

A woman with dark hair, wearing a headset and a blue polka-dot shirt, is smiling. In the foreground, a large computer monitor displays the text 'THE EVERGREEN WORKSHOP' in bold, black, sans-serif capital letters, with 'Sprint' written below it in a black, cursive script font. The background is a blurred office or home workspace with a lamp, shelves, and a window with curtains.

THE EVERGREEN WORKSHOP

Sprint

Welcome!

We are so excited that you are here!

My name is Bonnie Randle and my husband Dustin and I are the founders of Digital Wayfinders, a comprehensive membership including courses, coaching and software uniquely designed to rapidly take you from idea to thriving business.

The workshop is really all about helping you go from feeling overwhelmed, incredibly stressed out struggling to find the right leads for you, struggling with poor engagement, inconsistent sales, unpredictable income to a truly enjoyable method of automated daily lead flow, consistent sales, predictable, scalable income that still allow for genuine connections without the crazy launches.

I promise you the exercises we are going to be walking you through over the next 3 sessions are the very best things you could possibly do for the growth and health of your business whether you have started an online business or you are just dipping your toes in the water.

Our goal for you during this workshop is truly walk away with the one thing that you actually need to grow and scale a healthy six and seven figure business without feeling completely overwhelmed.

*xo,
Bonnie*



What's Included in this Workshop Series?

SESSION

01

Understand the winning strategy behind **automated lead generation, authentic and consistent daily sales.**

In this session I'll share exactly what we are doing that allowed us to **quit stressful launches and still attract our best clients.**

SESSION

02

Discover the one very simple way you can **generate leads consistently that is working RIGHT NOW.**

The best part about this method is that it works really well with **both organic strategies and paid ads and leads right into your sales machine.**

SESSION

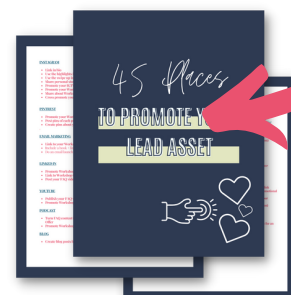
03

Understand the **ONE repeatable strategy that is working right now** that you can use to **easily sell your offer to your dream clients.**

In this session we will go through an exercise to help you **discover the best topic for a conversion event that leads straight to your offer.**

Unlock these Bonuses

When you connect with me on Messenger and share your homework responses you'll also unlock these bonus trainings:



DIGITAL WAYFINDERS

Session 1: The Winning Strategy

If you are a course creator, or you have a coaching program or service of some kind then you are likely struggling with some big obstacles right now.

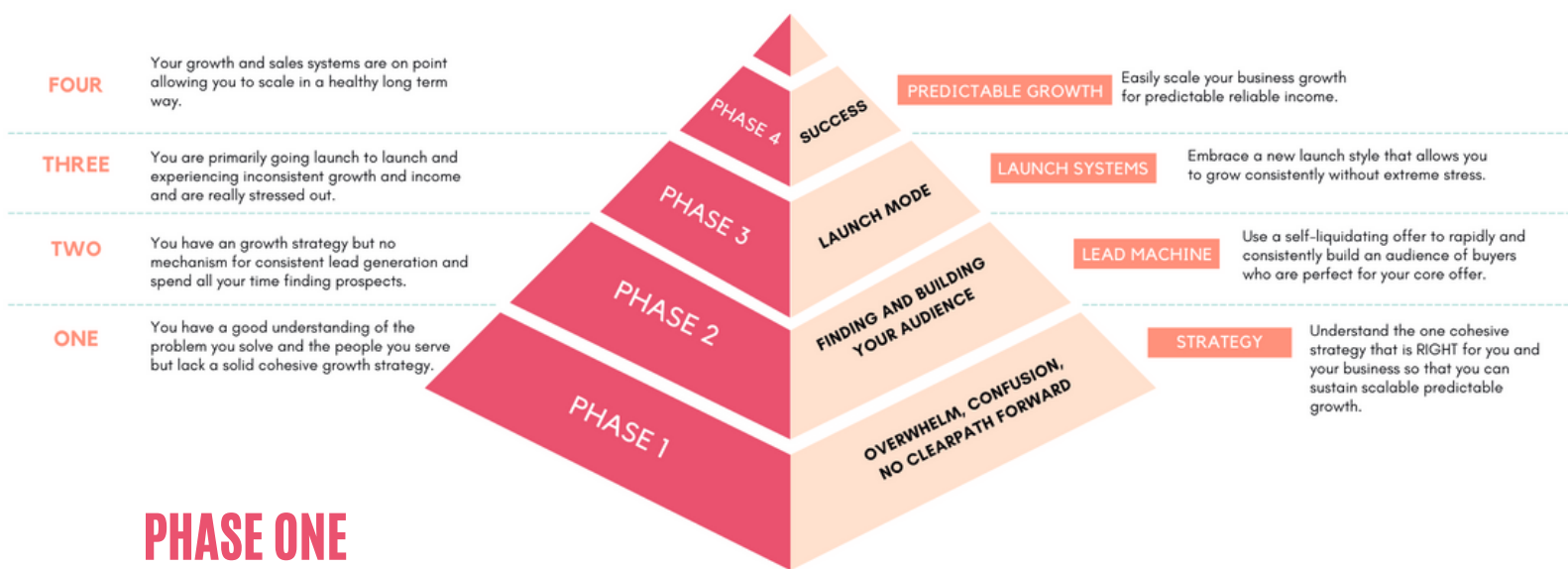
1. You are likely finding it harder than ever to **stand out online** and command attention with more and more people moving online.
2. **Rising ad costs** likely make it feel like running profitable Facebook ads to sell your course or program is impossible.
3. If you have been relying on live launches to grow your business you probably feel **like you are on an income roller coaster living launch to launch.**
4. Most launch strategies **are incredibly overwhelming**...there are about a million different moving parts and pieces and it can be incredibly stressful to pull them off.
5. It's more important than ever to choose a launch style that actually allows you to **connect with your prospects in a real and authentic way but most launch styles** make this incredibly difficult.

