



# Fall 2018 Accelerator Schedule

*(Accelerator Schedule subject to change based on needs of participants.)*

Last updated November, 10 2018

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## Pre-Accelerator

### Assignments:

- Self-Assessment Evaluation
- Schedule an Hour a Day to Work on Your Business  
<https://ckarchive.com/b/k0umh6h32w68>
- Build Strong Habits (Guide to Habits)  
<https://ckarchive.com/b/qdu8h7h02l4m>
- Daily Growth Journal (Self-Awareness Practice)  
<https://ckarchive.com/b/p9ueh9hll2g7>
- Calculate the Cost of Your Lifestyle  
<https://ckarchive.com/b/mvu7h5h77793>
- Join Private Mastermind  
<https://ckarchive.com/b/k0umh6h33lwr>
- Your Year-Long Strategic Plan  
<https://ckarchive.com/b/xmuph6hllowq>
- Question Habit  
<https://ckarchive.com/b/wvu2hgh33037>

## Accelerator Schedule

### Weekly Video Mastermind Chats:

Conducted via Zoom. Scheduled on Tuesday and Wednesdays. You will be invited to the session you chose, but you are welcome to request participation in other sessions.

### **Weekly Live Trainings:**

Conducted via Zoom. Scheduled on Saturday afternoons from 1pm to 3pm ET.

Occasional optional video mastermind sessions will be offered at 3pm ET on Saturdays as well.

### **Daily Assignments:**

Emailed each morning by 3am ET.

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## **Week 1 Build Your Core Motivation**

### **Day 1 Thursday | October 11 | 6:30pm to 8pm ET**

Welcome Mastermind:

**Curriculum Review + Fear Management + Strategic Plan**

Assignment:

**List All Your Fears**

### **Day 2 Friday | October 12**

Assignment:

**List Your Existing Connections + Accountability Partner**

<https://ckarchive.com/b/o8ukhqh784gg>

### **Day 3 Saturday | October 13 | 1pm to 3pm ET**

Live Training:

**Assess Your Potential + Raise Social Capital**

Assignment:

**Your Beliefs & Values + Social Capital Blueprint**

<https://ckarchive.com/b/5quvh7hz9l20>

### **Day 4 Sunday | October 14**

Assignment:

**Skills + Strengths Inventory**

<https://ckarchive.com/b/k0umh6h39wqd>

### **Day 5 Monday | October 15**

Assignment:

**Energy Management Assessment**

<https://ckarchive.com/b/68ueh8hd2m7w>

**Day 6 Tuesday | October 16**

Weekly Mastermind:

**Overcome Your Biggest Obstacles**

Assignment:

**Decision Management**

<https://ckarchive.com/b/e5uph7h2kp6l>

**Day 7 Wednesday | October 17**

Assignment:

**Self-Management**

<https://ckarchive.com/b/p9ueh9hl99xm>

**Day 8 Thursday | October 18**

Assignment:

**Validate Your Strengths**

<https://ckarchive.com/b/r8u8hoheqk3x>

**Day 9 Friday | October 19**

Assignment:

**Stack Your Motivation**

<https://ckarchive.com/b/5quvh7hz5drk>

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## **Week 2 Validate Your Business Idea**

**Day 10 Saturday | October 20 | 1pm to 3pm ET**

Live Training:

**Marry a Problem (MVP + First Customers) + Self-Care Strategies w/ [Brodie Welch](#)**

Assignment:

**Marry a Problem Worksheet + Your Core Restore Activity + Habit Sprint Challenge**

<https://ckarchive.com/b/38uphkhqww2>

**Day 11 Sunday | October 21**

Assignment:

**StoryBrand Script**

<https://ckarchive.com/b/xmuph6hlwpm9>

**Day 12 Monday | October 22**

Assignment:

**Tell Your Story**

<https://ckarchive.com/b/o8ukhqh7r85n>

**Day 13 Tuesday | October 23**

Weekly Mastermind:

