

MONETIZE *your* MAGIC

WITH ROSETTA THURMAN

MODULE 1

Create Your Offer

Intentions

WRITE DOWN YOUR INTENTIONS FOR THIS WORKSHOP BELOW. REFER BACK TO THIS PAGE FREQUENTLY SO THAT YOU CAN GET THE MOST OUT OF THE TRAINING!

Dream Life Narrative

WHAT DOES SUCCESS LOOK LIKE IN YOUR BUSINESS? WRITE OUT YOUR VISION FOR THE LIFE YOU REALLY WANT BELOW. BE AS SPECIFIC AS POSSIBLE!

GET CLARITY ON YOUR REVENUE GOALS

1. SALARY GOAL: How much money do you want to earn as a salary from your business?

2. ANNUAL REVENUE GOAL: How much revenue would you need to make? (salary x 3)

3. MONTHLY REVENUE GOAL: How much revenue would you need to make? (annual ÷ 12)

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4 Most Profitable Niches

1. Health

2. Wealth

3. Relationships

4. Personal Development

5 QUESTIONS TO FIND YOUR (BLACK GIRL) MAGIC

PASSION

1. What do you enjoy doing? What do you enjoy doing so much that you would do it for free?

5 QUESTIONS TO FIND YOUR (BLACK GIRL) MAGIC

SKILLS

