



Life Changing Courses

BUILD & LEAD SOUGHT AFTER PROGRAMS THAT CREATE GLOWING FANS

LCC Template - Second Welcome Email

To: Customer Tag -> Life Changing Courses
From Name: Joanna Lindenbaum
From Email: info@applieddepthinstitute.com
Send:
Subject: [Life Changing Courses] Can't wait to get started + Important Info for You

Dear <Name>,

First, I cannot tell you how thrilled I am that you have joined The Life Changing Courses.

My intention for this course is for you to step fully into the depths of your own Thought Leadership so that you can craft a simple yet elegant curriculum that captures & organizes the richness of your ideas and your magic in very powerful ways.

And so that you can show up to lead your curriculum with gravitas, show up authentically, create an intimate community, and so much more.

So that your clients receive even more incredible results from your work.

And so that your work stands out as uniquely your own.

I'll share with you right now that it is going to be intense at times. I'll be asking you to stretch and to go deep. I'm also asking you to do quite a bit during our time together.

You are going to be amazed at what happens, how your knowledge expands, how your program grows, and how you begin to feel more confident in your ability to create outstanding results with your groups.

If you have worked with me in the past, you know that I will be giving you a ton of content, focus, and support over our time together. I really see you and I - along with the amazing other members of this

training - as sacred partners in creating your curriculum & program, and I'll be doing whatever I can to help you. We are in this together.

I know what I've got to do in order to help you create programming that you feel great about, and I want to share with you what you can do in order for you to get the most out of our time together:

1) Work your magic to try and make it to all of our calls LIVE, and if you can't, try to listen to each session within a day or two of receiving the recording.

Access your full program schedule and your dial in details in the member center. Log in now and bookmark this page so you can easily refer back to it:

- Use this link: <http://programs.applieddepthinstitute.com/>
- Username: ~Contact.Email~
- Password: ~Contact.Password~

****In your member center, you can download the entire program schedule straight onto your online calendar. I recommend doing this so that you're organized and have all the info you need!**

2) If you would like to create your curriculum in real time, I highly recommend putting aside at least 90 minutes each week outside of our class time.

I'll be giving you a ton of content and instructions on our training calls, as well as the opportunity to start working and workshopping your work. That being said, I HIGHLY recommend putting aside at least 90 additional minutes per week to work on your curriculum.

Because developing a rich, layered, transformational curriculum takes some time!

To put that time aside, you can either come to our weekly Get It Done Sessions with Inbal or put aside time in your private calendar NOW for each week of Life Changing Courses.

3) Join and participate in our private Facebook group (only if FB is your thing!)

Our FB group will be as robust as you'd like it to be! It's there for you to share celebrations, ask questions in between sessions, share resources, and submit your curricula for me to review. It's also there for you to connect with the community!

I will also occasionally share some supplemental bits of content and words of encouragement there.

You will receive a link to join our Facebook group on **November 3rd.**

4) Let us know if you get stuck

Crafting Curriculum and Thought Leadership can sometimes get a little crunchy. Because your own fears can get in the way (for example, “Who do I think I am?” or “What if people hate this?”).

If you find yourself getting a little resistant in our process, first thing: not to worry! It’s TOTALLY, 100% natural and normal to get a little resistance when you’re doing something that’s so important to you!

And I am here to hold your hand and help you get through it.

Let me know during our Q/A moments or on the FB group, and I’ll support you to get on track. You’ll also have time with Inbal for your Get It Done Sessions, and she can help you through as well.

Can’t wait to get started!

With love,

Joanna