

PHIL KELLETT  
PRESENTS

THE TRUE  
MILLIONAIRE  
MINDSET  
ACADEMY

# \$10K LAUNCH

GUIDE

[TRUEMILLIONAIREMINDSETACADEMY.COM](http://TRUEMILLIONAIREMINDSETACADEMY.COM)

# IN THIS GUIDE

This guide was created to help you get focused. Follow the steps on EXACTLY what you need to do next, in order to fast track you and give you the best chance to reaching \$10K a month!

**True Millionaire Mindset Academy \$10k Launch Guide  
is the perfect fit for  
Online Success, but this is only achievable as it works on YOU,  
Your Mindset is everything!**

**SUBSCRIBE TODAY TO GET  
YOUR DISCOUNTS &  
FREEBIES**

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# Congrats... **ON YOUR PURCHASE**

The Roadmap is a solid investment and it allows you to run 2 kinds of businesses.

1. You can use the information to develop digital products based around your hobbies and passions.
2. You can resell it for 100% profit without ever creating a product, due to its legal Master Resell Rights licensing.

Obviously, I recommend going through the **whole course**, but we can at least fast track you on what to focus on by what your goal is for right now.

START AND WATCH **STAGE 1** IN THE ROADMAP

Questions...

# MAKE A DECISION

In order to be able to direct you, we need you to make some decisions to these questions...

1. Are you going to create your own product or would you like to resell The Course/Program?
2. Do you want to make a store front or learn how to build a funnel?
3. What social media platform would you like to use to market your product?

This guide is going to lean more towards Instagram and TikTok, but the course goes over many different social media sites. I highly recommend 1-2 that you can **ACTUALLY** commit to.

# First... **YOUR PRODUCT**

Obviously, no one is just going to give you money so we need a product to sell.

1. If you are looking to create your very own product based around your knowledge, passion or hobbies, **then head to the next page.**
2. If you are looking to resell the Roadmap then we need to focus on getting your link to pass out when you make a sale. **Please skip the next page.**

# Creating... **YOUR OWN PRODUCT**

This is an awesome idea in order to base a product and business around your know-how. The most successful products are based around solving problems. How can you take a person from point A to point B?

Don't over think this! A lady made \$10K in a month with a Closet Organizing Guide.

Use sites like:

1. Canva - create eBooks and guides
2. Systeme.io - Free Autoresponder, plus create a course

**START AND WATCH STAGE 4 IN THE ROADMAP**

# Reselling... **THE ROADMAP**

You have options when it comes to selling the Roadmap. Some want an easy store setup, others want a funnel for multiple products.

Right now, we just want to have our product link handy. This will be the link you give out to customers.

Instructions:

- Watch **STAGE 2, MODULE 7** in the Roadmap to get your invite link

# Second... **YOUR AUTOMATION**

Now, we need a way to take a payment and deliver our product to our customers.

1. If you want an easy setup and a faster way, **head to the next page.**
2. If you are looking to have a funnel and want to have multiple upsells or sell different products, **please skip the next page.**

Setup...

# A STANSTORE

Stanstore has become widely popular and makes life easy for digital sellers.

If you want the easiest and fastest way, use Stanstore.com. Get 2 weeks **FREE (Click here)**

Instructions:

- Watch **STAGE 2, MODULE 7** in the Roadmap
- Use license agreement found in **STAGE 2, MODULE 9 - Video 12** in the Roadmap

# Building... **YOUR OWN FUNNEL**

Systeme.io is your one stop shop for everything you need to market a product. It has email marketing, funnels, sites, courses and more.

If you are into setting up funnels and creating multiple upsells, than use Systeme.io. Get a **FREE** account (**Click here**)

Instructions:

- Watch **STAGE 2, MODULE 8 or 9** in the Roadmap
- Make sure you cover all your settings on Systeme.io

# Third... **YOUR MARKETING**

The Roadmap covers a wide range of ways to market your product. To help you get to off to a fast start, we are going to cover TikTok and Instagram.

