

GFYD-2

Email #1: Intro to Case Study Webinar Series

Hi {!firstname_fix},

It's Kimberly. I'm so excited right now, I am coming apart at the seams! Before I get to why, I want you to know how glad we are that you joined us at the WordPress Dream Theme webinar on February 16th. Ben and I really enjoyed sharing our WordPress and online business-building knowledge with you.

Since then, though, Ben and I have been working day in and day out brainstorming new ideas for the WordPress Coaching Program we mentioned during the webinar. THEN, we thought of something even better!

We thought it would be really beneficial for everyone if we did a WordPress webinar SERIES to take you through real world examples of people just like you actually starting or transferring their blogs to Ben's premium Dream Theme. So that's just what we're going to do... a CASE STUDIES webinar series where Ben will show you the many ways you can use his theme by featuring 4 very different people with 4 very different stories and 4 very different needs! Won't that be incredible!?

And the best part is the series starts NEXT WEEK. We're still working on our guinea pigs, so I'll be back in touch with more details. But you can already go ahead and sign up. Just visit (insert whatever here).

I can't wait to get started next week! How about you? Please email me with questions. Otherwise, keep an eye out for more info in the next few days.

Talk with you soon,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYD Member Founders
Creators of the Business Building Success System
GFYD Member.com

P.S. We want you to join in next week. But if you already know you want to be a part of our Coaching Program on March 16th, [click here](#). And oh yeah, we've got a one-time-only discount code for you too!

P.P.S Get the WordPress Tip of the Day delivered straight to your inbox.

GFYD-2

Email #2: Intro to John & Kathy for Case Study Series

Hi {!firstname_fix},

Happy Monday to you! Ben and I have worked out all the details about our WordPress Case Study Webinar Series that starts THIS Wednesday, **March 3rd at 9 p.m. EST**.

Of course you'll see some of the many bells and whistles WordPress has to offer and learn more about Ben's amazing premium Dream Theme. But our focus for this series of LIVE webinars is to make sure you're 100% ready for the Coaching Program on March 16th. So we're going to show you exactly how to get started with the WordPress platform *no matter what stage you're in with your blog*.

And to do that, we're going to get personal. We're going to introduce you to some of our friends:

First is **John** who already has an e-commerce website and blog. But they're on different platforms, a combination that is more expensive, time-consuming and just plain cumbersome. On **March 3rd and 4th**, we'll bring them together into Ben's Dream Theme. Right away, the change will save John \$150 a year in hosting costs alone!

Then we'll introduce you to **Kathy** who, like John, has 2 web components on different platforms. Her blog is already on WordPress, but her static html website is elsewhere...once again requiring more time, know-how and patience. On **March 9th**, we'll combine her sites together, too.

But what if you don't have anything in place at all yet? Well, just wait until tomorrow, and we'll tell you about Misty and Andrea.

Either way, sign up now for our WordPress Case Study Webinar Series that starts THIS Wednesday, **March 3rd at 9 p.m. EST**. When you sign up for this one, we encourage you to also sign up for the remaining 4 webinars. We don't want you to miss any important detail before embarking on the incredible step-by-step learning opportunity of our Coaching Program March 16th.

More details coming tomorrow! Until then...

Talk with you soon,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYD Member Founders

Creators of the Business Building Success System
GFYDMember.com

P.S. If you already know you want to be a part of our Coaching Program on March 16th, [click here](#). Don't forget the one-time-only discount code for \$300 off!

P.P.S If you haven't already, get the WordPress Tip of the Day delivered straight to your inbox.

