

**NEW**

3 DAY 7 FIGURE EXPERT  
**BOOTCAMP**



**COURSE WORKBOOK**

TOP 1% AUTHOR, SPEAKER & COACH  
**MELANIE WARNER**



# SCORE YOUR CURRENT BIZ

Score your current business strategies and marketing efforts below.

After reading each business strategy decide and circle how often and how successfully you are doing each from 1 to 3.

1 - No , 2 - Somewhat, and 3 - Yes! & Working Successfully

<b>Monetization</b> Do you provide value to a large reach using personal touches such as video/video text and proper distribution to stay top of mind	1 2 3	<b>Marketing Plan</b> Do you have proven marketing guides to position you differently than your competitors	1 2 3
<b>Branding &amp; Innovation</b> Do you have innovative marketing that positions you as the expert in your area or industry	1 2 3	<b>Speaker Strategy</b> Do you have a strong speaker onesheet that is getting you booked on a regular basis	1 2 3
<b>Global Domination</b> Are you equipped with FB Ads ,funnels & A-Z checklists to reach a global market?	1 2 3	<b>Client Acquisition</b> Do you utilize a proven process & funnel strategy that attracts clients easily	1 2 3
<b>CRM Workflows</b> Do you have CRM workflows, drip campaigns, automation to perform for you 24/7	1 2 3	<div style="text-align: center;"> <h2>Tally Up Your Total:</h2>  <p><b>11 - 20 PTS - BEGINNER LEVEL MARKETER</b></p> <p>You haven't started... or you're just getting started recognizing that to be a global expert you have to be an entrepreneur and marketer first !            Schedule a call at <a href="https://mydefiningmoments.com/application">mydefiningmoments.com/application</a> with your results to find out how you can level up your current biz</p> <p><b>22 - 28 PTS - AVERAGE LEVEL MARKETER</b></p> <p>You have your foot in the door! You've implemented some good marketing tactics but lack the advanced marketing needed to skyrocket your current biz. Schedule a call at <a href="https://mydefiningmoments.com/application">mydefiningmoments.com/application</a> with your results to find out howyou can level up your current biz</p> <p><b>29 - 33 PTS - LEADING LEVEL MARKETER</b></p> <p>Your further than some when it comes to marketing! You're tech savvy and ready to pour jet fuel on your current tactics.            Schedule a call at <a href="https://mydefiningmoments.com/application">mydefiningmoments.com/application</a> with your results to find out how you can level up your current biz</p> </div>	
<b>Speciality Marketing</b> Have you chosen and saturated a niche & become the go-to authority in that space	1 2 3		
<b>Collaboration Marketing</b> Do you collaborate with authorities in other industries to scale your reach	1 2 3		
<b>Accountability</b> Do you meet with peers with the same goals as yours daily to ensure your success	1 2 3		
<b>Bestselling Book</b> Do you have a bestselling book written by you distributed throughout the world o position you as the authority	1 2 3		

# Welcome to the 3 Day Digital Domination Bootcamp

Welcome to the Digital Domination Bootcamp! I'm thrilled you've chosen to make an impact in your business and recognize that creating a solid marketing strategy is the way to accomplish your goals in your information and knowledge based business!

**My number one priority is to get you results.**

And the only way for that to happen, is to have you committed to taking action every day in this Bootcamp!

Not only now, but to continue with the tactics and habits you're building over the next 3-days by implementing them consistently into your routine.

Plan on being present from 8 am pst - to 2pm pst! Those who remain in attendance may receive some special surprises ;)

Now I'm sure you're thinking... "Melanie, that's so much time!"

But if you're implementing these strategies, you'll start thinking about your business in a whole new way.

I'm teaching you how to dominate your marketplace in a revolutionizing way so you can be seen as the global expert and authority.

The power of these digital marketing strategies will quickly build relationships with your audience, gain their trust and connect you with them for more influence, brand awareness and clients.

Here's the thing... not everything we'll be covering will be related to strictly marketing, business or industry focused... sometimes success starts with our mindset and the stories we're telling ourselves.

Please remember, every single piece of this Bootcamp has been intentionally designed for you to see fast, impactful results - and has worked for thousands of people the last few years.

