






Use CTS as your short-term (next 90 days) AND long-term (next 3-5 years) business growth implementation system.

# The Content Transformation<sup>®</sup> System

## VISUAL GOAL KEY MAP

**TIP:** When you're in CTS, come back to this goal key often to navigate quickly to skills.

 <b>PHASE 1: MINDSET MASTERY</b>		 <b>PHASE 2: SKILLSET MASTERY</b>		 <b>PHASE 3: GROWTH</b>		 <b>PHASE 4: GET KNOWN</b>		 <b>PHASE 5: FOCUS, DIVERSIFY, REFINE</b>	
Mindset – CTFAR, Control Your Thoughts	<a href="#">Watch 1.1</a>	Mindset – Overcome Overconfidence	<a href="#">Watch 2.1</a>	Growth – Intro to Team Setup & Roles	<a href="#">Watch 3.1</a>	Get Known – Intro to Book Authorship	<a href="#">Watch 4.1</a>	Your Next 5 Years	<a href="#">Watch 5.1</a>
		Skillset – Your Niche & Audience Offer	<a href="#">Watch 2.2</a>	AI + HUMAN: Why You Need Both for an Efficient Marketing/Company Team #AI	<a href="#">Watch 3.2a</a>				
Mindset – Dunning-Kruger	<a href="#">Watch 1.2</a>	Skillset – Product-Market-Fit Research	<a href="#">Watch 2.3</a>	AI TRAINING: WHY & HOW AI Will Fill In to Help You Produce Content 5x Faster (Theory/Knowledge) #AI	<a href="#">Watch 3.2b</a>	Get Known – Coach Review: Your Book Title	<a href="#">Watch 4.2</a>		
		Skillset – ICA (Ideal Client Avatar) & Core Business Drivers	<a href="#">Watch 2.4a</a>	AI TRAINING: Step-by-Step Keyword Research to Generating Inbound Content with AI (Practical/How-To) #AI	<a href="#">Watch 3.2c</a>				
		Skillset – How to Use AI to Produce Non-Crappy Blog Content 5-10x Faster	<a href="#">Watch 2.4b</a>	Growth – Qualify, and Interview to Find Your Rockstar	<a href="#">Watch 3.2d</a>	Get Known – Harness Your Personal Writer	<a href="#">Watch 4.3</a>		
		Skillset – Your Website	<a href="#">Watch 2.5a</a>	Growth – Set Up Your Employer Account on Indeed	<a href="#">Watch 3.2e</a>				
		Skillset – Build a Brand Book	<a href="#">Watch 2.5b</a>	Growth – Hiring Platform Alternative – Upwork	<a href="#">Watch 3.2f</a>				
Mindset – Go from Worker to Boss	<a href="#">Watch 1.3</a>	Skillset – Live Website Audit	<a href="#">Watch 2.6</a>	Growth – Removing a Team Member	<a href="#">Watch 3.3</a>	Get Known – Amazon KDP Self-Publishing Tutorial	<a href="#">Watch 4.4</a>	How to Gauge New Opportunities	<a href="#">Watch 5.2</a>
		Skillset – Content Strategy (SEO/Data Research)	<a href="#">Watch 2.7a</a>	Growth – Intro to Remote Team Setup	<a href="#">Watch 3.4</a>				
		Skillset – Success Measuring & KPIs	<a href="#">Watch 2.7b</a>	Growth – Set Up Your Custom Clickup Space (NEW Sep. 2022)	<a href="#">Watch 3.5a</a>	Get Known – Acquire Beta Readers & Launch a Bestseller	<a href="#">Watch 4.5</a>		
		Skillset – List Building	<a href="#">Watch 2.8</a>	Growth – Use our Custom Clickup Space (NEW Sep. 2022)	<a href="#">Watch 3.5b</a>				
Mindset – Decision Making	<a href="#">Watch 1.4</a>	Skillset – Write for Blog & Web	<a href="#">Watch 2.9a</a>	Growth – How to Assign Tasks in ClickUp (NEW Sep. 2022)	<a href="#">Watch 3.5c</a>	Get Known – Who to Hire to Format & Self-Publish	<a href="#">Watch 4.6</a>		
		Skillset – Research	<a href="#">Watch 2.9b</a>	Growth – ClickUp for Payroll (NEW Sep. 2022)	<a href="#">Watch 3.6a</a>				
		Creative Skill: AIO Writing (Optimize Artificial Intelligence Content) #AI	<a href="#">Watch 2.9c</a>	Growth – Google Doc Payroll System	<a href="#">Watch 3.6b</a>	Get Known – Build Your Evergreen Sales Webinar	<a href="#">Watch 4.7</a>		
		Skillset – Social Media	<a href="#">Watch 2.10a</a>	Growth – Your Marketing (Baseline Weekly vs. Creative)	<a href="#">Watch 3.7</a>				
		Skillset – Short-Form Video	<a href="#">Watch 2.10b</a>	Growth – Delegating Your Marketing	<a href="#">Watch 3.8</a>				
				Skillset – YouTube Creative	<a href="#">Watch 2.11a</a>	Growth – Increasing Clients	<a href="#">Watch 3.9</a>	Get Known – Exactly How to Guest Blog	<a href="#">Watch 4 Bonus</a>
				Skillset – YouTube Optimize + CC	<a href="#">Watch 2.11b</a>	Growth – Automations Within Clickup (Guest Expert Layla)	<a href="#">Watch 3 Bonus</a>		
				Skillset – Copywriting Your Method	<a href="#">Watch 2.12</a>				
Skillset – Get Clients	<a href="#">Watch 2.13</a>								

# Plug-n-Play Library

Inside the curriculum lessons in each Phase, we'll tell you **how** and **when** in your journey to access & use this powerful library.

