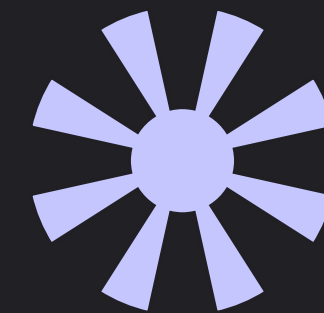




FREE TRAINING!

Client Off-Ramp Starter Kit

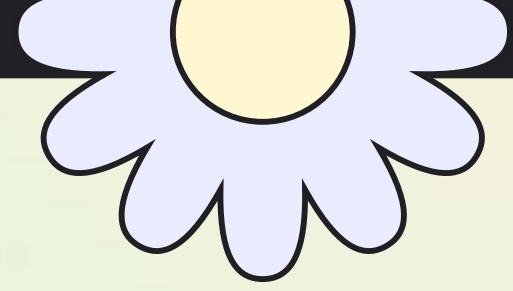


1 4-PIECE AUDIENCE PUZZLE

2 CLIENT RUNWAY SPRINT

3 TIME BLOCK PLAN

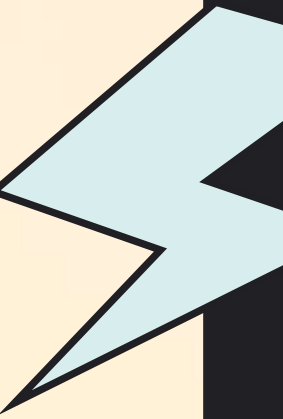




Does this sound like you?

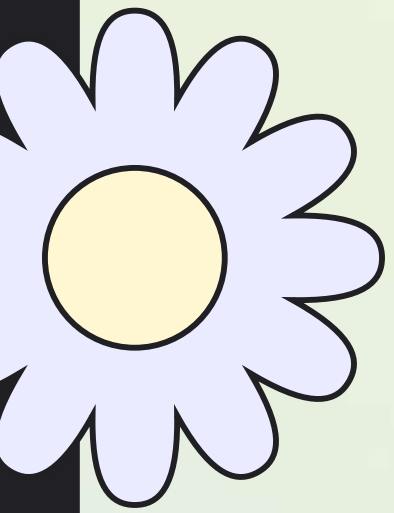
- You keep hitting the **same income ceiling** every month because you can only take on so many clients at a time
- You're tired of always feeling **glued to your email**, anticipating that next client request
- You're exhausted from **managing different personalities** with every new project

- You crave the **freedom and flexibility** that you know digital products like online courses and programs can provide...
- ...but you're so **overwhelmed** by the thought of how to make it happen when you're **already stretched thin.**



We can help!





YOU'RE HERE BECAUSE

**You want the freedom and flexibility to
choose which clients (if any) you work with
and you want your business revenue to scale
with digital products**

The road to that future begins NOW!



In this short session,

We'll offer you 3 exercises to gain the 3 most important things to make this client-to-product transition finally happen:



A CLEAR PATH



CASH LEVERAGE



MORE TIME



Who the heck are we?

- Running online businesses for a **combined 25+ years** (10 for her 🧑, 15 for him 🧑)
- Started with service-based design businesses
 - Didn't like the **lack of flexibility** and **limited revenue potential**
- First year Caroline transitioned to online courses = \$100K revenue, but more importantly, **less anxiety**
- For Jason, first 3 years of running a digital products business = **\$500K+ in revenue**, plus more creative freedom and schedule flexibility than ever
- **Revenue isn't everything**, but we know that's part of why you're here

JASON ZOOK (HE/HIM)



CAROLINE ZOOK (SHE/HER)



Who the heck are we?

- In 2018, we combined forces to create an UN-BORING coaching program for intentional online business owners called Wandering Aimfully
- To date we've helped over 1,000 online entrepreneurs:
 - Grow their **revenue** 💰
 - Live with **less stress** ✌️
 - & have more **fun** 🎉





There is one absolute non-negotiable thing that you need in order to earn reliable income with digital products:

You need an audience.

