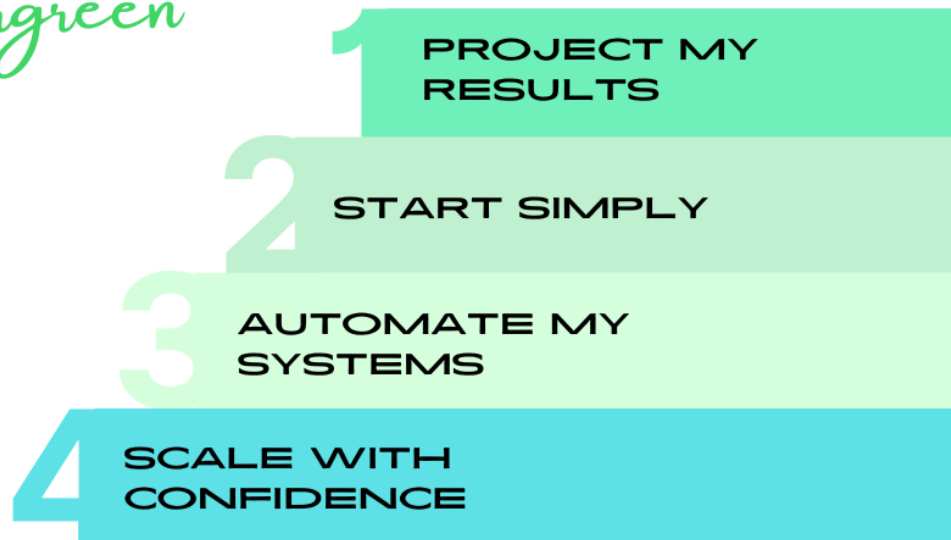


MY *Evergreen*
ROADMAP
CHECKLIST

4 STEPS TO
Evergreen



MY *Evergreen* ROADMAP CHECKLIST

Step 1: Model My Projections

- [Run my numbers](#)
- Do you need to change your pricing mix?
- Decide if you should add a bump sale
- Calculate my Max CPA

Step 2: Start Simply

- Choose my Tasty Morsel type
- Select paid or free
- Test topics
- Define my offer
- Develop my teaching content
- Create my transition
- Write my introduction
- Build connection points with my audience
- Make sure my Tasty Morsel focuses on transformation, makes good on promises, and establishes my authority and credibility
- Create my Sign-up/Show-Up Bonus
- Create my Stay Bonus (if free)
- Create my Join Bonus
- Set up my Registration Page
- Validate live
 - Invite my warm audience
 - Run my Tasty Morsel live
 - Send follow-up emails (including bonus fulfillment)
 - Evaluate my results
- Decide if I'm ready to automate

MY *Evergreen*
ROADMAP
CHECKLIST

Step 3: Automate My Systems

- Choose tech stack
 - Primary ad platform
 - Registration page builder
 - Registration form builder
 - Delivery/experience platform ([webinar platforms](#))
 - Email automation platform
 - Website/checkout platform
 - “Glue” software
- If free webinar:
 - Set up webinar
 - Set up CTA buttons
 - Set my scheduling pattern
 - Set up chat
 - Set up captions
 - Set up countdown page
- Set up show-up emails and SMS reminder
- Automate follow-up emails (including bonus fulfillment)

MY *Evergreen*
ROADMAP
CHECKLIST

Step 4: Scale with Confidence

- Find my baselines
 - Run my first ad campaign
 - Set up my Test Lab
 - Collect the 4 Key Metrics
 - Calculate my Baseline Cost Per Acquisition
- Keep My Costs Down While Scaling
 - Drive down Cost-Per-Click
 - Test ad creative
 - Test ad targeting
 - Increase Registration Rate
 - Test ad targeting
 - Test opt-in page
 - Increase Attendance Rate
 - Test webinar schedule
 - Change replay strategy
 - Add "Miss" campaign
 - Test Show-up SMS
 - Test Show-up emails
 - Increase Conversion Rate
 - Add urgency
 - Test follow-up email sequence (number or pattern of emails, subject lines, copy)
 - Add Abandoned Cart campaign
 - Add Retargeting Ad campaigns
 - Test Sales Page
 - Run Membership Multiplier
- Compare Actual CPA vs. Max CPA
- Revisit the Calculator to help set my ad budget
- Scale my ads
- Track my results closely