**Validate Your Idea**

Assignment:

**Find 5 Target Customers**

<https://ckarchive.com/b/lmuehmhz3woq>

**Day 14 Wednesday | October 24**

Weekly Mastermind:

**Validate Your Idea**

Assignment:

**3 Core Interview Questions for Target Customers**

<https://ckarchive.com/b/75u7h8hmo2oo>

**Day 15 Thursday | October 25**

Assignment:

**Interview 3 Target Customers**

<https://ckarchive.com/b/4zuvhehnroo2>

**Day 16 Friday | October 26**

Assignment:

**Create Survey or Minimal Viable Prototype**

<https://ckarchive.com/b/0vuwh9hk2kl0>

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## Week 3 Design Your Business Model

**Day 17 Saturday | October 27 | 1pm to 3pm ET**

Live Training:

Negotiation Basics w/ [Kwame Christian](#) + Niche Tribe Model + Value Your Product/Service

Assignment:

Value Your Offering + Just Ask Challenge

<https://ckarchive.com/b/v8u3hrhdogvm>

**Day 18 Sunday | October 28**

Assignment:

Your 3 Core Work Habits + Negotiate Your Work Needs

<https://ckarchive.com/b/qdu8h7h0dzv4>

**Day 19 Monday | October 29**

Assignment:

Research 3 Business Models

<https://ckarchive.com/b/o8ukhqh7wvdp>

**Day 20 Tuesday | October 30**

Weekly Mastermind:

How to Focus

Assignment:

Business Model Worksheet

<https://ckarchive.com/b/0vuwh9hk286w>

**Day 21 Wednesday | October 31**

Weekly Mastermind:

How to Focus

Assignment:

Goal Horizon Worksheet

<https://ckarchive.com/b/5quvh7hzk9pe>

**Day 22 Thursday | November 1**

Assignment:

**Skill + Resource Acquisitions**

<https://ckarchive.com/b/gkunh5hk6pv5>

**Day 23 Friday | November 2**

Assignment:

**Evaluate Technology Investments**

<https://ckarchive.com/b/mvu7h5h7m63z>

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## **Week 4 Share Your Business**

**Day 24 Saturday | November 3 | 1pm to 3pm ET**

Live Training:

**Accounting Basics w/ [Ben Golden](#) + Conversation Marketing & Sales Funnels**

Assignment:

**Your Customers' Journey**

<https://ckarchive.com/b/r8u8hohe86n>

**Day 25 Sunday | November 4**

Assignment:

**Sales Landing Page Worksheet**

<https://ckarchive.com/b/p9ueh9hlx2ee>

**Day 26 Monday | November 5**

Assignment:

**Content Marketing Experiment**

<https://ckarchive.com/b/p9ueh9hlx763>

**Day 27 Tuesday | November 6**

Weekly Mastermind:

**Your Give**

Assignment:

**Accelerate Trust Worksheet**

<https://ckarchive.com/b/p9ueh9hlx8p7>

**Day 28 Wednesday | November 7**

Weekly Mastermind:

**Your Give**

Assignment:

**Metric to Monitor**

<https://ckarchive.com/b/lmuehzhzr85d>

**Day 29 Thursday | November 8**

Assignment:

**Email Autoresponder**

<https://ckarchive.com/b/p9ueh9hl8kpn>

**Day 30 Friday | November 9**

Assignment:

**Follow-Up Strategy**

<https://ckarchive.com/b/5quvh7hzi96q>

**Day 31 Saturday | November 10 | 1pm to 3pm ET**

Live Training:

**Business Automation Basics w/ [Zach Sexton](#) + Legal Basics w/ [Meredith Mardar](#)  
+ Sustain Your Motivation**

Assignment:

**Complete Your Strategic Plan + Your Next 30-Day Goal**

<https://ckarchive.com/b/38uphkhv4p>

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## Post-Accelerator

- 1) Schedule meeting with your own 4-member mastermind one week after completion of the Accelerator.
- 2) Ask unlimited questions for following 2 weeks after completion of accelerator.
- 3) 90-minute mastermind video chat will be scheduled approximately 2 weeks after the completion of the Accelerator to share challenges and success stories among all Accelerator members.

