The Ultimate Roadmap to

SCALING YOUR BUSINESS WITH KAJABI

B.

BRITTANY HERE!
I AM SO THRILLED TO SHARE THIS
ROADMAP WITH YOU!

In my dream world, we would be sharing our stories while sipping my signature "caramel macchiato upside down with almond milk" - you heard me - and your beverage of choice. But this is going to have to do for now!

Kajabi has been my secret to simplifying and scaling my coaching, consulting, and online programs. This powerful, all-in-one platform allows you to create courses, memberships, sales funnels, email marketing, evergreen webinars, etc. If you're looking to streamline your business with one tool that does it all – this is for you.

WHO IS KAJABI FOR:

- Coaches who are you ready to stop trading time for money
- Course Creators who want their job to fit their lifestyle... not the other way around
- Experts who know you have something to offer the world

Are you ready to let your light shine?

Then let's talk all about how Kajabi can help you scale your business with courses, memberships, subscriptions, virtual masterminds, and so much more!

Let's get started!

Xo, Brittany

Brittany Darrington

SO WHAT CAN YOU DO WITH KAJABI?

- Showcase your knowledge through online courses, memberships, subscriptions, coaching, or gated-content – if you can dream it, you can monetize it.
- Build sales funnels or select ready-made funnels with Kajabi's pipeline feature, so you easily automate and scale with Kajabi's tested and proven funnels.
- Connect with your tribe through email marketing (broadcast newsletter and automated sequences).
- Increase your bottom line by adding upsells & down sells with automated funnels to generate more revenue. Host Live and evergreen webinar events or training for your community
- Create a fun and interactive community with their community feature (bye-bye Facebook).
- Streamline your payments with their integrated payment gateways.
- Have your affiliate program for your products.
- Design and create unlimited landing pages and sales pages.
- See up-to-date analytics or even run reports for the team.
- Run a website, blog, and so much more!

It's also a HUGE time and money saver.

BEFORE KAJABI:

- ConvertKit - $79 / mo
- Deadline Funnel - $67 / mo
- Teachable - $99 / mo
- ClickFunnels - $97 / mo
- Website on Squarespace $29/mo
- Difficulty with technology, setup issues because we used so many platforms and different software

AFTER KAJABI:

- Kajabi / $109/ mo - annually
- Savings of $213 a month
- Less tech drama for me and my team
- All data in one place, hassle-free

Wonderful!

Some people like to keep their website on their preferred platform, but ladies here is a little secret. Once my team learned how to code and utilize Kajabi to its full ability, well, the sky was the limit.

To date, our team has now assisted over 350+ Kajabi users with their website.

My recommendations, run your website on Kajabi and check out some of our *AMAZING ready-made website templates.*
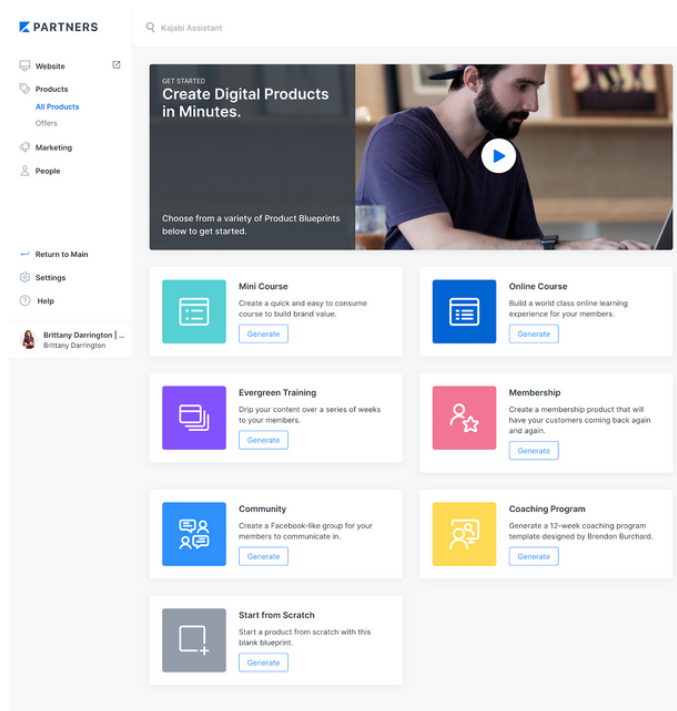
1 HERE'S A 28-DAY TRIAL

(extended trial than what they offer on Kajabi's website) -
Kajabi Partner Link

*Plus, when you sign up under my partner link, you'll receive a 28-day challenge where Kajabi walks you through how to set up your first online program + generate $1,000 within the first 28 days. Plus, you'll get my top converting ready-to-use sales page and lead magnet template.