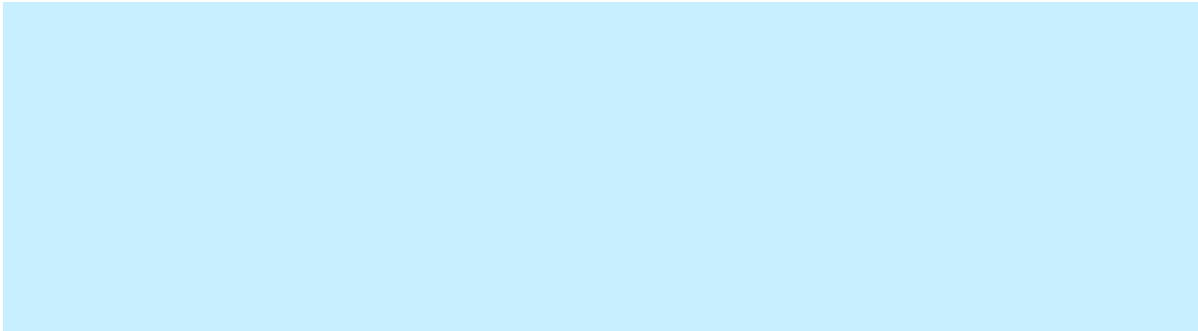
Success comes from habits, routines and the thoughts we choose to believe.

Please use the resources available in this workbook as a guide to create positive momentum and lasting impact not only in your business, but in your life ...even after our Bootcamp is over!

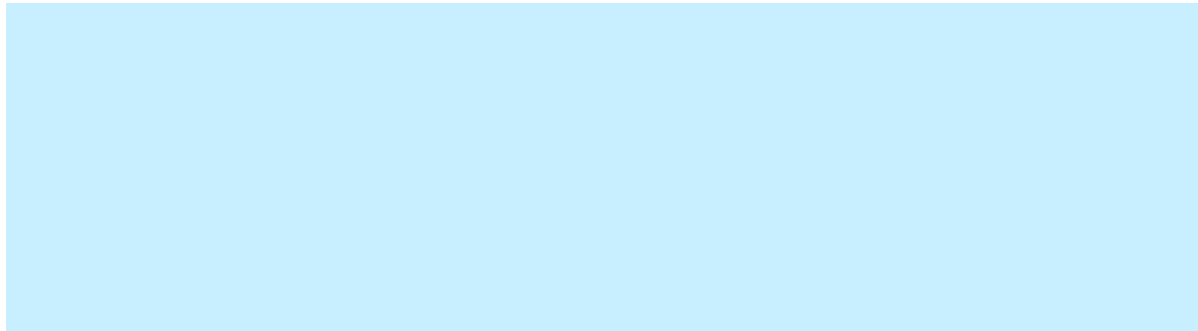
*Melanie Warner*

# WHAT ARE YOUR GOALS WITHIN YOUR BUSINESS?

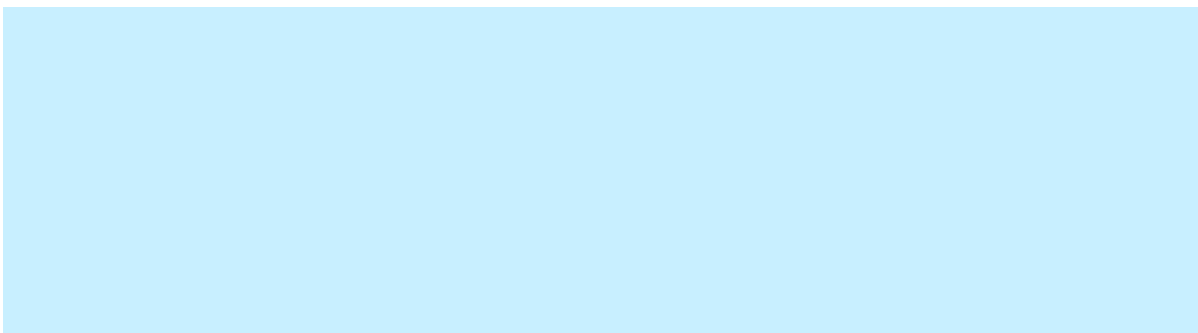
**How many clients would you like to work with a month? ... What brought you to this number?**



**How many deals would you like a month? ... What brought you to this number?**



**What would you like your annual income to be? ... What brought you to this number?**



# **YOU'VE FINALLY ACHIEVED YOUR GOALS**

Imagine the moment you finally achieve all the goal numbers you wrote out in the previous page ...

**How would this change your life?**

**What would you be able to afford?**

**What freedoms would you get back?**

I am a global leader.

I am not just a local expert

I am revolutionizing the way people  
learn a new skill

I am changing the way  
education is done  
and how people look at experts.

**I SERVE**, I do not just **SELL!**

I strive for excellence for myself and my clients. I am  
changing the way \_\_\_\_\_ is being done and how agents are  
looked at. I don't rely on traditional measures of getting  
clients and generating leads. I focus on the **FUTURE!**

I have an **ABUNDANCE** mindset! I know that I am the **ONLY**  
one responsible for **CREATING** the life that I **DESERVE...**  
and I **AM!**

My name is: \_\_\_\_\_

and I am a Global Expert!

**I AM:**

a **Marketer**

**Abundant**

**Successful**

**Helpful**

**Original**

**Resourceful**

an **Educator**

# Profitable vs Unprofitable Effort: INVENTORY YOUR EFFORT

Ultimately, is your "effort" building momentum for your goals? Are you spending your time or effort profitably?

