

MONETIZE

VIRTUAL STAGES

NOW



THE DEFINITIVE 12-POINT CHECKLIST



DUFF GARDNER

DUFFGARDNER.COM

Welcome!

Monetize Virtual Stages NOW The Definitive 12-Point Checklist

In this FREE checklist and guide, you will learn how to quickly turn guesting on podcast interviews, virtual networking events & online summits into a simple, high converting and profitable funnel that enrolls your perfect clients in 30 days or less...

- How to kickstart your dream business by “guesting” on virtual stages
- The EXACT strategy you can use to win your perfect, profitable clients from virtual stages like podcasts interviews, virtual networking events and online summits
- Easy steps to get your virtual stages funnel up and running in 30 days or less (even if you're just starting out)

LET'S GET STARTED!

The Opportunity

Win Clients Each and Every Time You Make A Guest Appearance On A Virtual Stage...

Being a guest on virtual stages like podcast interviews, virtual networking events and online summits is a great way to spotlight your expertise, creativity, and passion to listeners around the World from the comfort of your home. It's also a fabulous way to turn "ears and eyeballs", "leads" and "prospects" into confidence, clarity and paying clients for your business.

Even better, when you compare the online business tactics to get in front of prospects with consistency, virtual stages are 1.) less expensive in time, money and energy than live speaking and networking that require travel, 2.) less costly than paid ads, and 3.) faster to get results than all of organic content, social media, and complex affiliate or joint venture launches.

Over the past 2-3 years, virtual stages have taken on a greater importance to your online success. Yet, having worked with hundreds of clients over that time period, I see too many coaches, creators and service providers struggling to monetize virtual stages. They suffer from the "LOVE stages, LOST spirit" syndrome - with poor results leaving them feeling like quitting...

The Challenge

Your “Leaky Funnel” Is Costing You Leads, Appointment And Clients (Even If They Love You)...

There is a sneaky problem many of us fall into when we prioritize guest appearances on virtual stages... We forget to ALIGN all the elements of our client acquisition system (there are 5 core elements we teach in our programs) so becoming your client is an easy choice. Or, worse, we forget to have even the most basic system in place to turn listeners or viewers into clients...

These online client acquisition systems are called “funnels”. And, when they get poor results, it’s often for reasons we don’t expect... You have what I call a “leaky funnel”. When your funnel is “leaky”, potential clients have no simple, clear and trustworthy way to become paying clients after experiencing you on a virtual stage - even if they love everything you stand for...



The System

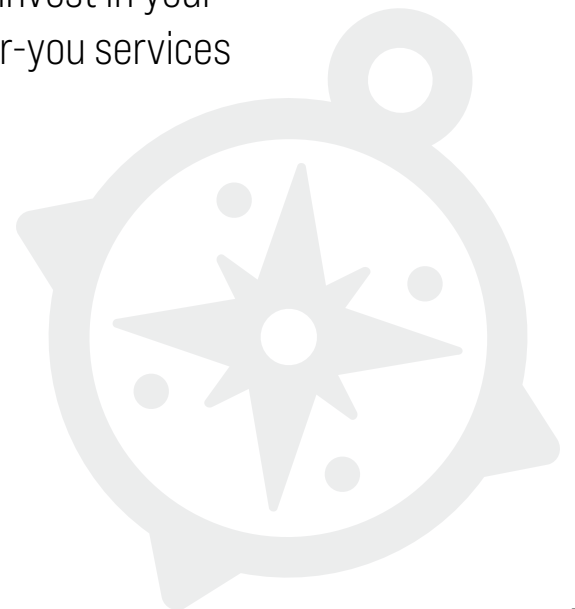
YOUR Definitive Checklist To Monetize Virtual Stages NOW

(Even If Your Past Results Have Been Poor)...

I want you to walk away from this advanced training understanding more deeply how to set up what I call an “aligned funnel”. An aligned funnel does these 4 things:

1. Powerfully positions you
2. Attracts clients with ease
3. Supports your dream business
4. Creates revenue breakthroughs

You will experience viewers and listeners becoming highly committed clients that happily invest in your coaching, online courses, and done-for-you services consulting, and more...



Who Am I?

Your Mentor to Monetize Virtual Stages...

If we haven't met before, my name is Duff, and if we have met, it's great to see you again... For the past 3 years, I've helped hundreds of students (and some of the gurus you see in your inbox) through high ticket coaching, podcasting, hybrid events, online challenges, social audio, online courses, done-for-you services, and more to monetize virtual stages...

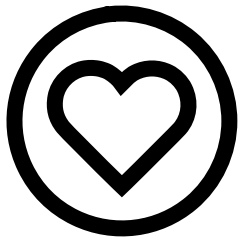
The checklist in this training is one that I've used in "funnel audits" with high end clients, paying \$30,000+ annually to, among other benefits, gain access to my funnel optimization framework.

If you don't have an "aligned" virtual stages funnel to win clients, please go ahead, watch the companion video to this PDF - I'll be excited to see you implement your takeaways...

If you'd like a deeper level of help, please click the link here to check out how we might work together to help you monetize virtual stages...

Now, let's dive in...





Avatar

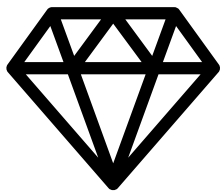
Concept – Your Ideal Client

Why Important – Product Market Fit

Problems – Old School Marketing, Abstract, Not Choosing

Solution/Key Insight –

Here's What To Do Now – Determine how you can be more specific about your avatar, think more deeply about their situation, and consider their emotions.



