

Run Your Race

COURSE

Where faith meets real life
in the internet world.

CRAPPYCHRISTIANCO.COM

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MODULE GUIDE

1 THE FOUNDATION

2 THE TECHNICAL STUFF

3 THE LIES WE BELIEVE

4 CONTENT, CONTENT, CONTENT

5 NOW GO DO IT WELL

LESSON GUIDE

MODULE ONE

1

TIME MANAGEMENT

Business hours & batching

2

FINDING YOUR NICHE

What you do & why you do it

3

FINDING YOUR AUDIENCE

Who you do it for

4

SPACE TO DREAM

Why we don't dream & how to do it

MODULE TWO

1

BRAND CONSISTENCY

Fonts, colors, & graphics

2

EMAIL IS KING

Newsletters, landing pages, & opt ins

3

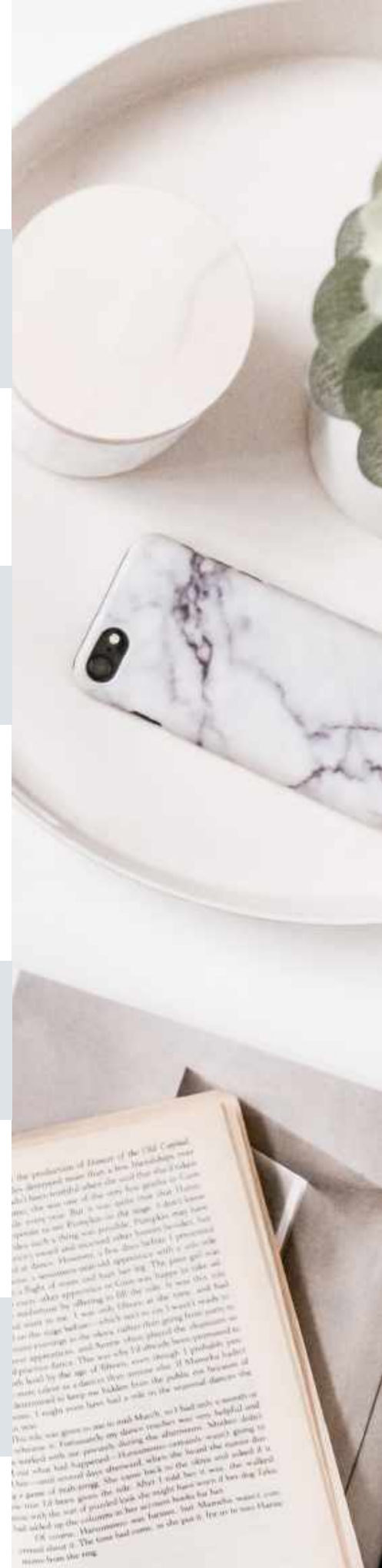
MESSAGE PYRAMID

What you're talking about, when

4

CONTENT CALENDARS

Why and how to



LESSON GUIDE

MODULE THREE

1

"WHO WOULD WANT TO LISTEN TO ME?"

How to own your voice & calling

2

"MY FOLLOWING IS TOO SMALL"

Learning to love small beginnings

3

"I'M NOT QUALIFIED"

The One who already qualified you

4

"WHAT WILL PEOPLE THINK?"

When the lies come from others

MODULE FOUR

1

RECYCLING CONTENT

Reuse, recycle, reshare

2

THE THREAT OF COPYING

Extending grace & being inspired

3

SHARABLE CONTENT

The best growth hack

4

GROW WITHOUT BEING GROSS

How to grow your platform organically



LESSON GUIDE

MODULE FIVE

1

MONETIZATION

Affiliate marketing & relationships

2

PRIORITIZING REST

What happens if you don't

3

FACING HATERS

What to do when the negativity comes

4

COURAGE & CALLING

Your send off



WELCOME TO THE RUN YOUR RACE COURSE!