Session 1: The Winning Strategy

There are 4 phases that anyone and everyone who is growing a business online goes through. It doesn't matter if you are a course creator, a coach with a group coaching program or working 1:1 with people or a service provider it can all be boiled down to four stages of growth when you are building a scalable healthy business online.

STAGES

KEYS TO SUCCESS



PHASE ONE

In the first phase you haven't launched yet and you are likely feeling really **overwhelmed by all of the launch strategies** out there from webinars to live launches and challenges or using lead magnets to book discovery calls.

The key to moving out of this phase is to really **understand which growth strategy is right for you and your business**. You have to grow in a way that won't lead to your burnout that you can do consistently over time and not just a few good launches

CONFUSION



CONFIDENCE

Session 1: The Winning Strategy

PHASE TWO

In this phase you likely have launched but you are **struggling to find enough leads**. You likely feel like even though you are doing all of the things, your lead generation is exhausting and the leads you are finding just aren't a good fit for you.

The key to moving out of this phase is to **automate your lead flow** so that you have fresh leads coming into your business every single day.

INEFFICIENT LEAD GEN



LEADS ON AUTOPILOT

PHASE THREE

In the next phase you do have leads coming and maybe you've had some great launches but you feel like you are riding the launch roller coaster. Your income is really feast or famine and you feel like you are vulnerable to some pretty extreme risks. Your business is growth is happening in spurts. You feel like if we you aren't having these huge launches that your income just stops which honestly is really scary

The key to moving out of this phase is to embrace a launch strategy that allows you to grow every day, to make sales every day in a predictable and scalable way.

INCONSISTENT SALES



DAILY SALES

Session 1: The Winning Strategy

PHASE FOUR

In this phase you enjoy **highly filtered leads coming into your business every single day** who are ready to work with you, they are **highly engaged in your launch** and you are easily able to build **authentic relationships** and you are able to make course or program **sales every single day** without having big intense crazy launches.

The key to moving out of this phase is to **automate your lead flow** so that you have fresh leads coming into your business every single day.

1. AUTOMATED LEAD GENERATION

You have to have a way or some kind of mechanism to automate your lead flow. If you don't you will likely continue to spend all of your time and energy just trying to generate leads for your business. This is the fastest way to burn out because the lead generation is fully on your shoulders and it takes so much out of you.

The answer is to put your lead flow on autopilot, implement a filtration system so that the only leads entering your business are highly engaged, actively seeking your solution and ready to get results NOW.

2. AUTHENTIC RELATIONSHIP WITH YOUR PROSPECTS

Without specifically engineering your sales process around engagement and authenticity even if you have thousands of leads coming into your pipeline you'll likely feel like they just aren't engaging, your conversion rates are down and you are still spending all of your energy and effort just trying to get people to pay attention to you and take action with you.

Session 1: The Winning Strategy

3. CONSISTENT DAILY SALES

If you don't embrace a growth model that allow you to make consistent sales each week you will always be on the launch roller coaster. Your income will always be feast or famine and you'll always be vulnerable to failed launches which when you launch like 6 times a year can dramatically effect your success.

