

# MONETIZE *your* MAGIC

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WITH ROSETTA THURMAN

MODULE 2

# Launch Your Offer

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## Your Entrepreneur Mindset

## Are You Interested or Committed to Monetizing?

● Interested Entrepreneurs...

● Committed Entrepreneurs...



# Identifying Limiting Beliefs

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## Lizard Brain

– SETH GODIN

*“We say we want one thing, then we do another. We say we want to be successful but we sabotage the job interview. We say we want a product to come to market, but we sandbag the shipping schedule. We say we want to be thin but we eat too much. We say we want to be smart but we skip class or don’t read that book the boss lent us. The contradictions never end. When someone shows up and acts without contradiction, we’re amazed. When an athlete just does the sport, or when a writer just writes the words, we can’t help but watch, astonished at the purity of their actions. Why is it so difficult to do what we say we’re going to do? The lizard brain.” – SETH GODIN*

- The lizard brain is the epicenter of fear – it wants to protect you
- When we listen to the lizard brain, we make choices that lead us on a path away from our big goals and dreams
- When you’re in the clutches of the lizard brain, you doubt yourself
- When the lizard brain shows up, it’s a sign that you’re making progress!

### The Lizard Brain shows up as:

- |                   |                      |
|-------------------|----------------------|
| • procrastination | • fear of rejection  |
| • perfectionism   | • lack of clarity    |
| • distractions    | • lack of confidence |
| • self-sabotage   | • low self-esteem    |
| • fear of failure | • negativity         |
| • fear of success | • excuses            |



# Installing New Empowering Beliefs

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**What would I need to believe in order to achieve my revenue goals?**

*I would need to believe that...*

*I now choose to believe that...*

**Who would I need to become in order to achieve my revenue goals?**

*I would need to become the kind of woman who...*

*I now choose to become the kind of woman who...*

# facebook

## AUDIT



Is your profile photo professional and recognizable?



Is your cover photo on brand and promoting your main call-to-action (e.g., masterclass, free gift, or call booking link)?



Does your About section clearly state who you are, what you do and how you can help?



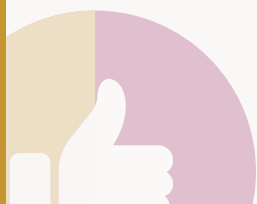
Do you have a clear pinned post highlighting your current offer, free gift or call booking link?



Are you posting at least 5 times per week?



Do your last 10 posts clearly reflect your expertise and authority, with calls to action?



# instagram

## AUDIT



Does your profile photo look professional and consistent with your brand?



Does your bio clearly state who you are, what you do and how you can help?



Is your link in bio updated to point to your freebie, masterclass, or offer?



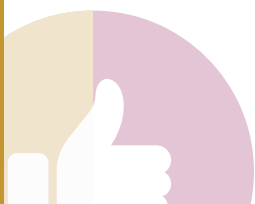
Is your grid aesthetic clean and cohesive (colors, fonts, branding)?



Do you post a mix of Reels, carousels, Stories, and static feed posts?



Are you posting at least 5 times per week?



# LinkedIn

## AUDIT



Is your profile photo professional and approachable?



Does your banner image showcase your brand and unique value proposition?



Is your headline clear about who you help and what result you provide?



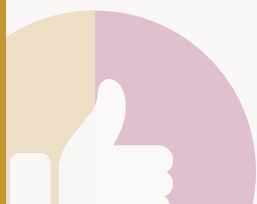
Is your About section written in the first person and highlighting your expertise, story, and call-to-action?



Do you have Featured posts or links directing people to your free gift or services?



Are you posting at least 5 times per week?



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## Launch Checklist

- ☐ **A Clear Vision & Revenue Goals for the Business**
- ☐ **The Mindset of a Successful Entrepreneur**
- ☐ **Weekly Schedule for Business - 10-20 Hours/Week**
- ☐ **Time Management & Productivity Strategies**
- ☐ **An Offer - Name, Format, Inclusions, Bonuses, Price**
- ☐ **Visible Online Brand - Updated Social Media Profiles**
- ☐ **Official 5-day Launch Sequence with Posts & Emails**
- ☐ **Sales Call Template or Sales Page to Sell Your Offer**
- ☐ **A Way to Onboard Clients & Deliver Your Offer**
- ☐ **Registered Entity - Sole Proprietor, LLC, S-Corp**
- ☐ **Business Address - Home, P.O. Box or Virtual Address**
- ☐ **Business License - Check with State, County, City**
- ☐ **Business Bank Accounts - Checking & Savings**
- ☐ **EIN Number - Online Registration at IRS.gov**
- ☐ **Payment Gateway - Stripe, Paypal, Square**
- ☐ **Online Calendar Software - Calendly**
- ☐ **Email Marketing Software/CRM - Kit /Go High Level**