



Filling your IP classes *...consistently!*

Miriam Castilla

EMBRACE YOUR UNLIMITED POTENTIAL



Norian Castilla

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TODAY

- The key to filling your classes CONSISTENTLY
- The 3 stages of filling your classes
- Charging for your classes - how, how much, when & why



About me

- Abundance & Money Coach
- Infinite Possibilities Trainer
- Hypnotherapist
- ex-Finance Pro
- *Author*
- *Speaker*
- *ex-Engineer*
- *Yoga, Meditation & Sunshine Addict*
- *Living in sunny Adelaide, Sth Australia since ...well, it's been a while....*



xx Miriam

My IP Journey





Trailblazer workshops

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2-day workshops

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1-day intensives





Bali Retreats



WELCOME TO THE

Magnetic MONEY CLUB

Never Worry About Money Again



Where most people go wrong





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Hi!

"Wanna buy my thing?"





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Martin Castilla

Smartline Personal
Mortgage Advisors

Castilla

LIMITED POTENTIAL



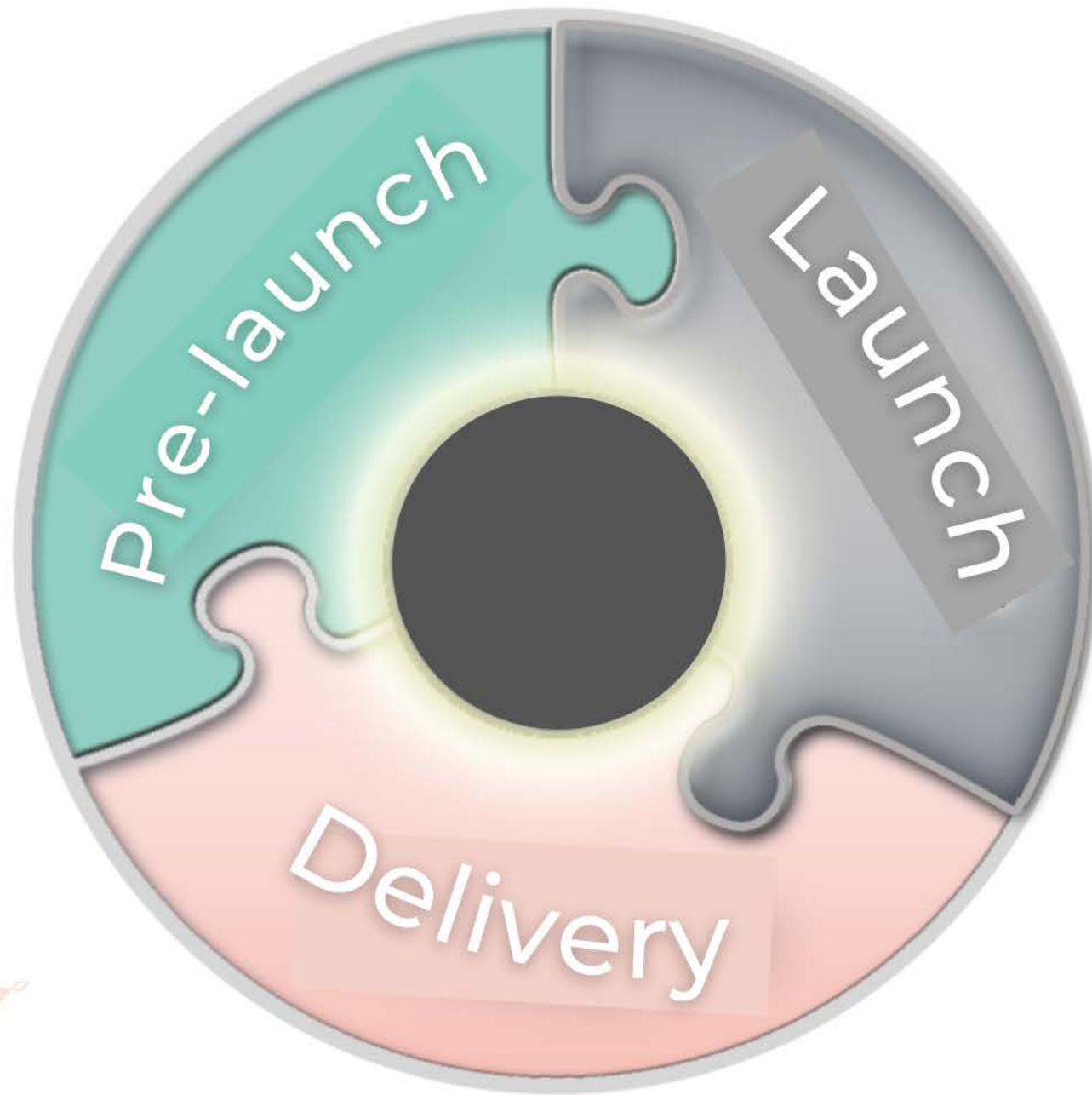
Consistency
is the key to long term success



The 3 stages of marketing

...that never end!