My Drive > CTS (Content Transformation System) > Content Transformation System - Plug-n-Play Template Library to Build and Grow Your Online Business

Name ↑	Owner	Last modified
Evergreen Sales Vehicle Templates [Content Transformation System, Get Known Phase]	me	11:22 AM
Google Sheet Payroll System for Contractors (Templates) [Content Transformation System, Growth Phase]	me	Jan 5, 2022
Growing Your Sales & Clients - Email Templates	me	Jan 6, 2022
Job Posting & Hiring - Job Ad Templates, Skills-Based Interview Templates, & Orientation Templates	me	Jan 6, 2022 me
Task Management - SOP & Brand Vision Templates	me	Jan 6, 2022 me
Write Your Book (Templates) [Content Transformation System, Get Known Phase]	me	Jan 17, 2022 me

- EXAMPLE Class 1 - Scaling (Julia's high-ROI webinar flow).pptx
- EXAMPLE Class 2 - Starting (Julia's high-ROI webinar flow).pptx
- TEMPLATE Julia's High-ROI Webinar Flow.pptx
- The Forward Flow.pdf

Name ↑

- Brand Vision - Example/Template
- Social Media Strategy Direction [Template]
- SOP Example - Orientation Process for a New CTS Student

Name ↑

- [Orientation Email] Welcome to [Your Brand] Template
- Contractor Removal (Termination)
- Job Listings for Contractors - Short Guide & Templates
- Template for Messaging Candidates & Skills-Based Interview Templates

- Julia's Example Book Outline & Manuscript
- Amazon Book Copy Template [Example, Content Burnout by Julia McCoy].docx
- Back Cover Template [Example, Content Burnout by Julia McCoy].docx
- Book Questionnaire (Homework BEFORE You Write Your Book)
- Script to Get ICA Beta Readers
- Your Book Timeline & TOC Template

- 7-Day Email Sequence
- Offer Email Comparison (What Went Wrong vs. Right)
- Weekly Email Templates (Nurture & Sell More Clients)
- Welcome Email

- Template - [Your Brand] - Contractor Name Role Fixed (Example: Content Writer)
- Template - [Your Brand] - Contractor Name Role Fixed (Example: Producer/Designer)
- Template - [Your Brand] - Contractor Name Role Hourly (Example: Social Media Manager)
- Template - [Your Brand] - Contractor Name Role Hourly (Example: Strategist)
- Template - [Your Brand] - Contractor Name Role Hourly (Example: Support)
- Template - [Your Brand] Payroll Ledger

# Guest Experts, Support, & Live Coaching



## ALL PHASES (LEAD COURSE CREATOR & COACH)

**JULIA MCCOY**, Author & Entrepreneur



## PHASE 2 - SKILLSET MASTERY

**KIM BAGLEY**, CPA & Quickbooks ProAdvisor

Skillset – Taxes/LLC 2 Bonus



## PHASE 3 - GROWTH

**LAYLA POMPER**, ProcessDriven.io Founder

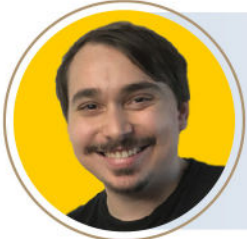
Skillset – System Automation 3 Bonus



## PHASE 4 - GET KNOWN

**KIMANZI CONSTABLE**, Author, Founder at RGIC

Skillset – Guest Blogging 4 Bonus

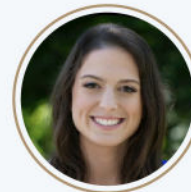


**DAVID MARTIN**, Website Development & Design Expert

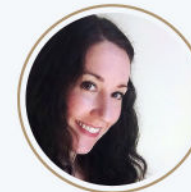
## A Team of On-Call Content Transformation<sup>®</sup> System Coaches

*Hired and trained by Julia on a consistent basis*

- Accountability Advocate
- Writing Coaches
- Content Strategy Coaches
- Marketing Coaches



**SARAH**, Strategy Coach



**ALYSSA**, Writing Coach



**VICTOR**, Student Accountability

### Plugged-In Coaching Review

*At each important stage in the curriculum as you're hands-on creating the parts of your business, a live coach steps in to review.*

### Live Coaching Q&A Calls

*Held on a consistent basis.*

### Schedule a 1:1 Call

*Access anytime you need, request via form once you're enrolled in the program.*

### Daily Support

*Reach Julia & CTS coaches daily in our private student-only group.*