GFYD-2

Email #3: Intro to Misty and Andrea for Case Study Series

Hi {!firstname_fix},

It's Kimberly again. So what did you think about John and Kathy, the first 2 "guinea pigs" I told you about yesterday who Ben and I will be featuring in our **WordPress Case Study Webinar Series** that starts THIS Wednesday, **March 3rd at 9 p.m. EST?**

We chose John and Kathy because, while their niches are very different (you'll learn more about John's tomorrow), they both want to transfer their existing websites to WordPress. But what if you don't already have a site/blog to transfer or even know how to turn what you love into one? Well, that's why we're going to introduce you to a couple more friends of ours:

Misty has discovered her passion but doesn't know how to turn it into an online business. On **March 10th** I'll first help her see the possibilities and focus in on a specific vision. Then Ben and I will help her create a professional blog that centers on her passion.

Lastly you'll meet **Andrea** who knows her passion and wants to create a blog – a business – about it. But she admittedly has no clue how get started in WordPress. On **March 11th**, Ben and I will show her how to build her blog *from scratch* using Ben's premium Dream Theme.

Over the course of 2 weeks - with the help of people just like you - you'll see firsthand how you can use the WordPress platform *no matter what stage you're in with your blog*. Sure you'll learn some of the ins and outs of WordPress and Ben's amazing premium Dream Theme. But we're reserving most of those details for our step-by-step coaching program that starts later this month.

Instead, this Case Study Webinar Series will offer you a different kind of benefit: it will assure you that you're finally in the right place at the right time and with the right coaches to lead you down the path you're meant to go. That's right, you're here because you're ready! So sign up now for this 5-part webinar series:

March 3rd and 4th: John transfers his blog and website to WordPress

March 9th: Kathy transfers her existing WordPress blog and external website into the Dream Theme

March 10th: Misty finds direction and starts her blog

March 11th: Andrea sees her vision become a reality

All the webinars begin at 9 p.m. EST and are approximately 90 min. long. We strongly encourage you to attend each one so everyone is on the same page when the coaching program begins March 16th. But don't forget you'll have to sign up

individually for all 5 of them (thanks for your cooperation... it's a GoTo Webinar thing).

Ben and I can't wait to get started. How about you? Please let us know if you have any questions. Otherwise, we'll see you in the webinar tomorrow!

Talk with you soon,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYD Member Founders
Creators of the Business Building Success System
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P.S. Don't forget we're discounting the cost of our Coaching Program on March 16th by \$300 just for this series! And to make it even easier, we're now offering a couple of payment options. This offer is *very* limited, so [click here](#) to sign up now.

P.P.S You don't have to wait until March 16th to start learning about WordPress. Get the WordPress Tip of the Day delivered straight to your inbox.

GFYD-2

Email #4: Case Study Series Reminder and Coaching Program Teaser

Hi {!firstname_fix},

Well, we dove right in headfirst last week, didn't we? Transferring John's J. Benjamin Clothing e-commerce website and blog took 2 full webinars. Honestly that doesn't come as a surprise to me. When Ben and I started laying out all the details of a program that would include not only how to use his Dream Theme but also my business-building techniques to help you grow your blog and brand... well, we knew it was going to be a lot.

But don't worry if you didn't catch it all. That's why we've got 3 more webinars this week in the Case Study Series. Starting back up again tomorrow, you'll get to see how we transfer Kathy's website and blog to the Dream theme. Then Wednesday and Thursday you'll see us set up Misty and Andrea's blogs from scratch. So there's LOTS left to go, and I want to make sure you're signed up for each one of them. If not, please click on the links below to do so now.

[Link](#)

[Link](#)

[Link](#)

And of course, this whole Case Study Series is really just an appetizer before we get started on the WordPress Coaching Program next week on March 16th. We're offering so much that I really think it's worthy of a totally separate email. But here's just hint:

- 4 Weeks, 10 modules & 8 Bonus Calls
- Internet Marketing and Business-Building Experts
- LIVE & INTERACTIVE
- Advanced Blog Training

That's right... just give us 4 weeks and we'll teach you how to create a WordPress blog like a PRO! But I'll tell you more about that tomorrow. First things first for today. Please make sure you're signed up for the remaining 3 Case Study Webinars. They're not only informative but also will get ready for the start of the Coaching Program next week.