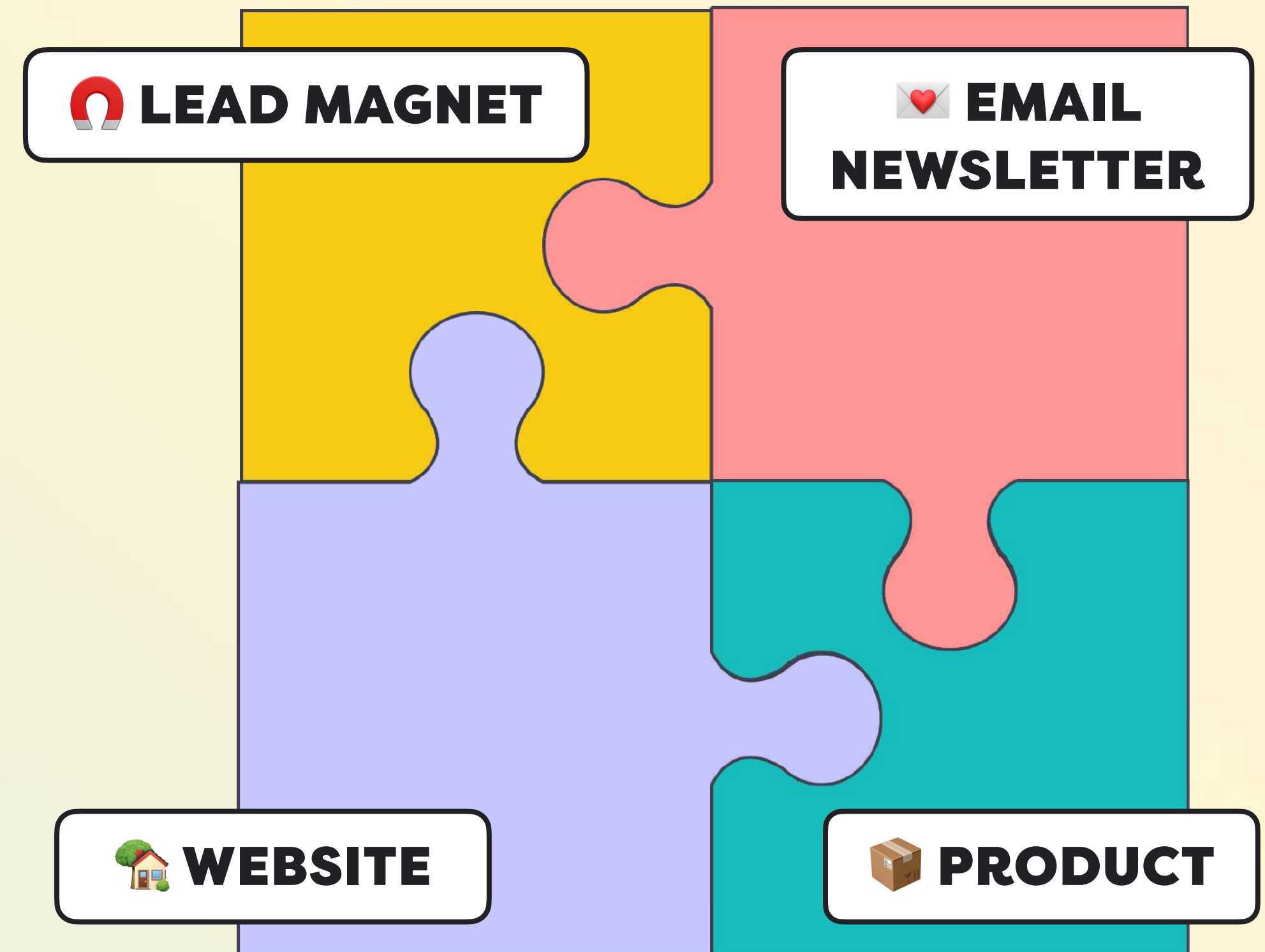


4-part audience puzzle

THE SIMPLEST 4-PIECE FRAMEWORK TO BUILD YOUR AUDIENCE.

We're not trying to break down every step right now. You just need:

- An idea for your digital product
- An idea for a weekly email newsletter
- An idea for a lead magnet to attract subscribers
- An idea for where to put a sign-up form on your website





By simply identifying these 4 pieces to the puzzle, you will be surprised by the relief you feel just by identifying a clear path forward.

This 4-piece puzzle is your North Star.





PRODUCT



Better Branding Course:

1 – Story; 2 – Concept; 3 – Execution;
4 – Activation

😞 3 Hurdles / (🔑 Solutions):

- 😞 Everything's the same (🔑 **BRAND DNA**)
- 😞 Tone words to visuals (🔑 **VISUAL VOCAB**)
- 😞 Design Choice Overwhelm
(🔑 **REVERSE LOGO**)

- Write down the **REPEATABLE PROCESS** you take your clients through (try 3–5 steps)
- Write down **3 of the major hurdles** they typically encounter, and then write the **3 tools or tips** you have in your expertise that would help them through that
- Congrats, this is your offer's curriculum **outline!**
- Now, what does your gut tell you is the best way to **deliver this info?** A self-paced course? A one-day intensive? A digital download?





EMAIL NEWSLETTER



- Think about the person you plan to help with your product offer and ask yourself:
 - What are FIVE specific problems they run into in these 3 categories:

Congrats! You just came up with 15 weekly newsletter topics!

Getting Started

- 1.
- 2.
- 3.
- 4.
- 5.

Mindset

- 1.
- 2.
- 3.
- 4.
- 5.

