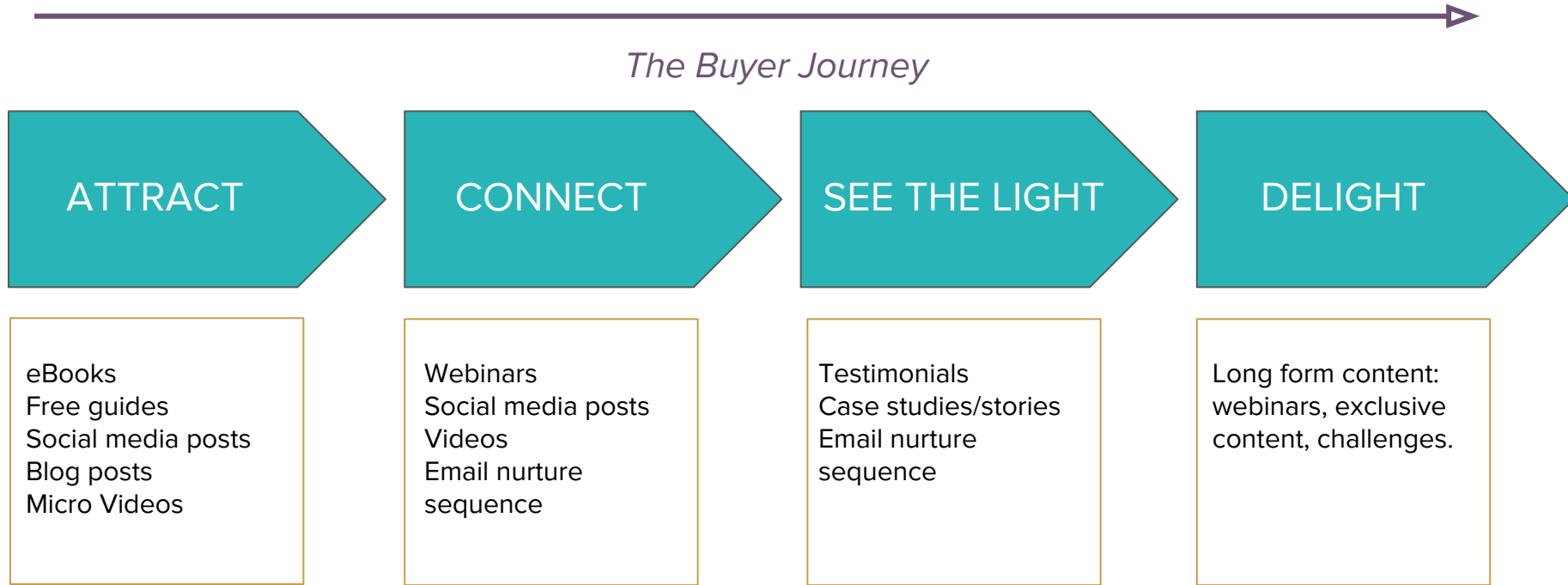


A person is shown from the side, sitting at a table and drawing a content map on a chalkboard. The map consists of a central circle with several lines radiating outwards to other circles, representing a hierarchical or interconnected structure. The person is wearing a white shirt and two gold bracelets on their left wrist. They are holding a white marker in their right hand, which is positioned over the chalkboard. On the table, there are several pencils and a black cup. The background is slightly blurred, showing a chair and a window.

NURTURING

LESSON ONE - CONTENT MAPPING

Content Mapping Flow



Create A Hook

- Focus on creating emotional connection to attract (and capture) their attention.
 - Excitement
 - Hope
 - Belonging
 - Trust

You are *not* selling or even explicitly mentioning your upcoming program.



Seeding



- Rooted in love and value, while generating sincere interest. This is *not* false giving.
- Share content based on what they respond to, that's aligned with your wisdom and your passions.
- Strengthen their interest level.

This “no sales” approach will create qualified leads and strength in your online presence.

What Makes Good Content?



Relevant - to your paid program or offer

High Value - make it useful, not just a teaser

Memorable - sticky/desirable

Content Mapping: Step One



Free content has *to be relevant* and aligned with paid offer:

- Themes/series are powerful.
- Create nurture sequence around your upcoming paid program.
- Outline several bullet points for each topic.
- Nurturing is 100% free content, there is no promotion!

Content Mapping: Step Two

- Frequency: Weekly is recommended. Get your tribe *expecting* to hear from you!
- Identify your content frequency and types and schedule creation time into your calendar.
- **Consider:** Does your nurture content offer introductory practices, initiate new people to you and your work?



Content Mapping: Step Three



- Batch produce videos (on phone or computer) or schedule livestreams. Write your emails and schedule.
- Outline your webinar topics and work backwards from the webinar date. Refer to webinar planning guide.
- **Tip:** It's easy to get lost in this process and never leave. It's more important to get this out to the world, get feedback than have it be perfect.