Can't wait to see you later!

Talk with you soon,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope

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P.S. Don't forget our offer from last week. Sign up for the Coaching Program now, and you'll get your own one-on-one 90-minute webinar with me and Ben - just like the ones in the Case Study Webinar Series you've been watching!

GFYD-2

Email #5: Coaching Program Overview

Hi {!firstname_fix},

Last week in the first 2 webinars of our WordPress Case Study Series, Ben and I introduced you to John when we transferred his existing blog and e-commerce website to the Dream Theme. What did you think?

We were so excited to finally kick things off and are even more excited to continue later tonight/this week with Kathy, Misty and Andrea. (If you haven't already, please sign up for the remaining webinars in the series. Our GoTo Webinar host requires it!)

Even though we've only completed one full case study so far, hopefully you can see how we'll be walking everyone through the set-up process... regardless of whether you already have a blog in place or need to start from scratch. (Not to mention that Ben and I are here for a little motivation to get you going or keep you moving on your journey to a successful online business.) This way everyone will be revved up and ready to go on March 16th when we begin our Coaching Program.

Speaking of the Coaching Program... now, that's when the fun will really begin. That's when you'll truly be on your way to building the online business you've been imagining. And that's because all the bells and whistles you know WordPress has to offer will finally fall into place in our detailed, step-by-step, LIVE program. I've mentioned it, but have you checked out the specifics? Here are some highlights:

- 2, 90-Minute Webinar Modules per Week for 4 Weeks (PLUS 2 Bonus Modules!)
- 8 Bonus Calls with Internet Marketing and Business-Building Experts
- LIVE Interactive Coaching and Q&A After All Modules & Bonus Calls
- Topics ranging from an Introduction to WordPress, to Using Ben's Dream Theme to its fullest potential
- Advanced Blog Training

Sounds incredible, doesn't it? And yes, you read all that correctly... In just 4 short weeks, you'll learn how to build a WordPress blog like a Pro!

It's because I've been right where you are now... frustrated and confused about how to make WordPress work for me... that I am so excited about launching this Coaching Program with Ben. And hopefully after joining us in the Case Study Series, you trust we'll guide you well.

But space is very limited (only 25 participants!), especially since we are reducing the standard fee by nearly 50% for the WordPress Dream Theme Coaching Program

debut only. Once we get through our first run with our first 25 participants, we won't feasibly be able to justify such a reduction given the value of the program. So I urge you to get in on the first WordPress Dream Theme Coaching Program now! Besides, with it being our first time too, we're bound to go a little overboard ourselves (wink, wink).

Whew! I always get so pumped when I talk about the Coaching Program. And scheduled for March 16th, it's just around the corner! In all seriousness, though, I sure hope you'll join Ben and me. Please take a look at the almost endless list of benefits we're offering in the Coaching Program. Then sign up to begin your journey with us. We look forward to seeing you then.

Sincerely,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYDMember Founders
Creators of the Business Building Success System
GFYDMember.com

P.S. In all my excitement before, I forgot to tell you the special price for the Coaching Program. This time only it's just \$697 AND we're offering a couple of payment options to make it even easier for you to join us. Come on... sign up now! You know you want to.

P.P.S Just another quick reminder about the WordPress Case Study Webinars tomorrow, Wednesday and Thursday. Sign up if you haven't already. You won't want to miss them!

GFYD-2
Email #6: Modules

Hi {!firstname_fix},

After I sent off my last email to you I got to thinking it really wasn't enough just to give you the highlights of Ben's and my upcoming WordPress Coaching Program. Like I said before, what you've seen so far in the Case Study Webinar Series is just the tip of the iceberg. You'll never even believe the detail we're going to get into come March 16th.

But before I get to that, are you signed up for tonight's webinar?