1. TikTok is a fun site and easy to use. At the moment, the best way to use TikTok is to make talking videos. **Starts after next page.**
2. Instagram is a little bit trickier but brings in MAJOR sales! You can do NON-talking or even FACELESS videos on Instagram. **Starts after TikTok pages!**

**Please note:** Doing both can be time consuming. Make sure you can really commit to 3 or so hours... or just choose 1 for now.

START AND WATCH **STAGE 3** IN THE ROADMAP

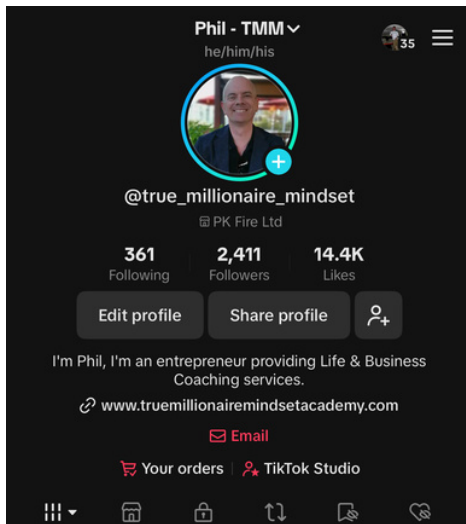
# Who is... **YOUR AUDIENCE**

It helps to know what your product actually does for people. Once you know how it can help, who would it most likely be beneficial for? Then determine, how your experience can help them.

1. If you have your own product, who most likely want to buy your product and use it?
2. If you are reselling the RM, think about people who want to create an income online or passive income.

**START AND WATCH STAGE 3, MODULE 9 -  
Video 13 IN THE ROADMAP**

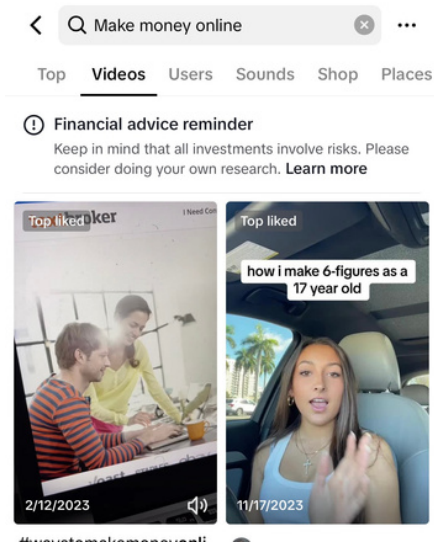
# Tik Tok... SETTING UP TIKTOK



## Instructions:

- Don't worry about your username but try to add a keyword to your name (Like 'passive income')
- Talk about how you help people in your bio
- Add your Stanstore link (it will not be clickable until you have 1K followers)

# Tik Tok... BEFORE YOU POST



## Instructions:

- Make sure to head to the search area
- Type in a keyword/hashtag that your audience would most likely use
- Engage with a few of the top posts (like and comment on the videos)
- Do this for 5 keyword/hashtags

Tik Tok...

# POST 1-3 TIMES A DAY

Instructions:

- Model after other top videos
- Try to do something in your video while you are talking
- Add text on the screen in the beginning... like a title or hook. Make it pop out and look intentional regarding your video
- Use the caption feature
- Follow the formula of a hook, story, and then CTA. (Call-to-action... tell them what to do next)
- Use 2-5 hash tags in your captions
- Follow TikTok training in bundle

START AND WATCH **STAGE 3, MODULE 14** IN  
THE ROADMAP

# Instagram...

# GETTING STARTED

Instagram is great for 6-second non-talking videos OR Faceless videos

1. Determine if you want a Faceless account. You can use sites like Pexels.com or the others that the guide recommends.
2. If you don't mind showing your face, this is still very easy because you do not have to talk. Just get used to recording yourself doing almost anything that you can think of. Walking, folding clothes, driving, or even working out. **Skip the next page.**

