Carelli

16,131 like this

### CREATE NEW GROUPS

Groups make it easier than ever to share with friends, family and teammates.

Create Group

### Suggested Groups

[See All](#)





**I'm Lisa.** I help black professionals build profitable rental property portfolios. creating their own portfolios to \$2,000 - \$4,000 a month in passive income.



"This gives professionals the breathing room to focus on their higher calling and purpose, using rental properties as a tool to give back to their communities"

Get The Free 5 Course Training Bundle Here:

**Lisa Phillips**

✓ Friends ▾

✓ Following ▾

Message



Timeline

About

Friends

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Intro

I teach how to invest in rental properties with a low budget

[www.affordablerealestateinvestments.com](http://www.affordablerealestateinvestments.com)



POSTS YOU HAVEN'T SEEN



**Lisa Phillips**

Just now · 🌐



MEMBERSHIP  
→ POWER ←  
LAUNCH

# THE AUDIENCE

- How big is the audience?
- Do they have enough money to afford to pay for your membership?
- Can you reach them?
- Are you “one of them”?



# WHAT PROBLEM WILL YOU SOLVE?

- Choose ONE specific problem, that you can solve, that frustrates other people in your target market..
- The problem my membership will solve for my target market is:
- What is the very specific outcome your customer will achieve as a member of your membership?

# POWERFUL

PROFESSIONALS

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Business Coaching

**Grow** your audience,  
**scale** your business  
and **up-level your life.**

**WRITE DOWN WHO WILL  
YOU SERVE AND WHAT  
OUTCOME WILL YOU  
PROMISE THEM.**

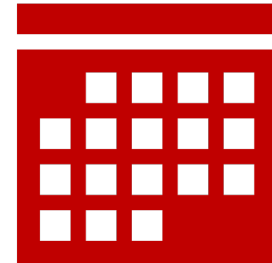
**5 Days of  
Interviews**



**Membership  
Launch**



**Monthly  
Interviews**



# STEP ONE



# SET UP FOR SUCCESS

# POLISH UP YOUR PROFILES



Search

Home

My Network2

Jobs

Messaging4

Notifications18

Me

Work

Reactivate Premium for Free

Interview Transcription - Transcribe interviews & more. \$1/min, 12hr turnaround & 99% accuracy. Ad ...





Kim (Walsh) Walsh Phillips

Author of Ultimate Guide Instagram for Business, No B.S. Guide to Direct Response Social Media Marketing & Game Changer

United States

Add profile section

More...

Powerful Professionals

York College of Pennsylvania

See contact info

See connections (500+)

Would you like to take what you love to do - your passions, your strengths, and your gifts - and channel them into starting or growing a business, creating a life that you love, and crushing your incredible and outrageous 10-year goals? This is not about "wishing," "manifesting," or "hoping" that...

Edit public profile & URL

Add profile in another language

Ad ...

Objective: Drive conversions with more clicks to your landing page, we



Our insights can help you plan and take action.

Learn More

People Also Viewed



Melissa Miller • 1st

Marketing at CaribbeanDreams1.Cancun



Michelle Caine • 2nd

Director, Human Resources

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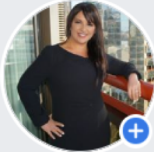
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Kim Walsh Phillips

@KimWalshPhillips

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Kim, Build a Common Culture Across Kim Walsh Phillips

Workplace by Facebook helps connect your people to your goals, values and each other, whether they're in the same place or spread across the world.

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Write a post...

Photo/Video

Feeling/Acti...

Check in

Share a recent photo from your Instagram account

Only you can see this

ABOUT KIM WALSH PHILLIPS

Our Story

(To join the FREE 10,000 Facebook fans

MEMBERSHIP

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# STEP TWO

# DREAM 25

## **DREAM 25**

**DEVELOP YOUR LIST OF  
THOSE TO BE INTERVIEWED  
FOR YOUR RUNWAY LAUNCH  
AND PROGRAM.**



# MEMBERSHIP → POWER ← LAUNCH

## 21 DAY PLAN

| Day | Mission                | Details                                                                          | Complete? |
|-----|------------------------|----------------------------------------------------------------------------------|-----------|
| 1   | Setting the foundation | Make a visual of your “why” to ensure success.                                   |           |
| 2   | The Who                | Pick your audience.                                                              |           |
| 3   | The What               | Pick your topic of choice.                                                       |           |
| 4   | Set up for Success.    | Polish Up Your Profiles, Pages and Groups                                        |           |
| 5   | Dream 25               | Develop your list of those to be interviewed for your Runway Launch and Program. |           |
| 6   | Connection Palooza     | Connect with your interview prospect list via LinkedIn and Facebook              |           |

# QUESTIONS?