



MODULE OUTLINE 2024

24-MONTH ACCESS ONLINE COURSE
WITH LIVE WEEKLY GROUP COACHING

STRAIGHT LINE THROUGH™

GETTING YOU TO
SIX FIGURES BANKED



INTRODUCTION

What is Straight Line Through all about Lisa?

Straight Line Through is all about getting you to £100,000 in sales - banked!

I mean - I'm going to show you how to build an online product, business, funnel, brand and mindset capable of generating £100,000 profit in a 12 month period.

Depending on where you are in your journey, how much work you're able to do now, and how you feel about money and sales, your timeline will be unique to you.

But...

I will teach you the real skills, help you build the true traits, and show you how to work through the most hidden barriers to that six figure number.

For this reason, Straight Line Through is not for the faint-hearted. It's not a hobby course for people wanting to make money on the side. And it's probably not best to dive in if you have seven other projects / courses on the go. Don't do that to yourself. SLT and six figure years require focus, time in and work out.

This programme is therefore for purpose-driven entrepreneurs who are certain they have something of value to bring to the world (even if they're a little nervous about it!) and are ready and excited to:

- Finish and upgrade their enhanced offer.
- Build a more sophisticated marketing message and process to make sales every single month.
- Develop their unique Thought Leadership and lead the way in the industry.

This is about passion. This is about leadership. This is about delivering results. Everything I've put into Straight Line Through is to help you do this exact work, overcome your self-limiting beliefs and be of increasing service in the world.

Straight Line Through is an in depth online course, active group coaching and live support programme guiding you step-by-step as you launch and scale your business to six figures (banked), using online sales and marketing.

INTRODUCTION

What's included?

When you enrol, you get access for a massive 24 months to give you the time needed to do the work, and develop the following skills and traits:

- Learn fundamental and advanced skills in online business, marketing and sales (they absolutely are skills that must be learnt and developed).
- Finalise your new or enhanced offer and sell in launches and evergreen.
- Build a business that can make money and scale to six figure years (banked).
- Develop your rich, original Thought Leadership, turn up online and stand out in your field.
- Build the mindset of a six figure earner.
- Trial, test, learn and improve.

To help you do this, I ask you to complete the 9-module online course and do the assignments. You then bring your work to the weekly calls for feedback from me and others, if that's helpful to you.

Each week, I'll be running through something new or inspiring from the course to help the core training land, show you real examples of what's working now, whilst challenging your thinking on what you think is possible for you.

What I ask of you is that you work through the course, you produce things I can help you develop, and you turn up in the world and launch to get real-time market feedback on what's working and what needs tweaking.

Get access to:

- **9-module online course focused on sales, marketing, funnels, thought leadership, business and mindset.**
- **Training videos showing you real examples and guiding you through each step.**
- **Typed notes of each unit, with audio recordings for people who love to listen.**
- **The ultimate six figure map and checklist.**
- **Technical training on mailing lists, ad processes and landing pages.**
- **300 page printed workbook (posted to you).**
- **Access to weekly group call - Wednesdays 12pm**

Get all of this for 24 months.

STRAIGHT LINE THROUGH

HELLO, FROM LISA



Hello, and welcome.

I'm really proud to say I've taught this programme nearly 30 times, and refilmed it six times!

"But why so many times Lisa?"

Because I really care about the result. Too many people are suffering in their business because they don't have the skills they need to help people and to grow.

As I've understood the market more deeply, as things have evolved, and as my wisdom as a seven figure coach has deepened, I have rebuilt this course to make it better, more honest, and more helpful.

My goal is for you to email me saying "Lisa, that worked. You're the first coach who told me the truth and actually supported me as I got to my six figure year online".

I want this to work for you, this time. Work with me to walk your Straight Line Through and make it happen now...

[You're protected by a 7-day guarantee.](#)

If you're not not blown away by the training, the materials and the support, I will give you your money back no questions asked...(You just have to send me the workbook back in the post...if you can bear to part with it when you see it.)

WHO IS THIS FOR?

About you:

There are two types of people who join Straight Line Through.

Start up

If you're new to business and online business but feel determined to make a living doing what you love, this course is for you. You will learn:

How to craft and launch your offer for the first time, then how to turn this into a more automated launch. I will tell you the truth and get you focused on what matters.

How to market and sell online in a way that feels honest, aligned and authentic. I will show you how to make money.

How to manage all the piece of business, including the cashflow, customer delivery and marketing.



Typically, people have an idea already, and have sold something or delivered something in another way. This isn't for people looking to make money 'on the side'. It's much more about going all in, building a brand and becoming a leader in your niche.

Scale up

If you already have an online business, and have made your first £5,000, £10,000 or even £30,000, we will focus on:

How to turn your offer into a more scalable product, or charge higher fees for the work you do. This is about getting more time back to put into creative, brand and business growth work.

How to build a fully automated marketing funnel to generate new leads and enquiries whilst you're busy delivering for clients (or working on another project).