Process

- 1.
- 2.
- 3.
- 4.
- 5.





LEAD MAGNET



PRODUCT

Better Branding Course:

- Everything's the same (BRAND DNA)
- Tone words to visuals (VISUAL VOCAB)
- Design Choice Overwhelm (REVERSE LOGO)



- Go back to your **product offer idea** and circle just ONE of the main hurdles you wrote down and a tool or tip for solving it
- Now ask yourself: How can you package that knowledge and offer it for free?
- It could be: A free PDF download, an email course, a video training (like this!) or even just a private blog post you write.





WEBSITE



- Fill in the blanks to write copy for ONE section of your website home page. using this formula. Remember you're talking to your ideal audience member:
- "Are you tired of... _____?" [Key Lead Magnet Problem]
- Get my _____ [Lead Magnet] and I'll teach you how to _____ [Lead Magnet Benefit] and _____ [Benefit #2] so you can start _____. [Outcome]
- That's it! Once you have your lead magnet created, you'll have the exact copy to create an opt-in form on your website, and your puzzle pieces will be connected!






WEBSITE





Are you struggling to design a DIY brand that stands out from the crowded sea of similar business online?


Take my free “Discover Your Differentiator” 5-day email course and I’ll teach you my simple Brand DNA formula for turning your unique story and personality into unmistakable branding so you can finally attract your ideal customers and clients online and feel proud of your online presence.



 **Product Offer:** You have an idea of the product offer you want to start selling and what problem it solves for what audience

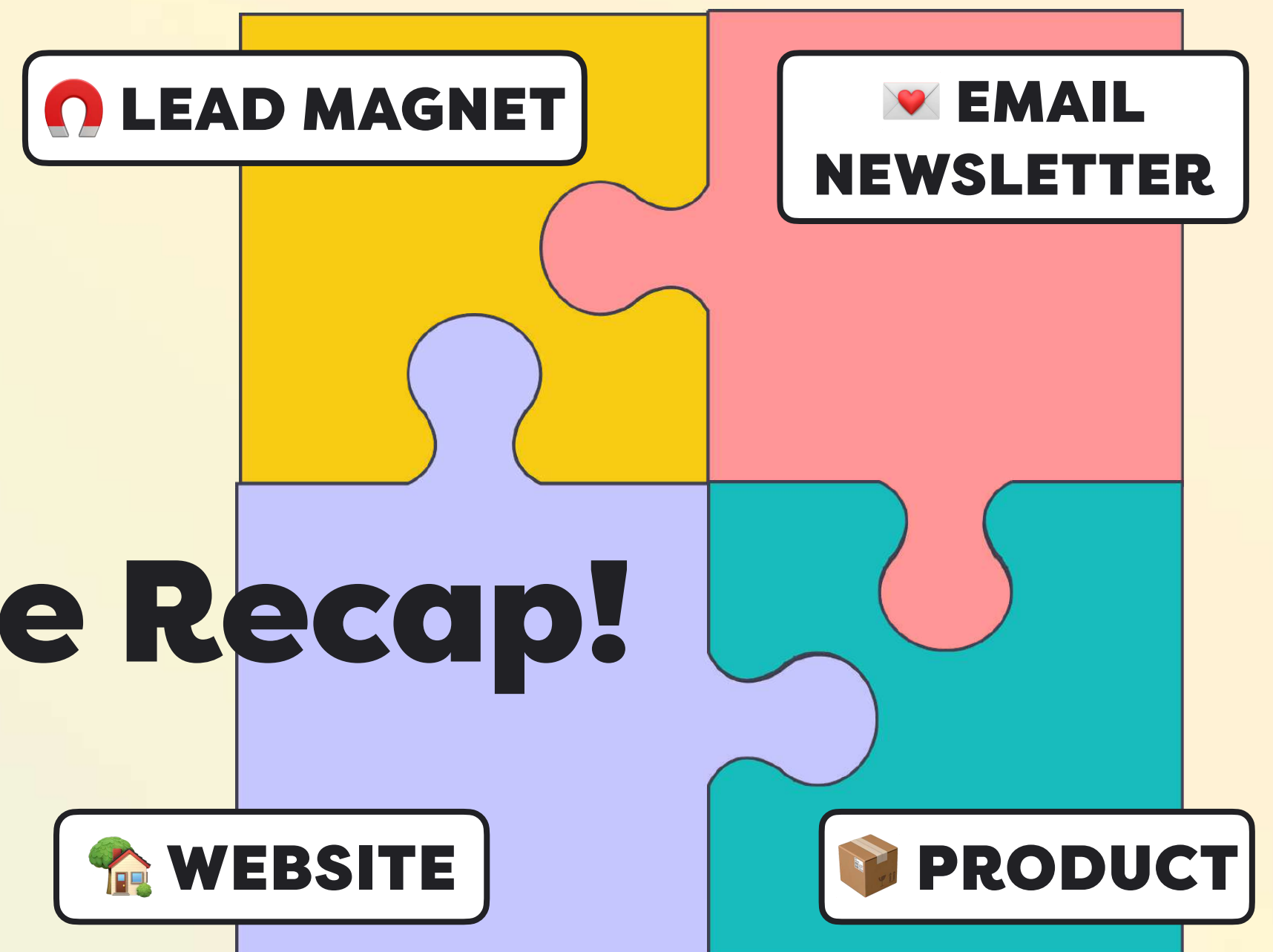
 **Email newsletter:** You have an idea of 15 different weekly newsletters to start sending to you list when you're ready.