2. What skills do you have? What do you know how to do well?

5 QUESTIONS TO FIND YOUR (BLACK GIRL) MAGIC

EDUCATION

3. List all your formal education, degrees, training, certifications, etc.

5 QUESTIONS TO FIND YOUR (BLACK GIRL) MAGIC

EXPERTISE

4. What are you an expert on? What do your co-workers, family and friends come to you for?

5 QUESTIONS TO FIND YOUR (BLACK GIRL) MAGIC

EXPERIENCE

5. What do you have years of experience doing? What can you do with your eyes closed?

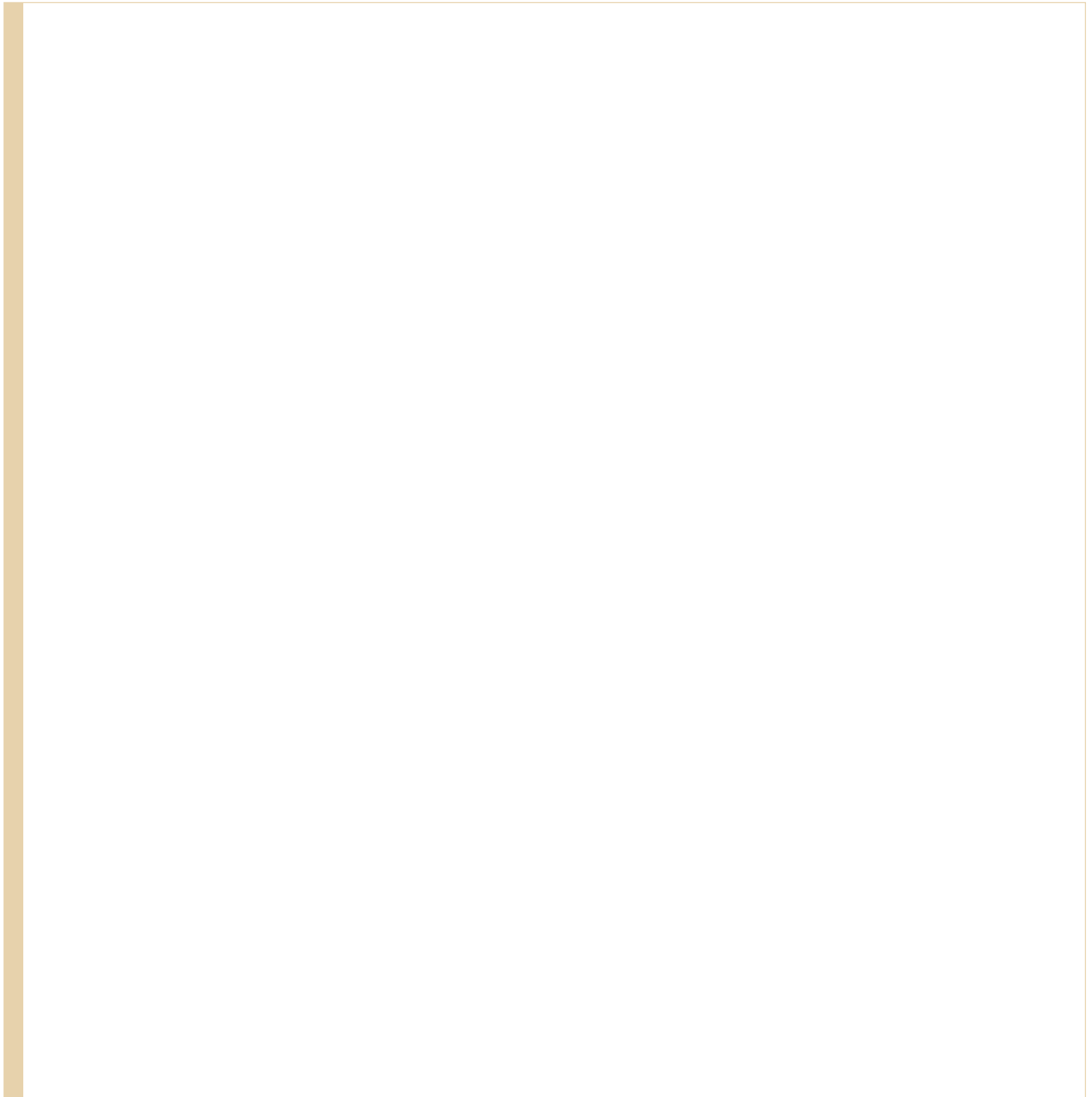
“What I Do” Statement

Your “what I do” statement explains what your business does, who you help, and the outcome you help them achieve. List some ideas for each section, then put it all together.

I AM A... (what do you do, e.g. Fitness Coach with a focus on...)	
WHO HELPS... (your ideal client e.g. new moms, busy women entrepreneurs)	
ACHIEVE THIS OUTCOME... (what benefit does your offer provide e.g. lose 20 pounds, find their dream job)	
MY COMPLETE WHAT I DO STATEMENT (CONCISE - 1 SENTENCE, USE CHATGPT TO HELP YOU!)	