What activities, actions, & habits are you doing daily, weekly, monthly?

Are they creating: time, energy, revenue, clients, brand growth, happiness, momentum?

Yes - Profitable Effort  
No - Unprofitable Effort... replace this with something new

# SAY GOODBYE TO LIMITING BELIEFS

List all your limiting beliefs - any negative thing you think daily- transfer your bracelet to the other hand, (STOP, SNAP & SWITCH) and change your thought to a positive one. ONCE YOU ARE DONE CUT ALONG THE DOTTED LINE AND BURN THE LIMITING BELIEFS HALF!

## Limiting Beliefs

- 1.
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- 3.
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- 11.
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- 21.
- 22.
- 23.
- 24.
- 25.

## Brand New Beliefs

- 1.
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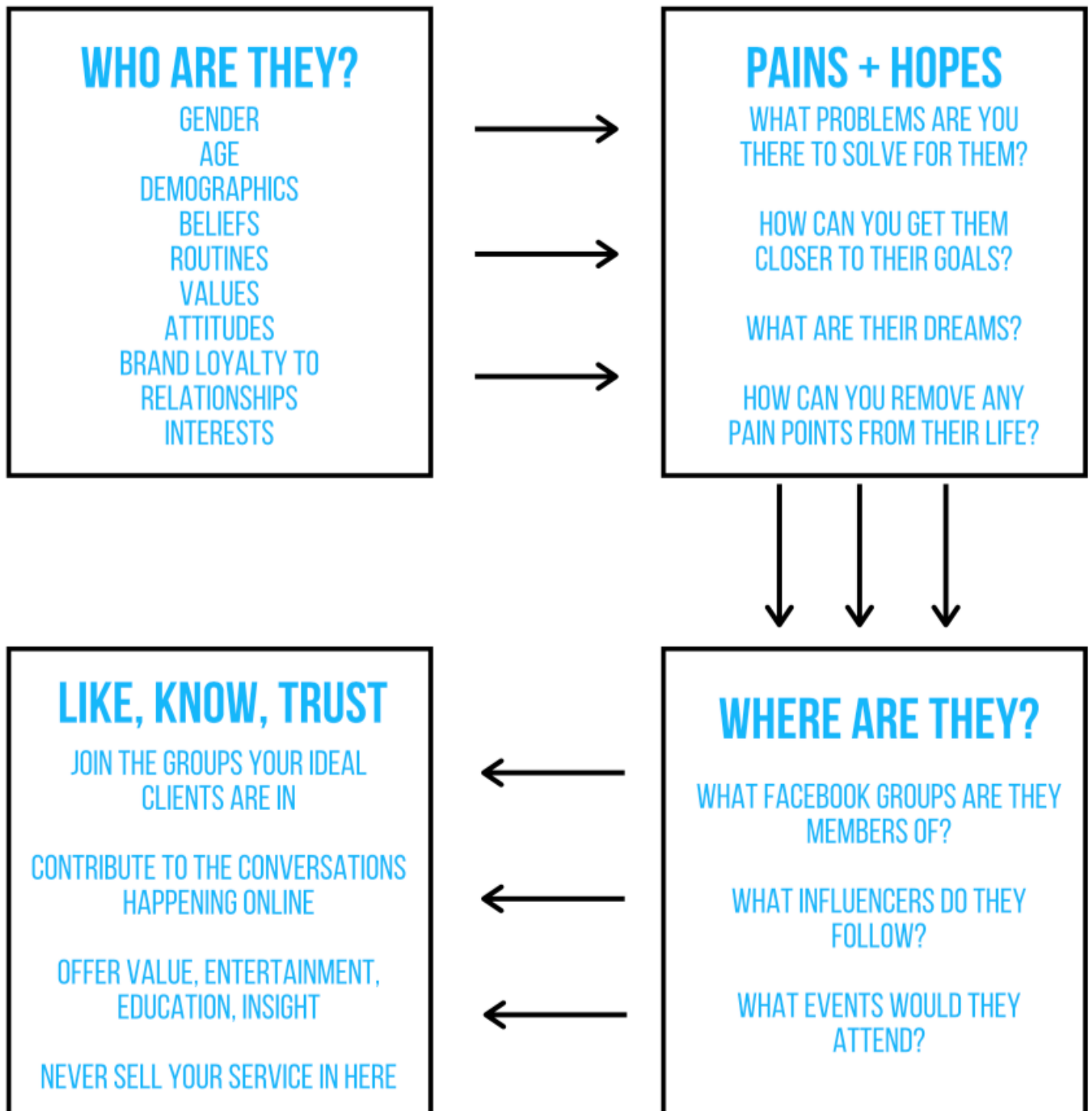


# 1) AWARENESS & MARKETING



# Defining Moments Guide to

## *defining your ideal clients*

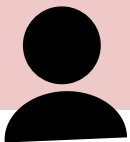


# CLIENT AVATAR + NICHE

**DETERMINE YOUR AVATAR**  
Follow exercises below

**NAIL DOWN YOUR NICHE**  
Follow exercises below

- Who are they?
- Where do they live?
- What do they do for work?
- What do they do after work?
- What are their habits? Hobbies?
- What are their goals?
- What are their values?
- Have they experienced a new life event?
- What does their household look like?
- What brands do they prefer?
- What type of purchases do they make?
- What type of social media accounts do they follow?
- What are their challenges & pain points?
- Specific & noteworthy interests?



