

WEALTH CREATORS / FIELD GUIDE

The Journey to Consistent Million-Dollar Challenge Launches

How a webinar, five-day challenge, and mentorship offer fit into a repeatable launch system



A note from Marvin Mitchell

At Wealth Creators, my team and I connect webinars, challenge delivery, and enrollment into one launch system. This guide shows you how the pieces fit so you can see what your next launch needs.

If you have expertise and an offer people value, you do not have to build every piece yourself. My team and I can help build much of the infrastructure around your launch. As you read, identify where you want hands-on help. The private mastermind application is your next step to explore working together.

What you will find inside

- The six-stage customer journey and a sample automated weekly rhythm
- A transparent example model for 500 challenge participants
- Preframing and Facebook group practices across the customer journey
- A practical team-role map, measurement plan, and launch checklist

Million-dollar outcomes are not guaranteed. The financial example is illustrative, not a forecast or a promise of results.

1. Map the customer journey

Keep each step understandable and make the next action obvious. This model begins with an ad invitation to a free webinar, followed by an offer for the paid challenge. The challenge checkout may include an optional order bump.

Stage	What happens	What the participant needs
1. Paid ads	Invite a defined audience to a free webinar.	A relevant reason to register and a clear expectation.
2. Free webinar	Teach a useful idea, establish the problem and opportunity, and explain the next step.	Useful instruction before any purchase decision.
3. Paid challenge	Offer a structured five-day implementation experience. Checkout may include an optional order bump.	Clear dates, price, inclusions, and terms.
4. Five-day experience	Deliver the promised teaching, activities, and community support.	A reliable schedule, accessible help, and progress.
5. Deposit	Invite qualified participants who want more support to place a \$2,000 deposit, with terms stated clearly.	A plain explanation of what the deposit reserves and how it is applied or refunded.
6. Enrollment	Explain the mentorship options, fit, price, payment terms, and next steps.	Enough information to make an informed choice.

Preframing begins before the challenge

Preframing means setting accurate expectations before each decision. It is not pressure. Tell people what they will learn, what participation requires, what the program does and does not include, and what they can expect after they register. Keep those expectations consistent across ads, webinar, checkout, group posts, live sessions, and enrollment conversations.

Connect the pieces around your expertise

Your expertise gives people a reason to listen. The registration pages, checkout, reminders, and follow-up give them a clear way to move forward. My team and I can help map that journey and build the connections around your offer. The starting point is understanding what you already have, where people drop off, and which parts need to be built or improved.

2. Model the numbers transparently

Before building a launch, we need to understand what the numbers require. This illustrative forecast shows the relationship between audience size, deposits, enrollment, and offer value. When we explore your launch together, we start with your actual data. These assumptions are an example, not a benchmark or guarantee.

Input	Illustrative assumption	How to interpret it
Challenge participants	500	Starting point for this example.
Deposit rate	25% → 125 deposits	Deposits divided by challenge participants.
Deposit-to-enrollment rate	70% → 87.5 expected enrollments	Expected value; operationally plan for about 88, then track actual people.
Offer mix	70% Inner Circle / 30% Momentum	Assumed mix used to split expected enrollments.
Program prices	\$21,000 / \$9,000	List-price assumptions from the scenario; actual collected amounts may differ.
Deposit amount	\$2,000	This scenario assumes 37.5 non-continuing deposits remain as cash; actual terms may differ.
Upfront/future split	70% / 30%	Applied to completed contract value for this illustration.
Prior deficit after front-end sales	\$287,000	Scenario figure: \$486,000 ad spend less \$199,000 front-end revenue.

Expected enrollment and contract value

500 participants × 25% deposit rate = 125 deposits. At a 70% continuation rate, $125 \times 70\% = 87.5$ expected enrollments. At a 70% / 30% offer mix, that equals 61.25 expected Inner Circle enrollments and 26.25 expected Momentum enrollments.

Calculation	Illustrative value
$61.25 \times \$21,000$ Inner Circle	\$1,286,250
$26.25 \times \$9,000$ Momentum	\$236,250
Completed contract value	\$1,522,500
37.5 non-continuing deposits × \$2,000	\$75,000
Total modeled backend revenue including retained deposits	\$1,597,500