2 CREATE YOUR OWN COURSE / MEMBERSHIP COACHING PROGRAM

- Click products in the portal
- Select which program blueprint is right for you

Cool features, you can select Kajabi's pre-designed templates, or you can check out our ready to use feminine templates.

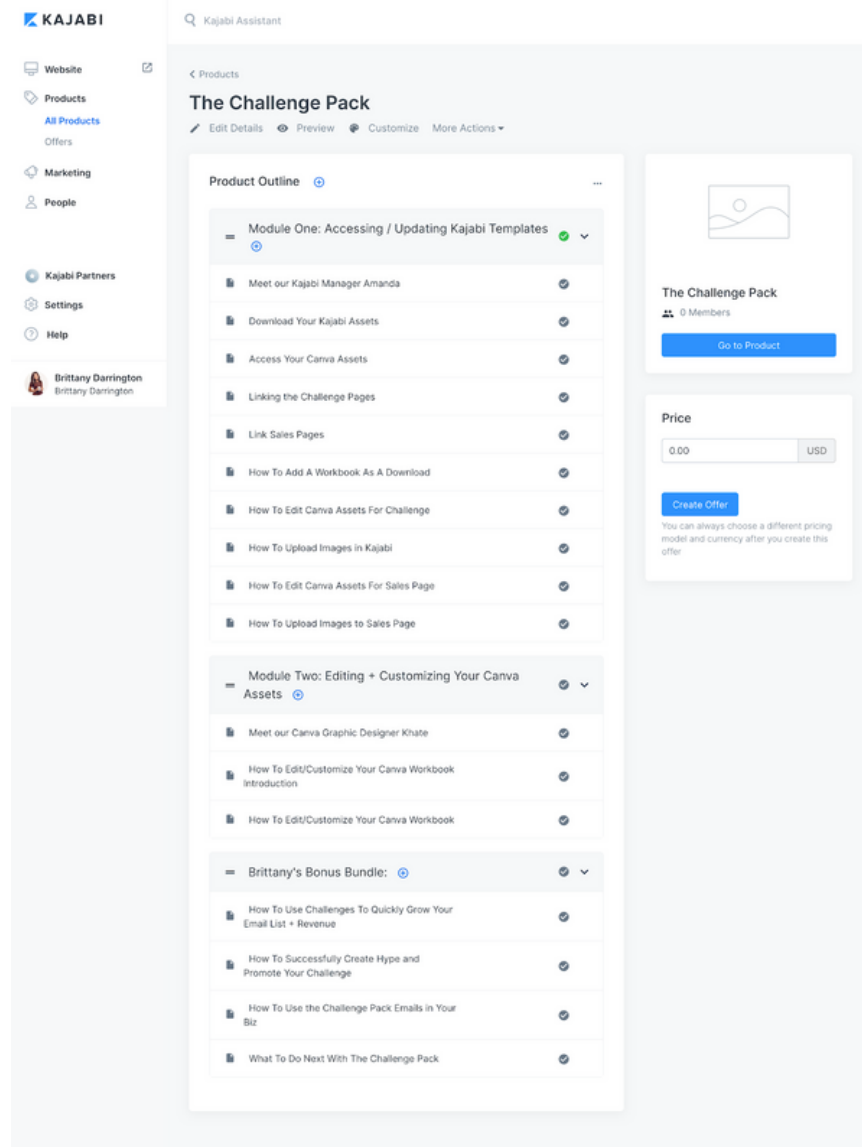Not only is the Product Blueprints amazing, check out how you can customize your platform to fit your brand.

You can easily add images, video, text, call-to-action-buttons, and so much more! Check out some of the Done-For-You Portals:

WHAT YOU NEED TO KNOW:

What you see when you are creating your course is not how it will appear to the student. Click "Customize" then "Pick Theme/ Upload Theme."
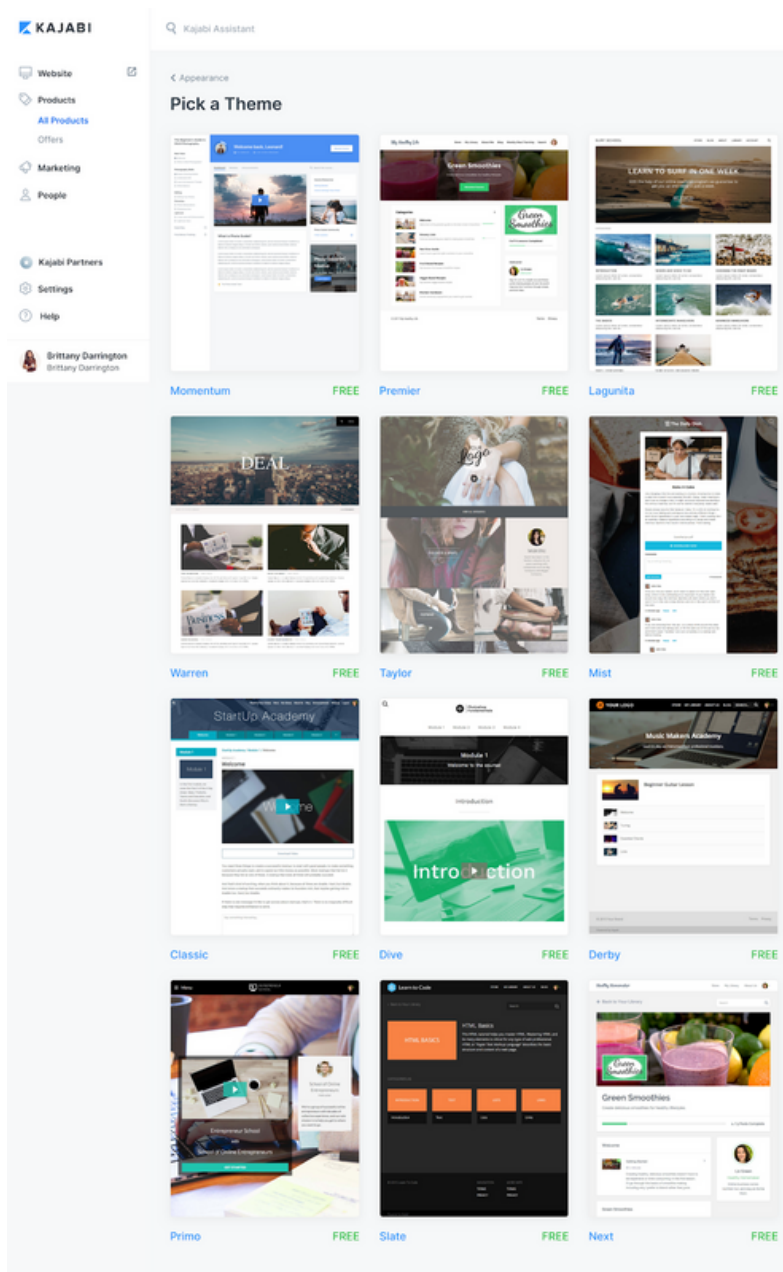

Then click "Preview" to see how it looks. By default, if you have not customized the theme to your brand, it will show Kajabi's default design for that theme.

Here are pre-designed templates by Kajabi that you can choose from for no additional cost.

"Customize" then "Pick Theme/ Upload Theme."

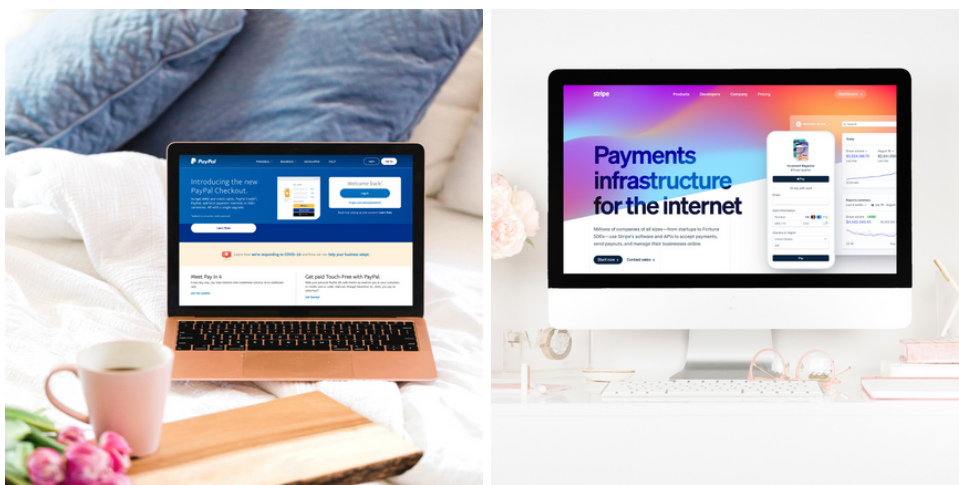Once you've identified your preferred theme, you can quickly get started in the portal.

