1 HOUR Evergreen ROADMAP
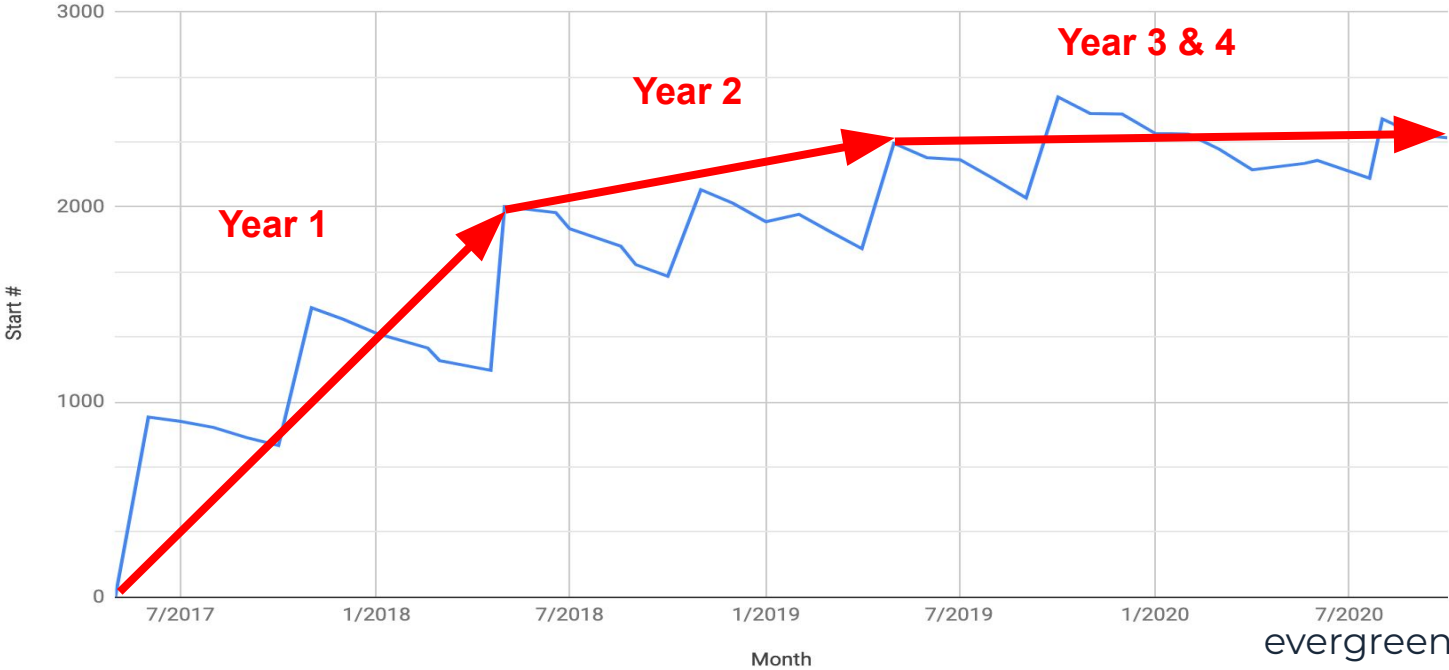
Workbook:
evergreenedge.com/workbook

evergreenedge.com

Launch-Based Membership Growth (Real Numbers)
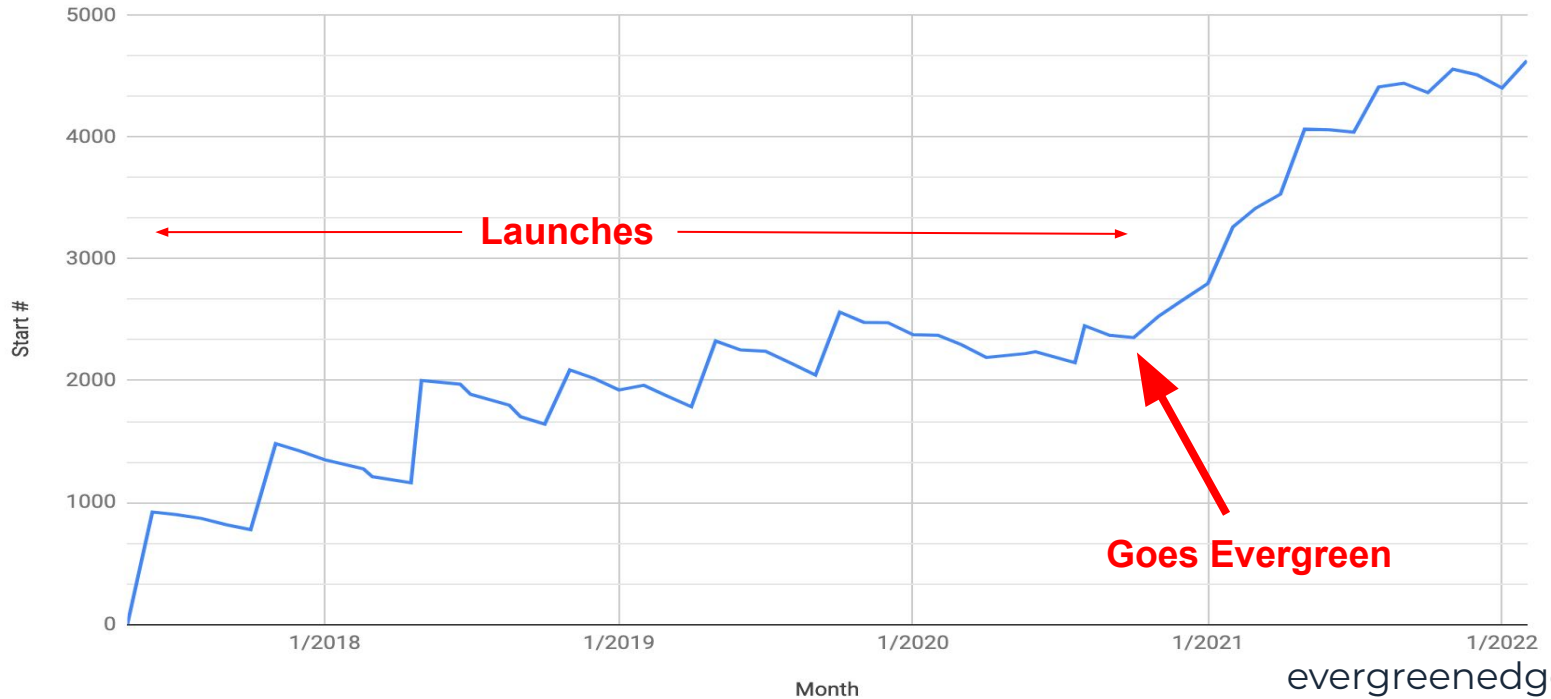
# of Members Over Time