Journey

Concept – Your Story of “Becoming”

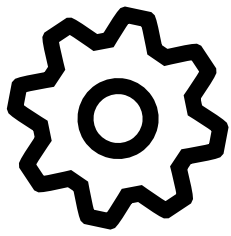
Why Important – Know, Like and Trust

Problems – Oversharing, Flawed Logic, Emotionally Disconnected

Solution/Key Insight –

Here's What To Do Now – Reflect on your “inciting incident”, the moment in time when you realized why you were called to do what you do, and your emotions.





System

Concept – Your Unique Process

Why Important – Stand Out as Valuable

Problems – Over-Explaining, Lack of Clarity, Complexity

Solution/Key Insight –

Here's What To Do Now – Take time to consider your key steps, your roadmap, and how they might fit into a model, system, or framework that invokes curiosity.



Premise

Concept – Your Strongly Held Belief

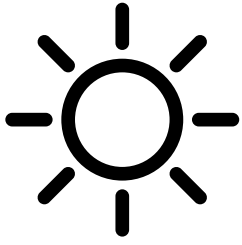
Why Important – Stand Out as Unique

Problems – Comparison, Lack of Confidence, Validation

Solution/Key Insight –

Here's What To Do Now – Get connected to how you can evoke strong emotions in others, by dialing into what drives you, what feels unjust, what others might be missing.





Transformation

Concept – The Problem and Your Promise

Why Important – Clear Message

Problems – Too Scientific, Too Abstract, Too Clever

Solution/Key Insight –

Here's What To Do Now – Write down the “before” and “after” states your clients will experience working with you, including feelings, emotions, and actions.



Traffic

Concept – Source of Qualified Prospects

Why Important – Lead Flow

Problems – Overinvestment in money, Underinvestment in time, Over-pivoting

Solution/Key Insight –

Here's What To Do Now – Identify key assumptions you hold about how well your traffic source matches with your funnel, and embrace testing as you roll out new products and services.





Engagement

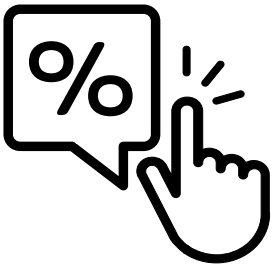
Concept – Interactions With Prospects and Your Community

Why Important – Deal Flow

**Problems – Lack of Follow Up, Rushed Launches,
Lack of Consistent Focus**

Solution/Key Insight –

Here's What To Do Now – Assess how you engage with prospects once they join your email list - your engagement should both tactically and energetically match your clients' customer journey.



Conversion

Concept – Your Process(es) To Turn Leads into Sales/Clients

Why Important – Cash Flow

Problems – Sales Tactic Mismatch, Fear of Selling, Salesy Vibe

Solution/Key Insight –

Here's What To Do Now – Gather proof that people have benefited from your services, even if you offered them pro bono, and use that evidence to build your “enrollment” confidence.





Delivery

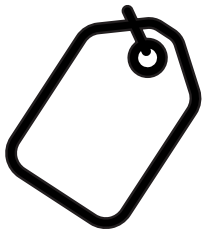
Concept – Your Fulfillment Process

Why Important – Directly Impacts Profitability

Problems – Abstract Topics, Too Hard or Easy, No Next Steps

Solution/Key Insight –

Here's What To Do Now – Working backwards from the ultimate result your client can achieve, map out each step, and think of ways to have clients get a micro result at each step.



Offer

Concept – Your Clear, Confident Case

Why Important – Category Leadership

Problems – Doesn't Match (People Find It Easy To Say "No")

Solution/Key Insight –

Here's What To Do Now – Assess how your offers convey the value you provide to their lives of your prospects, dive deep into this, and quantify the cost of not working with you.





Support

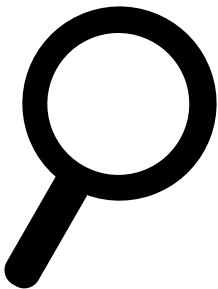
Concept – Choosing The Right Help You Need To Thrive

Why Important – Personal Optimization

Problems – Lack of Systems, No Project Management, Energetic Mismatch

Solution/Key Insight –

Here's What To Do Now – Always hire to fill the gaps where, if supported, you can thrive, and choose support not just on what you currently need, but also on where you want to go.



KPI's

Concept – Your Key Performance Indicators

Why Important – Strategy Optimization

Problems – Flying Blind, No Proof Gathering, Difficulty Making Adjustments

Solution/Key Insight –

Here's What To Do Now – Identify the biggest “question mark” in your current project to help you focus on measures that matter most as you launch products, programs and services.





DUFF GARDNER

Duff Gardner is Founder of Protocol M, a new breed of digital agency, media and coaching company that helps impact-driven founders of service-based companies grow world-class mentoring, coaching and teaching brands. Duff is an award-winning 7-figure marketer, startup founder and digital producer, and has worked as a consultant, advisor, and chief learning and revenue officer to 7-figure coaching brands. In that role, he has helped hundreds of students (and some of the gurus you see in your inbox) through high ticket coaching, podcasting, hybrid events, online challenges, social audio, online courses, done-for-you services, and more to monetize virtual stages. His commitment, through his podcast “Off My Duff - The Entrepreneur Podcast”, his coaching brand “Offers that Sell”, and his done-for-you-services agency, is to help clients - “be the gold standard in your category, so that clients are choosing you first”. Duff holds an MSc. in Learning Sciences and Information Technology from Carnegie Mellon Silicon Valley, is a fierce advocate of LGBTQ+ rights and animal rescue, and lives in beautiful Victoria BC. His mantra is: “teach what you love, live from your truth”.



**Quickly Turn Guesting
On Podcast Interviews,
Virtual Networking Events
& Online Summits Into a Simple,
High Converting and Profitable
Funnel That Enrolls Your Perfect
Clients In 30 Days Or Less...**

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