



Infinite Content Method Facilitator Training

Add “Content Marketer” To Your List Of Skills And Attract At Least 5k Of Additional Income To Your Brand Every Month.

BECOME CERTIFIED IN THE INFINITE CONTENT METHOD IN AS LITTLE AS 1 MONTH

The Infinite Content Method Facilitator Program is for business owners looking to add another profitable income stream to their offering list by providing their customers with a highly-coveted result — a content marketing plan for the whole year. Take the guesswork and confusion out of content creation for your clients with this simple system.

The Infinite Content Method is a proven (check the testimonials) framework that can be executed as a workshop or 1-on-1 and breaks down the process into 4 easy-to-implement steps:



GET CLARITY



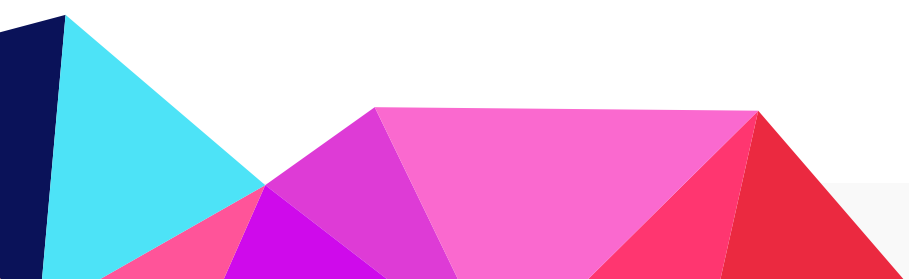
IDENTIFY STAR RESULTS



CREATE CONTENT MAP



DEVELOP STRATEGY



FACT:

All businesses need content. They need to post on social media, write blog posts, and send newsletters.

ALSO A FACT:

Most businesses get stuck trying to figure out what they should be posting and how they can best communicate with their audiences. So, they usually don't post anything and wonder why they aren't getting the results.

Your Infinite Content Model Workshop or VIP day will be a lifesaver for them.

Wanna know the best part? You won't just be making extra income, but you'll fix a big problem most clients already have. WIN. WIN.

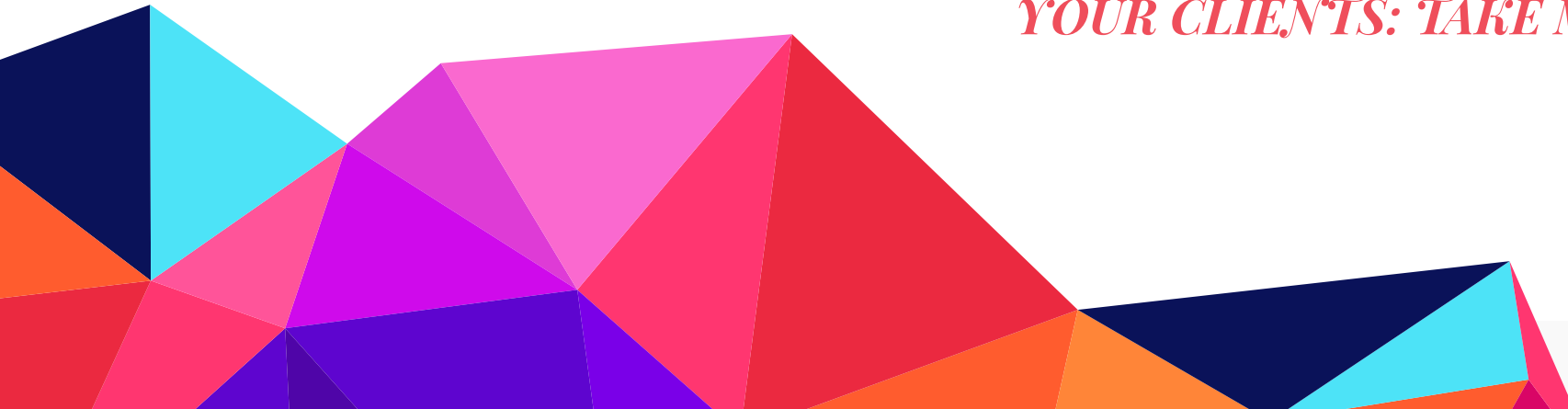
RESULTS!