Our featured guest is author Misty VanderWee. Misty has just released her powerfully informative and heart-felt book, "In Your Face... All Pain, All Glory." This heart-touching read tells of an Alaskan mother's journey with her son who suffers from *Duchenne* Muscular Dystrophy. Along the way, her journey has also become her passion. And she now wants to raise awareness for this killer disease that affects young boys. Join us tonight as we help Misty bring her passion and her message to life by creating a WordPress Blog.

Wednesday, March 10th at 9 PM EST...
<https://www1.gotomeeting.com/register/191027089>

Looking ahead now... Just take a look at what we have planned for the 4-week step-by-step WordPress Website Workshop:

Week 1:
Module 1

Tuesday, March 16th, 9pm EST

- Setting Up Your Hosting Account
- Registering Your Domain
- Transferring a Domain Name
- Redirecting a URL to Another URL
- Importing and Exporting an Existing Blog
- Installing WordPress
- Changing Your Password
- Live Q &A

Module 2

Thursday, March 18th, 9pm EST

- Introducing the WordPress Dashboard
- Installing the Dream Theme
- Setting Up Feedburner
- Setting Up Google Analytics

Andrea Dennis 6/7/10 11:32 AM

Comment: Kimberly, maybe list each module side-by-side "under" the appropriate week of the program? Won't be as long this way...

- Setting Up Your Social Profile Links
- Homework Assignment
- Live Q & A

Week 2

Module 3

Tuesday, March 23rd, 9pm EST

- Adding and Activating Plugins
- Working With the WordPress Dashboard
- Inserting images into a post or page
- Inserting links into a post or page
- Homework Assignment
- Live Q & A

Module 4

Thursday, March 25th, 9pm EST

- Working With WordPress Pages
- How to Use the PageMash Plugin
- Working With WordPress Posts
- Live Q & A

Week 3

Module 5

Tuesday, March 30th, 9pm EST

- Introducing the WordPress Dream Theme Settings Page
- Explaining Sidebars
- Adding an AWeber Opt-in Form
- Using Widgets
- Using the Featured Content Slider
- Live Q & A

Module 6

Thursday, April 1st, 9pm EST

- Customizing Your Header Image
- Choosing a Home Page Layout
- Adding a Video to your Homepage
- Adding Banner Ads
- Live Q & A

Week 4

Module 7

Tuesday, April 6th, 9pm EST

- Understanding Basic Search Engine Optimization
- Building True Community
- Driving Traffic To Your Site
- Implementing Blog Security

- Backing Up Your Site
- Live Q & A

Module 8

Thursday, April 8th, 9pm EST

- Integrating Social Media Sites: Twitter, Facebook, LinkedIn, YouTube
- Adding a Fan Box to Your Site
- Live Q&A

Week 5

BONUS Module 9

Tuesday, April 13th, 9pm EST

- Setting Up Your Shopping Cart (1Shopping Cart)
- Introducing Paypal
- Explaining Authorize.net
- Live Q&A

BONUS Module 10

Thursday, April 15th, 9pm EST

- Final Wrap Up
- Presenting Case Studies
- Live Q&A

Okay so with the 2 Bonus Modules, the Coaching Program really ends up being 5 weeks of LIVE and interactive online business training. And in each module you not only learn all about how to use WordPress and Ben's incredible Dream Theme, but I also offer you countless business-building techniques and strategies to help you make your online business a success. Plus, there's even more... BONUS after BONUS after BONUS. More about that tomorrow, though.

For now I have to caution you... We're accepting just 25 participants total to take part in our WordPress Coaching Program. Between the content, drastically reduced price (\$697) and payment options we're offering, space is filling up *fast*. And don't forget about the extra offer for your own private 90-minute webinar with me and Ben that we offered last week.

If only I had found something like this earlier... when I was searching high and low for a way to build my own online business. I couldn't be more honest in saying it would have been a life-changer. And that's just what Ben and I have kept in mind when we developed this Coaching Program. Please... sign up now to start your own journey.

