

Live **KINGDOM BUILDERS** 2023

April 26-28, 2023

EVENT MANUAL



**TAMARA
LOWE**

#1 Amazon and New York Times
Bestselling Author

**The #1 Live Online Event for
Christian Authors, Speakers, and Coaches**

Live KINGDOM BUILDERS 2023

Over the Next 3 Days You Will Discover:

- ▲ **How to Get Paid for Advice** You Currently Give Away for Free
- ▲ **How to Create or Replace 6-Figure Income** in 12 weeks to 12 months as a Writer, Public Speaker or Coach (*and it's Pandemic-Proof!*)
- ▲ How to Drive Traffic to Your Website and **Build Your Fan Base FAST**
- ▲ How to Avoid the #1 and Most Expensive Mistake Every Influencer Makes (*I made it too, and it took me 5 years to figure it out!*)
- ▲ How to **Launch a High-Ticket Coaching Program** Around Your Book
- ▲ **How to Successfully Sell Courses, Products and Programs from the Stage**
- ▲ **How to Start, Scale and Succeed** as a New Speaker, Author or Coach
- ▲ How to Overcome Discouragement and the Fear of Failure that Kills Your God-Inspired Dreams
- ▲ Why Most Authors Never Make More than \$2000 on Their Books (and **How to Ensure that YOU are Never a Starving Artist**)
- ▲ How to Scale Your Brand, Business or Ministry to **Make a Global Impact**
- ▲ How to **Create and Sell Lucrative Online Courses**
- ▲ The **Exact Tools and Strategies** I Use to Run a Multimillion Dollar Ministry
- ▲ How to Produce, Package, Price and Promote **Online Courses and Coaching Programs**
- ▲ How to **Create Recurring Passive Income** as an Author, Speaker or Coach
- ▲ The 3 Essentials You Need to **Monetize Your Message**
- ▲ How to Use Content Marketing to Create Cash, Clients and Raving Fans (*Because "Likes" Don't Pay the Bills!*)
- ▲ How to **Present, Package, Promote and Price Your Services**
- ▲ **The Inner Circle System:** The Right Things, the Right Way, in the Right Order
- ▲ Powerful Testimonies and Inspiring Case Studies to **Fuel Your Motivation**
- ▲ **Special Guests, Giveaways, Live Q&A...**
- ▲ And Much, Much More!




Writers, Speakers and Coaches Day

**YOUR
TOP 10**


**QUESTIONS ABOUT
MONETIZING
YOUR MESSAGE
(FINALLY)
ANSWERED**

1. Do I need any special qualifications or certifications?



A black graduation cap with a blue tassel is placed on top of a silver laptop. The background is a light blue wall.

2. What could I coach about?



A glass jar filled with colorful sticky notes (red, blue, yellow, green) featuring question marks. The jar is on a dark surface.

3. Do I need to create a curriculum or course?



4. Why would anyone listen to me?



5. How much should I charge per hour or per session?



6. How can I charge when Jesus gave everything away for free?



7. Do I need a contract? What do I put in it?



8. What would I actually DO in a coaching session?

9. How long does it take to get high-paying clients?



10. How do I get clients? What do I say/do to get them to sign up?



The Purpose of Biblical Wealth

 **NOTES**

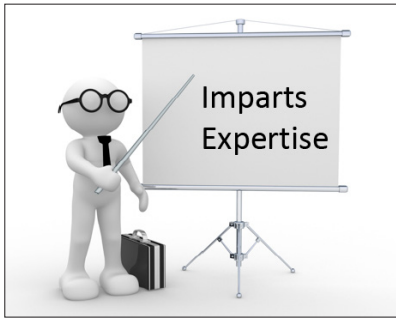
The Prerequisite for Biblical Wealth

 **NOTES**

The Proper Response to Biblical Wealth

 **NOTES**

Three Categories of Experts




1. The Professor Imparts _____.



2. The Detective Reveals _____.



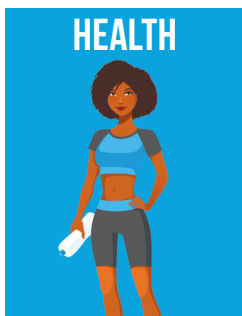
3. The Survivor Shares _____.