## CLIENT AVATAR + NICHES

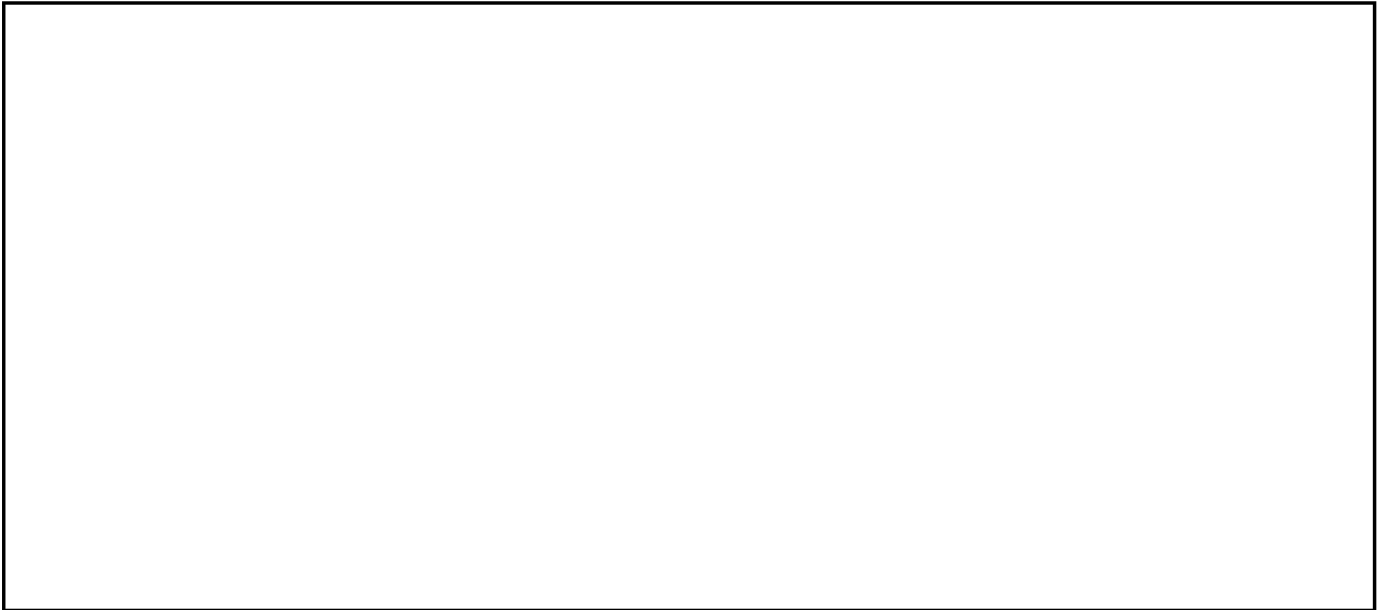
What are 10 of the most common problems that your client avatars have?

How do you uniquely solve these problems & needs?

What are 10 of the most common questions that your client avatars have?

## CLIENT AVATAR + NICHES

What solutions, tips, tricks or hacks do you have for your clients from your experience and expertise?



How can you create these into videos? Outline into scripts.



# 2) LEAD GENERATION



# Unless You're Solving A Problem You Will Never Be the Solution

## Digital Marketing Ad Strategy

Who is your target audience?

What niche are you going after?

Is this a Cold/Warm/Hot audience?

What is your objective (what are you trying to accomplish?)

What problems do your clients have?

- 
- 
- 
- 
- 

What are the solutions to the problems?

- 
- 
- 
- 
-

# Unless You're Solving A Problem You Will Never Be the Solution

## Digital Marketing Ad Strategy

What problems do they have that they do not know they have?

- 
- 
- 
- 
- 

What are the solutions to the problems they do not know they have?)

- 
- 
- 
- 
- 

What typical questions does my client ask?