How to build a brand as a Thought Leadership in your space, ready for your new book, podcast or talk!

MODULE OUTLINE

There are nine core modules in Straight Line Through, each holding 5-8 core units. When you join, you get access to the full programme, you receive a printed workbook in the post, and you get access to the weekly live calls for two whole years.

01

INTRODUCTORY CONCEPTS

In this section, you will learn how online business works, what's happening in the market now, and where you need to focus to build your profile, build your business and start winning customers. This will help you understand the online sales process as a whole, and limit the overwhelm as you see the map we'll be following to do this in nice clear steps.

Unit titles:

- How to make sales right now
- Crafting your offer for the first time (for beginners and people looking to refresh their offer)
- Three priorities for start up
- Three priorities for scaling up
- Let's talk money! Right now.

02

DIRECTION

Here, you will make you some key decisions about the business you'll build and scale now, including who your customer is right now, what your offer is for the next 24 months, and how you'll carve a unique spot for your brand in the market in the coming years. You'll also learn key conceptual points about marketing, and begin crafting your new messages to build your brand.

Unit titles:

- Your purpose is the answer
- Vision, goals, sprint (clarity at last)
- Six figure traits
- The psychology of getting results
- Your £100k strategy
- Profit and loss - know your numbers
- Your next move (motivational)

MODULE OUTLINE

There are nine core modules in Straight Line Through, each holding 5-8 core units. When you join, you get access to the full programme, you receive a printed workbook in the post, and you get access to the weekly live calls for two whole years.

03

MESSAGING

Here, you'll make key decisions on your 'movement', your content themes and how and when you'll build your profile. We'll tap into what is unique about you, and use your gifts and preferences to build a marketing plan you will love to deliver! You'll also learn what makes a great post, and how to begin the crucial 'pre-sell' in your marketing.

Unit titles:

- Truly understanding the value of niche
- Show me something new
- Make your bold customer choice
- Brand, message, themes (content time)
- What makes a great post
- You can be selling now, and it helps

04

OFFER

Don't be misled by the mere four units. In this module, you'll learn how to craft an offer people will actually buy. We'll consider the customer, needs vs. wants, curriculum and delivery and what you'll do to make your offer a no brainer purchase for the right person.

Unit titles:

- Design your offer
- The sales page
- How to name your offer
- Building your offer (including filming, tech, workbooks)

MODULE OUTLINE

There are nine core modules in Straight Line Through, each holding 5-8 core units. When you join, you get access to the full programme, you receive a printed workbook in the post, and you get access to the weekly live calls for two whole years.

05

THOUGHT LEADERSHIP

This is a key part of my whole approach online: developing your unique Thought Leadership. I'm going to show you how to do it, and how to turn that original viewpoint into long format and short format content. This module is a game changer for people who want to lead the market, produce something more meaningful and stand out online.

Unit titles:

- Your unique and powerful message
- Develop your proprietary model
- Create your Thought Leadership
- Content 'mix' to build a message

06

MARKETING TO SELL

Ready to talk funnels? Let's go make some sales on repeat! In this section, you will build a way to generate leads organically, and automatically (through ads and other sources). I'm really passionate about marketing to sell. You'll bank on these skills for life.

Unit titles:

- Sales vs. marketing
- Your marketing strategy
- Defining your brand
- Build your marketing funnel
- Marketing funnel - the tech
- Attraction events - selling now
- 'Hook' masterclass
- How to grow organically
- How to grow with ads
- Your first launch

MODULE OUTLINE

There are nine core modules in Straight Line Through, each holding 5-8 core units. When you join, you get access to the full programme, you receive a printed workbook in the post, and you get access to the weekly live calls for two whole years.

07

SALES TRAINING

Let's not stop at marketing! I want to teach you how to sell 121, how to sell in webinars and how to sell from the stage. We'll also talk about confidence, mindset blocks and true 'sales activities'. Nothing icky. No 'tricks'. I'm teaching you to sell authentically. In fact, I'm teaching you how to help people buy from you. You'll see.

Unit titles:

- Becoming a good hearted sales person
- How to sell 121 (discovery calls)
- How to sell in webinars (one to many)
- How to sell - event edition (from stage)

08

OPERATIONS

This is about people, systems and processes. We scale in three ways - with our messaging, in our mindset, but also through our infrastructure. Module 08 is all about infrastructure.

Unit titles:

- Hiring, outsourcing and people management
- The core systems of six figure businesses
- 5 key processes to NAIL
- Legalities and trademarks / contracts and protection

MODULE OUTLINE

There are nine core modules in Straight Line Through, each holding 5-8 core units. When you join, you get access to the full programme, you receive a printed workbook in the post, and you get access to the weekly live calls for two whole years.

09

MINDSET & CHANGE

You'll only ever act in accordance with how you see yourself, and the next level of your goals will be fulfilled by the next level of 'you'. This is why we must look at the beliefs you hold, the thoughts you focus on and the capacity you have for creative outputs. This is a fantastic module to end the course on. **But, don't worry, I'll be peppering core concepts throughout the entire course!**

Unit titles:

- How to manifest: be, do, have
- Re-programme your subconscious
- The true wheel of change - find the block!