Friend. I'm so thankful you're reading this, because that means you take yourself and your calling seriously enough to invest. Which you should, because you're incredible and all you need is a little nudge in the right direction to get you started.

THE FACEBOOK GROUP RULES

- No self promotion. There will be opportunities to share what you do with the group, but please no sales spam.
- Be kind. This isn't a space for internet spats or disagreements.
- Engage! The more you put into the group, the more you'll get out!



>> JOIN THE PRIVATE FB GROUP <<

(THE PASSWORD IS "INSIDER")

[CLICK HERE TO JOIN YOUR NEW COMMUNITY](#)

INTENDED COURSE SCHEDULE

THIS COURSE IS GO AT YOUR OWN PACE, BUT IF YOU LIKE A PLAN:

Here's a loose schedule for you to follow as you move through the course!

M Module One Lesson One	T Module One Lesson Two	W Module One Lesson Three	TH Module One Lesson Four	F Module One Homework
M Module Two Lesson One	T Module Two Lesson Two	W Module Two Lesson Three	TH Module Two Lesson Four	F Module Two Homework
M Module Three Lesson One	T Module Three Lesson Two	W Module Three Lesson Three	TH Module Three Lesson Four	F Module Three Homework
M Module Four Lesson One	T Module Four Lesson Two	W Module Four Lesson Three	TH Module Four Lesson Four	F Module Four Homework
M Module Five Lesson One	T Module Five Lesson Two	W Module Five Lesson Three	TH Module Five Lesson Four	F Module Five Homework

HERE'S WHAT YOU'LL NEED

YOUR COURSE TOOLS



YOUR COMPUTER



YOUR SMART PHONE



CLEAR SPACE



LEARNING MIND



NOTE TAKING STUFF

>> LET'S GET STARTED <<

MODULE 1

THE FOUNDATION



*Start from where ever you are, with
whatever you've got.*

– JIM ROHN

COURSE NOTES

LESSON ONE NOTES

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COURSE NOTES

LESSON TWO NOTES

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COURSE NOTES

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MODULE 1 OVERVIEW

KEY MODULE TAKEAWAYS:

- The joy of working on the internet is that you can work from anywhere. The burden of working on the internet is that you can work from anywhere.
- If you're talking to everyone about everything, you're actually talking to no one.
- “A man’s heart plans his way, but the Lord directs His steps.”
(Proverbs 16:9)



MODULE ACTION STEPS:

- Create your business boundaries.
- Figure out your niche.
- Discover your target market
- Get real about your dream

BUSINESS BOUNDARIES

YOUR TIME IS IMPORTANT

INSTRUCTIONS: On the left, write out three goals/rules for your time in re: your business (ex. "I want to take every weekend off," "I want to spend ___ amount of time on the internet a day.") then break that goal down into three tangible action steps that will make it possible for you to achieve these goals (ex. "I'll front load my week to ensure I can take the weekend off.")

GOAL #1	ACTION STEPS:
	1:
	2:
	3:
GOAL #2	ACTION STEPS:
	1:
	2:
	3:
GOAL #3	ACTION STEPS:
	1:
	2:
	3:

FIND YOUR NICHE

WHAT YOU LOVE + HOW YOU DO IT + THE PROBLEM YOU SOLVE

#1

Brain dump: what do you love about the things you want to do, what are your favorite parts that you never get tired of?

#2

Okay, now *how* do you do those things? Do you write, talk, make, write out exactly how you do the things you love?

#3

When you do what you do, what problem are you solving for people? What void are you filling?

#4

Okay, let's put it all together. Use this as a template: I (*what you do*) by (*how you do it*) in order to (*the problem you solve*) - there's your niche!

TARGET AUDIENCE WORKSHEET

DEMOGRAPHICS:

Gender:

Age range:

Kids?

Job:

TRAFFIC:

What platform do you have the highest engagement on?

What platform do you most enjoy using?

PSYCHOGRAPHICS:

What book does your target market enjoy?

What podcast do they listen to?

What kind of coffee do they drink?