 **NOTES**

Top 20 Proven & Profitable Niches



1. _____ (Men)
2. _____ (Woman)
3. Marriage/Family (Blended)
4. _____
5. Divorce (Post Breakup)



6. Weight Loss
7. Muscle Gain
8. _____
9. _____
10. Wellness/Natural Healing



11. Investments/Retiring
12. Growing a _____
13. Sales & Marketing
14. _____
15. Time Management/Productivity

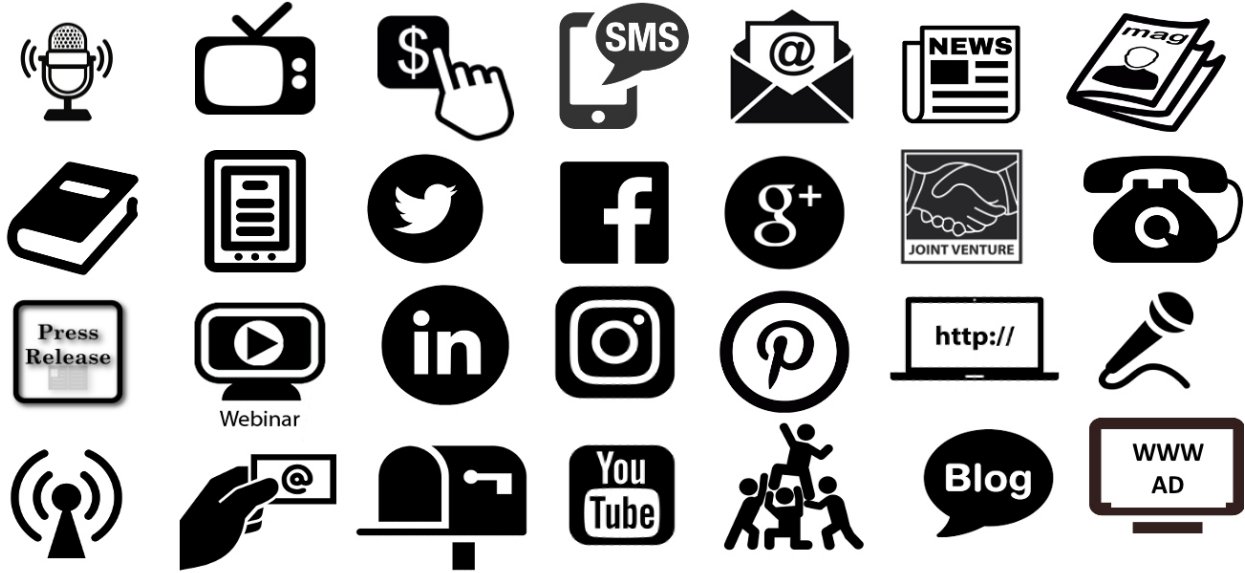


16. _____ Mindset
17. Finding Purpose/Passion
18. _____ Development
19. Transformation/Transitions
20. Peak Performance

Q: What is the **MOST IMPORTANT** part of building your business/ministry?