Sincerely,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope

GFYDMember Founders
Creators of the Business Building Success System
GFYDMember.com

P.S. You know... when you sign up for tonight's webinar, go ahead and sign up for the webinar series finale tomorrow night, which is about a Fantasy Football Diva... fun! :)

Thursday, March 11th at 9 PM EST...
<https://www1.gotomeeting.com/register/373592097>

GFYD-2
Email #7: Bonuses

Hi {!firstname_fix},

Well, what did you think about the 10 modules Ben and I have scheduled for the WordPress Website Workshop? Incredible, huh? There's no doubt in my mind you'll be able to take off running with your blog and online business at the end of the 5 weeks of beginner, intermediate and advanced training. No more confusion. No more frustration. No more waiting on anyone *or anything* to get started.

But all the details I outlined yesterday....like the fact that the series is live, interactive and step-by-step... well, I've got more. As promised, today I want to share the many, many bonuses we've got in store for you during the WordPress Website Workshop, which starts NEXT TUESDAY, March 16th:

Week 1:

Bonus Call with Heather Dominick

Friday, March 19th, 12pm EST

Your Core Value Offer – What's your breakthrough goal? What are you meant to do? What energy do you bring to your business? Heather and I will help you define your core belief and offer guidance on making a heart-felt connection with those you are meant to serve in your business.

Andrea Dennis 6/7/10 11:32 AM

Comment: Kimberly, can you maybe fill in who these people are for readers and explain why they're a "bonus"?

Week 2:

Bonus Call with Kathy Smart

Friday, March 26th, 12pm EST

Serving Not Selling – Who exactly are you looking to serve in your business and how what you have offer is something they would like to know or learn? What do you bring to your business that others are looking for? What problem do you solve? What are your inner and outer intentions for your business? Kathy and I will discuss the importance of offering your services to *help others* rather than seeing people as dollar signs.

Week 3:

Bonus Call with Mike Stewart

Friday, April 2nd, 12pm EST

Branding You or Your Business – What is the main intention of your site, your niche? On this call we discuss the intention of your website and whether you are focusing on branding you or your business. We get clear on how you want to feel in your business and the type of clients you want to attract.

Week 4:

Bonus Call with Courtney Engle

Friday, April 9th, 12pm EST

Effective Strategies For Attracting Your Ideal Client – On this call we discuss how to turn you into a success magnet. What's your elevator speech? How can you align your energy? What "jazzes" you (because the same thing jazzes your client)? Your story is what will attract the mirror image of you... your ideal client.

PLUS you'll get:

- Video Replay Recordings and MP3 Replay Recordings, in case you happen to miss a live class.
- GFYD member-only benefits, including
 - A New Theme Header each month
 - Monthly Webinar for Q & A and New Updates
 - Free Theme Updates for Members for 1 Year
 - 25% Discount on Other Coaching Programs
 - Access to Protected Posts in Your Membership Level
 - Access to Ben's WordPress Tip of the Day Video Archives

AND, we were only offering an extra \$1,344+ in personal e-coaching, products and online support from Kimberly and Ben to the first 10 participants who signed up. But since it's our debut WordPress Website Workshop, we decided to offer the following bonuses to ALL 25 participants!

- Lifetime Alumni Status – Retake this course every year, absolutely free! (Minimum Value: \$997 per course)
- 1-Hour PRIVATE Coaching Call with Certified Professional Business Coach, Kimberly Bohannon (\$150 value)
- 1-Hour PRIVATE Coaching Call with WordPress Expert and Theme Developer, Ben Cope (\$150 value)
- Access to the Twitter Template System – Choose from 100 Twitter Backgrounds & Training Videos (\$47 value)

So for just \$697 you're getting 10 modules, 4 bonus calls and more than \$2,000 in extra bonuses. This opportunity is insane. But with only 3 days left before we launch our WordPress Website Workshop, *you're almost out of time*. Sign up now to start your journey to online business success with me and Ben. Let us help you learn how to use WordPress and Ben's incredible Dream Theme. Let me guide you with business-building techniques that will take you to a level you've only imagined. I can't wait to get started. Can you?