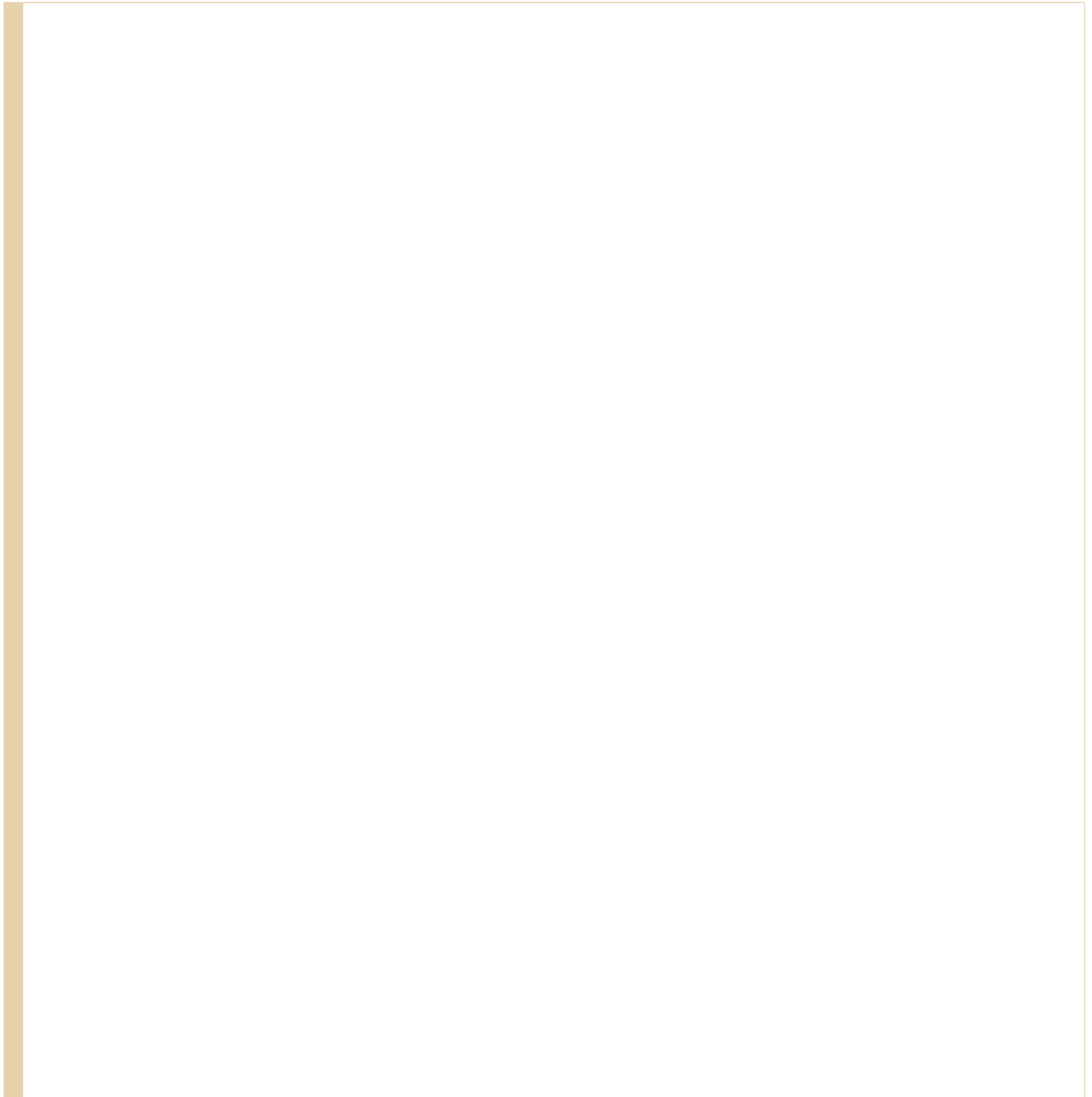
12 WAYS TO MONETIZE YOUR MAGIC

1. CONSULTING & FREELANCING