FAQS

YOUR BIG QUESTIONS

I do get certain questions on repeat, and sometimes things happen that require an 'in the moment' live training.

I therefore have a bank of content answering your common questions, including:

- How do I make £10,000 right now?
- Help, I can't pick a customer group.
- I feel really overwhelmed, what now?
- I want to quit, but don't...help!
- I'm in debt, what do I do?
- How to write your first book.
- Launch your podcast
- How to make a Reel
- Selling without a web site

6 KEY

OUTCOMES

In summary, here's what we'll be working towards in Straight Line Through:

01

GET CLARITY - IN YOUR VISION, STRATEGY, OFFER, MESSAGE AND STRAIGHT LINE THROUGH

You'll explore the options you've been playing with, make key decisions in your business (e.g. on targets, audience, messaging), tap into your unique edge to help you show up in alignment (and with a little bit of magic!), and build a set of behaviours to bank on to get this done. We can't go anywhere without knowing what you want, how you want to do it, and what you'll need to tackle on that journey. Let's start there.

02

FINISH, UPGRADE AND ENHANCE YOUR CORE OFFER - MAKE IT UNMISSABLE

Learn how to build a truly compelling offer your customers actually want to buy. Most people don't really know what their customers crave, or how to position their offer to speak to those desires. The truth is: When you know how to build an incredible offer, you'll find you don't have to sell it at all, and you have to market it a lot less. Why? Because people want to buy it. They will ask you if they can buy it. For the right person, this SLT offer is gold dust and a very easy YES.

03

HOW TO MARKET FOR SALES

Marketing is a proper SKILL that takes many people years to master without guidance. I'm talking about the message, the positioning, the price and the customer, but I'm also talking about Thought Leadership, showing up consistently, feeling motivated to promote your offers. In this part of the programme, we will finalise your central business message, identify your secondary content messages, find the killer HOOK for your offers (like 'Straight Line Through', DARETOGROW, 'First Sh!t Version') and plan your marketing funnel (with sales pages and lead magnets). You'll also create a brand-building and sales-pipeline marketing strategy you'll be excited to follow.

6 KEY

OUTCOMES

04

HOW TO SELL

Selling is a proper SKILL. How to build rapport, how to make the ask, how to overcome objections...honestly? I don't sell like that. I go on the basis of value, and ensuring the product is the right match for the client. That being said, there is a specific process you want to guide clients through to help them make the right decision. My close rate is close to 100%. If someone gets on a call with me, they will likely buy, IF it's a good fit and the right time. I am going to teach this process to you, and give you a script to guide you. And remember, this will be so much easier because you'll now have an offer people want, and marketing that works. It all gets easier from here.

05

STAND OUT WITH THOUGHT LEADERSHIP

We follow people who have a path through, and state their insights with confident instruction. In this section, you'll craft your unique model and begin writing your unique Thought Leadership to stand out online, feel excited about your marketing and build a community of loyal followers who...want to buy, or at the very least support you and help you spread the word.

06

MOVE THROUGH THE BLOCKS

Truth be told, you're self-sabotaging. There are things you know you need to change, and things you don't know you need to change. Let's find them, list them and make a behavioural plan you can follow. You cannot find blocks, ignore them and hope they won't get in the way. They're in the way right now. This is about looking at yourself, finding the stories and doing the work to shift 'em. Oh, and I'll help you too ;-)

CLIENT TESTIMONIALS



RACHEL AIKEN, ONLINE BUSINESS STRATEGIST

“After our first call I realised the support I would get from Lisa would be wasted on that particular program as it was not in line with where I wanted to go. So instead we re-invented my whole business and my thought leadership around a new direction! It kept me accountable- especially when it felt tough and Lisa knew just when to pop in with a little encouragement. It has helped me gain confidence to build a business around my expertise AND in my own way. I cannot recommend Lisa highly enough.”



JACKY CLARKE, BUSINESS COACH

“I have changed as a person. I know that Lisa teaches business but actually she teaches you so much more than that: How to actually be yourself, how to connect with the truth of your purpose, the truth of your life, the truth of your business.”

“In every investment with Lisa, I’ve managed to – the best one is six times my revenue on what I paid her came back into the business in such a short space of time. In every investment, there has been a learning from an actual business strategy point of view but also in just who I am and how I can be happy.”

“It is literally the best investment I’ve ever made. I am now in my third container (programme) with Lisa, which says something incredible about the way that she works because every time there is another level.”

THANK YOU!

I am so passionate about Straight Line Through. It represents 15 years of practical marketing and sales skills, developed over three industries, for start up, six figure and seven figure clients. I know this is a big decision to make. If you have any questions at all, please don't hesitate to email me lisa@daretogrow.co.uk, or join one of my upcoming webinars to get a taster of how it feels to...walk your Straight Line Through.

Lisa Bean