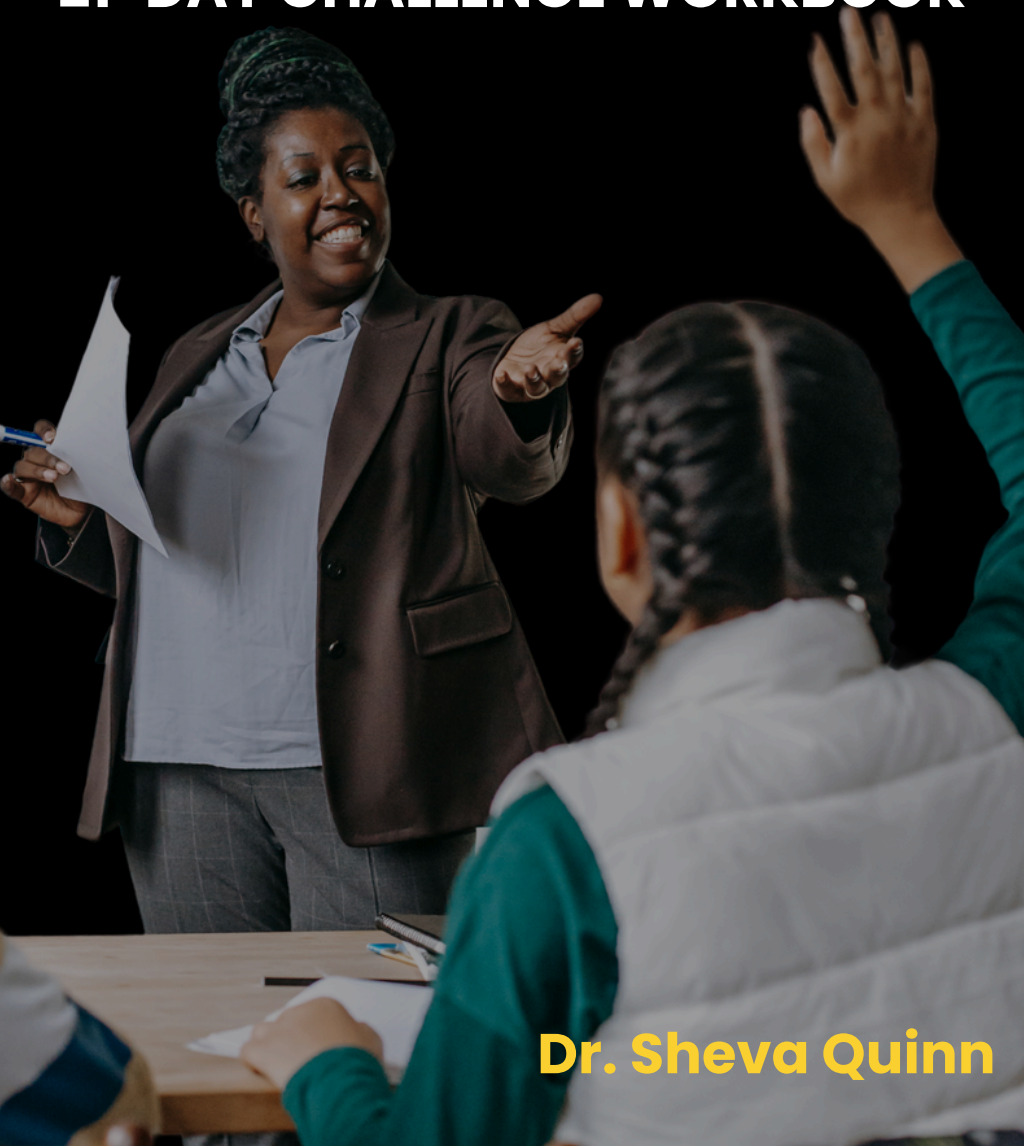




GET MORE BUTTS IN SEATS!



21-DAY CHALLENGE WORKBOOK



Dr. Sheva Quinn

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DAY I

THE AUTHORITY STATEMENT

Step one to getting more **BUTTS IN SEATS** is to have an authority statement.

The digital marketing tool you will need is:

- **CHATGPT**

Write your authority statement here:





DAY I

THE SUCCESS POST

The success post are post about the success of your program. Success post can also be viewed as bragging post.