Here's what your clients will have after working with you:

- ✔ A deeper understanding of what their clients actually want, so their content actually reaches their customers and want to buy to make more sales
- ✔ A client timeline that plots out their customer's journey, so they are not ONLY able to write content but create offers that are a perfect fit for their clients right now
- ✔ A YEAR-LONG content plan breaks down what they will talk about every week for implementation on their own or have a team member do it for them
- ✔ A go-to map full of endless content for sourcing content in all business areas — everything from copy to podcast creation to social media posts and emails

YOU: So here's....

YOUR CLIENTS: TAKE MY MONEY!



HERE'S WHAT YOU'LL BE TEACHING

MODULE 1: CLARIFYING YOUR TARGET MARKET WITH CLIENT MIND READING

I know, I know.... You think you've learned all of the Target Market activities out there. Client Mindreading is a unique story-based target marketing system that focuses less on characteristics and more on the tangible experiences and the feelings behind them. **This system will help your clients and transform the way you look at your clients as well.**

MODULE 2: FIND YOUR STAR RESULTS

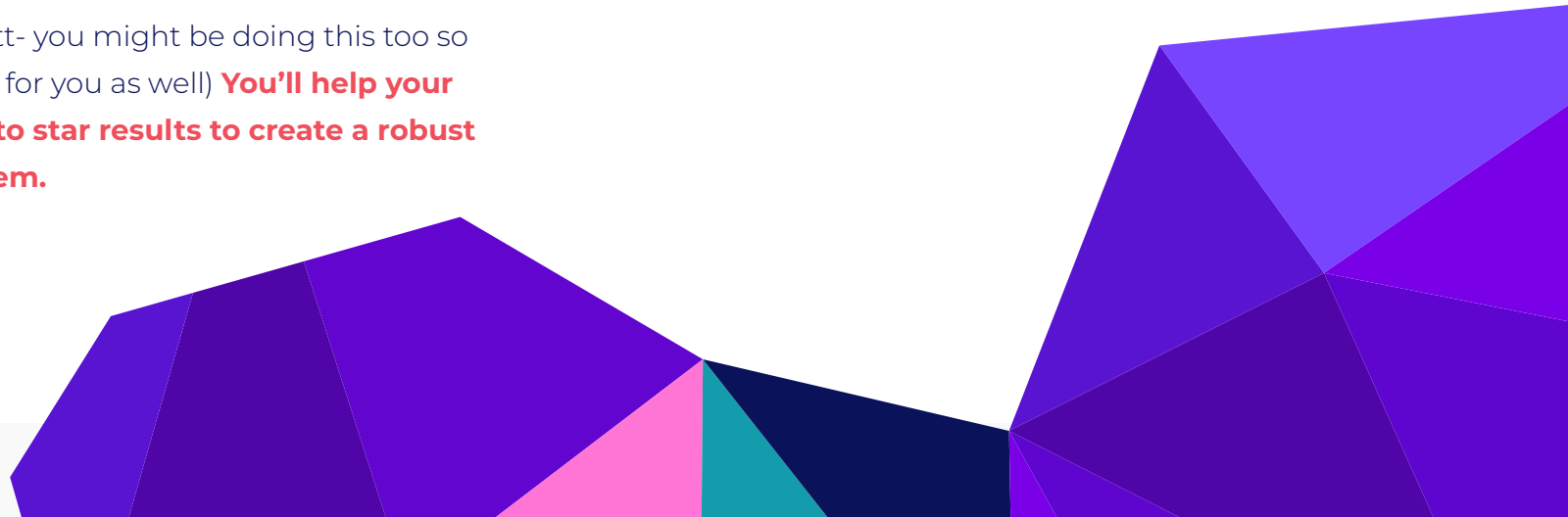
This single concept is transformational for most clients and is often cited as a "business changer." Business owners really suck at understanding what their clients want. Why? Because they are experts! Experts are so used to what they do that they have no clue how to see it from a non-expert perspective. (Psttttt- you might be doing this too so learning this will be great for you as well) **You'll help your clients craft a list of go-to star results to create a robust content marketing system.**

MODULE 3: DEVELOP YOUR INFINITE CONTENT MAP

The Infinite Content Map is like a content brainstorming map on steroids. **Your customer will end up with an endlessly expansive list of topics and stories for their brand.** This is an excellent tool for your customers and also great if you work 1-on-1 with a customer and need to provide new ideas. Your client will be impressed because of the endless ideas you always seem to have.

MODULE 4: CREATE YOUR YEAR LONG PLAN

This is where the rubber meets the ROAD. **Everything comes together to create a year-long content plan for their business.** They will never have to think, "what should I write?" ever again and will be able to quickly execute their marketing plans.



