# The Content Transformation® System

## Visual Goal Key Map

**Phase 1: Mindset Mastery**

- **Mindset - CTFAR, Control Your Thoughts**
  - Watch 1.1
  - Mindset - Overcome Overconfidence
  - Skillset - Your Niche & Audience Offers
  - Skillset - Product-Mark Fit Research
  - Skillset - 18 (Think Client Asurant) & Core Business Drivers
  - Skillset - How to Use AI to Produce Not-Crappy Blog Content & Faster
  - Skillset - Your Website
  - Skillset - Build a Brand Book
  - Skillset - Live Website Audits
  - Skillset - Content Strategy SKILLSiN Research
  - Skillset - Success Measuring & KPIs
  - Skillset - List Building
  - Skillset - Write for Blog & Web
  - Skillset - Research

- **Mindset - Dunning-Kruger**
  - Watch 1.2
  - Growth - Intro to Team Setup & Roles

- **Mindset - Go from Worker to Boss**
  - Watch 1.3
  - Growth - Indexing Your Employer Account on Indeed

- **Mindset - Decision Making**
  - Watch 1.4
  - Growth - How to Assign Tasks in ClickUp (NEW Sep. 2022)

**Phase 2: Skillset Mastery**

- **Skillset - Your Mindset & Audience Offers**
  - Watch 2.1
  - AI + HUMANS: Why You Need Both for an Efficient Marketing/Company Team

**Phase 3: Growth**

- **Growth - Intro to Team Setup & Roles**
  - Watch 3.1
  - AI TRAINING: WHY & HOW AI WILL HELP YOU IN HELPING YOU PRODUCE CONTENT 3X FASTER (SHEET/KNOWLEDGE)
  - AI TRAINING step-by-step keyword research on generating valuable content with AI (Practically Now)
  - Growth - Quality, and Interview to Find Your Recruiter
  - Growth - Set Up Your Employer Account on Indeed

**Phase 4: Get Known**

- **Get Known - Intro to Book Authorship**
  - Watch 4.1
  - Get Known - Coach Review: Your Book Title
  - Get Known - Harness Your Personal Writer
  - Get Known - Amazon KDP Self-Publishing Tutorial
  - Get Known - Acquire Beta Readers & Launch a Bestseller
  - Get Known - Who to Hire for Format & Self-Publish
  - Get Known - Build Your Evergreen Sales Webinar
  - Get Known - Exactly How to Guest Blog

**Phase 5: Focus, Diversify, Refine**

- **Focus, Diversify, Refine**
  - Watch 5.1
  - Your Next 5 Years
  - How to Gauge New Opportunities
  - Avoid Wasting Time & Money
  - Watch 5.3

---

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

---

### The Content Transformation System

**Video: Watch Series**

**Watch Series: [Video Link]**

---

**Watch Series: [Video Series] by [Creator Name]**
Inside the curriculum lessons in each Phase, we’ll tell you how and when in your journey to access & use this powerful library.
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® System Coaches

Hired and trained by Julia on a consistent basis

- Accountability Advocate
- Content Strategy Coaches
- Writing 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.