START AND WATCH **STAGE 3, MODULE 16** IN  
THE ROADMAP

# *Instagram...* **FACELESS ACCOUNT**

1. Make sure to have a theme for your page
2. Make sure you gather a few sites that you can use for stock videos

**DID YOU SUBSCRIBE TO**  
**TRUE**  
**MILLIONAIRE MINDSET**  
**ACADEMY**  
**YET?**

**[Click Here](#)**

*Instagram...*

# SETTING UP INSTAGRAM



Instructions:

- Don't worry about your username but try to add a keyword to your name (Like 'passive income')
- Switch your account to a professional account and then select creator.

# Instagram...

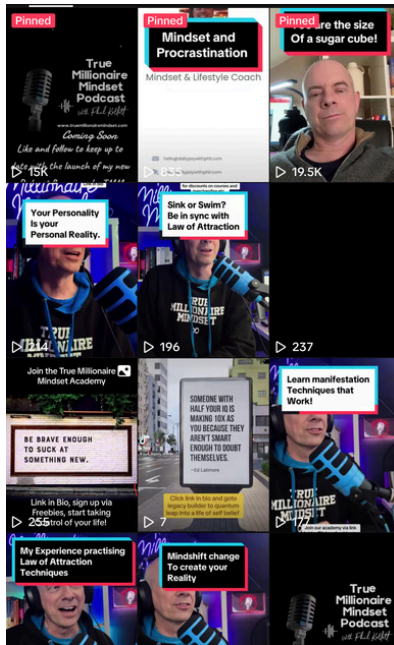
# SETTING UP BIO

Instructions:

- Add your link to your Stanstore
- Have 4 lines in your bio
  - 1st line - What problem do you solve
  - 2nd line - Your goal or any successes
  - 3rd line - DM you 'MRR' to get started
  - 4th line - call-to-action for your link
- Try to use keywords related to your niche
- Add highlights (you will slowly fill these up with your stories)
  - Roadmap - anytime you talk about the RM
  - Results - anytime you talk about your results
  - Questions - anytime you answer questions

# Instagram...

# BEFORE YOU POST



## Instructions:

- Think of a theme for your page. You can find colors in the 'effects' section of Reels
- Engage with other marketers videos or with their followings videos for 10 minutes when starting a new account

# Instagram...

# POST 3-5 TIMES A DAY

Instructions:

- Record yourself doing anything for 6-seconds
- Post a reel and your video
- Add your theme color with the effects
- Add a trending sound... any sound you like with an arrow that's pointing up
- The text on the screen needs to be a good hook or something that makes people stop because it is speaking to them
- The captions need to be valuable. Just elaborate and give your audience value based off of your text on the screen. Use [ChatGPT](#) if you need help!
- Add 3-5 hash tags that your audience would follow or use

# Instagram...

# EXTRA FEATURES

Instructions:

- Try to post 3 times a day to your stories
  - Something positive or nice pic
  - An offer - ask people to buy the RM
  - A behind the scenes of your day or testimonials
- Add to your highlights as you make stories
- Use the 'Question' feature in your stories and use it every Monday and Friday. Reply back to any questions. Add answers to your highlights
- Try to go Live once a week, you can even post this video to your profile too
- You are more than welcome to post a pic or carousel every once in awhile but Reels are what really grows your page

# Content...

# HERE ARE SOME IDEAS

You can use these ideas for TikTok and Instagram. Just making a talking TikTok video. Everyday, we want to circulate through these kinds of content categories by sharing our experience on them:

1. Education/Inspiration - how can you educate your audience of the benefits of your product/RM
2. Story - what led you to your product/RM? What is your goal? What have learned?
3. Results - any sales? any followers? any leads? Have you changed? Any result!