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## Lessons

### Live Training: Assess Your Potential SLIDES

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDEM XKWVD/assess\\_your\\_potential\\_training\\_fall\\_2018.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDEM XKWVD/assess_your_potential_training_fall_2018.pptx)

### Live Training: Assess Your Potential VIDEO

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDD2HDJTB/assess\\_your\\_potential.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDD2HDJTB/assess_your_potential.mp4)

### Live Training: Raise Social Capital SLIDES

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDF1U0WK0/raising\\_social\\_capital\\_fall\\_2018.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDF1U0WK0/raising_social_capital_fall_2018.pptx)

### Live Training: Raise Social Capital VIDEO

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDDHMGZD1/raising\\_social\\_capital.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDDHMGZD1/raising_social_capital.mp4)



**Tutorial: Self-Awareness Practice VIDEO**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDD6N39G8/lstm\\_tutorial\\_self-awareness\\_practice.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDD6N39G8/lstm_tutorial_self-awareness_practice.mp4)

**Tutorial: Decision Management VIDEO**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDES69Z6E/lstm\\_tutorial\\_decision\\_management.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDES69Z6E/lstm_tutorial_decision_management.mp4)

**Tutorial: Self-Management VIDEO**

(this tutorial is longer than the previous ones, so included are "chapters" with time codes for topics you might be most interested in.)

<https://www.dropbox.com/s/trrydaf3dza3uvi/LSTM%20Tutorial%20Self-Management.mp4?dl=0>

**Chapter 1** Purge, Let Go 2:00

**Chapter 2** Commit 14:00

**Chapter 3** Organize 17:30

**Chapter 4** Energy Management 23:00

**Chapter 5** Self-Management Experiment 36:00

**Tutorial: Self-Management SLIDES**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJCHPXST/lstm\\_tutorial\\_self-management.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJCHPXST/lstm_tutorial_self-management.pptx)

**Live Training: Validate Your Idea VIDEO**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJJ9DFGC/oct\\_20\\_lstm\\_training\\_validate\\_your\\_idea.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJJ9DFGC/oct_20_lstm_training_validate_your_idea.mp4)

**Live Training: Validate Your Idea SLIDES**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJU4AD3P/validate\\_your\\_idea\\_fall\\_2018.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJU4AD3P/validate_your_idea_fall_2018.pptx)

**Live Training: Self Care Training Video VIDEO**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJP9V674/oct\\_20\\_lstm\\_training\\_self\\_care.mp4](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDJP9V674/oct_20_lstm_training_self_care.mp4)

**Live Training: Ayurvedica Clock SLIDE**

<https://acceleratorfall2018.slack.com/archives/CD880GJQM/p1540135935000100>

**Tutorial: Your Outreach Habit VIDEO**

<https://acceleratorfall2018.slack.com/archives/CD880GJQM/p1540417453000100>

**Live Training: Niche Tribe Model + Value Your Offer (Oct 27) SLIDES**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDPSD93U3/niche\\_tribe\\_model\\_valuing\\_your\\_idea\\_fall\\_2018.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDPSD93U3/niche_tribe_model_valuing_your_idea_fall_2018.pptx)

**Live Training: Negotiation Basics w/ Kwame Christain (Oct 27) VIDEO**

<https://www.dropbox.com/s/8um69d3pjmo3sie/Oct%2027%20LSTM%20Training%20Negotiation%20Basics.mp4?dl=0>

**Live Training: The Niche Tribe Model (Oct 27) VIDEO**

<https://www.dropbox.com/s/cnhnl8h3knma5dt/Oct%2027%20LSTM%20Training%20Niche%20Tribe%20Model.mp4?dl=0>