Pre-launch

WELL BEFORE
Attract Your Tribe

Bring them along on the *Journey*



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Example:

INTERESTED IN CREATING YOUR LIFE DELIBERATELY?

When would you like to start?

As you might know I'm off to become a certified Infinite Possibilities trainer

What's IP about?

In short, it's about creating creating your life through self awareness.

...

When I return, I'll be running some workshops & looking for willing guinea pigs... errr... enthusiastic participants!

...

If you'd like to take part, let me know if a weekday or weekend works best for you

DEMO:

Let's do it!





Launch

JUST BEFORE

Doors Opening

Gather Your Students:

Build excitement first:

- Choose your resources
- Plan your launch - create a simple schedule
- Stretch yourself a little bit, but don't overdo it

Create urgency or scarcity (*Martin did...*):

- People need a reason to make a decision
- Set clear deadlines & stick to them
- Limit special offers.. and stick to them
- Early Bird offers
- Fast acting bonuses

Example:

I'm back and it's time to Rock 'n Roll. Lives will be changed – I can't wait!

LIVE WORKSHOP announcement coming shortly.

If you expressed interest already, I'll contact you directly to confirm all the details.

If you've not yet let me know, please comment below or message me.

**The group will be kept small for maximum benefit,
so first come - best dressed!**

xx Miriam

Example:

Go Viral!

in a good way.... by running a share challenge



DEMO:

Let's do it!



Your Code Word is:

MOMENTUM





Delivery

DURING

FOMO time! 😊

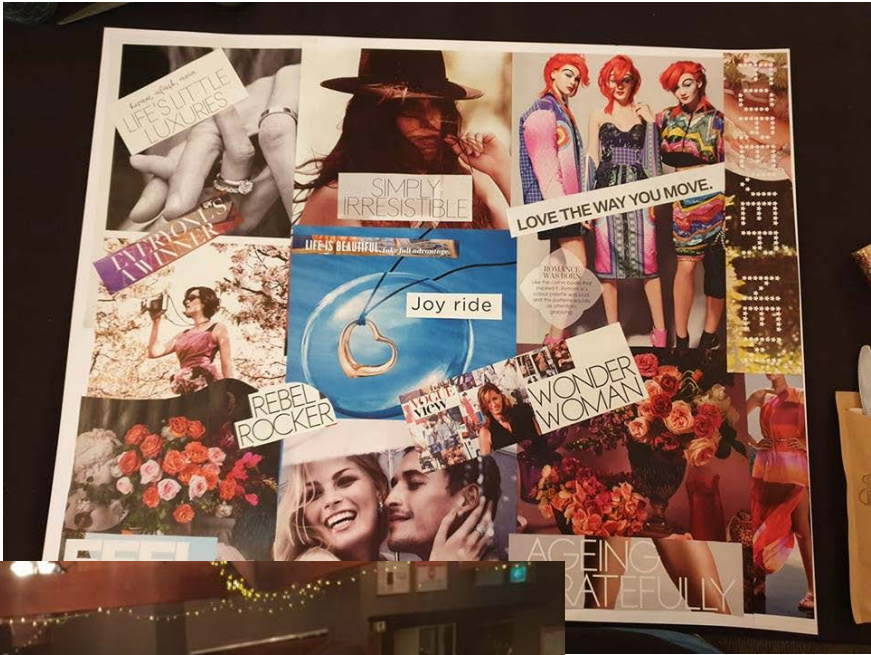
Create Momentum:

Gather marketing materials:

- capture testimonials- written & video
- take photos for future marketing

Ride the wave & create FOMO:

- share photos during your classes
- have students share top take-aways
- open a waiting list for your next class
- have a follow-up offer ready



Charging for your classes



If you plan to charge later,
start charging now!



You owe it to THEM!



Charging helps you
reach more people



Charging creates
accountability & commitment
for better results



You're setting an example



But... how do I collect the money?



3 Rules:

1. Keep it simple
2. Do it upfront
3. Be clear



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No website?

Paypal.me

Stripe

Bank Transfer



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How much do I charge?



Cover costs of:

1. Materials workbooks, copying, pens etc
2. Venue hire
3. Petrol/ cost of travel
4. Catering
5. Your time
6. Your Experience
7. Your IP
8. The opportunity cost (*what else could you be doing?*)



PLus... what's the value of the
TRANSFORMATION???



