




SOUL-CENTERED VISION

LESSON FIVE - Foundations

A gold-colored hashtag symbol is placed on a white notebook with a marble pattern cover. The notebook is open, and the symbol is positioned on the left page. The background is a light, neutral color.

What are the
foundational elements?

Launch Elements



- Webinars
- Video
- Social channels
- Emails
- **There are multiple entry points!**

Website Best Practices

- Your website is your digital home.
- The clearer the messaging, the more aligned students/clients you will attract.
- Email capture above the fold (you want to make it *easy* for people to enter their email so you can stay connected).
- Have email capture at the bottom of every webpage.



Get the latest updates on the Self Mastery Series.

Register Here



Let go of everything that holds you back. Sign up for Gloria's free videos and inspirations.

FULL NAME

EMAIL ADDRESS

SUBMIT

HOME ABOUT EVENTS BLOG STORE CONTACT

Join Our Community and you'll receive this amazing meditation to align yourself with your purpose and create a life of abundance and prosperity

Don't leave without becoming part of our community. Let me help you get the inside scoop on what Spirit has to offer you; after all, Spirit's got your back, so let her help.

name email YES PLEASE!

Align Yourself With Your Purpose
Cathy Brown with Jennifer Thomas

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Social Platforms



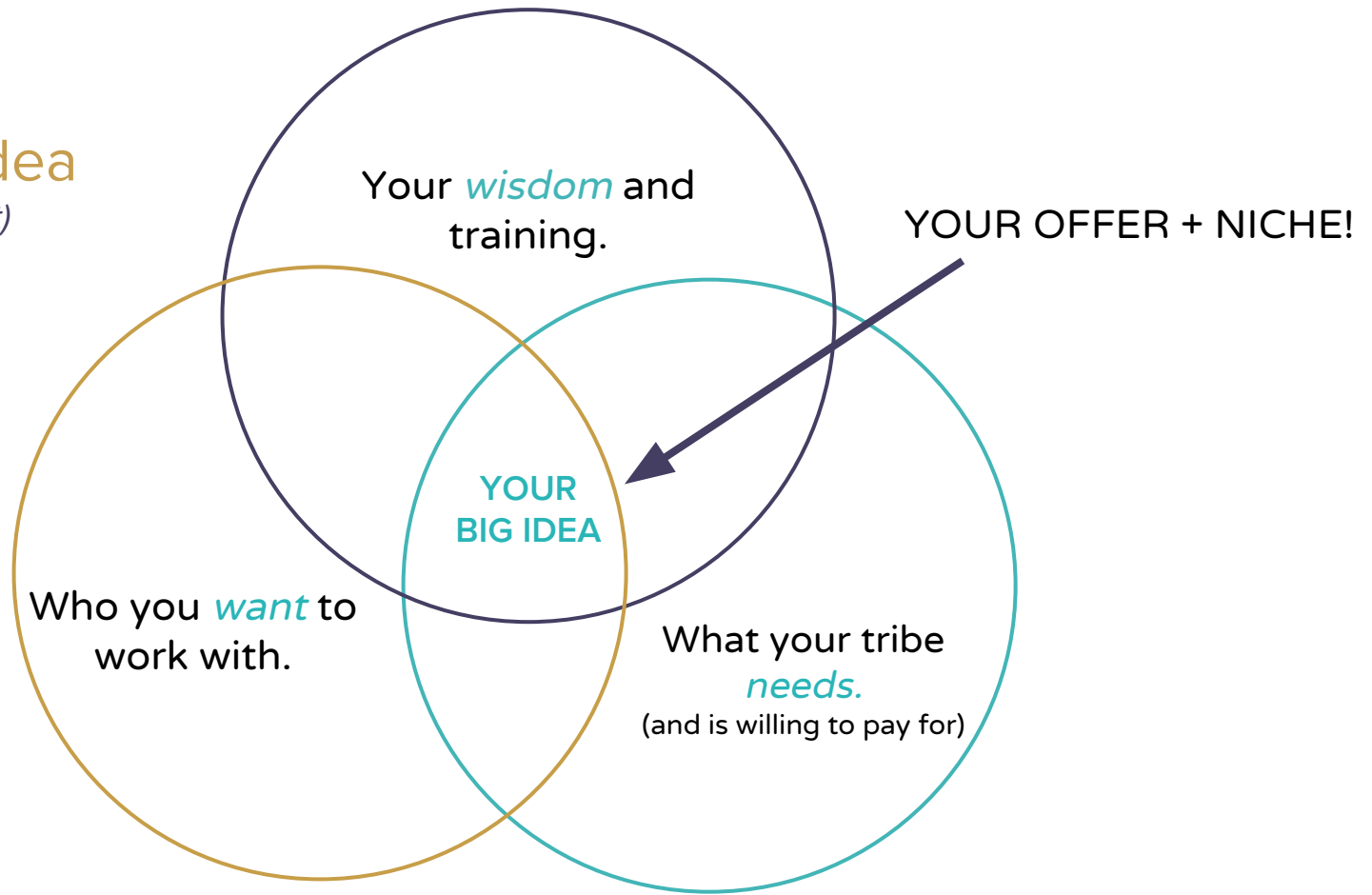
- Social media platforms are powerful channels to get your message to more people.
- Consistency is critical to building up a following on social.
- Focus on Facebook (videos) and Instagram (visual storytelling).