3 NOW LET'S GET YOUR PRODUCT READY FOR TRANSACTIONS

This process has a few moving parts, but it should take no longer than 20 minutes to get up and running.

Before you begin creating your checkout page, make sure you set up your business PayPal or Stripe account.

To set up a product and get it ready for sale. You'll do this under "My Products" >> "Offer" then you can integrate the platform with Stripe & PayPal and configure multiple price points:

I love how MANY options Kajabi provides for your checkout appearance. Here are just a few examples:

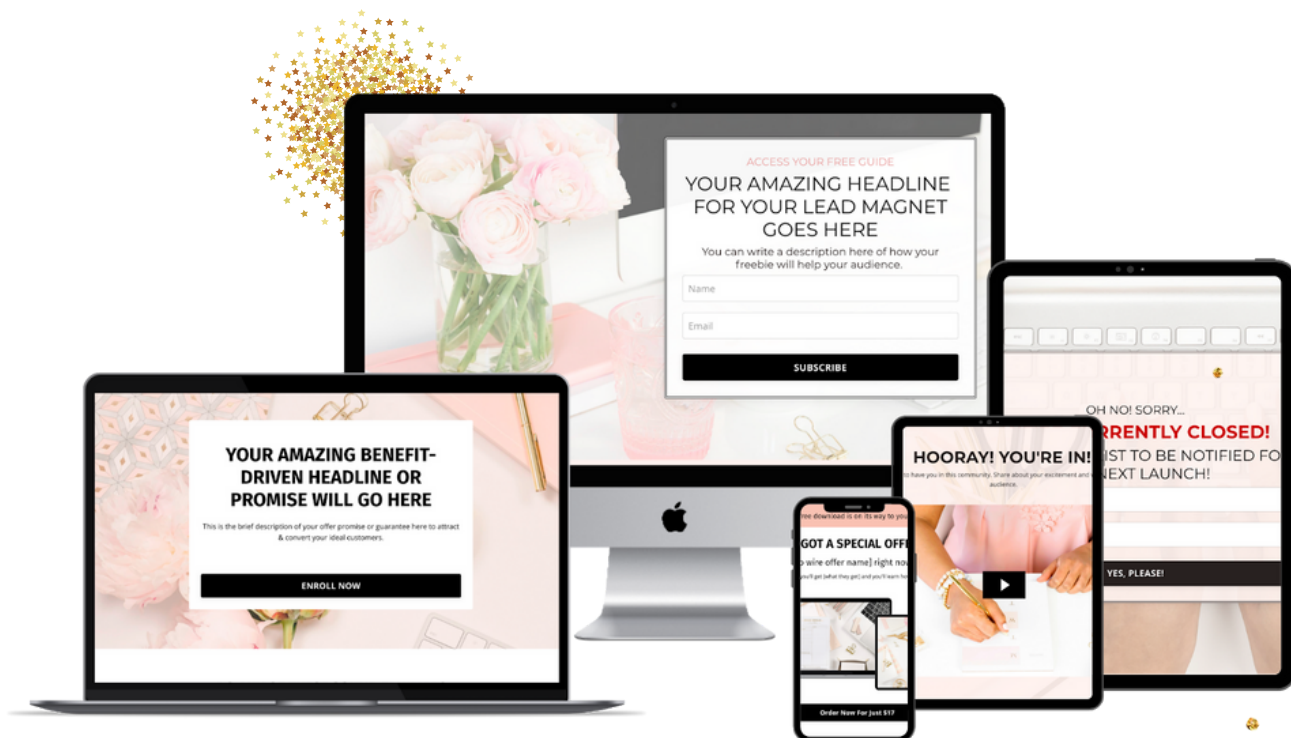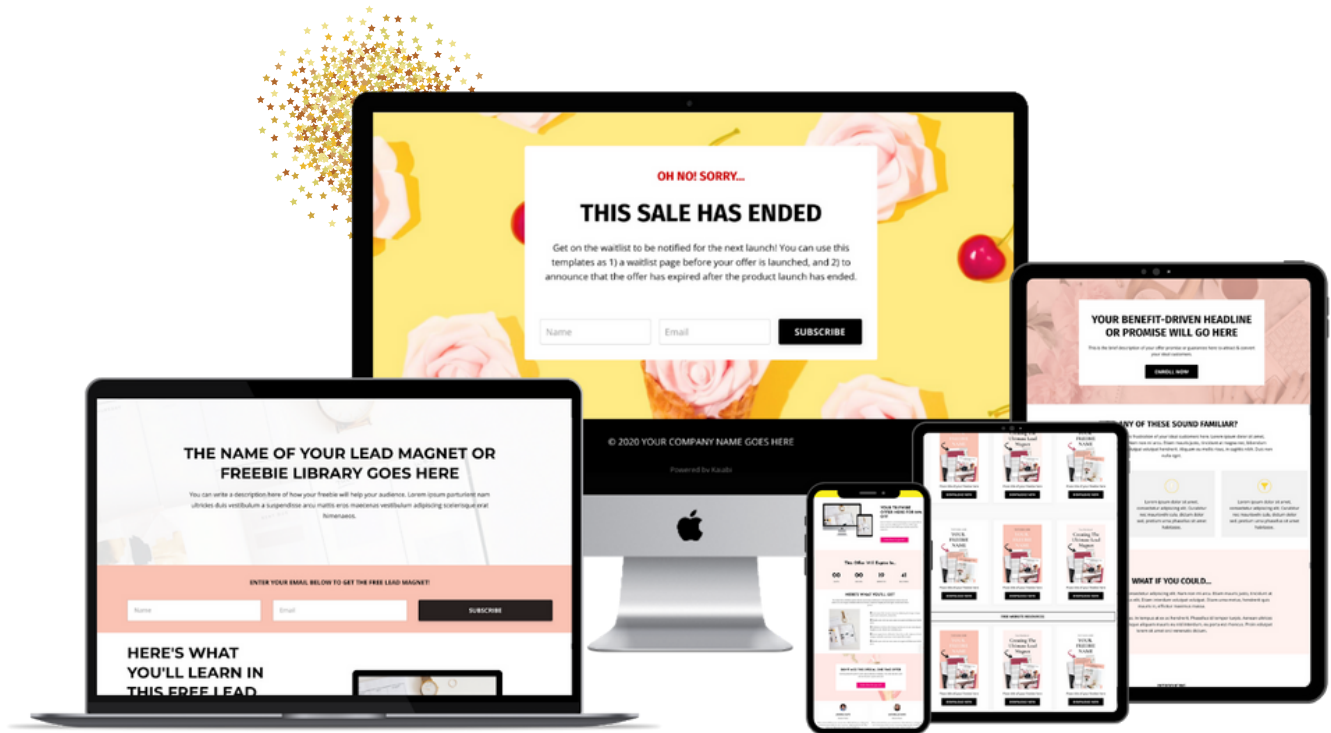Here's an example of what one of our checkout pages looks like:

4 CREATE YOUR SALES PAGE

You can create a stunning sales page in Kajabi (take a peek at some of the sales pages we've made.

The platform builder is drag-and-drop and highly customizable! If designing is not your thing, you can check out some of our ready-to-use sales page templates.

CHECK IT HERE!

Cool features:

- Add countdown timers throughout your page (for both fixed dates and evergreen promotions)
- Give multiple pricing options
- Exit Pop-up features

Tip:

- Create your own sales page once then merely "clone" anytime you need to create another page. Cloning will save you time and energy.
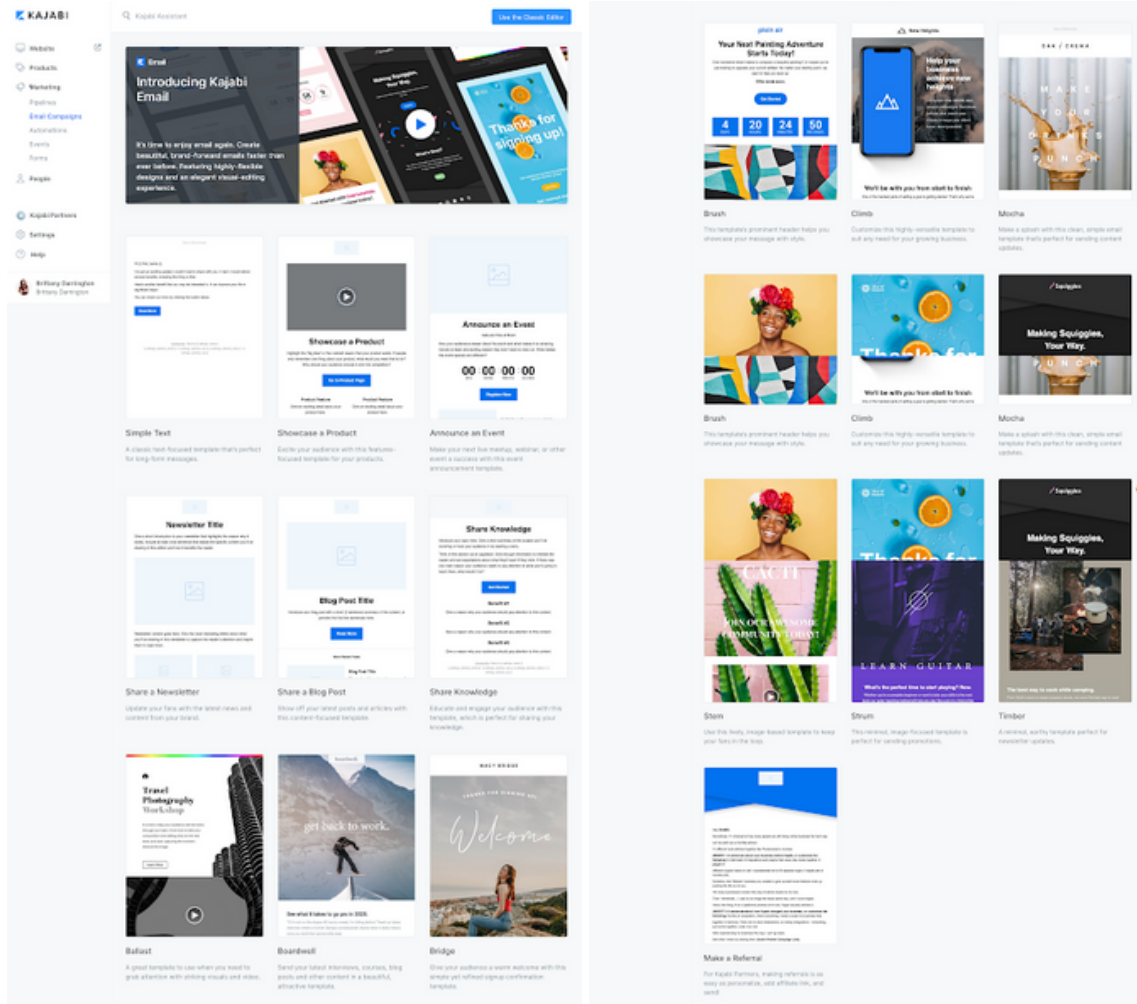
5 SET UP YOUR EMAIL MARKETING SEQUENCES TO ONBOARD YOUR TRIBE

With Kajabi, you do NOT need an additional email marketing platform - it's all built-in!

- Add your email content for your sequences (Onboarding email, upsells sequences, and more).
- Set up automation, tagging, & sales funnels (visual pipeline builder included) send regular email blasts/newsletters

WHAT YOU'LL LOVE ABOUT KAJABI

- Technology is easy to manage.
- How flexible & customizable everything is!
- Having ONE place for all your marketing, subscribers, checkouts, products, website (this significantly reduces the number of tech issues you'll have + saves you so much time on setup!)
- How much-advanced functionality is built-in with ready-to-use templates.
- The live chat support is award-winning! They are fast and very informative. Plus, they do have an active Facebook group where you can quickly get answers!

YOU MIGHT NOT LOVE ABOUT KAJABI:

- It can take a while to build everything out - I would recommend getting templates or pro training (hint hint: that's why I've created a TON of Kajabi resources for you). My course creator pro templates and Kajabi templates come with a few Kajabi tutorials. Kajabi is not perfect - but then again, no software is!

- Some things will function differently to what you're currently used to, and this can be confusing at first. Still, Kajabi provides you with "Kajabi University," which has over 40 lessons to help you grow your business.

So, should you use Kajabi?

If you're tired of piecing your business together with countless platforms that keep you in technology overwhelm, YES!

If you're ready to stop trading time for money and use a platform that can help make that happen, YES!

You know you have something to offer the world, and you don't want to get caught up with shiny object syndrome, YES!

You'll be pleased with this software.

It has been an enormous relief for me to have everything all in one place - and to have everything so customizable as well.

What's next on your journey?

step one
Activate your 28-Day Trial to Kajabi:

YES, I WANNA TRY!

step two
Access our Ready To Use Kajabi Design Templates:

YES, LET'S DO THIS!

step three
Check out Course Creator Pro:

YES, I'LL CHECK IT!