






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

The Content Transformation[®] System

VISUAL GOAL KEY MAP

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

 PHASE 1: MINDSET MASTERY		 PHASE 2: SKILLSET MASTERY		 PHASE 3: GROWTH		 PHASE 4: GET KNOWN		 PHASE 5: FOCUS, DIVERSIFY, REFINE	
Mindset – CTFAR, Control Your Thoughts	Watch 1.1	Mindset – Overcome Overconfidence	Watch 2.1	Growth – Intro to Team Setup & Roles	Watch 3.1	Get Known – Intro to Book Authorship	Watch 4.1	Your Next 5 Years	Watch 5.1
Mindset – Dunning-Kruger	Watch 1.2	Skillset – Your Niche & Audience Offer	Watch 2.2	AI + HUMAN: Why You Need Both for an Efficient Marketing/Company Team #AI	Watch 3.2a	Get Known – Coach Review: Your Book Title	Watch 4.2		
		Skillset – Product-Market-Fit Research	Watch 2.3	AI TRAINING: WHY & HOW AI Will Fit In to Help You Produce Content 5x Faster (Theory/Knowledge) #AI	Watch 3.2b	Get Known – Harness Your Personal Writer	Watch 4.3		
		Skillset – ICA (Ideal Client Avatar) & Core Business Drivers	Watch 2.4a	AI TRAINING: Step-by-Step Keyword Research to Generating Inbound Content with AI (Practical/How-To) #AI	Watch 3.2c	Get Known – Amazon KDP Self-Publishing Tutorial	Watch 4.4	How to Gauge New Opportunities	Watch 5.2
Mindset – Go from Worker to Boss	Watch 1.3	Skillset – How to Use AI to Produce Non-Crappy Blog Content 5-10x Faster	Watch 2.4b	Growth – Qualify, and Interview to Find Your Rockstar	Watch 3.2d	Get Known – Acquire Beta Readers & Launch a Bestseller	Watch 4.5		
		Skillset – Your Website	Watch 2.5a	Growth – Set Up Your Employer Account on Indeed	Watch 3.2e	Get Known – Who to Hire to Format & Self-Publish	Watch 4.6		
		Skillset – Build a Brand Book	Watch 2.5b	Growth – Hiring Platform Alternative – Upwork	Watch 3.2f	Get Known – Build Your Evergreen Sales Webinar	Watch 4.7	Avoid Wasting Time & Money	Watch 5.3
Mindset – Decision Making	Watch 1.4	Skillset – Content Strategy (SEO/Data Research)	Watch 2.7a	Growth – Removing a Team Member	Watch 3.3	Get Known – Exactly How to Guest Blog	Watch 4 Bonus		
		Skillset – Success Measuring & KPIs	Watch 2.7b	Growth – Intro to Remote Team Setup	Watch 3.4				
		Skillset – List Building	Watch 2.8	Growth – Set Up Your Custom Clickup Space	Watch 3.5a				
		Business Skill: Sales Funnel with AOFU (Instead of T/M/BOFU)	Watch 2.9	Growth – Use our Custom Clickup Space	Watch 3.5b				
		Creative Skill: AIO Writing (Optimize Artificial Intelligence Content) #AI	Watch 2.10a	Growth – How to Assign Tasks in ClickUp	Watch 3.5c				
		Creative Skill: How to Find DEEP Statistics to Add to AI Content #AI	Watch 2.10b	Growth – ClickUp for Payroll	Watch 3.6a				
		Skillset – Social Media	Watch 2.11a	Growth – Google Doc Payroll System	Watch 3.6b				
		Skillset – Short-Form Video	Watch 2.11b	Growth – Your Marketing (Baseline Weekly vs. Creative)	Watch 3.7				
		Skillset – YouTube Creative	Watch 2.12a	Growth – Delegating Your Marketing	Watch 3.8				
		Skillset – YouTube Optimize + CC	Watch 2.12b	Growth – Increasing Clients	Watch 3.9				
		Skillset – Copyrighting Your Method	Watch 2.13	Growth – Automations Within Clickup (Guest Expert Layla)	Watch 3 Bonus				
		Skillset – Get Clients	Watch 2.14						
		Skillset – Hell-to-Heaven Framework & Offer Building	Watch 2.15a, 2.15b						
		Skillset – Pricing Your Services & Closing Clients	Watch 2.16						

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
Task Management - SOP & Brand Vision Templates	me	Jan 6, 2022
Write Your Book (Templates) [Content Transformation System, Get Known Phase]	me	Jan 17, 2022

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

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

[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

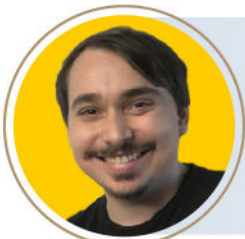
Skillset – System Automation 3 Bonus



PHASE 4 - GET KNOWN

KIMANZI CONSTABLE, Author, Founder at RGIC

Skillset – Guest Blogging 4 Bonus

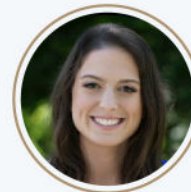


DAVID MARTIN, Website Development & Design Expert

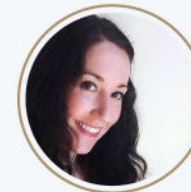
A Team of On-Call Content Transformation[®] System Coaches

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.