You will need a minimum of four success post.

The digital marketing tool you will need is:

- **CHATGPT**
- **CANVA**

















DAY 2

THE OFFER

Step two to getting more **BUTTS IN SEATS** is to have an irresistible offer.

Pick one of the four offers below:

1. **Free Trial**
2. **Live Mini Course**
3. **An Assessment/Quiz**
4. **Challenge**

My offer is: _____.

The name of my offer is:_____.

The details of my offer

are: _____





DAY 3-8

THE FUNNEL

The third step to getting more **BUTTS IN SEATS** is to have a fast-cash funnel with an automations.

Over the next five days, we will build out your fast-cash funnel and an email automation.

The digital marketing tools you will need are:

- **CHATGPT**
- **CANVA**
- **SYSTEME.IO** or any other email marketing system

DAY 9 AND 10

THE ORIGIN STORY

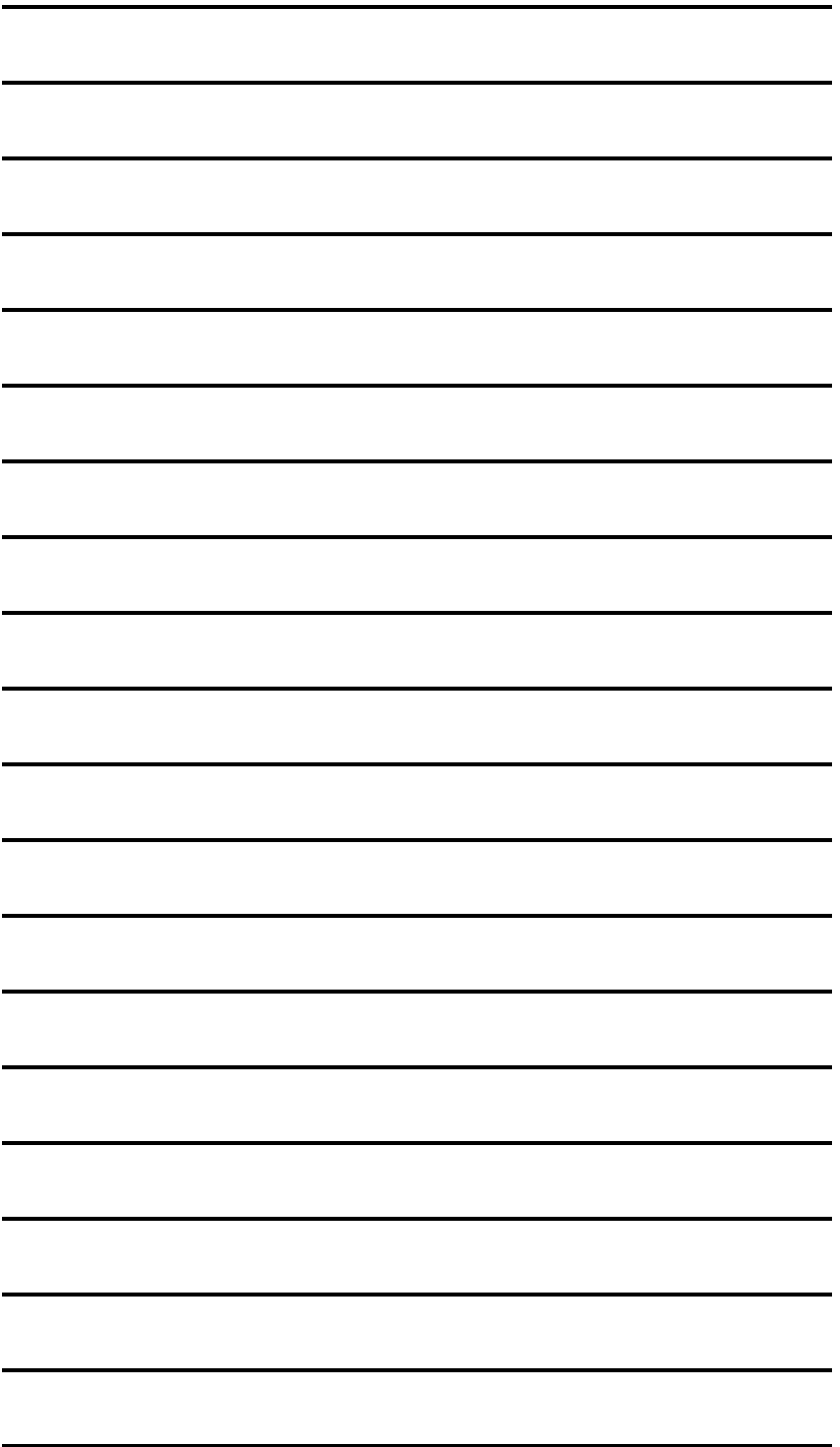
The KEY to getting more **BUTTS IN SEATS** is storytelling.