**Live Training: Value Your Offer (Oct 27) VIDEO**

<https://www.dropbox.com/s/nfapcmp67y537np/Oct%2027%20LSTM%20Training%20Value%20Your%20Offer.mp4?dl=0>

**Tutorial: The Answer Habit VIDEO**

<https://www.dropbox.com/s/ikzpsrft7rf2lr/Oct%2029%20LSTM%20Tutorial%20The%20Answer%20Habit.mp4?dl=0>

**Tutorial: Your Business Model Blueprint**

<https://www.dropbox.com/s/e7yhwbl0lgg1ot/Oct%2030%20LSTM%20Tutorial%20Business%20Model%20Blueprint.mp4?dl=0>

**Live Training: Accounting Basics w/ Ben Golden SLIDES**

<https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDWJT2T8W/gtr-1stm.pptx>

**Live Training: Accounting Basics w/ Ben Golden VIDEO**

<https://www.dropbox.com/s/08yud7t33w8he9t/Nov%203%20LSTM%20Training%20Accounting%20Basics.mp4?dl=0>

**Live Training: Conversation Marketing + Sales Funnels SLIDES**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDV1ZQWUC/sales\\_funnels\\_conversation\\_marketing\\_fall\\_2018.pptx](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FDV1ZQWUC/sales_funnels_conversation_marketing_fall_2018.pptx)

**Live Training: Conversation Marketing + Sales Funnels VIDEO**

<https://www.dropbox.com/s/yp18uvzo29ywngf/Nov%203%20LSTM%20Training%20Marketing%20%2B%20Sales.mp4?dl=0>

**Live Training: Business Automation w/ Zach Sexton VIDEO**

<https://www.dropbox.com/s/h411vo9mgd935q1/Nov%2010%20LSTM%20Training%20Business%20Automation.mp4?dl=0>

**Live Training: Business Automation w/ Zach Sexton RESOURCES**

<https://zacharysexton.com/automation-mini-course/lesson-1-boomerang-emails/>

<https://zacharysexton.com/automation-mini-course/lesson-2-scheduling-software/>

<https://zacharysexton.com/automation-mini-course/lesson-3-forms/>

<https://zacharysexton.com/automation-mini-course/lesson-4-lead-generating-websites/>

<https://zacharysexton.com/automation-mini-course/lesson-5-email-automation-software/>

**Live Training: Legal Basics w/ Meredith Marder VIDEO**

<https://www.dropbox.com/s/3ny7akk9sug3zf1/Nov%2010%20LSTM%20Training%20Legal%20Basics.mp4?dl=0>

**Live Training: Legal Basics w/ Meredith Marder NOTES**

[https://acceleratorfall2018.slack.com/files/UD87NGVAR/FE0SY7H8V/lifeskills\\_accelerator\\_legal\\_11-10-18.pdf](https://acceleratorfall2018.slack.com/files/UD87NGVAR/FE0SY7H8V/lifeskills_accelerator_legal_11-10-18.pdf)

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# Tools

## Organization tools:

<https://trello.com>

(Great for organization content production, managing processes between team members and great for planning. If you are very visual, you might really like this tool!)

<https://asana.com/>

(Another task manager to enable teams to collaborate more effectively.)

<https://toggl.com>

(Great for tracking your time to see how you spend it and how you can organize it more effectively.)

<https://todoist.com/>

(Very popular task manager that helps you understand how you spend your time, but also helps you learn how to prioritize tasks that will have the most effective outcome for your business.)

<https://workflowy.com>

(I use this tool to manage my ideas and tasks. I love the simplicity of it and I love that when you click on a "bullet point" it zooms in on that part of your to do list, so you aren't overwhelmed by the rest of it!!)

<https://evernote.com/>

(Popular tool used for archiving all your notes, research and ideas.)