Year 1

Year 2

Year 3 & 4

evergreenedge.com

The Launch Plateau

CHURN = LAUNCH GROWTH

evergreenedge.com

Membership Goes Evergreen

# of Members Over Time

evergreenedge.com

Hi, I'm Scott Paley

evergreenedge.com

"Working with Scott, we doubled our investment in less than a year! The power of evergreen is phenomenal!"

Carrie Green
Founder, Female Entrepreneur Association

"I love launching, but launches give us a very short window to optimize the experience. Evergreen gives us the opportunity to dial things in so much faster."

Stu McLaren
Founder, The Membership Experience and Searchie.io

"We had been stuck around 800 members for a while and this program helped us get to 2,500 members in just 5 months. I can't believe how fast we grew!"

Sonia Stringer
Founder, Business Academy for Women

4 STEPS TO
Evergreen

1 **PROJECT MY RESULTS**

2 **START SIMPLY**

3 **AUTOMATE MY SYSTEMS**

4 **SCALE WITH CONFIDENCE**

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The Evergreen Funnel

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4 STEPS TO
Evergreen

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evergreenedge.com
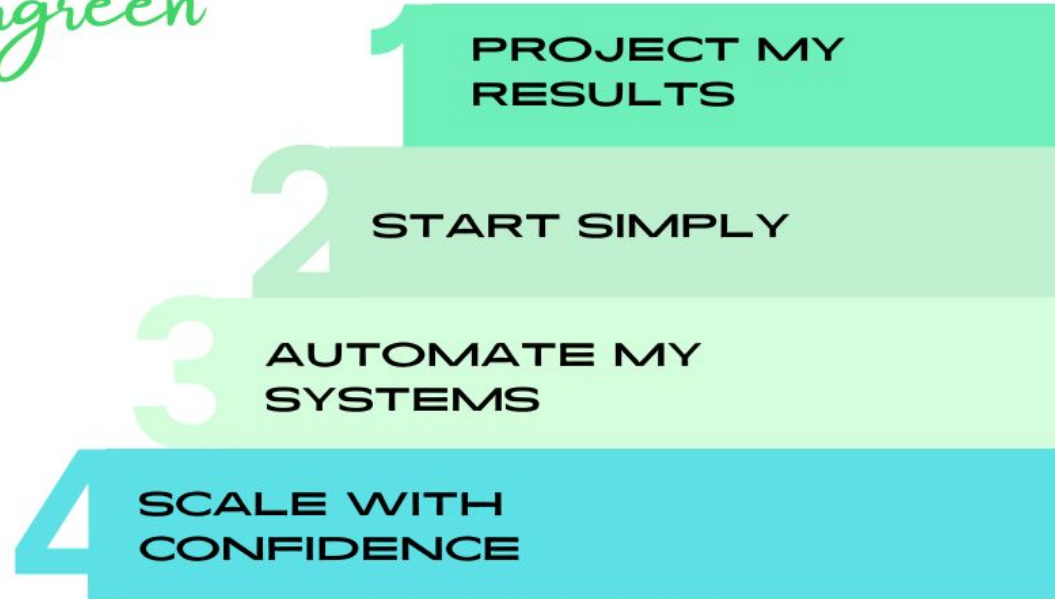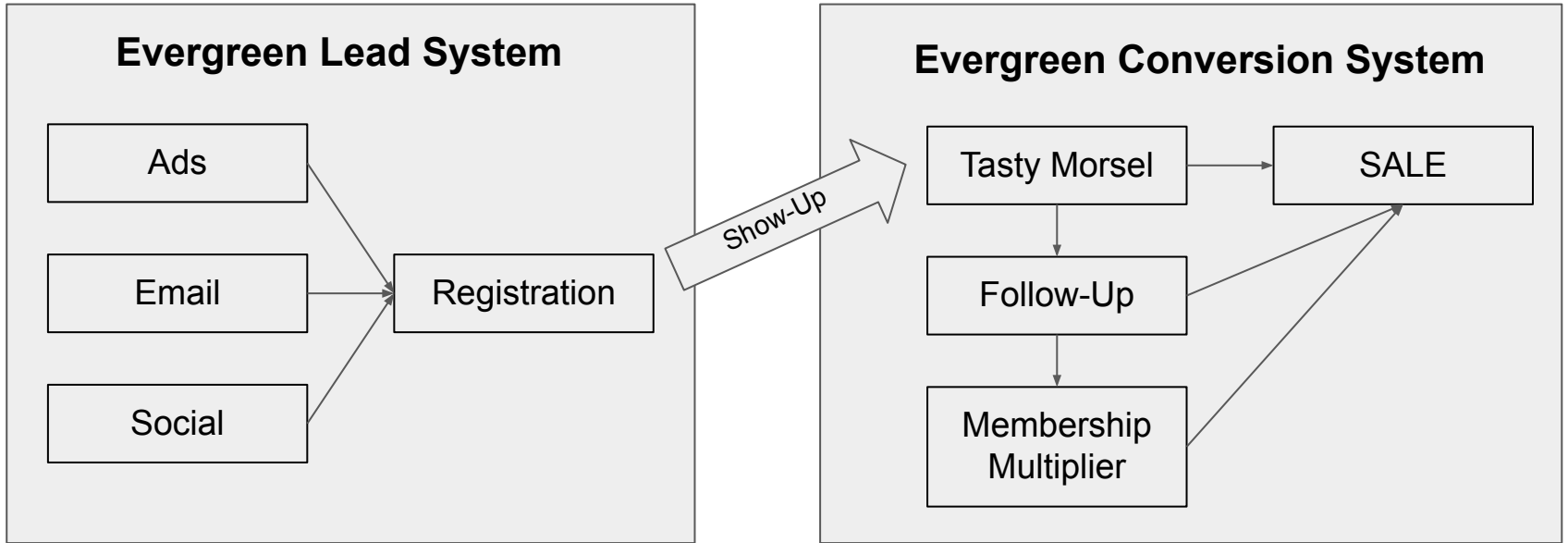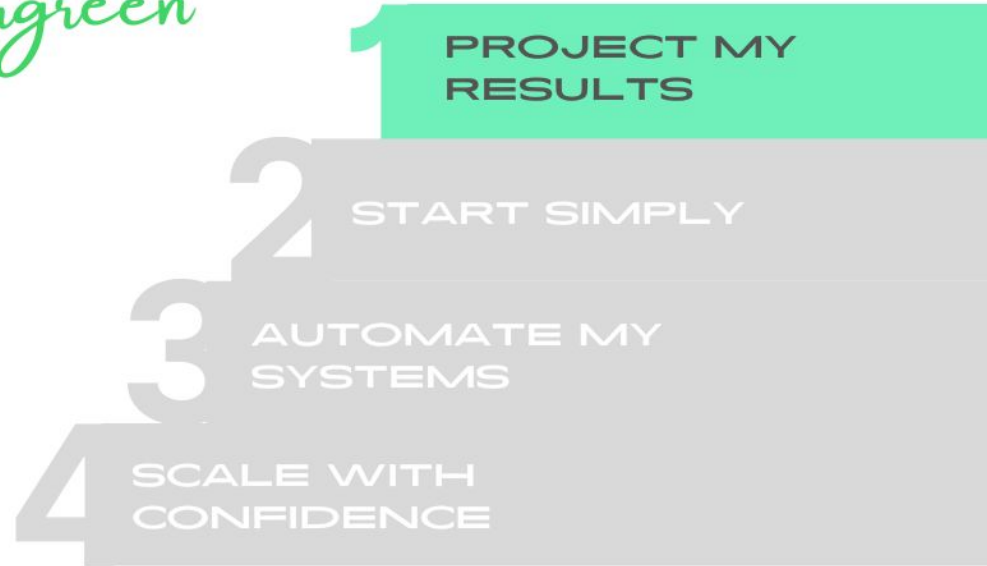
Scenario 1: Make a Fortune

Cumulative Gross Profit

Month

Cumulative Profit

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Scenario 3: Typical

Large profits

Cumulative Gross Profit

$1,200,000.00
$1,000,000.00
$800,000.00
$600,000.00
$400,000.00
$200,000.00
$0.00

6 months to profitability

$15k "Investment"