 **Lead magnet:** You've picked out ONE tiny problem your ideal audience has and how you can solve it in the form of a compelling lead magnet.

 **Website:** You have an idea of how to pitch your lead magnet on your website to attract new subscribers.



Puzzle Recap!



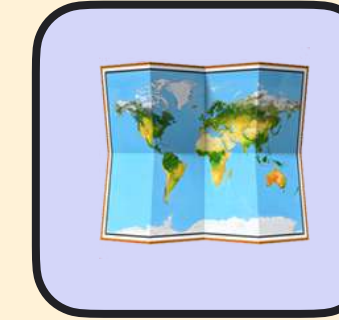
IT'S GOING TO BE HARD TO WORK ON ANY ONE OF THESE 4
PIECES OF YOUR PUZZLE...



**...when you're constantly pulling focus
away to chase down your next client &
make sure your bills are paid.**

You need a strategy for building **CASH LEVERAGE** so you can devote
more brain resources to building up your audience puzzle.





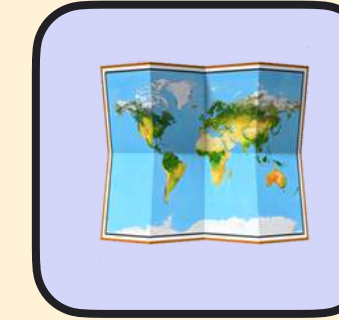
YOUR CASH LEVERAGE STRATEGY IS...

A Client Runway Sprint 🏃

Instead of continuing to get clients haphazardly, let's focus on a SPRINT to build up your client runway and your monthly income for the next 6 months so you don't have to spend time trying to land clients while building your digital product business



3 steps to your Client Runway Sprint 🏃



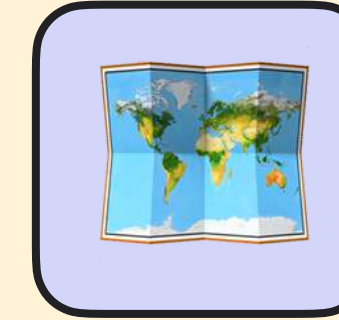
01 Identify Current Client Cash

02 Identify Goal Client Cash

03 Go All-In on Outreach



#1 - Current Client Cash

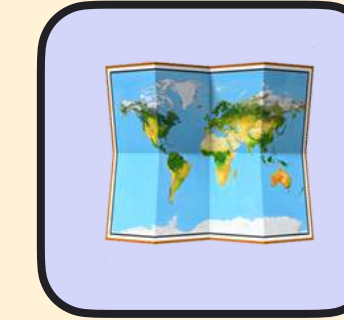


- Identify what clients you already have on your schedule and how much they're paying you each month
- The goal of this is to understand your current cashflow projections AND your available capacity.
- Which brings us to...

Jan	Feb	Mar	Apr	May	Jun
Client A: \$1,000	Client A: \$1,000	Client A: \$1,000			
Client B: \$500					



#2 - Client Cash Goal

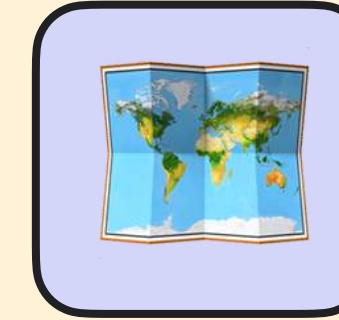


Jan	Feb	Mar	Apr	May	Jun
Filled! \$1,000	Filled! \$1,000	Filled! \$1,000	Filled! \$1,000	Empty: \$1,000	Empty: \$1,000
Filled! \$1,000	Filled! \$1,000	Filled! \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000
Filled! \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000
Empty: \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000	Empty: \$1,000