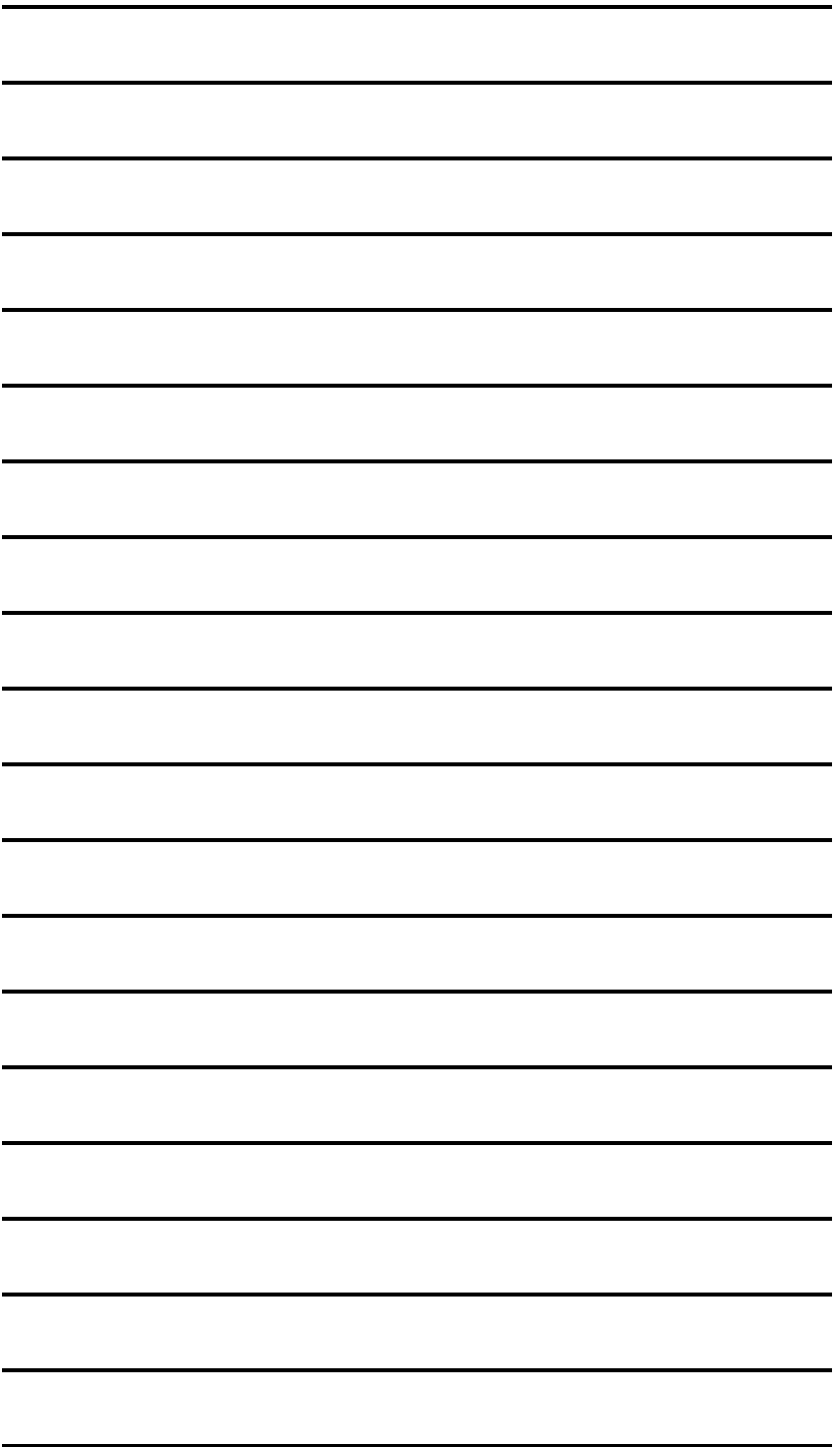
You need four origin stories.
You will be posting a new origin story each week.