Month

Cumulative Profit

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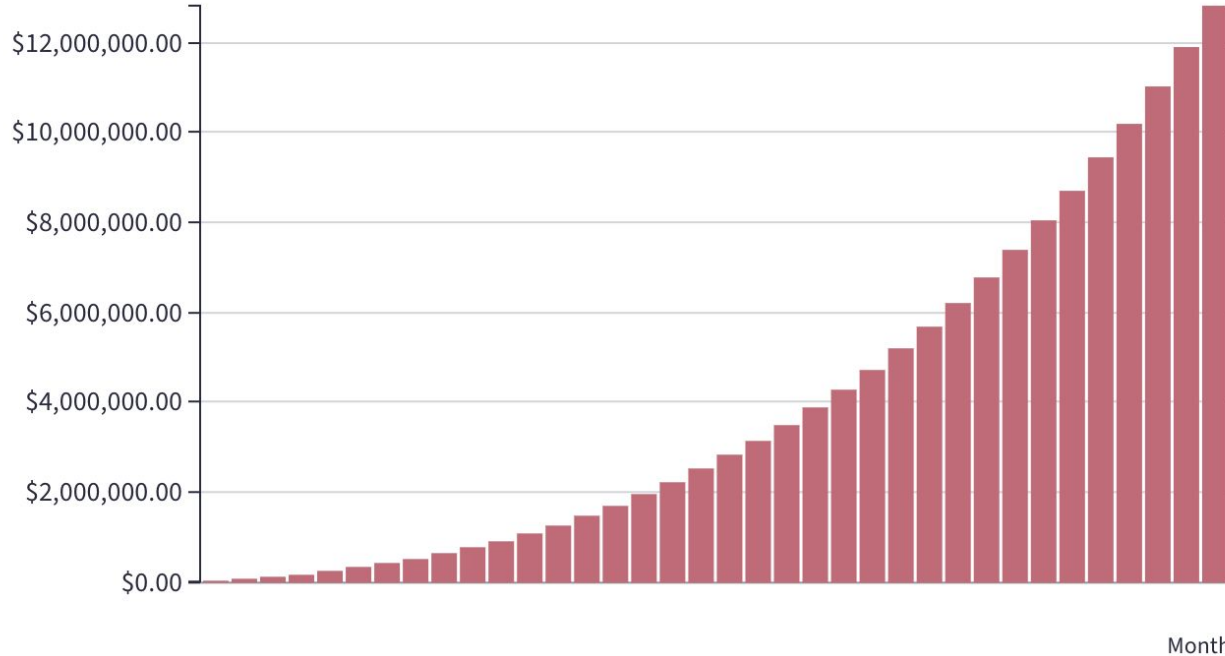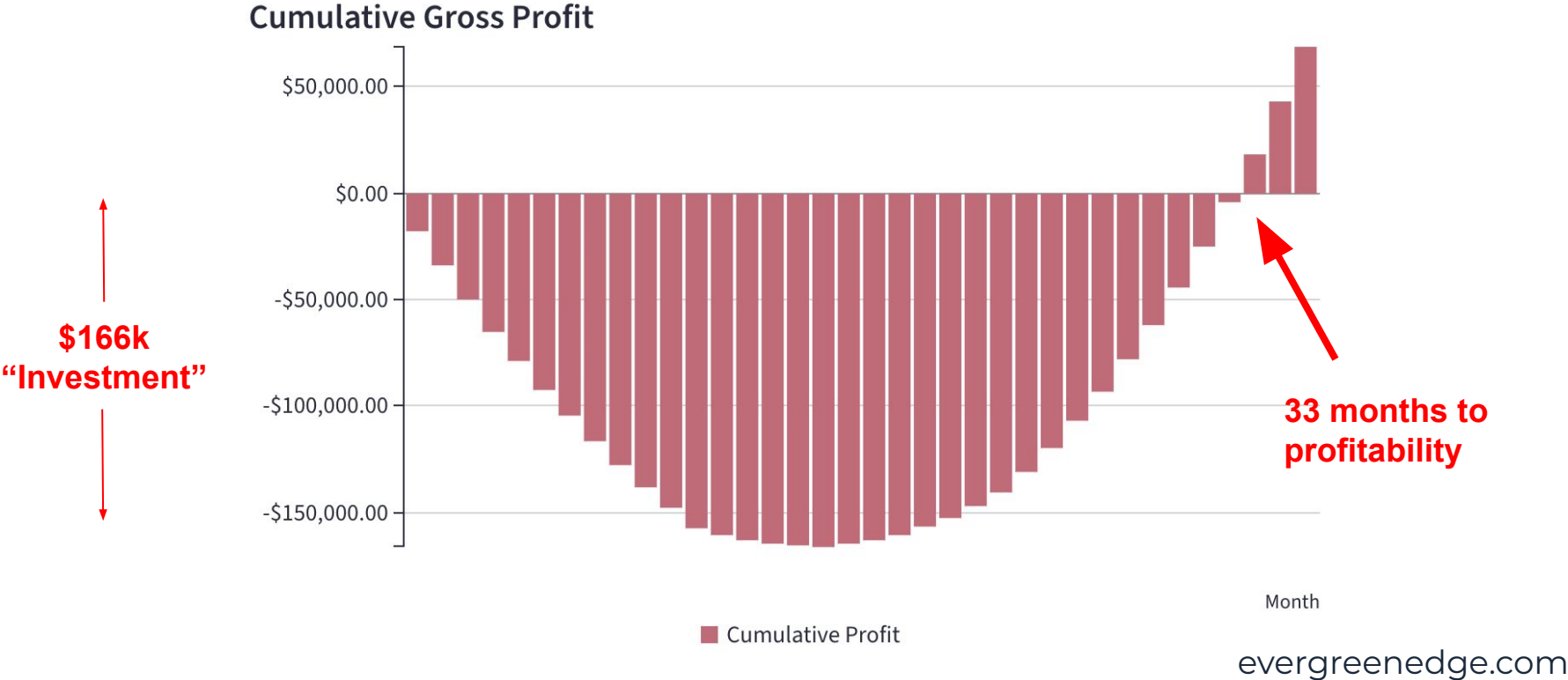