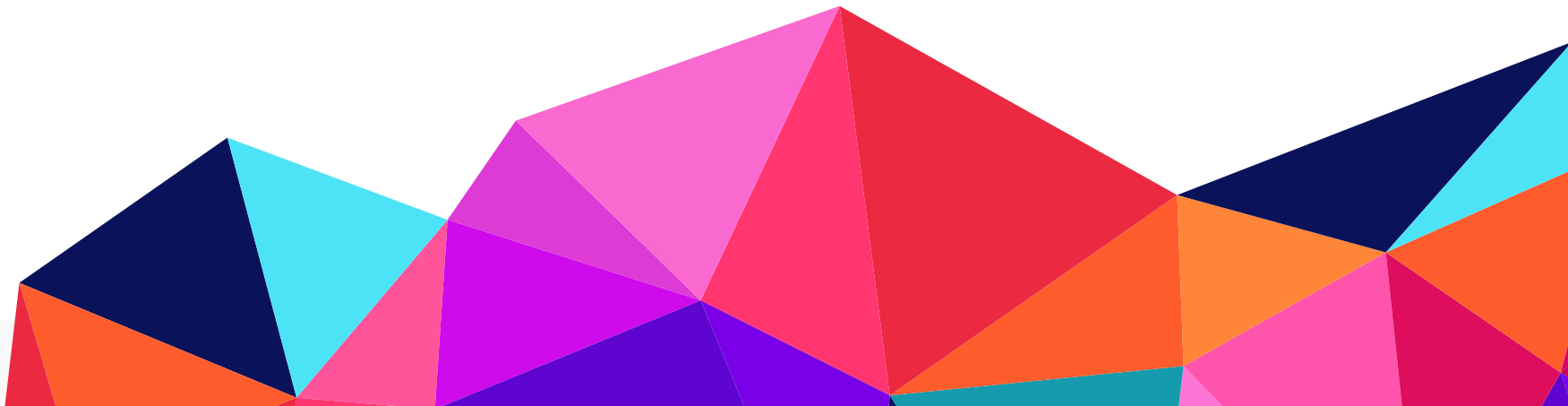
WHO CAN OFFER THIS WORKSHOP?

This workshop is for any established b2b professional, and here are some ideas of who we had in mind:

- ✔ **Web designers** who have clients who need help filling their websites with content
- ✔ **Coaches** who want to support their clients in their dreams for new businesses
- ✔ **Professional organizations** looking to support their clients in their marketing.
- ✔ **Marketing strategists** who wish to easily mine for content with their clients without having to pull teeth
- ✔ **Business coaches** who want to add an offer with a clear, tangible benefit
- ✔ **Industry trainers** looking to provide their audiences with training
- ✔ **FB ad managers** who create content for their clients
- ✔ **Consultants** who want to add-on a no-brainer offer to their packages

*You can also use this training as a method for making your existing offers **EASIER** to implement.*

- ✔ **If you are a coach** you can go through this workshop with your client to get the information you need to write for them or develop strategies for their brand
- ✔ **If you are a strategist**, you can use this workshop to add content marketer to your skillset
- ✔ **If you are a copywriter**, this technique can be used to figure out content for a launch or any social media content without continually bothering the client
- ✔ **If you are a VA or assistant**, you can use this workshop to fill out your client's calendar with content without endless back and forth



WHAT IS YOUR POTENTIAL FOR INCOME?

Here are the suggested price points, given the ROI for creating the marketing plan.

- ✔ **A 1-on-1 VIP Day** (\$1500 and up suggested, 3k and up for organizations and corporate)
- ✔ **A group program** (\$397 and up suggested)
- ✔ **Live in-person workshop** (\$297 and up)
- ✔ **Done-for you** option as a stand-alone or Add-on for existing project (\$2000 and up)

This isn't your average facilitation training and product. You won't just get the information — you'll get a master class on how to sell the workshop, run it, and follow up.