The digital marketing tools you will need are:

- **CHATGPT**
- **CANVA**







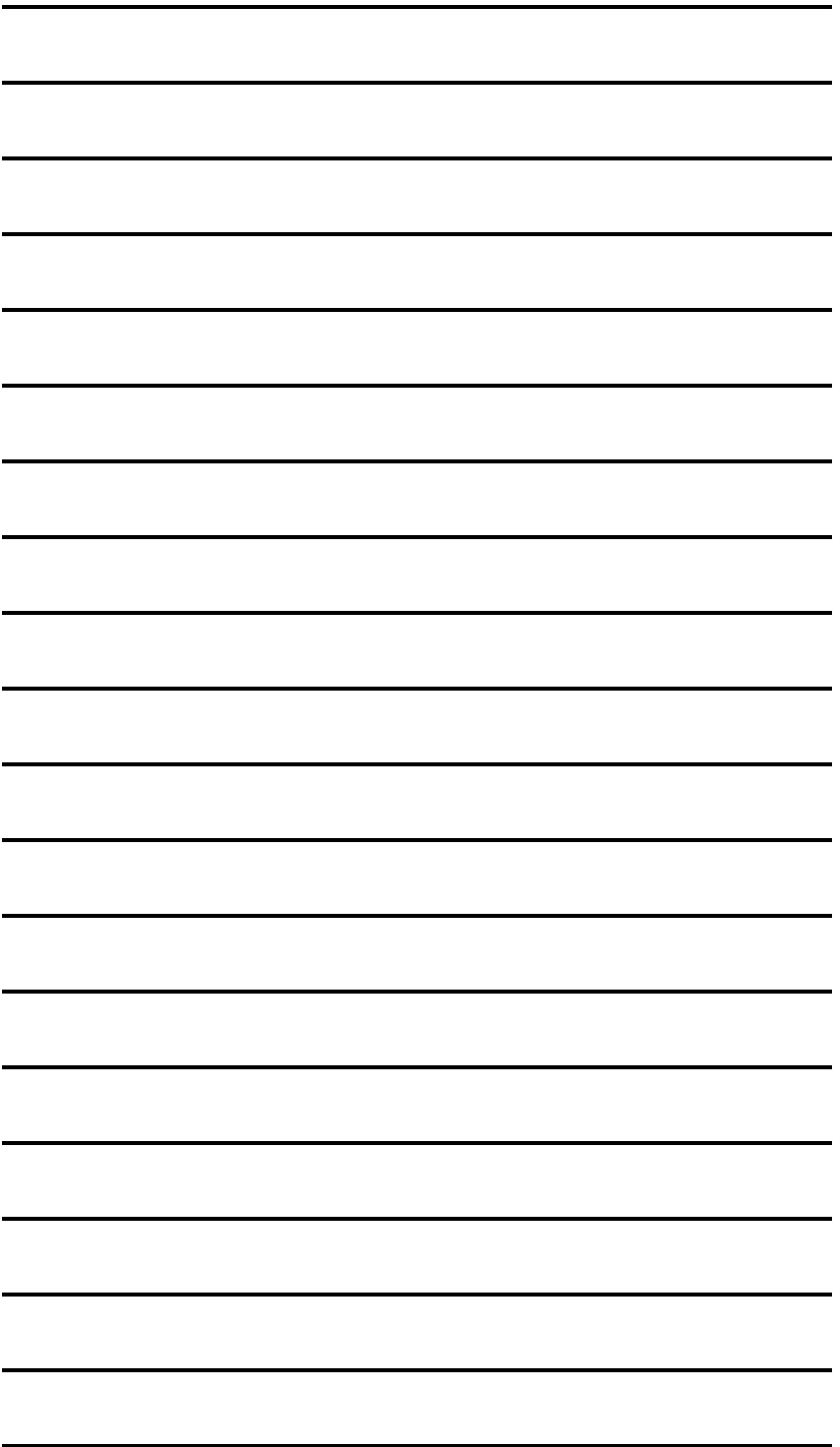












DAY 11 AND 12

THE PROBLEM STATEMENT

Sometimes, people don't know they have a problem until you tell them that they have a problem.