- 
- 
- 
- 
- 

Topics/content specific to Cold, Warm, Hot Audience

C-

W-

H-

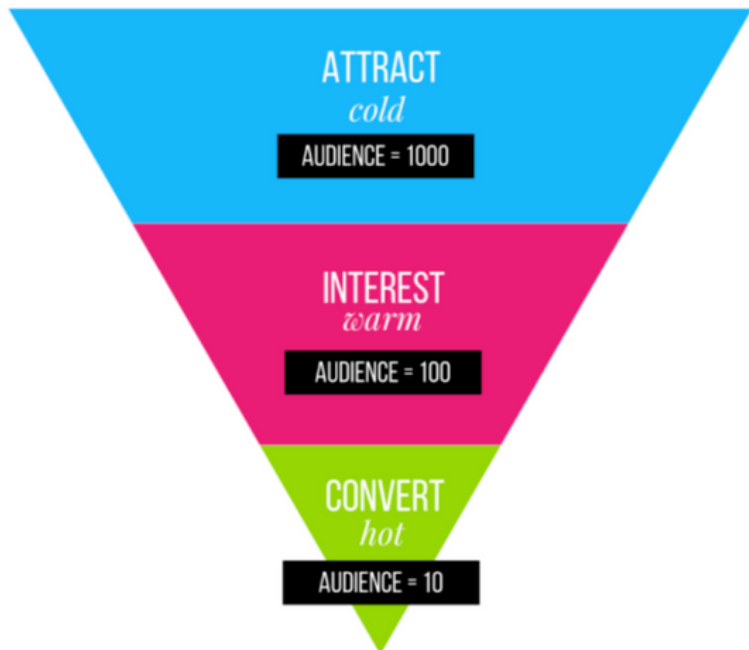


# 3) LEAD NURTURE



# ATTRACTING EVERY TYPE OF AUDIENCE

*list examples of videos you could create for each type of audience*



## COLD AUDIENCE = ATTRACT

ex. 3 musts when selling a home (will use a realtor as an expert example)

- 1.
- 2.
- 3.
- 4.
- 5.

## WARM AUDIENCE = CONVERT

ex. 4 essential tips when selling your home faster & for more money

- 1.
- 2.
- 3.
- 4.
- 5.

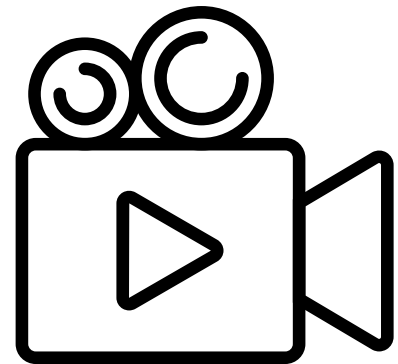
## HOT AUDIENCE = INTEREST

ex. click below to get an accurate value of your home

- 1.
- 2.
- 3.
- 4.
- 5.

## A LIST OF VIDEO SERIES YOU SHOULD RECORD

- Types of inspections you need
- Stages of buying
- Stages of selling
- Contractual terms
- Biggest mistakes buyer/sellers make
- Best practices for buyer and seller
- Homes under a certain price range
- Homes that are hard to find and are very desirable
- First time home buyers
- Moving up
- Moving down
- Types of loan
- How to improve credit
- How to avoid foreclosure
- How to pay off your home more quickly
- Neighborhood's specifics



# 4) CONVERSION



## List of items to **INCLUDE** in your Marketing Plan

- Introduction : Your manifesto regarding your business. Pledge
- Meet the team: About you
- Authority: Credentials, Industry Awards, Charities, Experience, Stats
- Getting Your Home Prepared
- Comprehensive Marketing Strategy
- High Quality Marketing Materials (examples)
- Client Care and Communication (promises and deliverables to client)
- Tapping into the Power of Social Media
- Engaging your Audience
- Traditional Marketing on Steroids
- Behind the Scenes
- Testimonials
- Fun Facts: Volunteering, Things you like to do, Family pics, Pets, Hobbies
- Bestselling Book



# GENERATING VIDEO CONTENT BASED ON THE SALES CYCLE

## AWARENESS & MARKETING VIDEOS

list examples of community videos you could create! i.e. top taquerias in your area etc. this way they learn to know you and like you !

[Redacted area]

## LEAD GENERATION VIDEOS

list examples of community videos you could create!  
i.e. video text messages, opt in links etc.

[Redacted area]



# GENERATING VIDEO CONTENT BASED ON THE SALES CYCLE

## LEAD NURTURE VIDEOS

list examples of videos you could create! i.e. provide those leads value on how to sell their home, when to sell their home, why staging is important

