



DONE FOR YOU

PROJECT

Plans



NEILL WILLIAMS
PERFORMANCE COACHING

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DESIGN A PROGRAM PROJECT PLAN

- ☐ 1. Decide the result, promise or transformation someone will get from the program.
- ☐ 2. List the steps someone will need to take to get this result. (These are the basis for the modules of your program.)
- ☐ 3. Choose a time frame for delivery of the program.
- ☐ 4. Set the price.
- ☐ 5. Consider any bonuses you could include with the program.
- ☐ 6. Consider tools and resources you could build to make it easier or faster for someone to DO the steps of the program.



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WEEKLY EMAIL NEWSLETTER

- ☐ 1. Build an email template.
- ☐ 2. Choose a topic.
- ☐ 3. Write 5 - 10 subject lines.
- ☐ 4. Use Headline Analyzer to select the most compelling headline.
- ☐ 5. Outline the email - intro statement, graphic, main point, CTA
- ☐ 6. Write the copy for the email
- ☐ 7. Design graphic (if needed)
- ☐ 8. Ask someone to review the email for grammar and links
- ☐ 9. Schedule email in CRM



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EXAMPLE EMAIL TEMPLATE

- ☐ Email Banner
- ☐ First statement hook to keep the subscriber reading the email.
- ☐ Supporting copy and/or graphic.
- ☐ Core value content aligned with the subject line.
- ☐ CTA
- ☐ Signature

Headline Analyzer I use:



Note: You can also train ChatGPT to write emails like you and in a specific format. Just start a chat, ask it to act as a conversion copywriting expert for email, copy and paste a few of your emails into the chat so it can see the format and your tone.

Then give it a new topic and ask it to write a draft email in this format with this tone and with the call to action you want the subscriber to take.



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LEAD GENERATION AD CAMPAIGN PROJECT PLAN

- ☐ 1. Choose the lead magnet the ad campaign will promote.
- ☐ 2. Choose the audience to send the ad to.
- ☐ 3. Choose your daily ad budget.
- ☐ 4. Write 3 - 5 “hooks” for the ad campaign.
- ☐ 5. Choose the best hooks and write the ad copy for each.
(Use the PAS copywriting framework for example.)
- ☐ 6. Create ideas for the creative (graphic or video) that would demonstrate the hook for the ad copy.
- ☐ 7. Build the creative.
- ☐ 8. Build the campaign - campaign, ad set and ads.
- ☐ 9. Turn the campaign on.



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PODCAST AD CAMPAIGN PROJECT PLAN

- ☐ 1. Review podcast ad stats and find top ranked episodes.
- ☐ 2. Choose the audience to send the ad to.
- ☐ 3. Choose your daily ad budget.
- ☐ 4. Write 3 - 5 “hooks” for the ad campaign.
- ☐ 5. Choose the best hooks and write the ad copy for each.
(Use the PAS copywriting framework for example.)
- ☐ 6. Create ideas for the creative (graphic or video snippet of episode) that would demonstrate the hook for the ad copy.
- ☐ 7. Build the creative.
- ☐ 8. Build the campaign - campaign, ad set and ads.
- ☐ 9. Turn the campaign on.



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EMAIL FUNNEL - SALES

- ☐ 1. Decide on the offer to pitch in the email funnel.
- ☐ 2. List the obstacles/objections that someone will have in buying it.
- ☐ 3. Decide how many emails and what period of time to send them.
- ☐ 4. Outline the emails: (At a minimum include these 5):
 - ☐ a. Introduction - benefits and features & bonuses of the program.
 - ☐ b. Cost of Inaction - what will happen if they don't enroll.
 - ☐ c. Testimonial or Case Study.
 - ☐ d. FAQ email - most frequently asked questions (which are just objections)
 - ☐ e. Urgency emails - expiring bonuses, limited time offer, limited seats, etc.
 - ☐ f. Other - more case studies/testimonials, Highlight a bonus(es), alternative costs - what it would cost to solve the problem in other ways.

