



Full Schedule - Income School's Immersion Program

Note: Based on info from the survey about you and your site that you'll fill out after purchase, we'll put you in a 5-person mastermind group with people who have things in common with you. We hope you'll continue to meet with your group on Skype after the event ends.

Monday, May 20

We suggest you arrive on Monday since we'll start first thing Tuesday morning

Tuesday, May 21: SEO Mastery Day

8AM - Breakfast: Meet Jim, Ricky, and Freddy personally (Meal is on us!)

9:30AM - Big Thoughts: Sharing the "New Post Recipe for 2019"

10AM - Questions and Answers

10:15AM - Core Skills: Perform a complete SEO audit of your site

NOON - Lunch time

We anticipate that mastermind groups will go out together

There are many nearby restaurants to choose from

1PM - Case Study: The articles just aren't ranking! Why?

Freddy shows search result pages with rankings out of order

Mastermind groups work to analyze which page deserves what ranking

2PM - Action: Create a new 30-article hit list based on the new info from today

After taking action, you'll get feedback on your work

3PM - Presentation: Mastering SEO (Jim)

3:30PM - Critique session on the art of blog post writing

Participants who choose (no pressure) will offer up a blog post for review

Jim, Ricky, and Freddy will offer feedback on what can be done to improve

4PM - The Income Tank (Part 1)

Jim, Ricky and Freddy each take small groups into separate rooms

4 Members spend 3 minutes each giving a Shark Tank-style pitch of their site

All participants will have an opportunity to participate on one of the 4 days

To end the pitch, person gives the #1 problem they are currently facing

Instructors (And the group at large) discuss solutions for 10 mins

4:45PM - Class ends for the day

Wednesday, May 22: Monetization Mastery Day

9:30AM - Big Thoughts: \$20EPMP (Earnings per mili pageview) to \$200 Journey

10AM - Questions and Answers

10:15AM - Core Skills: How to create a successful online course

NOON - Lunch time

We anticipate that mastermind groups will go out together to chat

There are a number of nearby restaurants to choose from

1PM - Case Study: The launch that never launched. Why?

Jim presents a case study of a real-life product launch that flopped

Mastermind groups will come up with analysis and solutions

2PM - Action: Outlining your first online course

After taking action, you'll get feedback on your work

3PM - Presentation: Mastering Monetization (Ricky)

3:30PM - Critique session on site monetization

Participants who choose (no pressure) will offer up a site for review

Instructors will offer feedback on how monetization could be improved

4PM - The Income Tank (Part 2)

4:45PM - Class ends for the day

Thursday, May 23: Youtube & Podcasting Mastery Day

9:30AM - Big Thoughts: The million dollar funnel that nobody's using

10AM - Questions and Answers

10:15AM - Core Skills: What videos take off on Youtube?

We have to ENTIRELY change our thought process to make Youtube work

NOON - Lunch time with your mastermind group

1PM - Case Study: The Youtube videos that never seem to spread. Why?

Ricky will present a case study of a real-life problem we've faced on Youtube

Mastermind groups will come up with analysis and solutions

2PM - Action: Create one Youtube video in your mastermind group

After taking action, you'll get feedback on your work

3PM - Presentation: Mastering Youtube (Jim and Ricky)

3:30PM - Critique session on Youtube

Participants who choose (no pressure) will offer up a video for review

Jim, Ricky, and Freddy will offer feedback on what can be done to improve

4PM - The Income Tank (Part 3)

4:45PM - Class ends for the day

Friday, May 24: Scaling Mastery Day

9:30AM - Big Thoughts: Sharing our secret “double dipping” strategy

10AM - Questions and Answers

10:15AM - Core Skills: Working with writers and content creators

NOON - Lunch time

We anticipate that mastermind groups will go out together to chat

1PM - Case Study: The writers had to be let go. Why?

Jim will present a case study of a real-life problem his site faced

Mastermind groups will come up with analysis and solutions

2PM - Action: “Tools over content” brainstorming session

After taking action, you’ll get feedback on your work

3PM - Presentation: Mastering Scale (Freddy)

3:30PM - Critique session

4PM - The Income Tank (Part 4)

4:45PM - Class ends

5:30PM - Closing Dinner

Dinner is on us!

We’ll go out to a restaurant together and have a private room for us

Saturday, May 25

Fly away home