RISING STARS MASTERMIND

PROGRAM OVERVIEW BY PHASE

YEAR	PHASE	OVERVIEW	OUTCOME	KEY ELEMENTS
YEAR ONE: ESSENTIALS	**Phase One:** **Pilot** *Create Your Program* ***2-3 Months***	Turn your knowledge & expertise into an online program that you can leverage.	*By the end of **Phase One**, you will have a validated online program with real success stories.*	• Identify Hot Topic • Sell & Deliver Pilot • Create Program Content • Collect Testimonials
	Phase Two: **Pilot 2.0** *Uplevel Your Program* ***2-3 Months***	Relaunch the program to a new audience. Optimize and refine your program based on the insights from the pilot launch.	*By the end of **Phase Two**, you will have confirmation that your online program includes everything your ideal clients need. You will have refined your messaging and marketing to generate more program sales. You'll also have clarity on what additional offers you can create.*	• Optimize Your Message • Find New Audience • Relaunch Program • Uplevel Program
	Phase Three: **Six Figure Foundations** *Sell More Programs* ***6-12 Months***	Put together the essential elements for a leveraged six-figure expertise-based business.	*By the end of **Phase Three**, you will have increased your visibility, audience, and circle of support. You will have identified repeatable strategies that produce the most results and sales.*	• Increase Visibility • Grow Audience • Build Marketing Materials • Focus Marketing Efforts • Create More Offers • Master Sales • Explore Partnerships • Hire Virtual Assistants (VAs)
YEAR TWO+: MASTERY	**Phase Four:** **Leverage & Monetize** *Scale Your Business with Less Effort* ***Ongoing***	Create systems to scale your business, leverage your time, get more clients, and make more impact. Scale to multi six-figures and beyond.	*During **Phase Four**, you will continue to scale your business to multiple six-figures and beyond.*	• Master Marketing Strategies • Build Systems & Automation • Increase Your Authority & Influence • Create Leveraged High-Ticket Offers • Form JV Partnerships • Grow Your Team