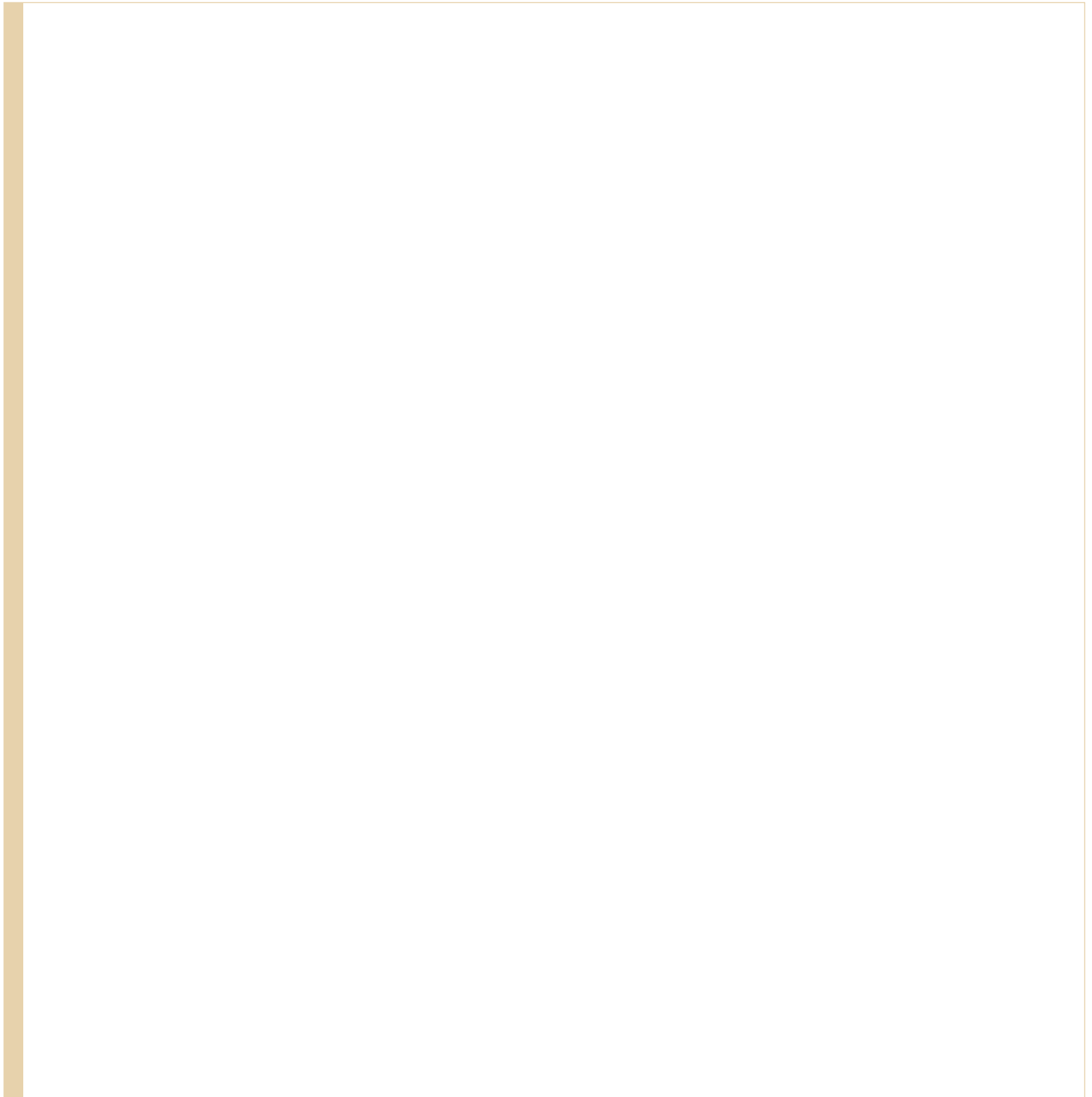
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2. VIP DAYS