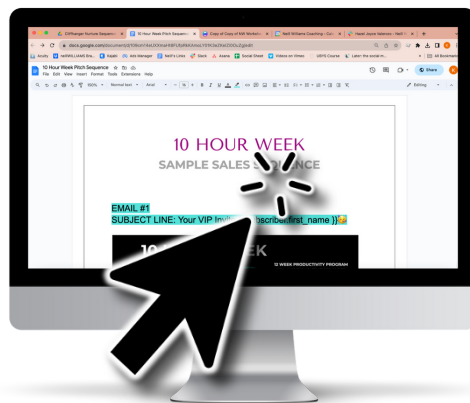


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EMAIL FUNNEL - SALES CONT.

- ☐ 5. Write the emails.
- ☐ 6. Program the emails into a sequence in your CRM.
- ☐ 7. Get the emails reviewed for grammar, dates, amounts, and links.
- ☐ 8. Set up automation in CRM for the sequence.

**Here's an example pitch sequence from
the 10 Hour Week promotion:**



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LEAD MAGNET LANDING PAGE PROJECT PLAN

- ☐ 1. Choose a lead magnet to promote on page.
- ☐ 2. Write 5 compelling, direct and simple headlines that tells someone what they get - i.e., what's in it for them by opting in.
- ☐ 3. Choose the sexiest headline.
- ☐ 4. Write 10 bullet points with the features and benefits of opting in for the lead magnet.
- ☐ 5. Choose the most compelling 3 - 4 bullet points.
- ☐ 6. Outline the structure of the page or find a template to use.
- ☐ 7. Find a graphic to include on the page.
- ☐ 8. Decide where the page will be built - website, email CRM, third party (like Lead pages).
- ☐ 9. Build the page with copy and graphics.
- ☐ 10. Add Optin button.
- ☐ 11. Connect landing page and email CRM.



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PODCAST EPISODE. DONE.

- ☐ 1. Create a podcast episode template. (Neill's is below.)
- ☐ 2. Make a list of topics.
- ☐ 3. Choose a topic.
- ☐ 4. Brainstorm a list of titles using ChatGPT for SEO driven titles.
- ☐ 5. Choose a title.
- ☐ 6. Outline the episode.
- ☐ 7. Record the episode.
- ☐ 8. Edit the episode.
- ☐ 9. Upload the episode.

See next page for Neill's template



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NEILL'S PODCAST EPISODE TEMPLATE

1. I'm Neill Williams and this is The Success Genius Podcast.
Welcome to episode #_____.
2. Today on the show/On this episode I'm talking about:
 - a. Topic A
 - b. Topic B
 - c. Topic C
 - d. And we'll be answering the question: (use this as a way to hook them into listening to the full episode)
3. Personal segue - for connection
 - a. Who I am beyond the podcast - BTS into personal life
 - b. Why I believe what I do - my mindset
 - c. What my thoughts on current events or other situations are - my take
4. Episode Core
 - a. Topic A
 - b. Topic B
 - c. Topic C
 - d. Answer to question
 - e. Tool/resource
5. Call To Action or Call to connect -
6. Coming Up Tease - Set a hook for what's coming up in next week's episode.



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WEBINAR SLIDE DECK PROJECT PLAN

- ☐ 1. Decide what offer you will sell/pitch, if any.
- ☐ 2. Brainstorm a list of webinar titles. (This is the most important part for marketing the webinar.)
- ☐ 3. Choose the most compelling title.
- ☐ 4. What is the win they will walk away with, even if they don't buy or take the next step with you? (i.e, everyone who attends or watches the replay will get WHAT small win or value from the content?)
- ☐ 5. Outline the content:
 - a. Introduction
 - b. Main points
 - c. Transition
 - d. Pitch
- ☐ 6. Create questions or other ways to engage with the audience throughout.
- ☐ 7. Consider offering a worksheet, workbook or bonuses for showing up live or for registering.
- ☐ 8. Create a slide deck. (Use a template from Canva if you don't have a branded template.)
- ☐ 9. Get the slide deck reviewed for grammar, spelling, etc.
- ☐ 10. Practice delivering the webinar before you deliver it live.



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EXAMPLE: THE 10 HOUR SCHEDULE WEBINAR

Click the screen below for a copy of the webinar slides:

