






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	Skillset – Your Niche & Audience Offer	Watch 2.2	Growth – Intro to Team Setup & Roles	Watch 3.1, 3.2	Get Known – Intro to Book Authorship	Watch 4.1	Your Next 5 Years	Watch 5.1
Mindset – Dunning-Kruger	Watch 1.2	Skillset – Market Research	Watch 2.3	Growth – Your Marketing (Baseline Weekly vs. Creative)	Watch 3.3	Get Known – Create & Write or Delegate Your First Book	Watch 4.2, 4.3		
Mindset – Go from Worker to Boss	Watch 1.3	Skillset – ICA Magnet & Core Business Drivers	Watch 2.4	Growth – Hire Your Team of Contractors	Watch 3.4 – 3.6	Get Known – Amazon KDP Self-Publishing Tutorial	Watch 4.4	How to Gauge New Opportunities	Watch 5.2
Mindset – Decision Making	Watch 1.4	Skillset – Your Website	Watch 2.5 – 2.6	Growth – Removing a Team Member	Watch 3.7	Get Known – Find Beta Readers & Establish Book Launch	Watch 4.5, 4.6		
Mindset – Overcome Overconfidence	Watch 2.1	Skillset – Content Strategy	Watch 2.7	Growth – Task Management & SOPs	Watch 3.8	Get Known – Build an Evergreen Sales Vehicle	Watch 4.7	Avoid Wasting Time & Money	Watch 5.3
		Skillset – List Building	Watch 2.8	Growth – Google Doc Payroll System	Watch 3.9	Get Known – Start Guest Blogging	Watch 4 Bonus		
		Skillset – Write for Blog & Web	Watch 2.9	Growth – Automation	Watch 3.10 & 3 Bonus				
		Skillset – Social Media	Watch 2.10	Growth – Delegating Your Marketing	Watch 3.11				
		Skillset – YouTube	Watch 2.11	Growth – 3 Hr 30 Day Method					
		Skillset – Copyrighting Your Method	Watch 2.12	Growth – Increasing Clients	Watch 3.12				
		Skillset – Get Clients/ Build an Offer	Watch 2.13 – 2.14						
		Skillset – Taxes/LLC	Watch 2 Bonus						

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

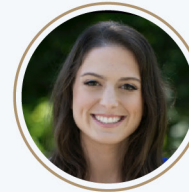
A Team of On-Call Content Transformation[®] System Coaches

Hired and trained by Julia on a consistent basis

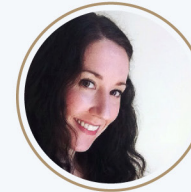
- Accountability Advocate
- Content Strategy Coaches
- Writing Coaches
- Marketing Coaches



LISA, Writing &
Strategy Coach



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.

Program Cost & Duration

1 Year All-Access

- Enroll into the 100% unlocked 5-phase curriculum, ready to learn and use
- Personal check-ins and accountability support with 1 year access to everything
- Get monthly Zoom coaching calls, 1:1 Zoom calls, & on-demand coaching help & review in our private student group
- INCLUDED: 2 free seats (with limited or full access to Phases; email support@contenthacker.com with name, email, and access request)

Payment Plan

\$250/month
12 months

OR

Up-Front

\$2,500/one-time

[Enroll Now](#)

INCLUDED BONUS: TWO free seats!
Have your writer or a partner join.

BEYOND your 1-year access Monthly Subscription

- When your year is up, keep your seats in the curriculum & student group
- Join the group coaching calls anytime
- Access the powerful 5-phase curriculum anytime
- Get eligible if you pay the year upfront or do not miss a monthly payment

Month-to-Month

\$75/month

cancel anytime