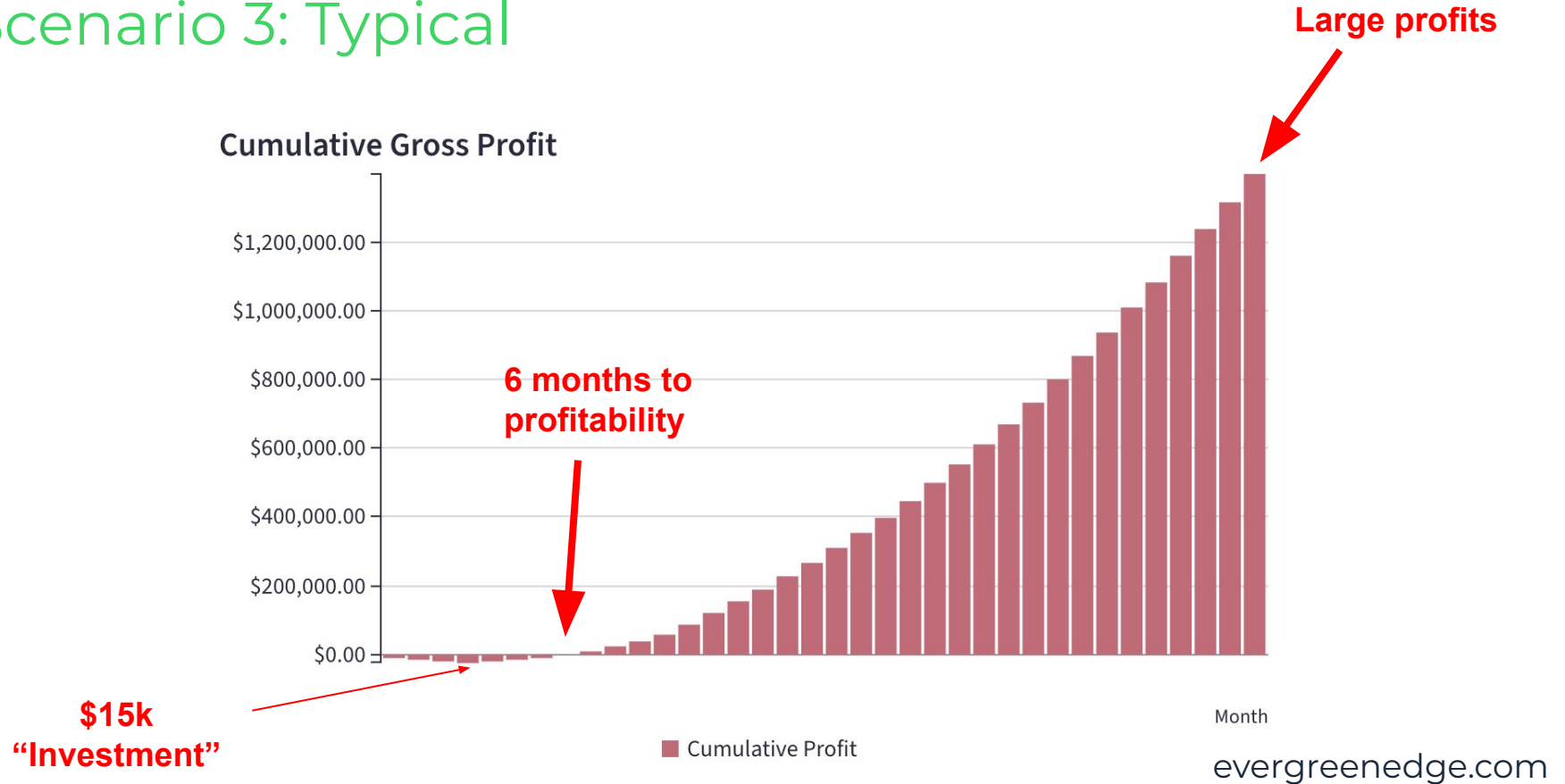
Scenario 3: A Real Example
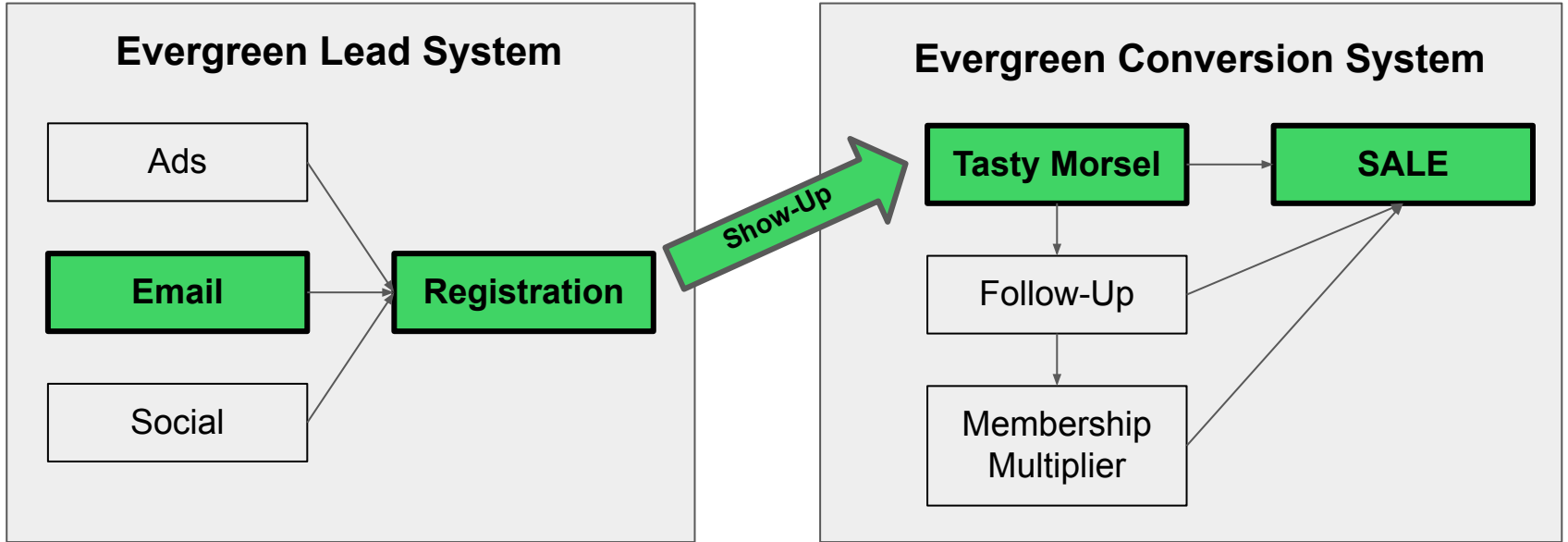
Carrie Green's Female Entrepreneur Association

4 months to profitability

Small investment

Cumulative Profits

2021-Jul- 2021-Aug- 2021-Sep- 2021-Oct- 2021-Nov- 2021-Dec- 2022-Jan- 2022-Feb- 2022-Mar- 2022-Apr- 2022-May- 2022-Jun- 2022-Jul- 2022-Aug-

Month

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4 STEPS TO
Evergreen

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Start Simply

Your Tasty Morsel

- Attracts
- Clarifies
- Warms
- Builds Trust
- Increases Desire
- Converts to Sales

Types of Tasty Morsels

- Webinar
- Mini-workshop
- Challenge
- Self-Liquidating Offer
- Quiz

Tasty Morsel Best Practices

1. Test your **TOPIC** before committing
2. Build **CONNECTION** all throughout
3. Focus on **TRANSFORMATION**
4. Make good on **PROMISES**
5. Establish **AUTHORITY/CREDIBILITY**
6. Eyes on the **PRIZE**
7. **SERVING**, not **SELLING**

Basic Registration Page

1. **TITLE**
2. Few **BULLET POINTS**
3. **DATE/TIME**
4. Short **BIO** of host/speaker
5. **REGISTRATION** form
6. **CTA** button

Validate Your Simple System

1. Go live **SEVERAL TIMES**
2. Each time, only invite a **SEGMENT** of your **WARM AUDIENCE**
3. Give **1 WEEK** of lead time at most
4. Get enough **DATA**
5. Follow up with **MANUAL EMAIL BLASTS**

What You're Looking For

- 40%+ Attendance
- 10%+ Conversion
- If it isn't working...

Improve Results With Bonuses

- **Sign-up / Show-up** Bonus
  - Paid = Sign-up, Free = Show-up
  - Widely relevant, existing list builder
- **Stay** Bonus
  - Helps them implement what they learned
  - Specific to Tasty Morsel - doesn't make sense without participating
- **Join** Bonus
  - Super juicy and high-value
  - Only available to paying members

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Start Simply

Evergreen Lead System

Ads

Email

Social

Registration

Show-Up

Evergreen Conversion System

Tasty Morsel

SALE

Follow-Up

Membership Multiplier

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4 STEPS TO
Evergreen

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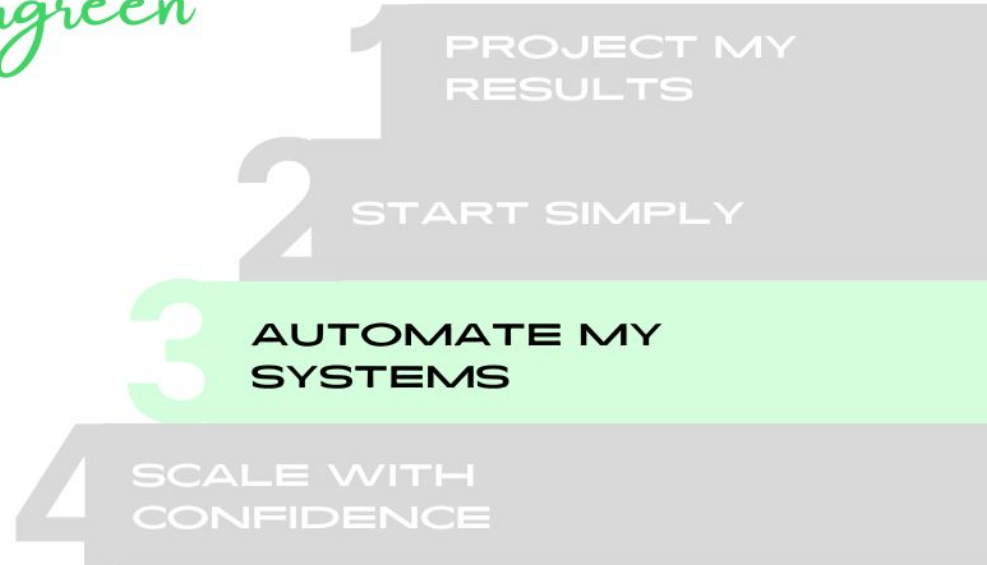
What to Automate

1. Schedule
2. Calls-to-Action
3. Chat
4. Captions
5. Follow-up Emails

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4 STEPS TO

Evergreen

1 PROJECT MY RESULTS

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4 SCALE WITH CONFIDENCE

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Your First Ad Campaign

1. Use Facebook
2. Find interest-based audience in the 1 - 5 million range
3. Spend $1,000 at most

Your Test Lab

1. Ad testing

2. Registration Page testing

The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate
4. **CONVERSION** Rate

The 4 Key Metrics

1. **COST** per **CLICK**

The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate

<div align="center">

Registrants

÷

Registration Page Views

</div>

The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate

Attendees
÷
Registrants

The 4 Key Metrics

1. **COST** per **CLICK**
2. **REGISTRATION** Rate
3. **ATTENDANCE** Rate
4. **CONVERSION** Rate

