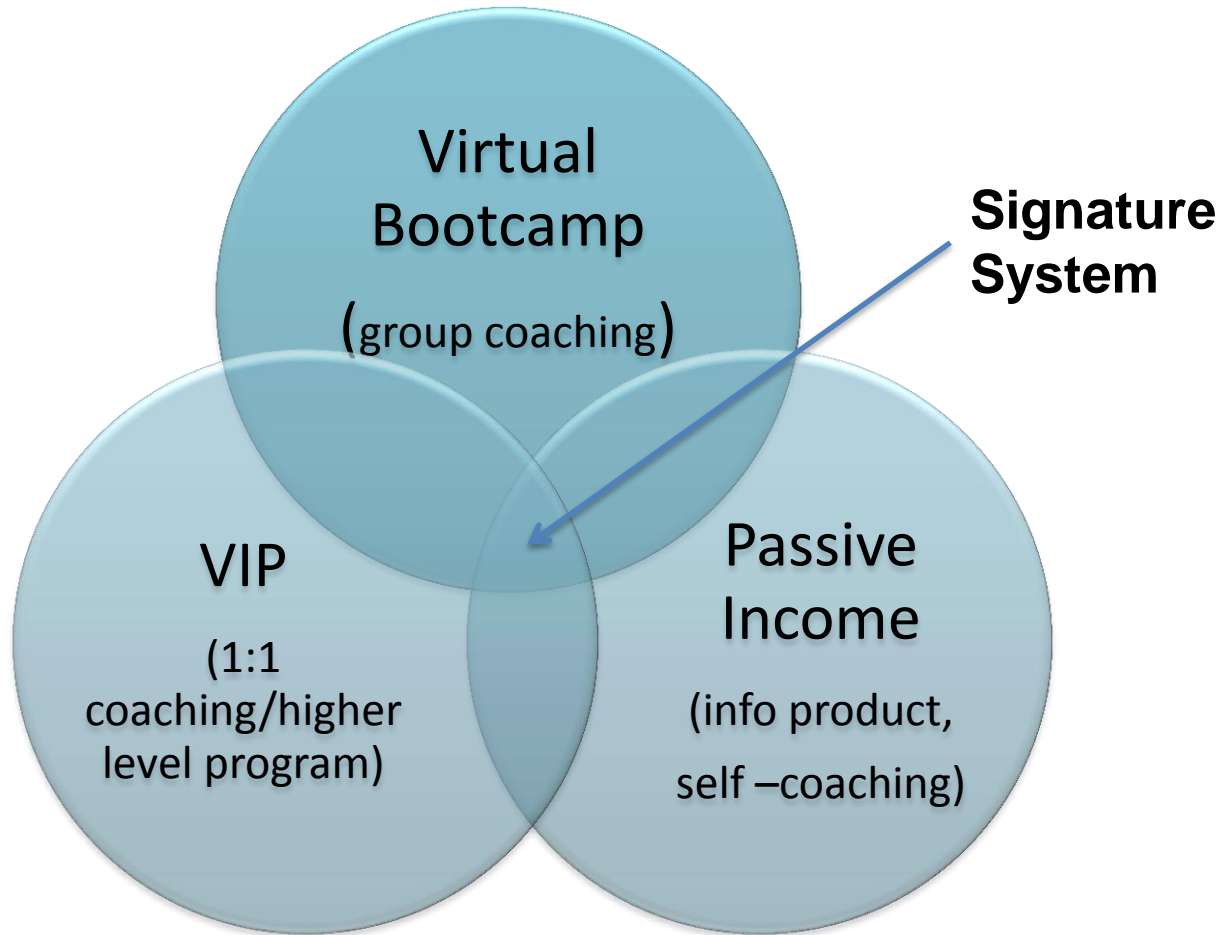


JigsawBox™

Bootcamp Your Way To
Business Success





Why Run Bootcamps?

- Best way to leverage your time
- Quickest way to create a product
- Get paid to create content!
- No long - term commitment



Why Run Bootcamps?

- Gets your results for your clients quickly
- Allows your clients to access you at a more affordable rate - with a buzz
- They're FUN!!!!



Why Run Bootcamps?

- 1:1 coaching
 - 10 clients - 10 hours each
 - Hourly rate £100
 - Each pay £1,000
 - 100 hours of your time



Why Run Bootcamps?

- Bootcamp (first time)
 - 10 clients
 - Each pay £500
 - 12 hours of your time = £5,000
 - Hourly rate £416



Why Run Bootcamps?

- Bootcamp - what's possible?
 - 100 clients
 - Each paid \$1,000
 - 6 hours of my time = \$100,000
 - Hourly rate \$16,666



What's Possible?

- Sold self-study version
- Revenue \$25,000
- 0 hours of my time = \$25,000
- Hourly rate infinity (😊)



What Is A Bootcamp?

“An intensive way of working with a group of clients over a short period of time to achieve a specific transformation.”



Bootcamp Rule No 1

Sell it then build it.



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Here's How....



Three Bootcamp Structures

Structure One

Teach on live calls, then coach for homework



Three Bootcamp Structures

Structure Two

Teach for homework then coach on live calls



Three Bootcamp Structures

Structure Three

Both



A Suggested Framework

- Pre Bootcamp Work
 - Make your offer ‘sticky’
 - Introduce yourself and the program
 - Get them working right away
 - Deliver value right away
 - Build the anticipation in the forums
- FAQ Module
- Dates and Times Of Calls Module

A Suggested Framework

- Six weekly sixty minute Training calls
 - One call per step
 - Delivered live first time around
 - Bullet why they want to be there
 - Instant teleseminar (embed into JigsawBox)
 - OR gotowebinar
 - Reminder of the calls



A Suggested Framework

- Six weekly live coaching calls
 - Use their homework as the basis for questions
 - Call on members by name
 - Hold them accountable
 - Tell them that how they approach this is how they do everything
 - Be wary of the same question-askers every time

A Suggested Framework

- Homework
 - Video/ Audio
 - Exercises
 - Tasks to help them implement and apply
 - Answering coaching questions
 - Interacting on the forum



A Suggested Framework

➤ Forums

- A great way to build community
- Get the discussions going then back off!
- Watch out for 'flaming' or other 'bad behaviour'
- Can be the greatest reason they continue to work with you



A Suggested Framework

- Have a structure to each module
 - For example:
 - Video introduction explaining the why and what
 - Any prework you want them to do
 - Link to the live call
 - Link to the replay
 - Separate homework module



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