What hobbies do they have?

Do you share any of these with them?

PUTTING IT TOGETHER:

My target market consists of _____ aged _____
Gender Age Range
who usually _____. They're active
Occupation
and engaged on _____ & _____ and enjoy
Platform 1 Platform 2
_____, &
Psychographic 1 Psychographic 2
_____.
Psychographic 3

DREAM ROUTINE QUESTIONS

1. What do you want to be doing a year from now? 5 years from now? 10 years from now?
2. What makes you the happiest?
3. What makes you sad?
4. What do you not want to have to do anymore?
5. Where do you want to be geographically?
6. Do you want to be making a certain dollar amount?
7. Do you want to be working with a team?
8. Do you want an office or to work from wherever you want?
9. Do you want to travel?

MODULE 2

THE TECHNICAL STUFF



*Be humble, teachable,
& always learning.*

COURSE NOTES

LESSON ONE NOTES

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COURSE NOTES

LESSON TWO NOTES

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COURSE NOTES

LESSON THREE NOTES

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MODULE 2 OVERVIEW

KEY MODULE TAKEAWAYS:

- Creating a visual cohesive allows people who come across your business or platform to begin to recognize it.
- In the age of social media, the only things you own are your website and your email list. With an email list, you don't have to fight an algorithm, you don't have to worry about ideal posting times or hashtags or presets.
- FloDesk Link: <https://flodesk.com/c/UEXNWC>
- Resource Library Tutorial: <https://stnsvn.com/blog/how-to-create-a-free-resource-library-in-squarespace>
- Digital Content Cal Link: <https://bit.ly/3bRvhzA>

MODULE ACTION STEPS:

- Create your brand guidelines and begin implementing the components to build cohesive recognition.
- Start working on your business plan.
- Land your message pyramid and plan out at least one month of content.

BRAND GUIDELINES

BUSINESS NAME:

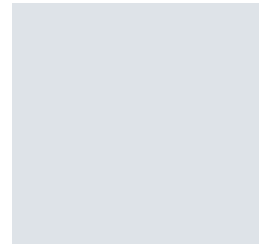
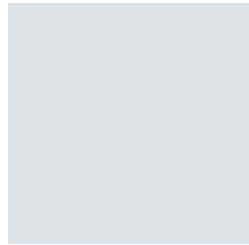
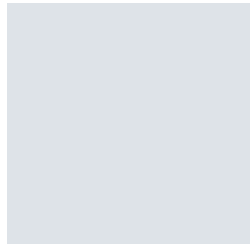
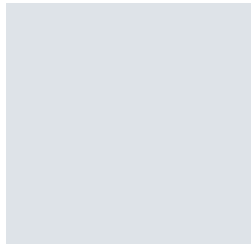
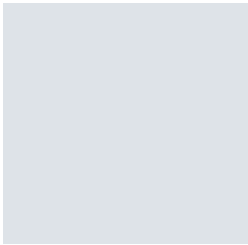
MAIN FONT:

SECONDARY FONT:

ACCENT FONT:

PARAGRAPH FONT:

BRAND COLORS:



MAIN COLORS

NEUTRALS

ACCENT

YOUR MESSAGE PYRAMID

REMINDERS: The Foundation: this is your most talked about, #1 most passionate topic. The Middle Ground: You really enjoy talking about this subject, but maybe aren't as knowledgeable about it as the foundation. The Need: Something you know you need to talk about because people love it when you do. The Top: This is usually a specialized topic, something you maybe know a ton about but doesn't perform well with the masses.



FOUNDATION

A light green rectangular box intended for content related to the Foundation level.

NEED

A light green rectangular box intended for content related to the Need level.

MIDDLE GROUND

A light green rectangular box intended for content related to the Middle Ground level.


TOP

A light green rectangular box intended for content related to the Top level.

CONTENT CALENDAR

FILL ME OUT!