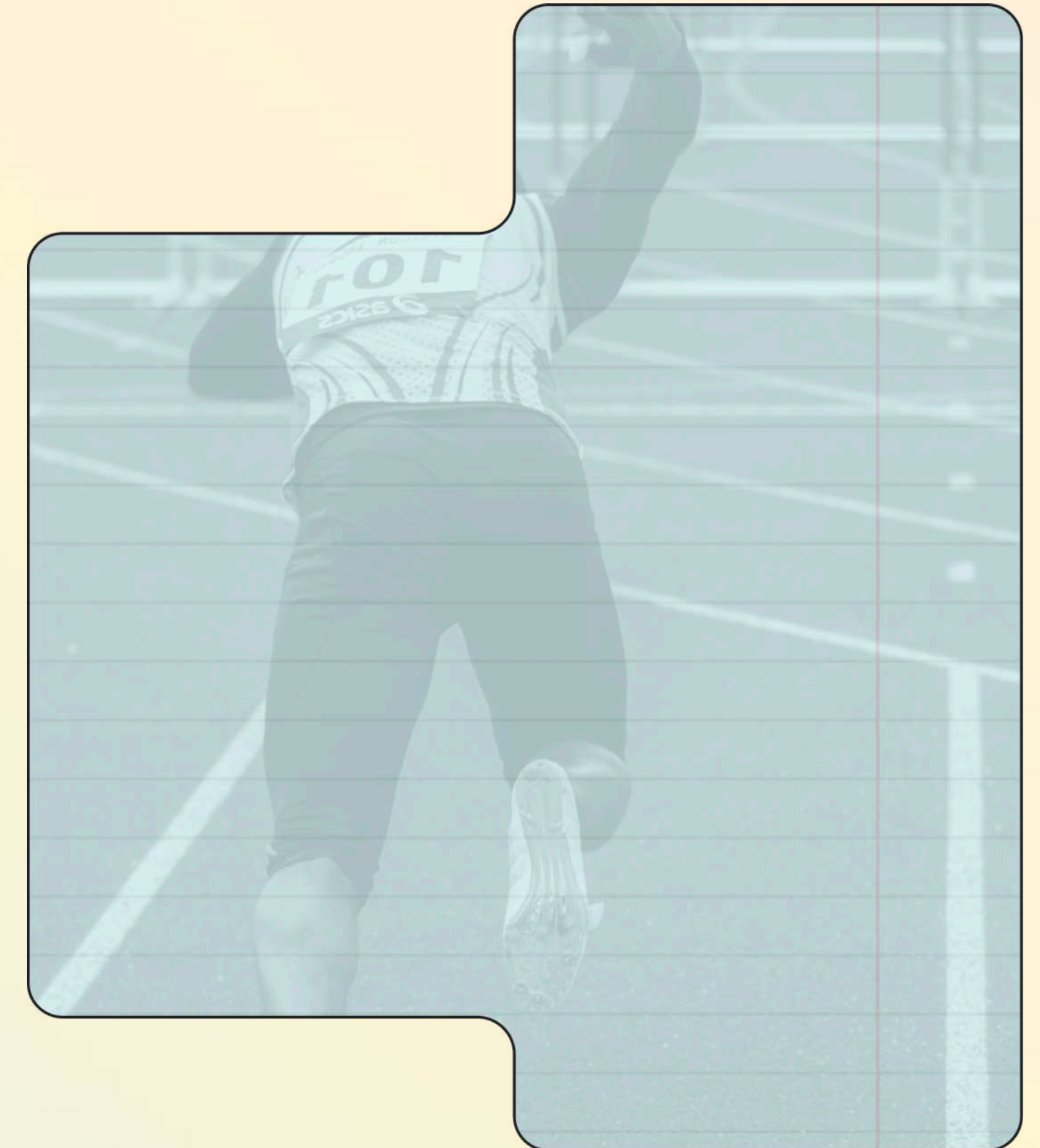
- Know your Monthly Minimum Magic number (how much you need to cover bills)
- Know how many client projects you need in order to meet this number
- Build out a roster of client slots 6 months from now
- Now you know exactly what your **AVAILABLE TIME INVENTORY** is

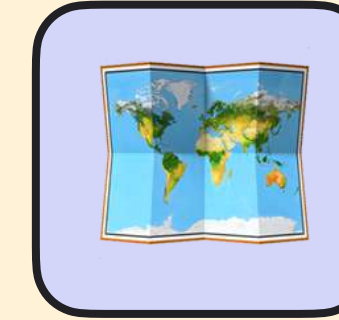


#3 - Outreach Sprint



- Time to do an outreach sprint! For 3–4 weeks, focus solely on the availability you're trying to fill ("I ONLY have 5 client spots available the next 6 months")
- You're going to email past clients and existing clients
- You're going to post multiple times on your social media accounts
- You're going to reach out to friends and colleagues
- You're going to have an outreach list of clients you've wanted to work with
- **The more you fill up that runway, more cash leverage you will have!**





This last part is absolutely crucial, because it's probably the one bottleneck preventing you from taking action on anything we've mentioned in this training.