<https://unroll.me/>

(Clean up your inbox by unsubscribing to all newsletters you no longer read.)

<https://meetingbird.com/>

(Scheduler, so you know no longer waste time emailing back and forth to set up meetings.)

## Website hosting/management

Squarespace <https://www.squarespace.com/pricing>

(Great range of templates to give your website a custom look, great support and almost every tool you'll need for just \$18/month. I've used them in the past and loved my experience with them!)

Here is a great comparison chart of all of Squarespace competitors and really the top 4 most commonly used platforms by small businesses.

<https://www.websitebuilderexpert.com/wix-vs-squarespace-vs-weebly-vs-jimdo-chart/>

WPCurve <https://wpcurve.com/>

For just \$79/month have all your WordPress updates and bugs (unlimited!) outsourced. The World's best WordPress Premium Support - Unlimited small fixes, 24/7 worldwide, same day turnaround - Featured on Fox and Forbes

Rainmaker <https://rainmakerdigital.com/>

It's built on WordPress, but has every tool I need to run my website AND I don't have to worry about updates for plugins or bugs! Their support is amazing and super responsive. I also can easily customize my template for a custom look. It easily integrates with all kinds of external tools like my payment service Stripe.com and my email marketing provider ConvertKit.com

It's a little pricer at \$145/month (billed annually) or \$165/month. BUT from my past experience, I would be spending \$2500 to \$7500 a year on a WP developer to help me manage my website and I didn't always get the attention RM provides! Basically, I have outsourced most of my tech management to RM for just \$145/month!

Below is an excerpt from our free methodology white paper called The Rainmaker Way: Digital Marketing That Gets Results by Rainmaker Digital co-founder Brian Clark. You can download a full copy here. What's so different about digital? More importantly, why do so many companies struggle with digital marketing? Continue Reading...

<https://rainmakerdigital.com/approach/>

## **Email Collaboration**

Streak <https://www.streak.com>

CRM tool you can integrate into Gmail. Simple Collaboration. Collaborate with a single click. Share contacts, email, files, and anything else needed to get the job done. Multipurpose. Manage your deals, support queue (and more) inside Gmail. Replace multiple external systems with Streak. Works with Google Apps. Streak connects securely to Google Apps.

## Graphic Design

Canva <https://www.canva.com/>

You can make your own graphics in every social media format for free! The free level has a ton of features and every now and again, I pay a dollar or two for an image I really want to use in my graphic!

The Noun Project <https://thenounproject.com>

This is a directory of icons. They have icons for everything! It's \$36/year to join, but worth it!

## Payments

**2checkout** <https://www.2checkout.com/>

Fairly simple to setup gateway similar to PayPal though perhaps available in more areas of the world.

The main downside I see to the 2checkout option is that not only do they charge a % of each transaction, here's a page with a comparison of the fee structures: (Tim G.)

<https://fitsmallbusiness.com/2checkout-user-reviews-pricing/>

**Vericents** <https://www.vericents.com/>

## Legal Basics training:

1) <https://www.superlawyers.com/>

Meredith recommended looking for "Rising Stars" with 6 to 8 years of experience.

2) <https://www.docuSign.com/>

For signing contracts and documents.

3) <https://www.iubenda.com/en/>

## Misc

Worldtime Buddy

World Clock & Time Converter <https://www.worldtimebuddy.com>

This is a great website (and phone app) that converts between different time zones. Effortless time conversion and world time. Schedule conference calls, webinars & online meetings, plan travel and track flight arrival time across time zones.

The Curiosity Lab by Chris Martin Studio

<https://www.chrismartinstudios.com/the-curiosity-lab/>

The Curiosity Lab by Chris Martin Studios brings stories and inspiration designed to spark your creativity to your inbox twice a month.

## Questions?

Email [itspossible@lifeskillsthatmatter.com](mailto:itspossible@lifeskillsthatmatter.com)