## IDEA 1

- **Hook** - ‘Hi, my name is \_\_\_\_\_.’ (Your Story)
- **Caption** - Just talk about what led you to digital marketing.
- **CTA** - comment ‘MRR’ and I’ll send you details

## IDEA 2

- **Hook** - ‘POV: You started taking Instagram seriously’
- **Caption** - Talk about what your goal is now
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - Want to start digital marketing but don’t know what to sell?
- **Caption** - Explain what you sell
- **CTA** - DM you ‘MRR’ and I’ll send you details

## IDEA 1

- **Hook** - 'I finally did it'
- **Caption** - Introduce your digital product and explain how it can help people.
- **CTA** - comment 'MRR' and I'll send you details

## IDEA 2

- **Hook** - 'I started digital marketing 2 days ago'
- **Caption** - Educate them on easy it was to setup
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - 'POV: You stopped caring what people think'
- **Caption** - Talk about how you took a leap of faith even though it was uncomfortable
- **CTA** - DM you 'MRR' and I'll send you details

## IDEA 1

- **Hook** - Give them a result update on followers
- **Caption** - Explain how cool it is that you just started
- **CTA** - comment 'MRR' and I'll send you details

## IDEA 2

- **Hook** - Want to start digital marketing but can't afford it?
- **Caption** - Talk about your payment plans
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - Is this you? (List characteristics of customers)
- **Caption** - Tell them that's exactly who you are too and what you found
- **CTA** - DM you 'MRR' and I'll send you details

## IDEA 1

- **Hook** - 'Your phone can earn you money'
- **Caption** - Explain how you can actually earn by posting reels and marketing products
- **CTA** - comment 'MRR' and I'll send you details

## IDEA 2

- **Hook** - Want to learn digital marketing without buying a course?
- **Caption** - Explain what digital marketing is
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - 'I started digital marketing to earn \_\_\_\_\_',
- **Caption** - Tell them what your goals are with digital marketing
- **CTA** - DM you 'MRR' and I'll send you details

## IDEA 1

- **Hook** - 'Its probably too late to do this Instagram make money online thing'
- **Caption** - Talk about how many days are left out of the year
- **CTA** - comment 'MRR' and I'll send you details

## IDEA 2

- **Hook** - 'Your getting distracted again... FOCUS'
- **Caption** - Talk about how you used to self-sabotage and you don't want that for your audience
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - 'Hi, my name is \_\_\_' (Your story)
- **Caption** - Talk about your job and why you got started
- **CTA** - DM you 'MRR' and I'll send you details

## IDEA 1

- **Hook** - 'I started digital marketing a few days ago'
- **Caption** - Talk how its going... any sales, followers, etc.
- **CTA** - comment 'MRR' and I'll send you details

## IDEA 2

- **Hook** - 'I don't know who needs to hear this but...'
- **Caption** - Talk about doing videos faceless or without talking
- **CTA** - everything is in my bio

## IDEA 3

- **Hook** - 'You have 2-4 hours to spare everyday?'
- **Caption** - Talk about what digital marketing is and give an overview of what to do
- **CTA** - DM you 'MRR' and I'll send you details

# Content...

# WANT MORE IDEAS?

Sometimes, these ideas can get old compared to what is doing good currently... so here are other options:

1. Go through the Faceless Wealth Guide or 30-Day Kickstart
2. Follow 5 top creators that you want to mimic after... look at what videos did good and re-create them.
3. See what's getting a lot of views within the Reels section of Instagram. Can you re-create some of the videos? **(DO NOT SCROLL ALL DAY)**
4. Think of your own story... what did you used to need to hear in order to make a decision?
5. Ask your audience... either from your stories or just make a Reel about whether or not anyone has a question.

# Bonus... **TRAINING VIDEOS**

Need a 1:1 to discuss anything?

- **Get Coaching** - [CLICK HERE](#) for x2 free 60 minute consultation calls when you purchased the Roadmap via the True Millionaire Mindset Academy.