The Content Transformation® System

VISUAL GOAL KEY MAP

**PHASE 1: MINDSET MASTERY**
- Mindset – CTFAR, Control Your Thoughts
  - Watch 1.1
- Mindset – Dunning-Kruger
  - Watch 1.2
- Mindset – Go from Worker to Boss
  - Watch 1.3
- Mindset – Decision Making
  - Watch 1.4

**PHASE 2: SKILLSET MASTERY**
- Skillset – Intro to Team Setup & Roles
  - Watch 2.1
- Skillset – Intro to Book Authorship
  - Watch 2.2
- Skillset – Intro to Book Reviewing
  - Watch 2.3
- Skillset – Intro to Book Self-Publishing
  - Watch 2.4

**PHASE 3: GROWTH**
- Growth – Intro to Team Setup & Roles
  - Watch 3.1
- Growth – Intro to Book Authorship
  - Watch 3.2
- Growth – Intro to Book Reviewing
  - Watch 3.3
- Growth – Intro to Book Self-Publishing
  - Watch 3.4

**PHASE 4: GET KNOWN**
- Get Known – Intro to Book Authorship
  - Watch 4.1
- Get Known – Coach Review: Your Book Title
  - Watch 4.2
- Get Known – Harness Your Personal Writer
  - Watch 4.3
- Get Known – Amazon KDP Self-Publishing Tutorial
  - Watch 4.4
- Get Known – Acquire Beta Readers & Launch a Bestseller
  - Watch 4.5
- Get Known – Who to Hire to Format & Self-Publish
  - Watch 4.6
- Get Known – Build Your Evergreen Sales Webinar
  - Watch 4.7
- Get Known – Exactly How to Guest Blog
  - Watch 4.8

**PHASE 5: FOCUS, DIVERSIFY, REFINE**
- Your Next 5 Years
  - Watch 5.1
- How to Gauge New Opportunities
  - Watch 5.2
- 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.
### 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.

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### the content transformation system®
**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

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**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

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**SARAH**, Strategy Coach

**ALYSSA**, Writing Coach

**VICTOR**, Student Accountability Coach

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**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.*