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3. PRIVATE COACHING



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4. GROUP COACHING

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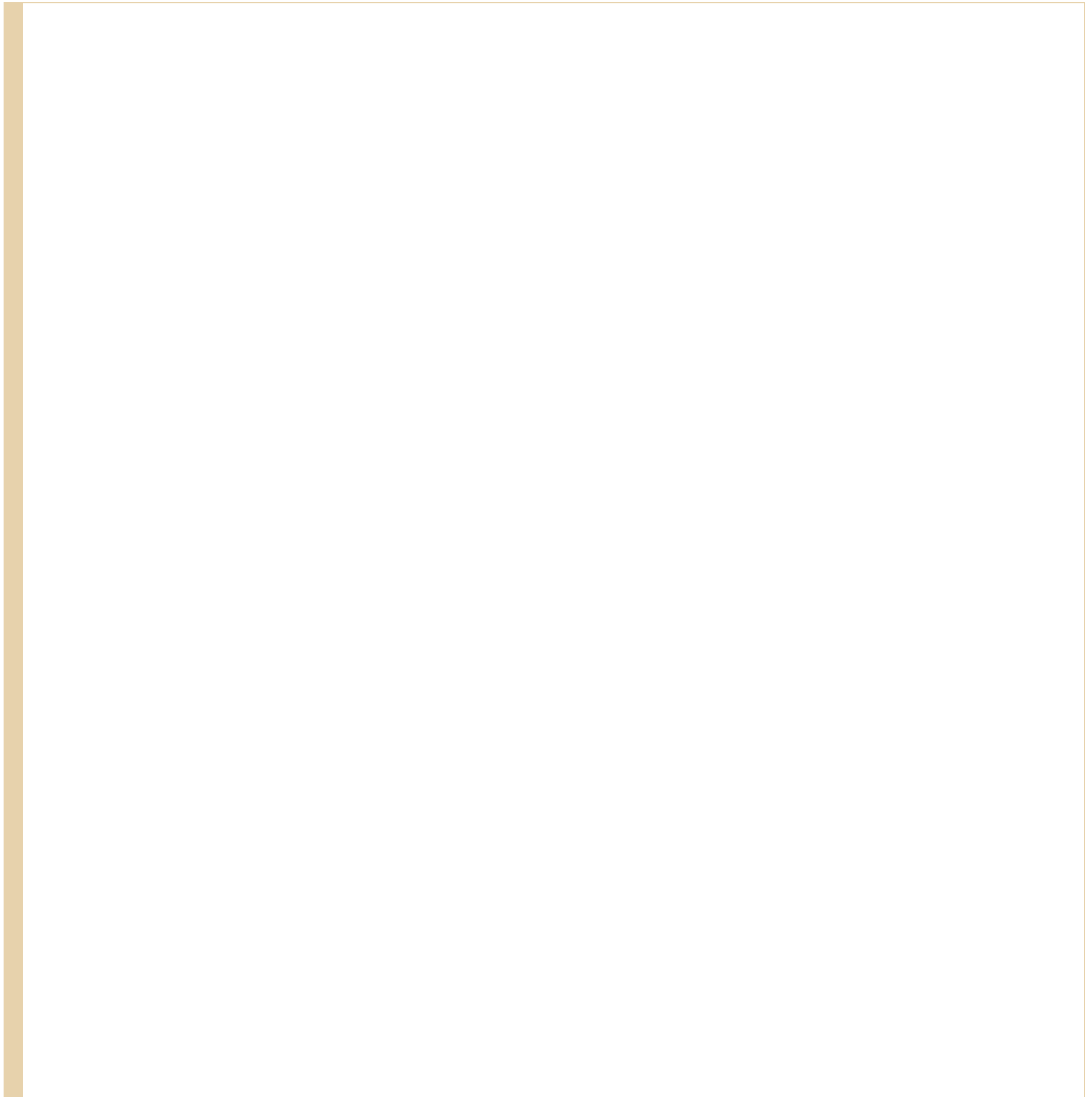
5. COURSES