## CONVERSION VIDEOS

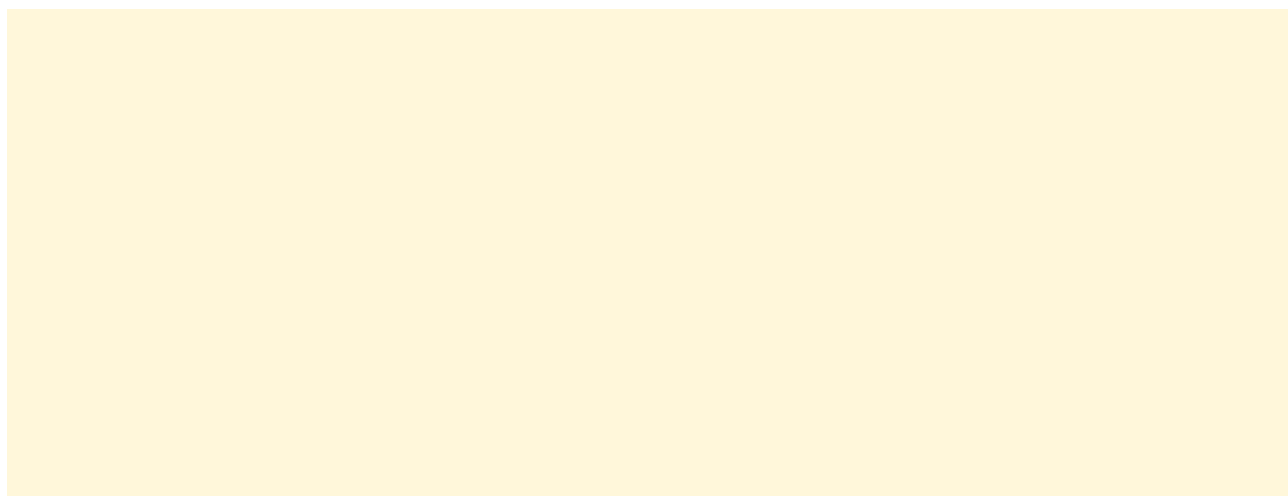
list examples of videos you could create!  
i.e. provide value after you developed enough rapport show them why they need to work with you. What do you offer.



# GENERATING VIDEO CONTENT BASED ON THE SALES CYCLE

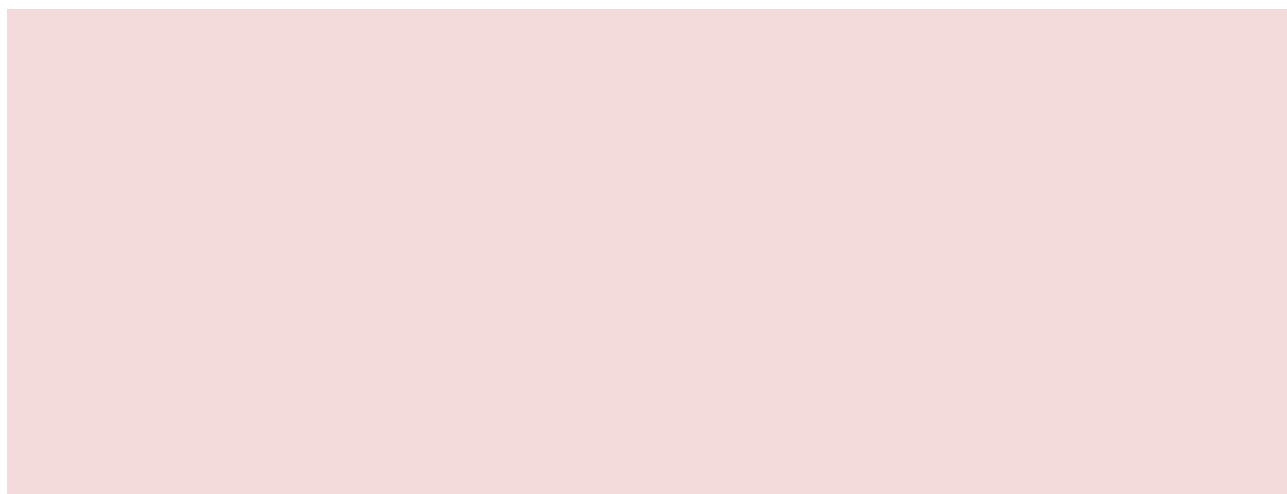
## FULFILLMENT & DELIVERY VIDEOS

list examples of videos you could create! i.e. An analysis of their home, drone footage on their listing etc.



## REFER RETAIN RITUALS & ROUTINE VIDEOS

list examples of videos you could create!  
i.e. A video letting them know how great it was to work together, ask for a review or someone they may know that needs your help!





# 5) FULFILLMENT & DELIVERY



# 6) REFER, RETAIN, REVIEWS, RITUALS & ROUTINES



# I'M A GLOBAL EXPERT!

## QUOTE OF THE DAY

- Visualize my day
- Attend Skin in the Game
- Wrote out 6 to do's
- Read manifesto
- Gratitude
- Pay it forward

### I Am Grateful For...

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Today's Scheduled To Do's & Time Blocks (Hard stuff first!)