$$\frac{\text{New Members}}{\text{Attendees}}$$

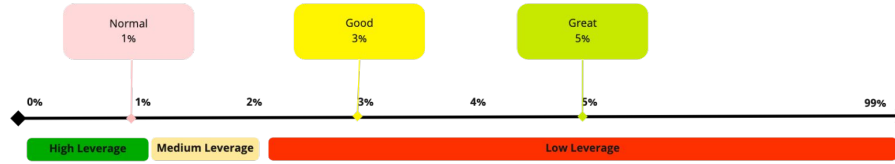# Baseline Cost Per Acquisition

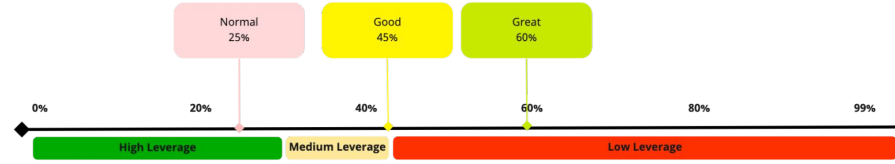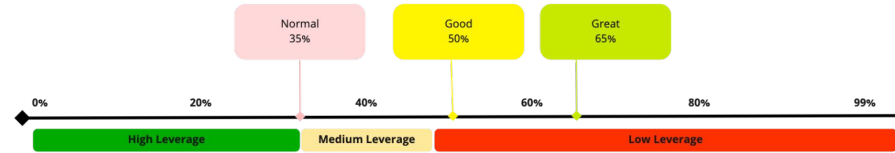## Cost per Click
÷
Registration Rate
÷
Attendee Rate
÷
Conversion Rate

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Ad Click Rate

Normal 1%	Good 3%	Great 5%

0%　　　　1%　　　　2%　　　　3%　　　　4%　　　　5%　　　　　　　　　　　　　　99%

High Leverage　Medium Leverage　Low Leverage

Registration Rate

Normal 25%	Good 45%	Great 60%

0%　　20%　　40%　　60%　　80%　　99%

High Leverage　Medium Leverage　Low Leverage

Attendance Rate

Normal 35%	Good 50%	Great 65%

0%　　20%　　40%　　60%　　80%　　99%

High Leverage　Medium Leverage　Low Leverage

Conversion Rate

Normal 3%	Good 10%	Great 18%

0%　　5%　　10%　　15%　　20%　　25%　　99%

High Leverage　Medium Leverage　Low Leverage

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miro

Small Improvements = Big Results
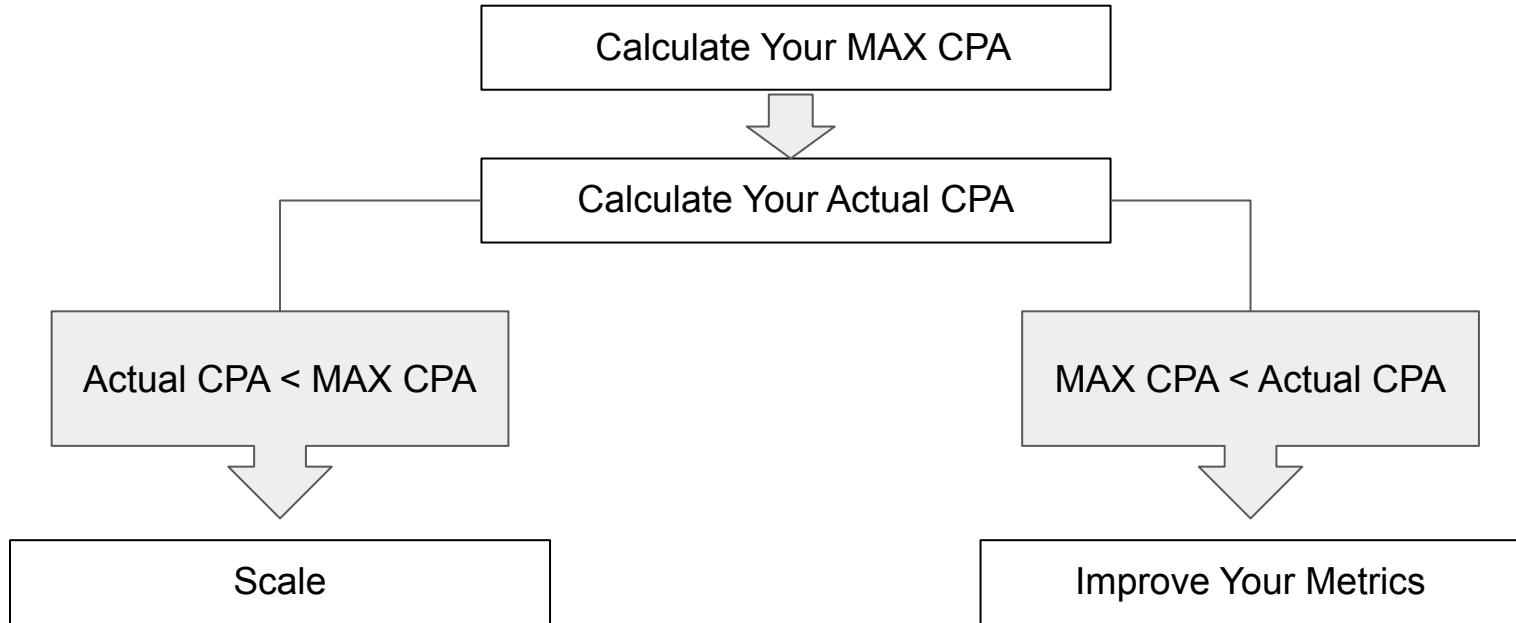
Cost per Click	Registration Rate	Attendance Rate	Conversion Rate	Cost Per Acquisition
$1.00	20%	40%	8%	$156.25
$0.95	25%	50%	10%	$76.00

Mind the Gap

```
┌─────────────────────────────────┐
│      Calculate Your MAX CPA     │
└─────────────────────────────────┘
                 ↓
┌─────────────────────────────────┐
│     Calculate Your Actual CPA   │
└─────────────────────────────────┘
```

Actual CPA < MAX CPA	MAX CPA < Actual CPA
↓	↓
Scale	Improve Your Metrics

REMEMBER:
The bigger the gap,
the more room you have to scale!