Session 1: Homework

1. What is currently working about your launch strategy?
2. What is not working about the way you sell your course, coaching or service?
3. What would you like to see change?



When you share your responses to homework responses you'll unlock this bonus resource: The Opportunity Matrix Exercise.

Session 2: Easy Automated Lead Generation

When your building a business online there are a few key players. It doesn't matter if you are building a coaching program, if you are selling a course, or a membership or have a service based business the building blocks are the same.

The first thing you need is [redacted] who are perfect for your [redacted] into your ecosystem ideally every single day.

The easiest way to do this is to make sure that your business has some kind of mechanism in it that allows you to pay for your traffic so that your lead generation is happening no matter what, every single day in [redacted]

The very best way to turn on an endless supply of highly filtered leads that are perfect for your business in a fully automated way is by using something called a [redacted]

Low ticket and high ticket offers play **different roles** in your business and **both are necessary**.

Low ticket offers are structured for [redacted].

High ticket offers are structured for [redacted].

Session 2: Easy Automated Lead Generation

A low ticket offer is the answer to having an endless flow of highly targeted leads flowing into your business every single day while your high ticket offer will increase your income and allow you to work with your dream clients in a way that allows you to actually get them the results they are looking for.



On average it costs **\$16 - \$30** at scale to get someone to register for your paid workshop.

Of those people who pay to do your workshop **35% - 50%** will also buy your order bump and **5% - 15%** will also buy your one time or special offer.

With these pieces in place you'll have **an average cart value of \$68 - \$74**.

This means that on average for every single sell that you make of your workshop the average revenue of one sell is **\$68-\$74**.

On average it only costs you **\$16 - \$30** to get one person to buy your workshop and on average you actually make **\$68 - \$74** that means that for every **\$16 - \$30** you spend you bring in **\$68 - \$74** and you have someone who is **highly committed highly engaged and actively seeking out your solution!**

Session 2: Homework

1. What are your financial goals for this year?
2. Using the Profit Powered Income Calculator, how many workshop sells do you need to make every day or each week? (The link to the income calculator is below and also in the resources section for this workshop session).

[CLICK HERE TO ACCESS THE PROFIT POWERED LAUNCH INCOME CALCULATOR](#)

Connect with us via Messenger for 1:1 Coaching

This workshop is truly meant to be an interactive coaching experience. Connect with us in messenger and let us know what changes you hope to see with your business growth.



THIS WORKSHOP IS MEANT TO BE INTERACTIVE.

REMEMBER WHEN YOU CONNECT WITH US VIA MESSENGER FOR 1:1 COACHING & SHARE THESE HOMEWORK RESPONSES YOU'LL UNLOCK THIS SPECIAL BONUS TO HELP YOU IDENTIFY YOUR MOST PROFITABLE WORKSHOP TOPIC.

Session 3: Consistent Daily Sales

In this session I want to show you how to really go from **struggling to get people to engage with your material** feeling like no matter what you do your launches are poorly attended and your conversion rates are lower than they should be **to really being able to build genuine authentic relationships with your perfect prospects and seeing your conversion rates sky rocket.**

The biggest key to this is really understanding that your audience, the people you likely really want to work with are not .

They are looking for help in .

The purpose of your workshop is two fold....

- 1. You need to build belief about your final offer.**
- 2. You need to get your participants into the action and moving towards their ultimate goal.**

Session 3: Consistent Daily Sales

In order to get your participants in motion you have to understand the journey that they are on.

Point B is the state that your participants are moving towards. This is what they will accomplish once they finish working with you.

Point A is where you participants are before they start working with you, this is their starting point.

The line between Point A and Point B represents your entire business and the journey that your dream clients are on.



**Your workshop needs to meet the people who are on this journey
and move them closer to Point B.**

If you were to fill out this line from Point A to Point B you should be able to **identify all the actions or steps** your participants need to take in order to move from Point A to Point B.

This is called The Transformation Pathway.

Session 3: Homework

1. Looking at your transformation pathway, which steps do your clients have the most pressing questions about?
2. Of those steps, which one can you make a really tangible tool or resource?
3. What is the best tool, resource, template, swipe file or planner can you offer that best compliments your workshop topic?



THIS WORKSHOP IS MEANT TO BE INTERACTIVE.

REMEMBER WHEN YOU CONNECT WITH US VIA MESSENGER FOR 1:1 COACHING & SHARE THESE HOMEWORK RESPONSES YOU'LL UNLOCK THIS SPECIAL BONUS OF 45 PLACES YOU CAN GENERATE LEADS FOR FREE.