- |          | HOURS |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

- I blocked out the time in my calendar!
- I am committed to the "Touch It Once" Rule

### Today's Wins & Successes!

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_


### Evening Rituals

- Show Gratitude
- Calendar out my day for tomorrow
- Visualize my day for tomorrow
- Give myself permission to dream of what I need

P1     P2     P3     P4



Don't let your momentum stop now.  
**Join our community.**



We can help you:

- **Automate** your business
- Become a **systematic, lead generating** machine
- Establish yourself as the **go-to authority** and **expert** in your market
- **Mastermind** and **connect** with **top producing experts** across the planet
- **Support, guide** and **troubleshoot** you through the tough times in your business

**MyDefiningMoments.com**



**Rita Gladding**  
Jan 27 · 🌐

Now being featured at The Market, Herndon & West. So grateful 😊

Like Comment

You, Lisa Casarez Msw and 101 others

Melanie Warner  
Great job, Rita! ❤️🔥👏

2w Like Reply

Rita Gladding  
Melanie Warner 🙌👏👏👏👏 to you, dream maker!

3d Like Reply



**Suzanne Sibilla** is with Shiran Cohen and 15 others. ...  
August 26 at 4:46 PM · 🌐

Your readers and future clients need to see and hear you. Your #1 bestselling book can be used as your platform to get your message out there. Your unique message matters!

I was on Ticker News (based in Australia) talking about mental and emotional well-being.

Thank you, **Melanie Warner**, for creating Defining Moments and for this incredible author-business-lifestyle community!!! 🙌

**Lacy Fawson Hardman**  
15h · 🌐

**My Biggest moment of clarity this week: Melanie Warner has this system on point! If I follow her process step by step I will be a best selling author and help Realtors have the opportunity to become Builder Agents! I'm so excited!!**

**Suzanne Sibilla** ▶ Defining Moments: Author Training  
2 hrs · 🌐

A pleasant surprise today! :) I entered my book back in March on a whim.

I received the 2021 International Impact Book Awards for my book, Pivot YOU! 6 Powerful Steps to Thriving in Uncertain Times.

The award ceremony is in Arizona in November. Sounds fun and super exciting!!! I miss traveling. :) — with **Nigel Smart** and **8 others**.

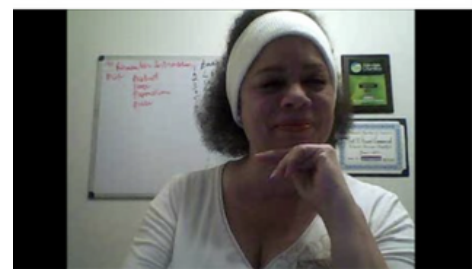


👍👏👏 6 10 Comments

**Nickie Smith**  
11h · 🌐

After meeting with the Board members, Partners, the Founder/Owner of Joynt Radio I am proud to inform you that I (Nickie V. Smith) have been granted my own broadcast!!! It was a unanimous vote that the #1 Bestseller Of Tired of Just Surviving, Time To Thrive by Nickie V. Smith should and will have the slot to host her broadcast as part of Time 2 Consider Organization and Radio talk show with Melvin Moss.

I want to say thank you all for your support, and your love. As we complete the details, I will keep you up on the data as it unfolds.



**Defining Moments: Author Training**  
Tanya McCready · 2d · 🌐

**Echoing the advice of Suzanne Sibilla and Melanie Warner. 3 books I gave away earned us \$2000 today! 🙌**

**Tanya McCready**  
2h · 🌐

One of my first conversations with **Melanie Warner** she talked about our book being a calling card, a tool to use for leverage.

I didn't like that idea. 😞😞

I only saw a book as a way to hopefully make \$10-20k to help get through the pandemic. Giving away something that cost me \$10 to print (clearly before I learned about author copies on KDP), was not something I was open to. 🙄

8 months later, I have learned so much from **Melanie Warner** and my mindset on many things has shifted dramatically. Today I received an email from a production studio our huskies have done some work with on films. 🐾🐾🐾 I had sent the owner our book a month ago as a gift. She said the idea she has had around a series for years is now going ahead and they are sending a business proposal to us this week for our huskies to be part of every show and to hire us to consult to pitch it to networks and to help write it. She said the book gave her strength and spirit to keep moving on right now when things are so challenging. 🐾🐾

Another book I sent as a gift a month ago just got us booked for a speaking engagement at a private school in Switzerland as our contact who teaches at the school loved the book and then passed it onto the Principal. 🙌

So my advice. Order 50 or 100 author copies of your book and send them out into the world like little messengers and angels of good will, with no expectations of return. 🙌🙌

Can't wait to hear the wonderful karma the Universe sends back to you. 🙌

Thank you Melanie for all the lessons!

**Soodabeh Mokry**  
Feb 27 · 🌐

If you are not following **Melanie's** instructions about creating your courses, you won't see the results you want.

Right after publishing my ebook, I began working on creating my 6 weeks virtual course. I was very excited, but not sure how it would perform.

