

Table of Contents

The 6 Steps to Starting & Growing a Professional Family Life Practice

STEP 1: WHY Do You Want to Serve?

YOUR MINDSET is Your Inner Foundation

- What is your *passion*?
- What is your *purpose*?
- What is your *motivation*?
- What is your *mission*?
- What is your *vision*?
- **What's getting in the way?**
- **Bonus: The Top Ten Blocks to Success Most Relationship Experts Have**
- **Action: Take a *personal self-assessment*.**
- **Bonuses only with Online Live Support Option or 2-day Live workshop:**
 - **Open Q&A and support webinar**
 - **The 1-minute technique for removing mindset blocks**
 - **Group clearing of common blocks**
 - **Group Vision Quest**

STEP 2: WHO do you want to serve?

PRE-PLANNING DECISIONS are critical to your success

- Who is your *target market*?
- **How to do "target market research" to find:**
 - **Where** are they?
 - **What** are they *already* looking for?
 - **How** will you position your business?
- What is your **Brand**?
- What is your business **plan**?
- **Bonuses:**
 - Procedures for:
 - i) Target market research
 - ii) Competitive market analysis
 - **Template for**
 - i) Ideal Client profile
 - ii) Business Plan
- **Action: Do your target market research, competitive market analysis and business plan**
- **Bonuses only with Live Support Option or 2-day Live workshop:**
 - **Support: Choosing a Niche**
 - **Live walk-through tutorial & support for**
 - i) Target market research
 - ii) Competitive market analysis
 - **Get feedback from fellow participants**
 - i) **In live session**
 - ii) **In private FB group**

Table of Contents

The 6 Steps to Starting & Growing a Professional Family Life Practice

STEP 3: WHAT will you offer, to serve others?

YOUR SERVICE OFFERINGS are the heart of your business.

- The **3 Types of Content** to Create
- **WHY** Create Resources & Programs?
- **What Resources & Programs Can You Create?**
 - How to Create **Multiple Streams of Income**
 - The **Millionaire Trifecta**:
- **How to organize and map your content**
 - **The Five Funnels of your Content Organizational Plan**
 - How to **map** your content using flowcharts & mind maps
- **The 5 Steps to creating** your content
- **How to Repurpose and Repackage your Content**
- **Writing a Book**: basics of self-publishing vs getting an agent/publisher.
- **Bonus**: *The Top Ten Critical Mistakes Most Family Life Professionals Make when Creating Content*
- **Action**: Map your content funnel
- **Bonuses only with Live Support Option or 2-day Live workshop.**
 - **Guidelines for writing effective free opt-in bonuses**
 - **See examples of content funnels**
 - **Watch a live mapping session: borrow the benefits!**
 - **Optional private coaching sessions to map your content and product funnels**
 - **Implementation Accountability Day** (call in every hour to report progress and set goals)
 - **Get feedback** from fellow participants in private FB group or live coaching.
 - **Optional ala carte add-on for private coaching clients: RTITI will produce, publish, and set up your first online course/resource**

STEP 4: HOW will they Learn About What You Do and Decide if YOU are the Expert for them?

HAVING AN INTERNET PRESENCE is essential to every business' success

- **Who needs a website?**
- **DIY or outsource?** You still need to know **WHAT** is needed, even if you don't know **HOW** to set it up.
- **Blog vs. HTML**
- **Design** matters: You have 3 seconds to make an impression
- **Basic website parts** (pages and posts)
- **The 3-part formula for internet visibility and success**
- **The 3 key components** that create massive traffic by action-takers who become loyal fans
- **Marketing Copywriting Basics**
- **Bonus**: Basic **template** for all marketing communications
- **Bonus**: The 7 epic website mistakes most people make
- **Action**: Write your core website pages
- **Bonuses only with Live Support Option or 2-day Live workshop.**
 - a) **Templates for writing your core website pages**
 - b) **Dozens of Copywriting Bonus Resources**
 - c) **Implementation Support Sessions:**
 - d) **Get feedback** from fellow participants **In private FB group**
 - e) **Optional ala carte add-on for private coaching clients: RTITI will create a custom web-page on its e-learning library for your courses and resources**

Table of Contents

The 6 Steps to Starting & Growing a Professional Family Life Practice

STEP 5: WHERE will your Ideal Clients find you?

MARKETING - off-line and on-line

COMPLETING THE BUSINESS PLANNING MODULE IS PRE-REQUISITE FOR THIS MODULE

- **The Life Cycle of a Marketing Campaign**
- **The Top Ten Best Marketing Strategies for Family Life Professionals to Use**
 - a) **Publicity** – Anatomy of a successful...
 - i) Company Brochure
 - ii) Program/Event Flyer
 - iii) Business Card
 - b) **Advertising and Promotion**
 - i) Off-line versus On-line advertising
 - c) **Professional Conferences**
 - i) When/If to speak?
 - ii) When/If to exhibit?
 - iii) Planning & Action Tips
 - d) **Info-Marketing through Speaking**
 - i) The difference between speaking as a *service* and a marketing *strategy, without selling!*
 - e) **Info-Marketing through Writing**
 - i) Writing Articles & Getting them Published on other Websites
 - ii) The Anatomy of an E-mail Marketing Campaign
 - f) **Using Coaching for Conversion**
 - i) How to offer strategy sessions that serve and get signatures
 - g) **Working with the Media**
 - i) The 4 Best ways to get media attention
 - ii) How to approach the media
 - iii) Media Coaching/Training tips
 - h) **Networking at Live Events**
 - i) How to introduce yourself?
 - ii) Where to go from there?
 - i) **Social Media**
 - i) The best ways for family life professionals to use social media
 - ii) How to minimize the time commitment and monetize your efforts
 - j) **Collaborate:** with Joint Venture partners and affiliates who will market *for* you
- **Bonuses:**
 - a) **Press Release Guidelines**
 - b) **Media Kit checklist**
 - c) **Launch Campaign checklist**
- **Action:** Plan your Launch!
- **Bonuses only with Live Support Option or 2-day Live workshop:**
 - a) **Free Webinar script template**
 - b) **Strategy Session (Free Coaching Session) Script**
 - c) **The Secret Formula for Writing Articles**
 - d) **Email Marketing Templates**
 - e) **Implementation Accountability Day (call in every hour to report progress and set goals)**
 - i) **Open Q&A and support over lunch**
 - f) **Group Support Session: Open Q&A and Practice your introduction!**
 - g) **Get feedback** from fellow participants in live session and in private FB group

Table of Contents

The 6 Steps to Starting & Growing a Professional Family Life Practice

STEP 6: WHEN will you start and end your business?

GROWING AND SCALING - YOUR LEGACY PLAN

- Start with the end in mind – create a *legacy*.
- What is *scaling*?
- **Why** replicate what you do
- **Can** you clone yourself? *Should* you?
- **Ways** to replicate and scale your business
- **When** to create your legacy plan?
- **How** to create your legacy plan?
- **Bonus:** Franchising basics
- **Action:** Decide your legacy goals, so you can keep them in mind throughout your business growth
- **Bonuses only with Live Support Option or 2-day Live workshop.**
 - a) **Open Q&A and support webinar**
 - Private consultation** around scalability options for *your* business