Membership Multiplier: The Secret Sauce

Evergreen Lead System

Ads

Email

Social

Registration

Show-Up

Evergreen Conversion System

Tasty Morsel

SALE

Follow-Up

Membership Multiplier

evergreenedge.com
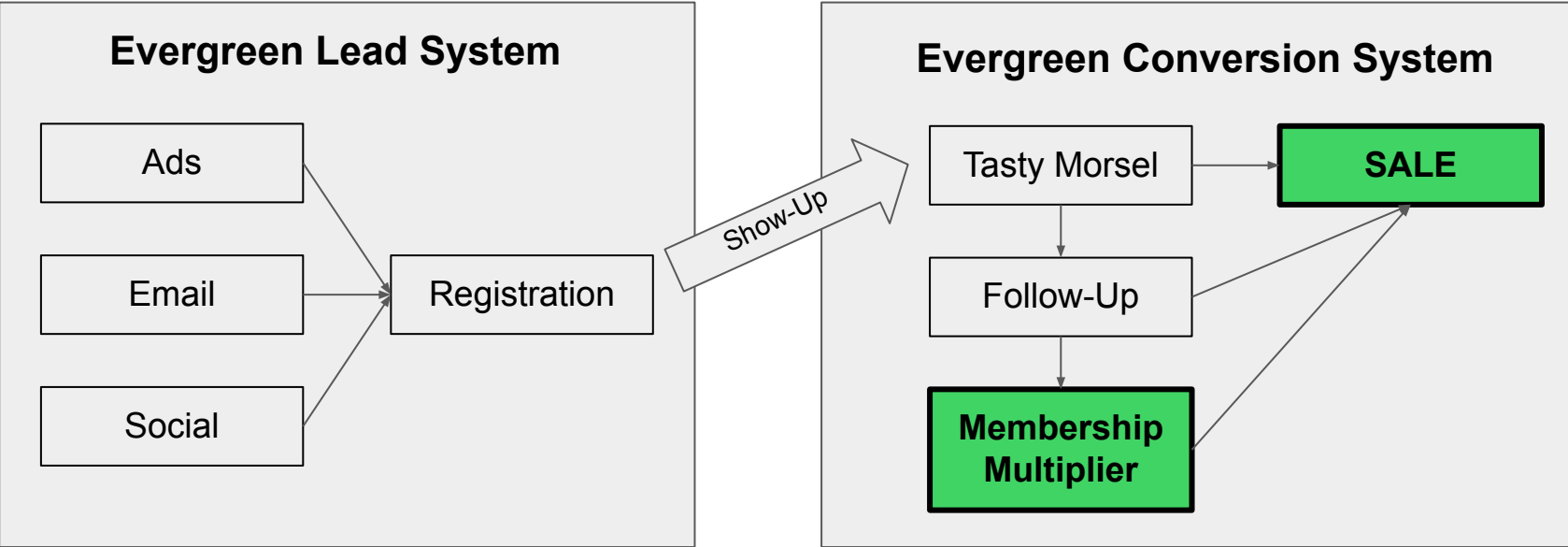
What Would It Mean to Go Evergreen?

Breaking through my **LAUNCH PLATEAU**, I could _____

Reducing my reliance on **LAUNCHES**, I could _____

With more time to **SERVE**, I could _____

More consistent **REVENUE** would let me _____

With constant **FEEDBACK** and faster **ITERATION**, I could _____
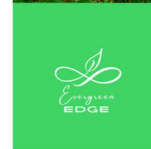
What Would It Mean?

How would your membership (and LIFE) change with a consistently profitable evergreen funnel?

evergreenedge.com

BONUS: Download Checklist

evergreenedge.com/checklist

Evergreen Edge Academy

- Trainings

- Coaching

- Community

- Tools and Resources

evergreenedge.com

Evergreen Edge Academy Is For You If...

- You have a successful membership site

- You want to grow in a big way

- You want to spend less time selling and more time loving on your members

- You want fewer eggs in your launch basket

- You want better insight into your future revenue projections

- You want a chance to iterate and test learnings more rapidly

- You want to implement evergreen faster

- You want to leverage best practices from a proven roadmap

- You want the expert support and peer encouragement as you build and deploy your evergreen funnel

evergreenedge.com

"The Academy has been highly valuable and super clear on what needs to happen and get done to make evergreen a success! I was really happy with everything I've learned and taken away from the Academy. Definitely worth the investment for sure. 💪❤️"

Caitlin Mitchell
Founder and CEO, EB Academics

evergreenedge.com

"Your knowledge and expertise on this topic is world class and you have an awesome program. Knowing my numbers… the calculator has given me the confidence to scale my business."

John Michaloudis
Founder, MyExcelOnline.com

"I'm totally grateful for this opportunity – I wouldn't have evergreen launched if you hadn't offered this program."

Susan Bradley
Founder, The Social Sales Girls

What Does It Cost?

$297 per month

evergreenedge.com

What You Get

- **Trainings** that cover every item on the Evergreen Roadmap Checklist
- **Time-saving templates** that you can adapt for your own use
- **Support** of the Evergreen Edge community
- **Systems and tools** to make tracking your metrics easy (even if you hate math)
- **Weekly live office hours** with Scott

$297 per month

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- **Bonus:** A Guide to Evergreen Onboarding
- **Bonus:** My complete evergreen tracking platform

$297 per month

evergreenedge.com

Founding Member Pricing Bonus

Just $97 per month!

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What You Get **As A Founding Member**

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- **BONUS: Coaching and community will begin right away**

$297 $97 per month

evergreenedge.com

Workshop Only Bonus...

Add an additional team member for no extra cost!

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~~$297~~ $97 per month

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Join the Evergreen Edge Academy Now

evergreenedge.com/join-foundingmember

evergreenedge.com

Q&A