I sold the first one 2 days ago!

**Tanya McCready**  
October 21 at 4:00 PM · 🌐

While our huskies and introducing guests to the incredible world of dogsledding and the Canadian wilderness will always be my passion 🐾🐾 - speaking has also become a huge passion for me. 🙌

So humbled by this testimonial from the awesome team at Coca-Cola that I got to speak with recently about our incredible dogs and the lessons they have taught us 🙌

"We had the great pleasure of having Tanya present to our Corporate group, telling a fascinating story about her and her husband's journey to overcome obstacles and persevere through challenges faced when managing a dogsled team across the Alaskan wilderness.

The similarities between their journey and the journey of strengthening our team was very relatable and inspirational, particularly the parallels around passion, drive, determination and persistence.

Well done Tanya, your message resonated with our management team and you have given us a new perspective on what it takes to be successful when managing through change!"

# IS EXPERT MASTERY RIGHT FOR ME?

You understand that the **future** of your business relies on the mastery of **online platforms** and **social media** outlets.

You're an **innovator**, **thought-leader** and **crave connections** with other successful leaders in the world.

You've got what it takes to be a global expert and want to **make waves** in your **industry**.

## COMMUNITY, CONNECTION, NETWORK

This program offers the deepest connection with other successful branded experts in the world. Giving you the opportunity to mastermind and implement strategies and tactics that are working for the most thought leaders in all markets.

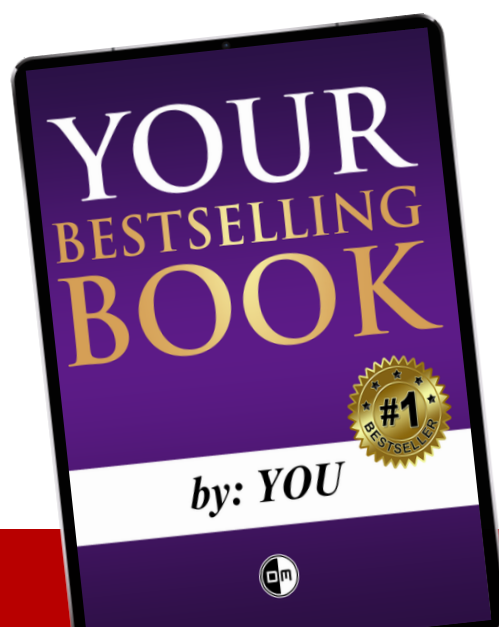
12 Month program backed by our highest levels of support and accountability.

50+ Group Coaching Sessions with Melanie and Daily Office Hours available. Stay connected with monthly live elite events.

Access to our complete Author/Speaker and Mentor Training materials

## NEXT LEVEL EXPERIENCES

Plug into a community of experts who are all leveling up and experience unique trips, retreats and invites.



## YOUR BESTSELLER HERE

Grow your brand and authority with a bestselling book

Leverage your bestseller status with podcast and media interviews.

Land a highly paid speaking gigs.

Reach more high-ticket clients as a coach or mentor

# GET ALL THIS PLUS MORE IN **EXPERT MASTERY**

Individually, **all the components** that make up my Expert Mastery course are valued at **over \$300,000.**

<b>7 FIGURE COPYWRITER CREATES YOUR BOOK</b>	<b>\$20,000 VALUE</b>
<b>BRANDED EXPERT ON SOCIAL MEDIA</b>	<b>\$50,000 VALUE</b>
<b>MARKET BOOK TO 100,000 BUYERS</b>	<b>\$10,000 VALUE</b>
<b>ALL BOOK PUBLISHING COSTS</b>	<b>\$15,000 VALUE</b>
<b>GET FEATURED IN MEDIA</b>	<b>36,000 VALUE</b>
<b>BUILD FUNNEL &amp; AUTOMATION</b>	<b>\$5,000 VALUE</b>
<b>GET BOOKED ON STAGES AS A SPEAKER</b>	<b>\$12,000 VALUE</b>
<b>LAUNCH BOOK TO #1 BESTSELLER</b>	<b>\$10,000 VALUE</b>
<b>50 REVIEWS ON AMAZON</b>	<b>PRICELESS</b>
<b>HIGH TICKET TRAINING FOR COACHES</b>	<b>\$15,000 VALUE</b>
<b>50+ GROUP CALLS WITH MELANIE</b>	<b>\$125,000 VALUE</b>
<b>PRESS RELEASE SENT TO 50+ NEWS COMPANIES</b>	<b>\$5,000 VALUE</b>
<b>AUTHOR/SPEAKER MEDIA KIT</b>	<b>\$2,500 VALUE</b>

**TOTAL VALUE\*\***

**\$305,500 VALUE**

# READY TO GET STARTED?

[MyDefiningMoments.com  
/application](https://MyDefiningMoments.com/application)