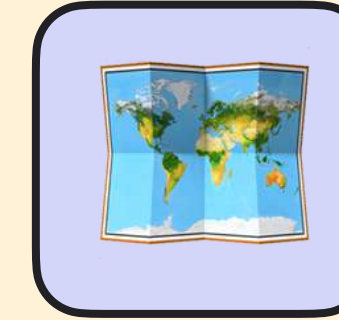
You simply need more time.

But how?



GAIN MORE TIME WITH

Non-negotiable Time Blocks

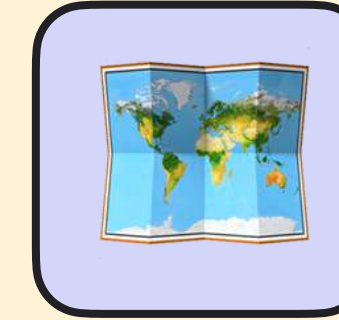


- If you don't carve out time in your schedule REGULARLY to work on your digital product business (the 4-part puzzle!), it simply won't happen.
- It won't happen by magic. It will take a DECISION to finally make this shift a priority.



GAIN MORE TIME WITH

Non-negotiable Time Blocks



- Our simple recommendation:
Non-negotiable time blocks.
 - Is it 1 hour every morning?
 - Is it blocking off Fridays completely?
 - Can you ONLY work on digital products on the weekends?
 - **DECIDE that this time is sacred.**
Future you already booked yourself!
- Remember, if you don't make the time, your digital product business will never have a chance to create financial freedom and extra time in your life!
- Use our companion workbook to commit to the time!



A FINAL NOTE ABOUT MINDSET...

Embrace the short-term **SQUEEZE.**

If you're feeling pulled in two directions during this time, you're not doing it wrong. This is the nature of transitions. But this short-term squeeze is for your long-term peace, so come back to your WHY with every hour you devote to building this new side of your business.






Action steps


- ☐ Define the 4 parts of your audience puzzle using the workbook:
 - ☐ Decide on your **product** idea
 - ☐ Write down 15 ideas for **newsletter** topics
 - ☐ Decide on a **lead magnet**
 - ☐ Write your opt-in copy for your **website**
- ☐ Use the 3 steps to come up with your **Client Runway Sprint** plan to build cash leverage
- ☐ Define your **non-negotiable time blocks** to devote to these tasks


Your Client Off-Ramp


STARTER KIT



 **Product Offer:** You have an idea of the product offer you want to start selling and what problem it solves for what audience