12 WAYS TO MONETIZE YOUR MAGIC

6. MEMBERSHIPS

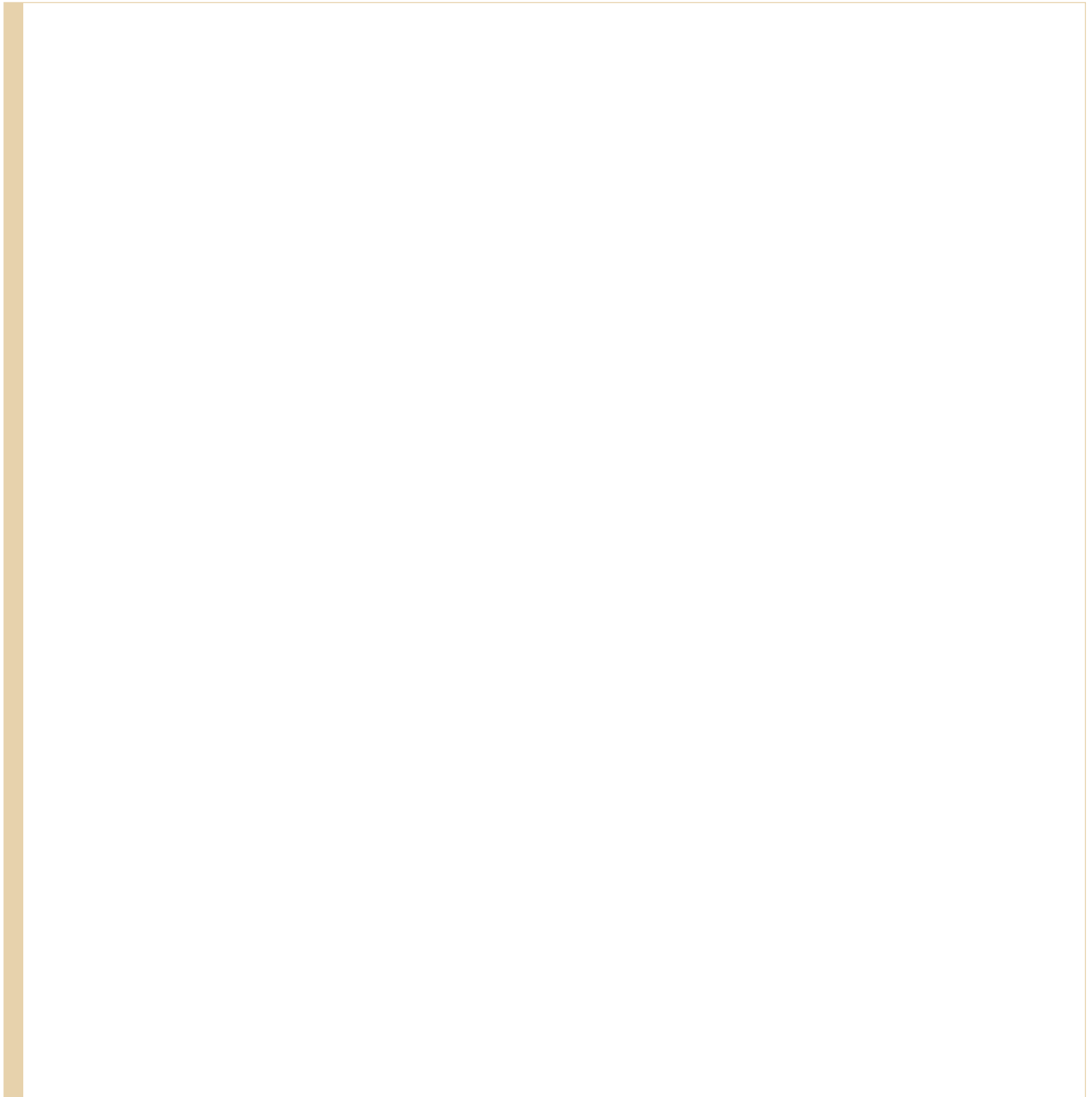
12 WAYS TO MONETIZE YOUR MAGIC

7. MASTERMINDS



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8. CERTIFICATIONS & TRAIN THE TRAINER PROGRAMS



12 WAYS TO MONETIZE YOUR MAGIC

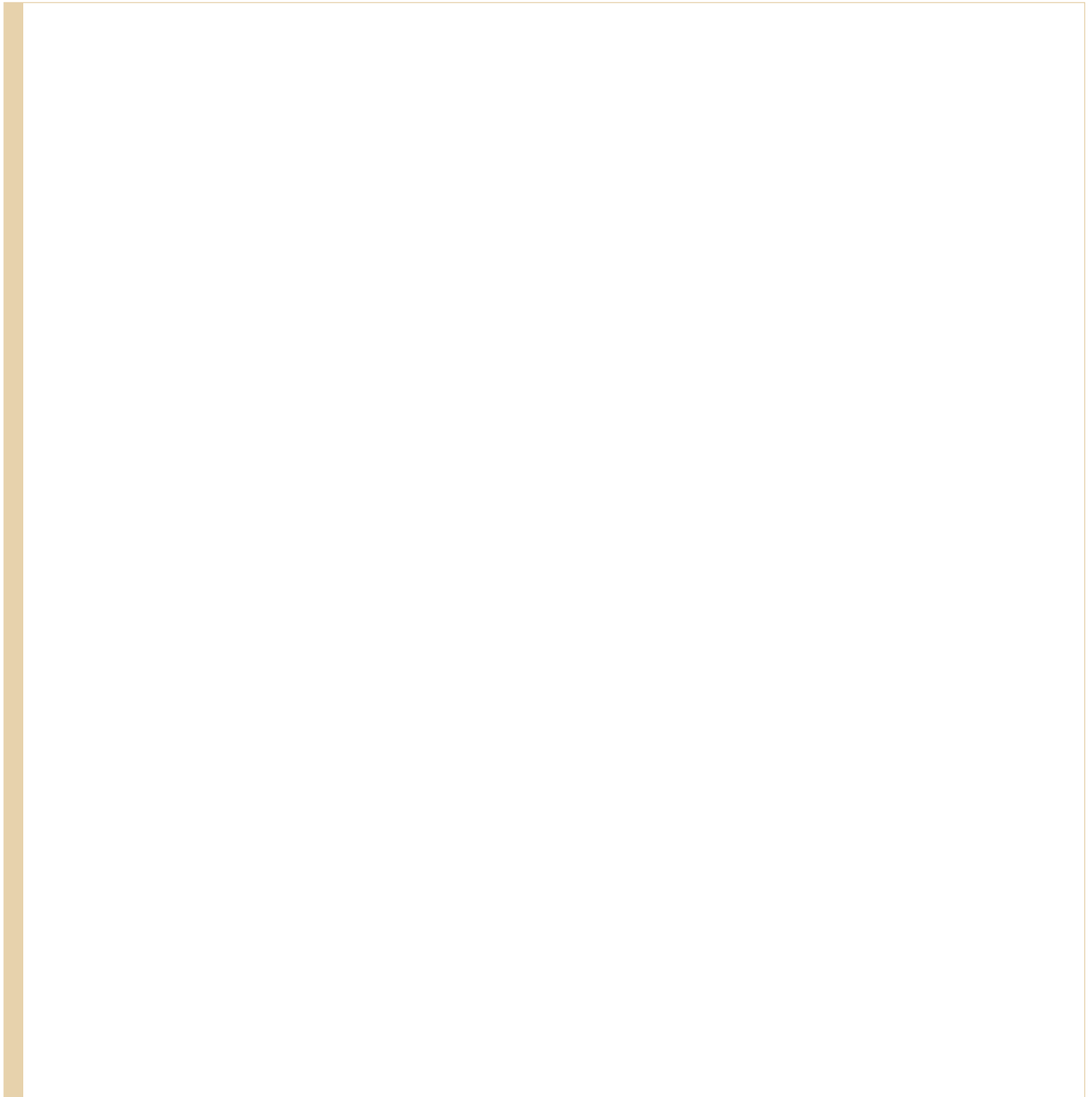
9. SPEAKING, TRAINING & FACILITATION

12 WAYS TO MONETIZE YOUR MAGIC

10. RETREATS

12 WAYS TO MONETIZE YOUR MAGIC

11. LIVE & VIRTUAL EVENTS



12 WAYS TO MONETIZE YOUR MAGIC

12. DIGITAL PRODUCTS

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5 Elements of a Sellable Offer

1. The Name, Format & Length of the Offer

2. The Outcome, Result or Solution of the Offer

3. What's Included In the Offer

4. Bonuses for the Offer

5. The Price & Payment Plan