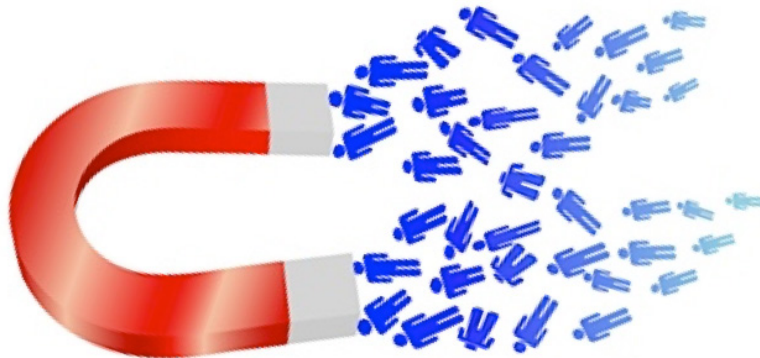
A: _____

Top 28 Ways to Build Your List



 **NOTES**

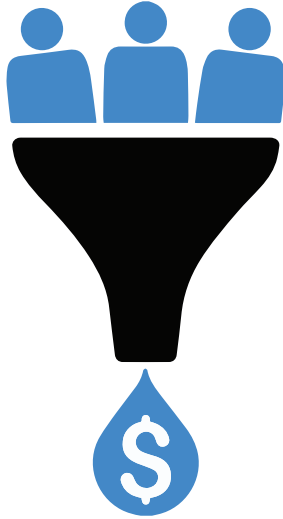
The Most Powerful Tool for Attracting Your Tribe



1. _____ is a free incentive that marketers offer to potential buyers in exchange for their email address, or other contact information.
2. This is what I call an “Ethical Bribe.”
3. It’s not merely about List Building, it’s about attracting the people who are most likely to BUY your product.
4. Put your Lead Magnet front and center on your website with a _____.
5. Use _____! It’s hot NOW. It’s entertaining, informative & powerful.
6. ALWAYS ADD A _____ at the end of your videos that invites viewers to go to your website and grab your free gift.
7. ALL Content Creation should contain a CTA that points to _____.

 **NOTES**

THREE MONEY-MAKING FUNNEL FUNDAMENTALS



3. TRAFFIC: People Interested in Your Topic, Who are Willing and Able to _____ to Get Faster, Better Results (Qualified Leads)

2. FUNNEL: An _____ that Consistently Converts Leads into High-Paying Clients

1. OFFER: _____ Backend Offer (\$1000+) Such as an Online Course or Live Coaching Experience

NOTES

DAY 3 - Friday, April 28, 2023

How to Monetize Your Message

Want to Succeed Fast?

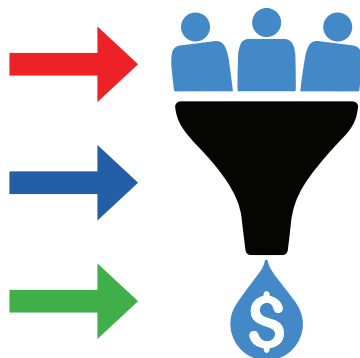
Do the
Right
Things

The
Right
Way

In The
RIGHT
ORDER

There is Just **ONE** Thing You **MUST** Have:

You Need a Proven _____



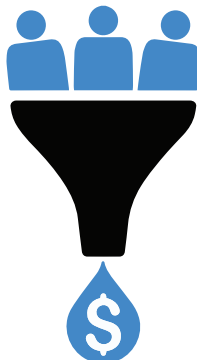
An _____ System
that _____ Leads
& Turns Them Into



- Time & \$\$\$ on Branding
- Time & \$\$\$ on Website
- Time & \$\$\$ on Book
- Time & \$\$\$ on Course/Coaching Program
- Time & \$\$\$ on Networking
- Time & \$\$\$ on Confusing, Unusable “Education”

How Much Time & Money?

5 Years/\$50,000 Minimum



A= _____

B= _____

C= _____

7 STEPS TO BUILDING YOUR BRAND

STEP

1

Lead _____

STEP

2

Grow Your _____

Everyone starts at _____

STEP

3

Use the Right _____

_____ Must Be In CONTROL of Your Business

STEP

4

Communicate with Your _____

CRM = Customer Relations Management

Or... Customers Repeatedly _____

STEP

5

_____ Your Marketing

Set it and Forget it!

STEP

6

Produce Valuable _____

High Value Resources Save your Clients Time, Money, Effort & Frustration

STEP

7

Know Your _____

You can't improve what you can't measure.



Create Clarity

1. Your Niche
2. Your Expert System
3. Your Flagship Program

 **NOTES**

A large rectangular area containing 30 horizontal lines for writing notes, starting below the 'NOTES' header and ending above the footer.