1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30



MODULE 3 THE LIES WE BELIEVE

*Don't dig up in doubt what you
planted in faith.*
- ELISABETH ELLIOT

COURSE NOTES

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COURSE NOTES

LESSON FOUR NOTES

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MODULE 3 OVERVIEW

KEY MODULE TAKEAWAYS:

- There are other people going first. There are people who aren't going to want to hear or buy what you have to say. Neither of these things are a good reasons to ignore God's call on your life.
- Influence isn't measurable. There isn't a certain number of followers that will suddenly make you feel like you're influential enough.
- "If any of you lacks wisdom, let him ask God, who gives generously to all without reproach, and it will be given him, but let him ask in faith, with no doubting, for the one who doubts is like a wave of the sea that is driven and tossed by the wind." (James 1:6)



MODULE ACTION STEPS:

- Identify your main lie struggles, and break them down
- Intentionally ask God for wisdom in those areas.

LIE BUSTERS

HOMEWORK

INSTRUCTIONS: You can do this worksheet for as many or few lies as you like. Write out the lie, then break that lie down to show how it shows up in your life (example: I'm not qualified = not talking about things I'm passionate about, declining opportunities, etc.). Finally, use OpenBible.com to find a truth verse to use to fight that lie.

THE LIE

HOW IT SHOWS UP:

1:

2:

3:

TRUTH VERSE:

MODULE 4

CONTENT, CONTENT, CONTENT



*You create a credible brand by
staying true to who you are.*

– HILARY SAWCHUCK

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COURSE NOTES

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MODULE 4 OVERVIEW

KEY MODULE TAKEAWAYS:

- Reuse, recycle, reshare. This needs to become a mantra in your content creation strategy.
- Creativity is a river that never runs dry and that everytime you come to its shores and drink its water, it's replenished by the source.
- Sharable content is catchy, easy to share, and valuable..

MODULE ACTION STEPS:

- Make a content action plan.

MONTHLY CONTENT CHECKLIST

PRINT THIS OUT AND USE IT WHEN
YOU PLAN CONTENT!

RECYCLE CONTENT

How often? 1-3x/month, no more than 4.

How? Spruce up old content, reuse your most popular stuff, recycle seasonal content, pull from one medium to another.

CREATE SHARABLE CONTENT

How often? Weekly is ideal, at least a few times a month!

How? Create a how-to, listicals, best of, inspirational, round ups.

What content can I recycle?

What will my sharable content be?

MODULE 5

NOW GO DO IT WELL



And let us run with perseverance the
race marked out for us, fixing our
eyes on Jesus, the pioneer and
perfecter of faith.

- *HEBREWS 12:1*

COURSE NOTES

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MODULE 5 OVERVIEW

KEY MODULE TAKEAWAYS:

- If you're going to prioritize rest, it has to be more than just a "oh yeah that's a good idea" concept. It has to be important, with guidelines and expectations and accountability.
- You don't have to show up to every fight you're invited to.
- Let God be enough. Let him be enough to equip you to run your race
- Amazon affiliate guide: <https://firstsiteguide.com/amazon-affiliate/>



MODULE ACTION STEPS:

- Write your "if I blow up" rules
- Create an affiliate/monetization game plan

MY "IF I BLOW UP" RULES:

RULE 1

RULE 2

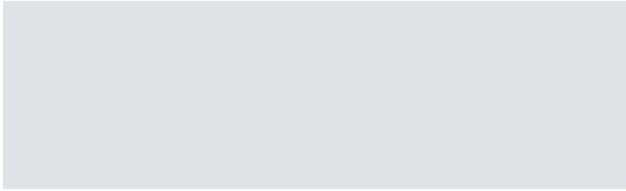
RULE 3

RULE 4

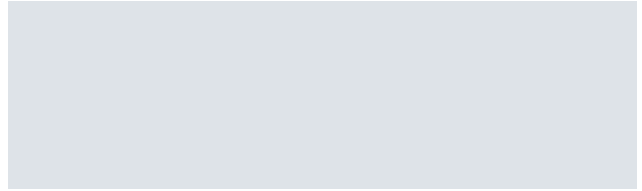
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MONETIZATION GAME PLAN