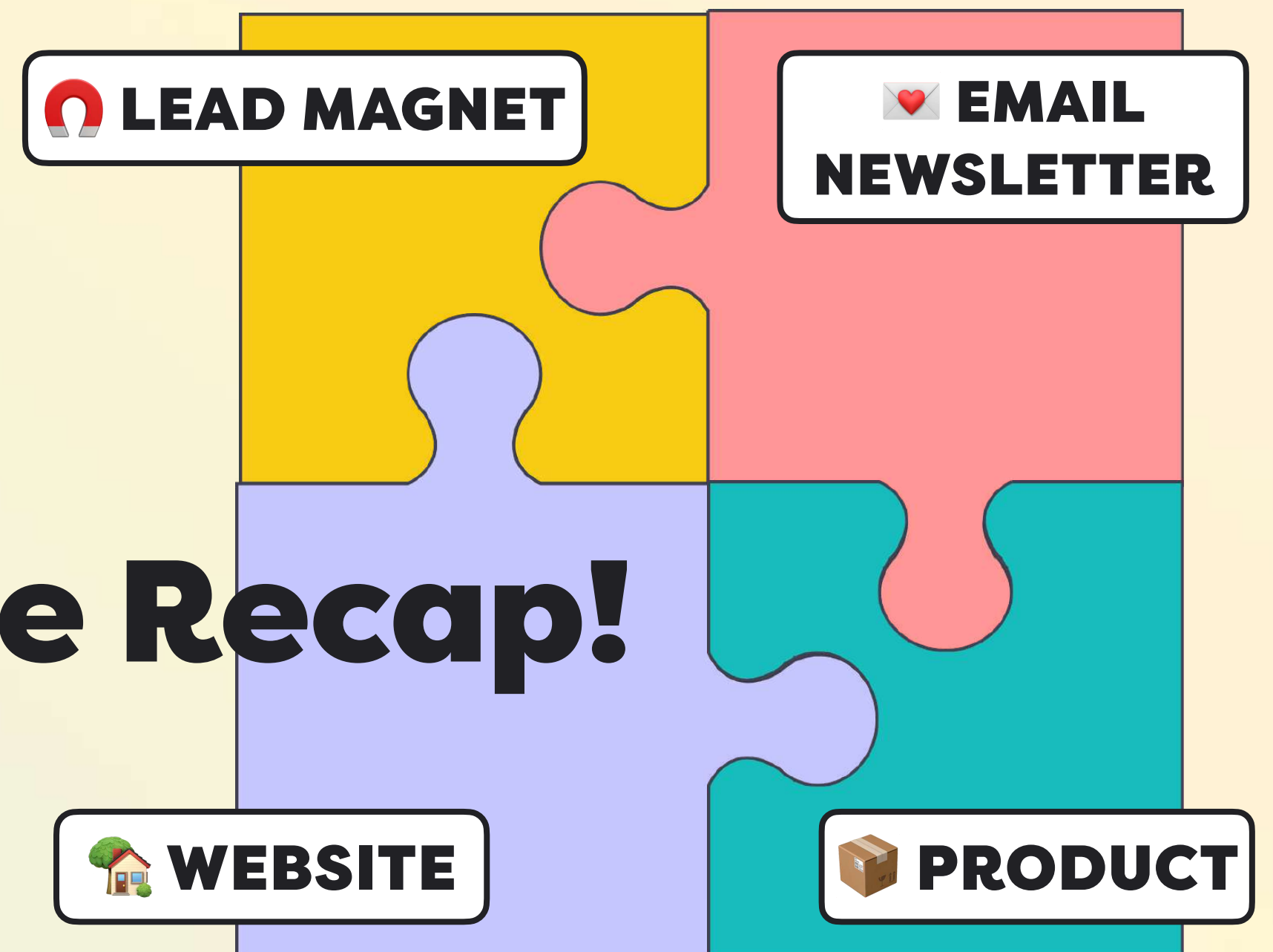
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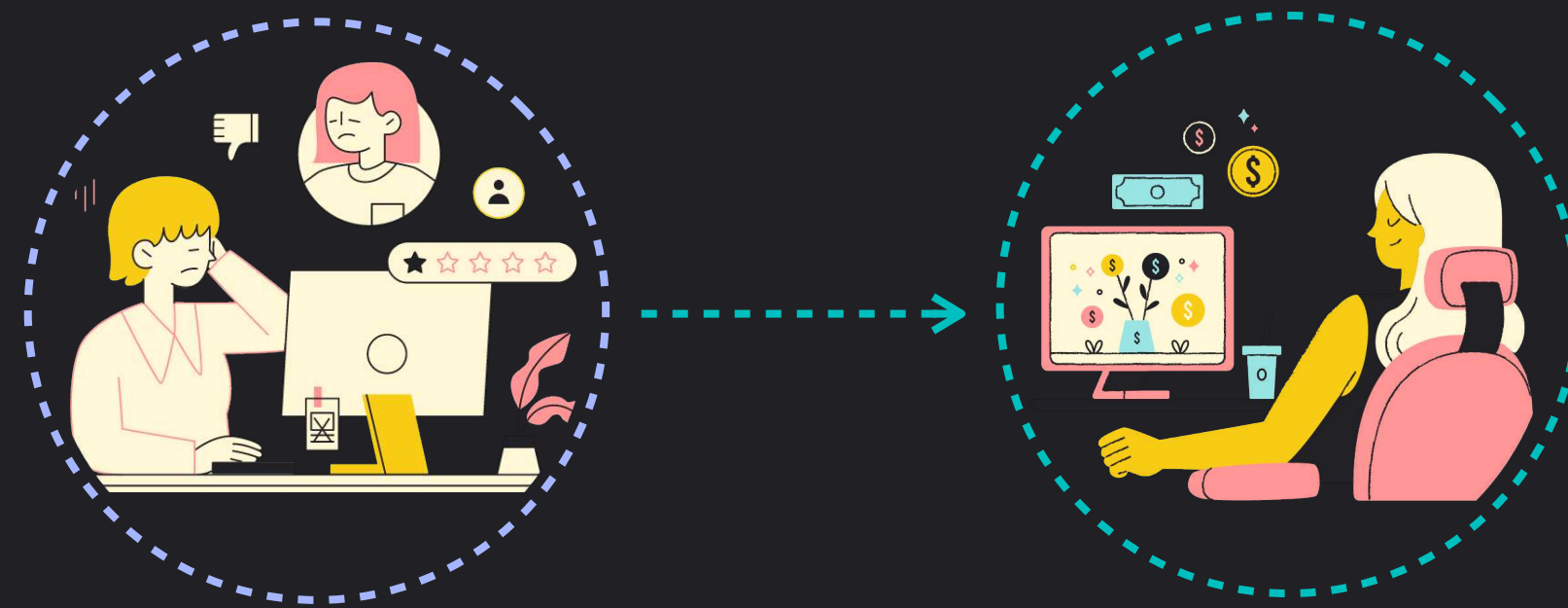