Power of Micro Videos

- Teaching videos: 3-5 minutes long
- Shorter power videos: 1-2 minutes long
- 1-2 videos or livestream every week (this is more powerful than blogging)
- Exposes, establishes and deepens connection
- Have all videos uploaded to FB (and/or YouTube if you have YouTube channel)



“Self-Mastery” Series



The Self Mastery Series
61K views - January 18



Free Video Training Series
14K views - January 16



Kundalini Energy
965 views - January 14



FREE Kundalini Yoga Video Series - Part 3
12K views - January 12



Move Your Body to Free Your Mind
21K views - January 10



Sign up for FREE video training
298 views - January 7



FREE Kundalini Yoga Video Series - Part 1
10K views - January 6



New Year Message 2018
14K views - January 3

“Meet The Planets” Series



Making Peace with Your Screwed-Up Family
2.6K views · January 26



You're looking for destiny? I know her phone number...
7.9K views · January 24



The Planets Series: NORTH NODE
5.5K views · January 16



The Planets Series: Ascendant / Rising Sign
5.7K views · January 11



The Planets Series >> PLUTO
5.8K views · January 4



The Planets Series >>> NEPTUNE
11K views · December 28, 2017



The Planets Series: URANUS
12K views · December 20, 2017



The Planets Series: SATURN
11K views · December 11, 2017



The Planets Series: JUPITER. Get on the wait list for Applied ...
6.5K views · December 4, 2017



Inner View Now Open for Registration!
1.6K views · November 29, 2017



The Planets Series: MARS
11K views · November 28, 2017



Giving Thanks I'm a BIG promoter on gratitude. It helps...
3.2K views · November 23, 2017

The 12 Days of Pilates



Pilates Swimming // The 12 Days of Pilates with The Balanced Life
5.2K views - December 10, 2017



The Pilates Teaser // The 12 Days of Pilates with The Balanced...
4.1K views - December 9, 2017



Pilates Side Kick // The 12 Days of Pilates with The Balanced ...
3.9K views - December 8, 2017



Pilates Shoulder Bridge // The 12 Days of Pilates with The Bal...
4.8K views - December 7, 2017



Pilates Double Leg Stretch // The 12 Days of Pilates with The ...
3.1K views - December 6, 2017



Pilates Single Leg Stretch // The 12 Days of Pilates with The ...
6.8K views - December 5, 2017



Pilates Rolling Like A Ball // The 12 Days of Pilates with The...
5.9K views - December 4, 2017



Pilates Leg Circles // The 12 Days of Pilates with The Balance...
3.4K views - December 3, 2017

Nurture Video Email

Hey ,

If you're launching an online program, you may be wondering about bonuses.

Are they a good idea? Overdone? What makes a good bonus?

I've got answers for you in today's video: "[Bonuses That Convert](#)"



Here's a sneak peek at what you'll learn:

- **Why having too many bonuses can backfire** (and make people *less likely* to sign up for your program)

- **My secret recipe for compelling bonuses** – plus a few ideas to get you started

- **How to create bonuses that don't take a ton of your time...** so you can stay focused on what matters most

I've kept this one short and sweet – at just 5 mins.

So go ahead and [click here to watch](#).

Love + gratitude,
Destinee

PS – Know someone else who could benefit from this video? Please share!

Nurture Video Email

Last week, we talked about Mercury, and its influence on your mind and your internal dialogue. (If you missed the video from last week, you can [watch the Mercury overview video here](#).)

Today we're going to talk about Venus: the planet of love. Venus is like a mirror; it reflects back to you your taste buds. It's the doorway to understanding the things that are beautiful in your life.

Venus describes:

- Where you get all excited.
- The things that you find most beautiful in your life.
- The way you show love.
- The aesthetic in the room.
- The way that you fall in love.
- Smells, food, gold, jewelry, money, and security.

[Watch today's video to learn more about Venus](#), and hear about how it shows up in your life.



If you don't have a half hour to watch the full video, here are some of the time markers that are highlights:

- 4:00 -- The basics of what Venus represents, and how it directs your interests.
- 6:30 -- Hear about Venus through each of the signs.
- 15:20 -- A bit more advanced conversation about Venus and how it's aspected.
- 17:10 -- How you're going to love, based on Venus through the Elements.
- 23:10 -- Where your natural talents are, based on your Venus sign.
- 24:40 -- How to look at how your Venus works with your partner's Venus.

I would love for you to [comment on the video](#) and tell me your Venus sign and where the first place you like to go shopping in the mall is; I'm so curious to hear about your love of life.

Blessings,
Debra

PS: Stay tuned for my next email, where we'll have this conversation about the Moon.