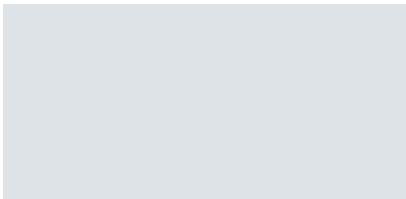
PRIMARY INCOME



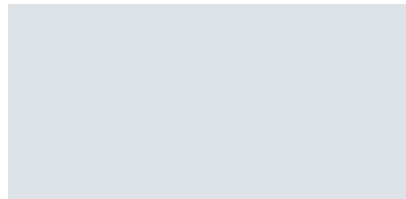
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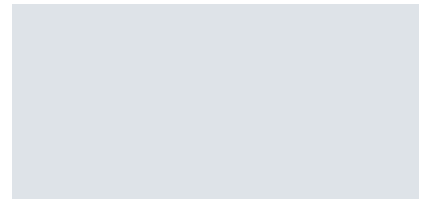
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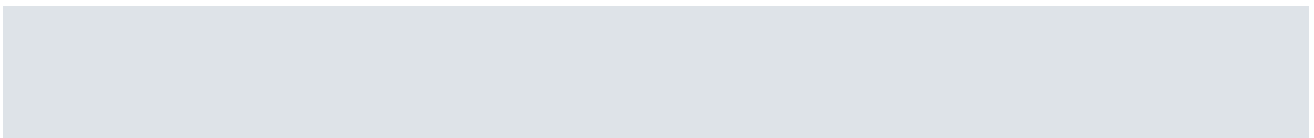
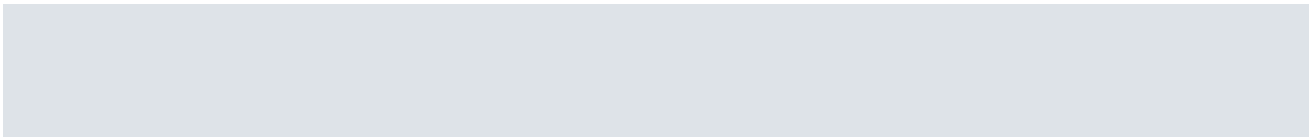
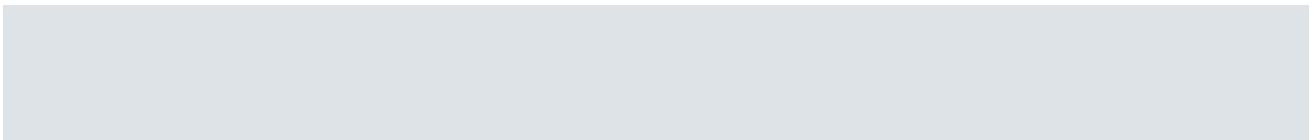
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SECONDARY



MARKETING IDEAS



WANT TO SHARE THE KNOWLEDGE? BECOME OUR COURSE AFFILIATE

If you loved this course so much you need to scream about it from the rooftops, you can become an affiliate! Every time someone signs up with your link, you make a little cash (remember when we talked about affiliate sales?!)

EARN 50% ON
EACH SALE



>> BECOME OUR AFFILIATE <<

[CLICK HERE TO GET STARTED](#)



WOW. WE'VE REACHED THE END.

The end of the course, that is. Really, this is just the beginning for you. I hope you know how honored I am that you considered me someone worth learning from. I hope the last few weeks have been full of teaching and encouragement and that now you're chomping at the bit of life to get running with your gifts.

Go further the kingdom. Go share His love through your talents.

I can't wait to bear witness to the goodness of God within you. Whenever you have a win, will you use the #runyourracecourse hashtag so I can keep up with you? Will you shoot me an email or a DM and let me know what God has done?

The work is just getting started, friend. Go run.

xo, B