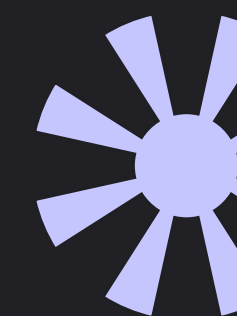
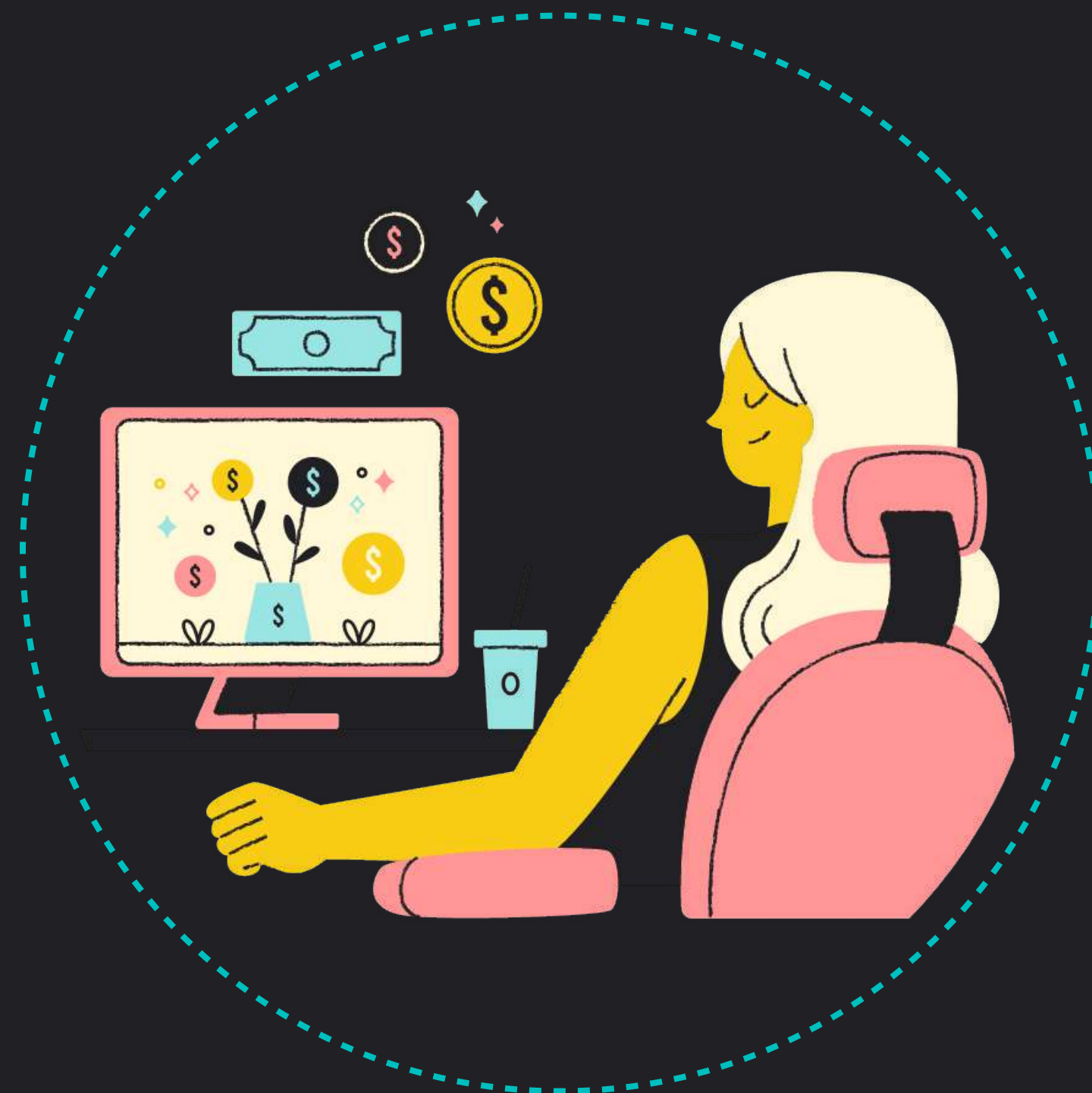
Puzzle Recap!





Client Off-Ramp Starter Kit








Short Workbook: Client Off-Ramp Starter Kit


Notion tip: All the blue answer sections on this page are synced blocks, meaning they'll update automatically over in the In-Depth Workbook as well. If you ever decide you want to dive deeper, you won't have to type everything twice. If you want to Unsync the blocks, just select the block and hit "Unsync" in the drop-down menu. 😊

Your Product Offer Idea

 My digital product outcome is...

 Steps in my client process:

	Stage Name	Stage Description
1		
2		
3		
4		

 My client/customer's biggest hurdles:

	 Main Client Hurdles	 Your Solutions
1		
2		
3		

► If you need ideas of different types of digital products and delivery methods, here's a list to get the ideas churning! This is not an exhaustive list but it should show you the endless delivery methods.

 My digital product delivery method is...