You will need a minimum of four problem statement stories.

The digital marketing tools you will need are:

- **CHATGPT**
- **CANVA**

















DAY 13 AND 14

THE CONVERSATIONAL POST

A conversational story/post is a story that starts with asking a question. For example,

- Did you know...
- Let me ask you a question...

You will need a minimum of four conversational post.

The digital marketing tools you will need are:

- **CHATGPT**
- **CANVA**

















DAY 15 AND 16

THE RESEARCH AND STATISTICS POST

Another way to position yourself as an expert and in your field is to provide your audience with research backed by data.

For example:

- According to the Georgia Department of Education, 59 schools will be closing in Sawnee County, Fall of 2026
- You will need a minimum of four research and statistics post.

The digital marketing tools you
will need are:

- **CHATGPT**
- **CANVA**

















DAY 17 AND 18

THE DANGER POST

The danger story/post is when you literally point out how a potential client will continue to stay stuck or how things will continue to spiral downward and out of control if they don't work with you, because YOU have the ultimate solution to their problem. For example,

- The danger of not registering for the **BUTTS IN SEATS** challenge, is that by the beginning of the school year in August, your classroom seats will be empty. You will have no students to teach and you will not make any money.

- You will need at least four danger post.
- The digital marketing tools you will need are:
 - CHATGPT
 - CANVA

















DAY 19 AND 20

LET'S GET REEL!

Let's keep it real, short-form content is the #1 form of content on social media.

Therefore, you will need to post 15 to 30 reels during your launch.

Your reels need to be educational or conversational with a strong hook and call to action.

For example:

- The top 3 tools you need to advance your child in reading are...click the link below to learn more.

- My #1 secret to enrolling more students into my microschool is...click the link below to learn more.
- The digital marketing tools you will need are:
 - **CHATGPT**
 - **CANVA**
 - **CAPCUT** or another video editing software

The best hooks for educational reels are:

- **Three mistakes to avoid if you want to...**
- **This free tool will help you...**
- **This free tool is a game changer**
- **I know this might sound crazy but...**

- **Try this one hack to...**
- **Things you can do right now to improve your...**
- **Here are three tips to help you...**
- **How to get ____ in just 10 minutes**
- **Let me introduce you to...**
- **Did you know that...**
- **Follow these simple steps to...**
- **Did I ever tell you about the time when...**
- **People often ask me...**
- **You don't want to miss this...**
- **I wish I had known this earlier**
- **This product changed my life**
- **Stop strolling...**
- **So hear me out...**
- **Hey, I got a secret to tell you, come closer...**
- **I bet you didn't know...**
- **You need to hear this...**

DAY 21

THE ADVERTISEMENT POST

The advertisement post is a post that simply announces what you got going on.

You should make an advertisement post at least twice a week. And each post should look slightly different, yet remain on brand.

- The digital marketing tool you will need is CANVA.

**GET MORE
BUTTS IN SEATS**
21-DAY LIVE CHALLENGE

with DR. SHEVA QUINN

 JULY 1ST-30TH

 7:00 PM EST

 zoom

REGISTRATION OPENS JUNE 1st!

**GET MORE
BUTTS IN SEATS**
21 DAY CHALLENGE

with DR. SHEVA QUINN

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 7:00 PM EST

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DAY 21

THE COUNTDOWN POST

The countdown post is a post that applies pressure to potential clients who are still straddling the fence.

The countdown post lets potential clients know that time is running out and that seats are filling up quickly!

You need at least five countdown posts.

- The digital marketing tool you will need is CANVA.

GET MORE
BUTTS IN SEATS
21-DAY CHALLENGE!

registration closes in **TWO** days!

2

JOIN TODAY AT
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GET MORE
BUTTS IN SEATS
21-DAY CHALLENGE!

only **FIVE** seats left!

5

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