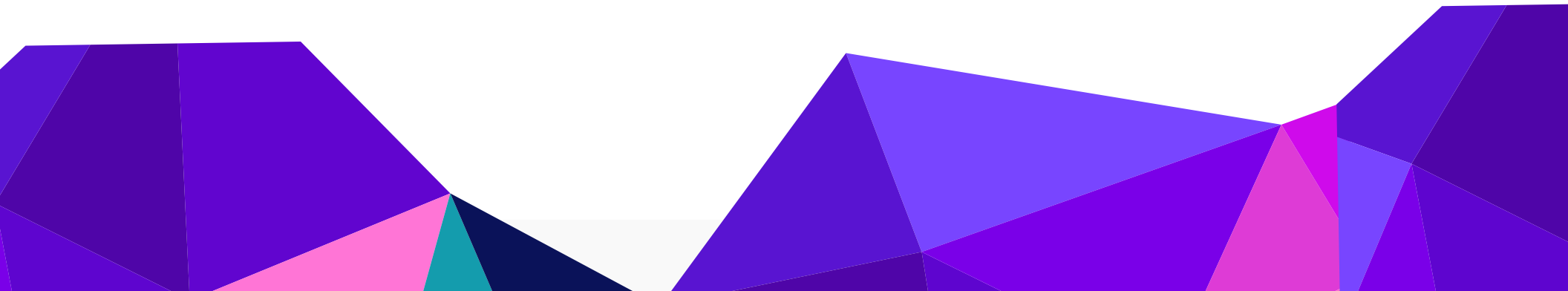


HERE'S A DEEP DIVE INTO WHAT YOU'LL GET:

- ✔ **How To Sell ICM Master Class:** In-depth instruction on structuring the offer in the 3 profitable ways suggested. How do you time it? How should the experience be delivered? When do people typically get stuck? How to answer hard questions? Everything you need to run the workshop with ease.
- ✔ **Access to core training:** Get all the workbooks and the training and language behind each step to quickly work through the training on your own and teach it without worrying about what to say.
- ✔ **Slide Content:** Get easy-to-brand slides so you can teach the material online or in-person.
- ✔ **Program Emails And Instruction:** Get all the emails you need to let people know about new content when to submit, and guide your customers through the process with ease.

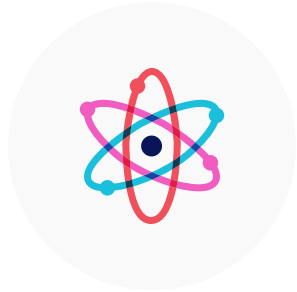
- ✔ **Sales Copy Templates:** Easy to modify and edit sales copy for the workshop or 1-on-1, so you don't have to worry about spending hours (or days) trying to build a compelling sales page. I'll show you how to make it your own.
- ✔ **Social Media Posts For Promotions:** Use our captions to easily promote and hype up your workshop over a 2-week promotion.
- ✔ **Sales Emails:** Use our simple sales emails to sell the offer to your list
- ✔ **Bonus Live Example Training:** Watch me run the workshop and see the questions that get asked, the struggles people have

*You'll get everything you need to get this income stream up and running — **in less than a week.***

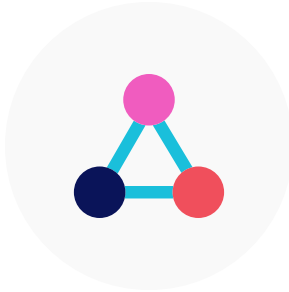


And the best part....the the whole program won't take you months to do, and you won't have to devote hundreds of hours to do it.

YOU'LL LEARN WITH A SIMPLE 3 STEP PROCESS:



LEARN IT



USE IT



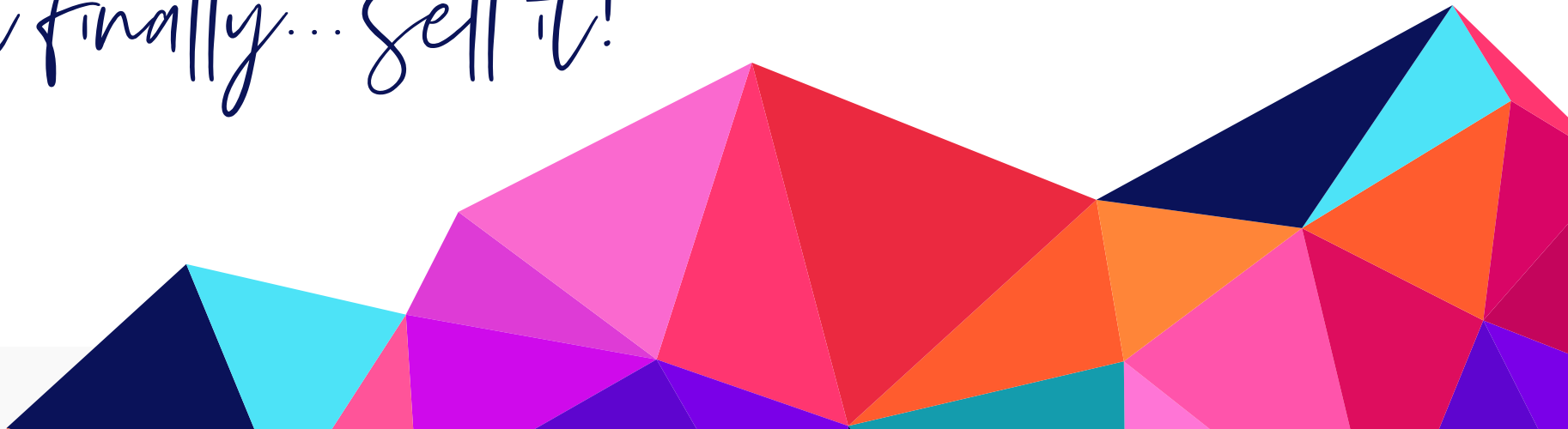
TEACH IT

And finally... Sell it!

HOW MUCH TIME AND MONEY WOULD IT TAKE TO DO THIS ON YOUR OWN?

- ⊖ It can take weeks (or months) to develop training, test it, and get it out. A course creator will charge at least \$10,000 to build it
- ⊖ It takes weeks to create a marketing plan
- ⊖ And \$3,000 and up to get a copywriter or marketer to work on it.
- ⊖ It costs \$5k and up to get a high-converting sales page working
- ⊖ \$1,000 per email for a marketing campaign

Not to mention finding the time to build a new income stream when you already have SO MUCH TO DO.



With the Infinite Content Method facilitation program, you are getting a new income stream in a box.

Similar certification programs and trade schools cost you thousands of dollars and throw you into a busy job market. With this program, **I'm handing you a proven offer that provides endless earning potential.**

HERE ARE SOME EXAMPLES OF HOW YOU COULD PROFIT FROM THIS EVERY MONTH

- ✔ **4 VIP Days** (yep, that is 4 days of work) a month at \$1500 to start (we suggest going up to \$3-\$4k as you get good results) — \$6000 in extra income
- ✔ **2 Corporate Workshops** at \$5k each (they can afford it! And it should go up) — \$10,000 in additional income
- ✔ **A Quarterly Live Workshop** with 30 students at \$297 to start and eventually \$500 — \$9k-\$15k in extra income

ALL WITHOUT —

- ⊖ The overwhelm
- ⊖ Confusion
- ⊖ Timesuck

And all of the profits.



I built this program for people like me, which means I don't want you to get stuck sitting in front of a computer and watching videos for the next few months.

You can go through all the teaching material in a day and then have plenty of time to practice, implement, and build your new income stream... all in a month or less.



WHY DID I BUILD THIS?

HEY THERE! I'm Shenee Howard, and I've been a business strategist for over 10 years.

Over that time, I've made a name for myself, creating accessible step-by-step workshops for clients. **I truly believe that marketing doesn't have to be HARD.**

It can be easy, and it can be fun. The only problem is I'm just one person, and I can't reach everyone. I decided to provide this workshop because I believe in this work and I believe that you can help a lot of people with it.



HERE ARE A FEW CASE STUDIES AND TESTIMONIALS FROM MY OWN CLIENTS WHO PARTICIPATED IN THE WORKSHOP:

"I joined Shenee's Infinite Content Workshop ready to plan out a million content ideas. Instead, she pushed me to go deeper into the results I deliver. Before this workshop I was stuck in the HOW. Let me make this one decision easy for you - DO IT!" - *Diane Mayor, CEO*



"It helps me be consistent and helps me write things people want to read. So much of what is out there is DELETE DELETE but now I feel like my clients are excited to read what's next... Especially good if you aren't comfortable with writing." - *Mariette West, Relationship Coach*



"This is one of the best workshops I've taken. I got so much clarity on my direction and who I help." - *Brandy Morris, Life Coach*

"This experience showed me all the holes in my offer that held me back from making sales. Now that I know my star results and have my Infinite Content Map, I know what to say and how to market my business. FINALLY." - *Liana Ling, Funnel Expert*



You can get those same results for your clients.

OKAY, HOW MUCH IS IT?

While doing this all on your own would take months and cost thousands of dollars (\$15k or more) I'm offering this facilitation program for just \$4000.

APPLY TO ENROLL HERE

