

Day 3 Worksheet: Referral Promotion & Recurring Income Launch

1. Plan Your Referral Promotion

Brainstorm how you'll encourage your first 50 members to invite 10 people each in 30 days.

Incentive for Referrals (ex: free access, prizes, affiliate %)	
How I Will Announce the Promotion	
How I Will Track Referrals	

2. Design Your Paid Module

Outline your first paid classroom module. Remember: founding 50 get free access, new members pay \$97/month.

Module Topic/Title	
Who This Helps Most	
Key Outcomes (what members will gain)	

3. Recurring Income Projection

Do the math! Use this table to map your growth from 50 members → 150 members → 200 members.

Community Size	Paid Members	Recurring Income (at \$97/month)	Affiliate Payouts	Net Monthly Income
50 (Founding Members)	0 paid (all free)	\$0	\$0	\$0
150 (after referrals)	100 paid	\$9,700	approx. \$2,000	≈ \$7,700
200 (after module launch)	150 paid	\$14,550	approx. \$4,500	≈ \$10,050

■ Homework for Day 3

1. Finalize your referral promotion details and write a draft announcement to share with your founding members.
2. Draft your first paid module idea and list the outcomes it provides.
3. Review your income projection and visualize what \$10K/month recurring will mean for you.