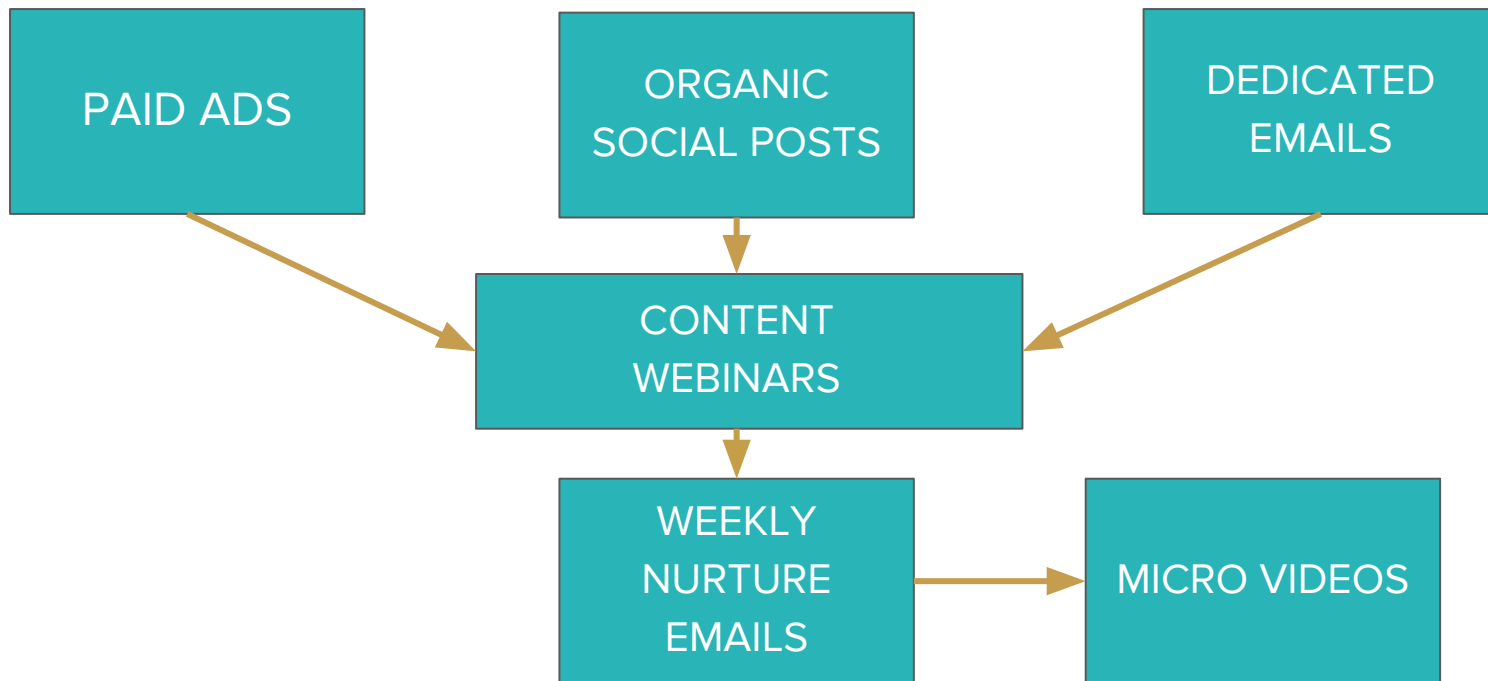
Content Webinars



Monthly content webinar leading up to launch.
Serves as both lead building and nurturing.

- 45-60 minutes
 - First 5 minutes: intro, tell them a story about yourself to establish credibility
 - Teach for 25-45 minutes
 - Leave 15-20 minutes for questions and more discussion
 - One CTA (i.e. drive to waitlist)

Webinar Nurture Sequence



Content Webinar Email



FREE Online Workshop Friday

The Cure Is In Your Pain

Sad but true, we all grow out of the soil of pain... Each element has a different series of predictable crises, and in my next [live online workshop](#), we'll discuss chapter 1 of my book, *The Missing Element*, which is all about crisis.

Join me **Friday, March 2 at 11:00am Pacific / 2:00pm Eastern**, to:


- Better understand the **nature of pain and crisis**.
- Discover each element's **most predictable crises**.
- Find the **medicine** in your current and past challenges.
- Realize the **opportunities for growth** for each element.

[Click here to register.](#)

See you Friday,

Debra

Content Webinar Example

A photograph of two women sitting at a desk, looking at a laptop. The woman on the left has grey hair, wears glasses, a brown blazer, and a teal top. The woman on the right has long blonde hair and is wearing a white top. They are both smiling and looking at the laptop screen.

Free Training Webinar ...

The Secrets of Astrology Chart Reading: A Live Demo of How to Read a Chart

Watch Professional Astrologer,
Donna Woodwell read a chart LIVE!
Learn step-by-step!

CLAIM MY SPOT NOW

* Limited spots are available for this webinar, so claim yours now! *

Content Webinar Example



SAVE MY SEAT!

Yoga for Depression

An integrative approach to move through difficult emotions
and build trust in yourself, on and off the mat.

Join this Free LIVE Workshop to discover:

- How to **identify symptoms of depression** (even if you're not a fan of "labels"...this can be the first step in helping you or your loved ones heal)
- **Yoga Prescriptions** to help you or your students process difficult emotions without judgment
- The #1 tool I recommend to help untie emotional knots, and **get you back to a relaxed and centered state**
- **Ayurvedic** anecdotes to Depression
- How to design a **customized protocol** for you or your students
- **How to use Aromatherapy** as part of an integrative approach to treatment

SAVE MY SEAT!

Next....

We dive into how to use email for relationship building and setting up a powerful pre-launch nurture series.

WITH GRATITUDE