Start simple and
build.



Your Big Idea

(as *they* see it)



Your Dream Tribe

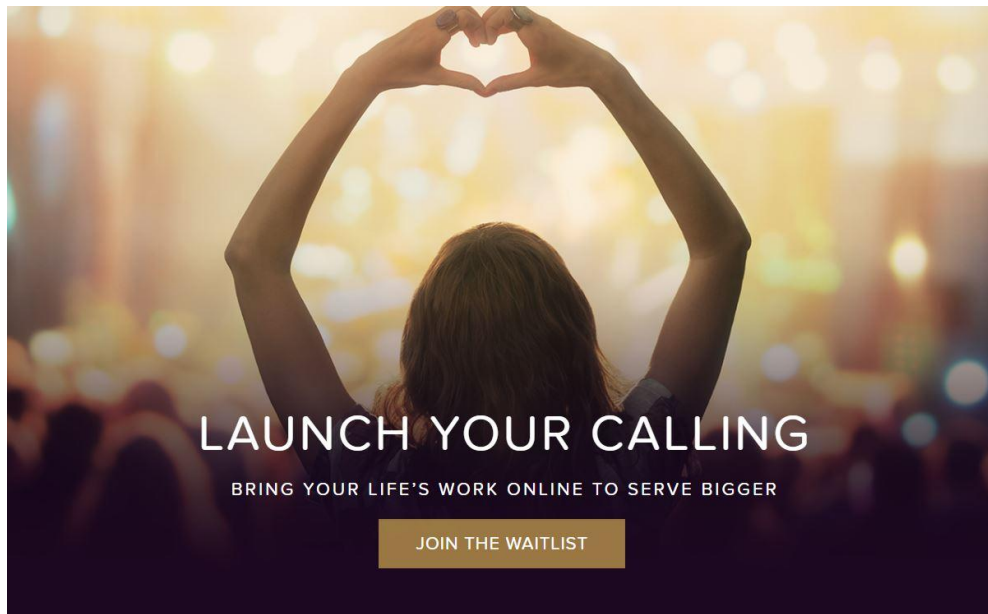


- Who are the students/clients you love working with?
- How do they like to learn?
- What do they need?
- What do they want?
- **This insight will build confidence.**

Program Waitlist

- Your program waitlist page is a part of your email list and segments interested people in your program/course/training.
- It creates the container for your upcoming program and begins to make it visible in the pre-launch period.
- Refer to the program waitlist examples in the members' area.

Program Waitlist



- Start to build anticipation
- If you have a list, you can begin to announce to your community.

Homework: Brainstorming + Discussion

ACTION STEPS

- Perform a review of your website.
- Add email capture forms to your home page (above the fold) and to the bottom of all your web pages.
- Begin to create your waitlist page. Recommended platform is LeadPages.
- **Check out the program waitlist examples in the members' area for ideas.**

Next... Module 2

We will build out your launch roadmap and dive into the second step: **positioning and messaging** of the Transformational Launch Model.

WITH GRATITUDE