A simple formula



Charging for your time:

1:1 sessions:

Your hourly rate x no. hours of delivery

Small groups (<10 people):

Divide by 2

Large groups (>10 people):

Divide by 2 again



Example:

Your hourly rate = \$50

No hours of delivery = 3hrs x 3 = 9

1:1 sessions: $\$50 \times 9 = \450

Small group: \$225

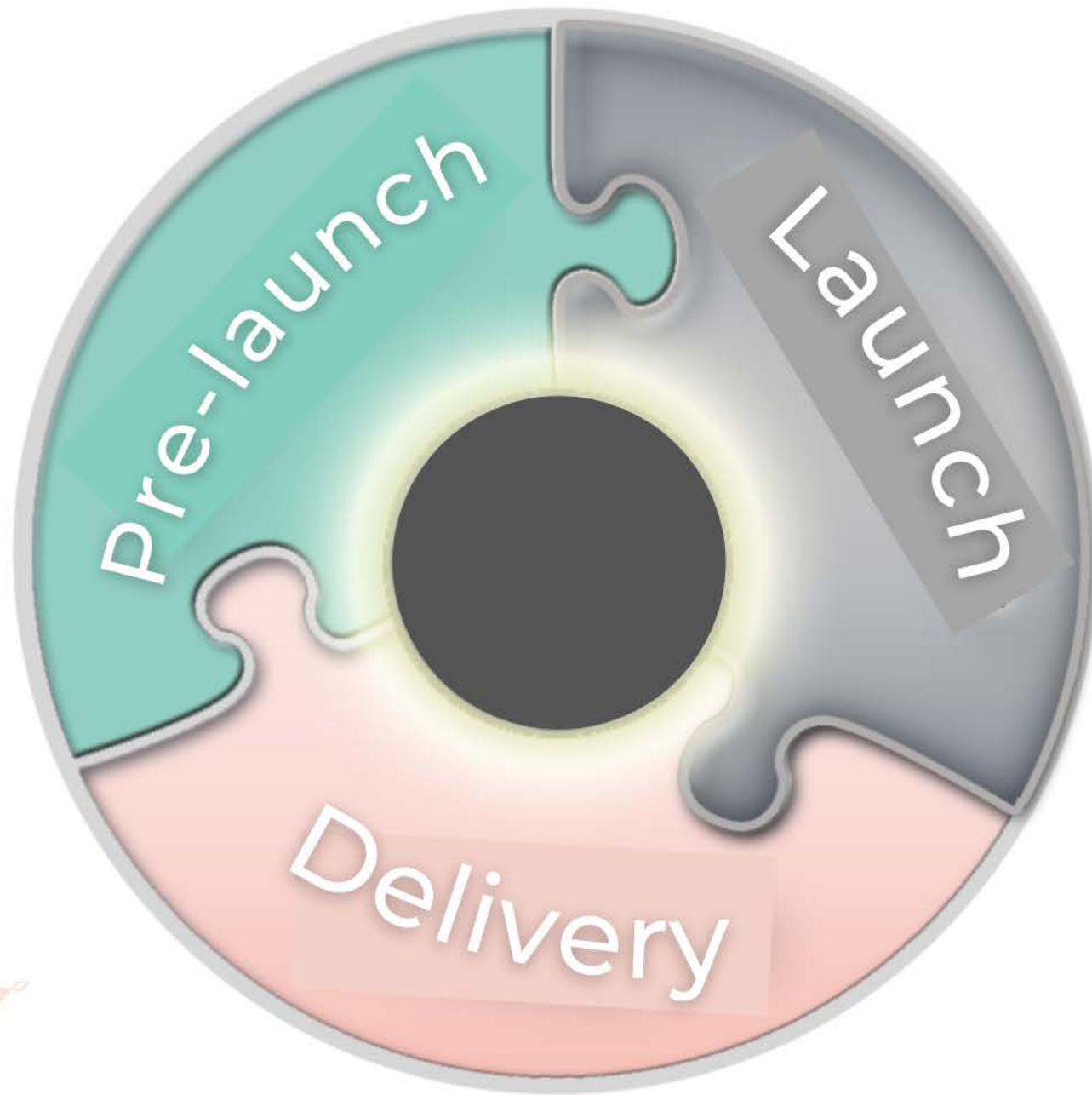
Large group: \$112.50



THE MONEY

- Charging helps you reach more people
- If you plan to charge later, start now
- Clarity & planning take the stress out of it







Questions?

miriam@miriamcastilla.com - "Slides, please!"

Plus, go to miriamcastilla.com for loads of freebies to help you master your money mindset & attract more abundance



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