Sincerely,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYDMember Founders
Creators of the Business Building Success System
GFYDMember.com

Andrea Dennis 6/7/10 11:32 AM

Comment: Kimberly, this was just a number I threw in there. Please correct it if need be.

P.S. You know... that list of bonuses above was so long I actually forgot what we added last week! We are also offering a 90-minute one-on-one webinar to each participant of the WordPress Website Workshop. Two pros helping you become a pro... awesome.

P.P.S. Let's not forget about the WordPress Case Study Webinar Series... Misty is next up, tonight at 9 p.m. EST She's got an amazing idea for an online business, and Ben and I are going to help her bring it to life. See you then!

GFYD-2

Email #8: Coaching Program Reminder

Hi {!firstname_fix},

I woke up this morning in such an amazing mood... Let me tell you why.

I've literally spent thousands of dollars and hundreds of hours searching for way to turn my passion of coaching people to find their dream of all dreams into my business...my life. To do that I searched high and low for a professional blogging platform that I could easily understand, manipulate *and grow* all on my own. With everything that's out there these days, you would think that would be an easy task. But it's not. Well, let me rephrase that... it *wasn't* an easy task. Until I found the WordPress Dream Theme and its creator, Ben Cope. That's when everything fell into place.

See, my journey to find an online platform that worked for me actually helped me to discover more about myself. I realized my true passion wasn't just coaching people to align their passion with their business. It's actually helping people - like you - do just that *online*... but without all the bumps in the road I encountered. And when I found Ben and his amazing premium theme, I knew, together, we could bring my vision to life.

Now, I'm on the cusp of making that happen with the debut of the WordPress Coaching Program Ben and I created. It starts TOMORROW!

We've spent the last 2 weeks getting you ready with our WordPress Case Study Series. Now the only question is... are you in for the Coaching Program? Trust me... this will be unlike ANY blog training you've ever considered or actually taken. And I can honestly tell you that because I've been just where you are now - frustrated and confused about how to make WordPress (and lots of other platforms, for that matter) work for me.

But Ben and I have made every effort to create a Coaching Program that will truly get you on your way to building the online business you've been imagining...in just 4 weeks! Yep, step-by-step instruction on all the bells and whistles you know WordPress has to offer through:

- 2, 90-Minute Webinar Modules per Week for 4 Weeks (PLUS 2 Bonus Modules!)
- 4 Bonus Calls with Internet Marketing and Business-Building Experts
- LIVE INTERACTIVE Coaching and Q&A After All Modules & Bonus Calls
- Topics ranging from an Introduction to WordPress, to Using Ben's Dream Theme to its fullest potential
- Advanced Blog Training

...and much more! Take a look at all the details here.

PLUS, if you need more of a reason to join us I've got a great one for you. Because this is our debut program, we're offering it at an insane discount of nearly 50% off the standard fee. But the special price of \$697 ends TODAY, and we're only offering it to a maximum of 25 participants.

So, again I'll ask: are you signed up yet for the first-ever WordPress Dream Theme Coaching Program?! Ben and I sure hope so. It's going to be life-changing. We look forward to seeing you there.

Sincerely,
~Kimberly & Ben

Kimberly Bohannon & Ben Cope
GFYDMember Founders
Creators of the Business Building Success System
GFYDMember.com

P.S. Not sure you can swing the entire \$697 all at once? We've set up a couple payment options to make it even easier for you to join us. Choose the option that works best for you here.

P.P.S. I just thought of an important point. Just wanted to share that our purpose with the Coaching Program is NOT to teach you just enough about WordPress that you are in knee-deep at the end but with still no clue how to move forward. We want you to have the control at the end – no us, no Webmaster – to run with it and make your successful online business happen!

Andrea Dennis 6/7/10 11:33 AM

Comment: Can you cross this out for effect... like the max was 25 but x# have signed up so there are only x spots left?

