

SCHOOL OF PINK

COURSE ROADMAP

SIX COURSES. A CLEARER PATH.

1 GET SEEN

BEAT THE ALGORITHM

Create content that reaches new people and gets engagement.

2 FIND NEW PEOPLE

MODERN PROSPECTING

Learn how to find and connect with new potential customers online.

3 CAPTURE LEADS

3-MINUTE LEAD MAGNET

Create a simple lead magnet that gets people to give you their contact info.

4 BUILD COMMUNITY

BUILD A GROUP THAT SELLS

Create an engaged community that builds trust and leads to sales.

5 MAKE IT EASY TO BUY

EMPOWERED ECOMMERCE

Set up a digital shopping experience that works for you 24/7.

6 SEASONAL GROWTH

PINKWEEK LEAD MAGNET WORKSHOP

Create a holiday or seasonal lead magnet with done-for-you templates so you can get it done fast.

AFTER EACH COURSE...

What's Next?

1 BEAT THE ALGORITHM

YOU'LL HAVE...

- ✓ A clear content strategy
- ✓ Better engagement
- ✓ More visibility

YOU MIGHT NOW...

- I need more new people to talk to.
- I need a way to turn this attention into leads.

TRY NEXT...

- MODERN PROSPECTING
- 3-MINUTE LEAD MAGNET

2 MODERN PROSPECTING

YOU'LL HAVE...

- ✓ New people to talk to
- ✓ Simple, non-spammy strategies
- ✓ More potential customers

YOU MIGHT NOW...

- I need a lead magnet to capture these new people.
- I want to nurture these people in a community.

TRY NEXT...

- 3-MINUTE LEAD MAGNET
- BUILD A GROUP THAT SELLS

3 3-MINUTE LEAD MAGNET

YOU'LL HAVE...

- ✓ A lead magnet ready to use
- ✓ A way to collect contact info
- ✓ A growing audience

YOU MIGHT NOW...

- I need a place to nurture these leads.
- I want to make it easy for them to buy from me.

TRY NEXT...

- BUILD A GROUP THAT SELLS
- EMPOWERED ECOMMERCE

4 BUILD A GROUP THAT SELLS

YOU'LL HAVE...

- ✓ An engaged community
- ✓ More trust and conversations
- ✓ A group that supports your sales

YOU MIGHT NOW...

- I need a better way to sell online.
- I want a seasonal lead magnet to grow even more.

TRY NEXT...

- EMPOWERED ECOMMERCE
- PINKWEEK WORKSHOP

5 EMPOWERED ECOMMERCE

YOU'LL HAVE...

- ✓ A simpler sales process
- ✓ Less manual follow-up
- ✓ A digital shopping experience that works for you 24/7.

YOU MIGHT NOW...

- I need to bring in more new people.
- I want a seasonal lead magnet to boost sales.

TRY NEXT...

- MODERN PROSPECTING
- PINKWEEK WORKSHOP

6 PINKWEEK LEAD MAGNET WORKSHOP

YOU'LL HAVE...

- ✓ A seasonal/holiday lead magnet
- ✓ Done-for-you templates
- ✓ A fast way to get it done

YOU MIGHT NOW...

- I need more people to see this.
- I need a community to nurture them.

TRY NEXT...

- BEAT THE ALGORITHM
- BUILD A GROUP THAT SELLS

TAKE WHAT YOU LEARN.
THEN REPEAT.

After you finish your first two courses, come back to the beginning of this roadmap and look at where you are now.

What's the next biggest thing holding you back? Pick the course that fits, implement what you learn, and keep going.

DIFFERENT SKILLS.
A BIGGER BUSINESS.

- ✓ Choose your next course based on where you are now.
- ✓ Implement what you learn.
- ✓ Track your wins.
- ✓ Move to the next course.
- ✓ Keep building.

SAME ROAD.
BIGGER RESULTS.

SCHOOLOFPINK.COM

Click here to buy courses!