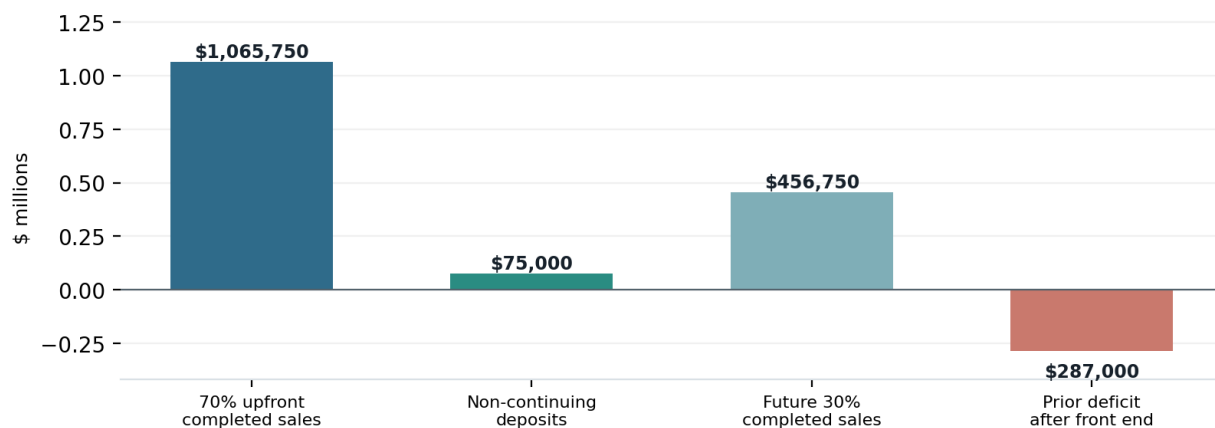
The \$75,000 line is assumed retained deposit cash, not completed program contract value. Deposit terms and accounting treatment vary by business and agreement.

2. Model the numbers transparently

Cash timing and the deficit bridge

The 70% / 30% split is applied to the \$1,522,500 completed contract value. The model adds the \$75,000 retained deposits to immediate cash, then subtracts the stated \$287,000 prior deficit. The result is before operating costs and other cash leakage.

Cash bridge	Illustrative value
70% upfront on completed contract value	\$1,065,750
Plus modeled non-continuing deposits	\$75,000
Immediate backend cash	\$1,140,750
Less prior deficit after front-end sales	(\$287,000)
Immediate cash after that deficit	\$853,750
Future 30% on completed contract value	\$456,750
Combined scenario after deficit	\$1,310,500



This is a cash-timing illustration. It is not profit. It excludes refunds, chargebacks, payment failures, merchant fees, commissions, fulfillment, payroll, overhead, taxes, and the timing or collectability of future payments.

Turn the model into a live forecast

- Track each cohort from registration through attendance, purchase, deposit, enrollment, and cash collection.
- Use observed results. Keep cash receipts, refunds, contract value, and projections distinct.
- Plan downside, base, and upside cases before increasing ad spend or delivery capacity.

My team and I can help connect launch activity to reporting, so you can see where the journey needs attention and decide which improvements deserve your resources.

3. Preframe the experience

People need to understand the opportunity, experience useful progress, and see how the next offer fits their goals. Preframing develops that understanding throughout the journey. Keep each message specific and consistent with the support you can deliver.

Moment	What to make clear	Example prompt
Ad and registration	Who the webinar is for, what it covers, date/time, and whether it is live or automated.	“In this session, we will walk through [specific outcome] and show you the next steps if you want help applying it.”
Webinar close	What the paid challenge includes, dates, price, time commitment, and support boundaries.	“The five-day challenge is for people ready to work through [topic]. Here is what is included, what it costs, and what participation looks like.”
Challenge checkout	Total price, payment schedule, optional order bump, terms, cancellation/refund rules.	“Review the full amount and terms before you enroll. The optional add-on is [description] and is not required.”
Welcome message	Start time, schedule, where to participate, how to get help, and group standards.	“Your first step is [action]. The schedule is [link]. For support, contact [team/channel] during [hours].”
Deposit invitation	Who the next program is for, price or range, deposit application, refund terms, and decision timeline.	“The deposit reserves [specific next step]. It will be handled as follows: [credit/refund terms]. Review the full agreement before paying.”
Enrollment conversation	Curriculum, access, support, total cost, payment terms, and fit.	“Let’s confirm your goals and answer your questions before you decide whether the program fits.”

Facebook group rhythm

- Before the event: pin the schedule, participation expectations, support channel, community rules, and access instructions.
- Each day: post the session link or replay, one clear action, the deadline if applicable, and where to ask for help.
- During the challenge: have a named moderator acknowledge questions, route technical issues, and flag unanswered questions for the teaching team.
- After the challenge: share the replay window, next-step options, and support contacts. Avoid implying that participation guarantees business or financial results.

Adapt the example language to your offer and use only details that match your actual delivery and written terms.

Build the message sequence with the system

The webinar, challenge, and follow-up should carry one clear message. My team and I can help shape that sequence around your expertise and connect it to the pages, reminders, and automations. That gives your audience a coherent experience and gives your team a clear plan to execute.

4. Run the webinar and challenge

Automated webinar rhythm

One automated rhythm uses paid traffic for Tuesday, Thursday, and Sunday webinar sessions, with an encore the next day for people who missed the prior session. The webinar is recorded and automated between live refreshes, while the host goes live approximately once every five to six weeks. Each business can adapt the cadence to its audience and delivery capacity.

Day	Example activity
Tuesday	Ad-driven webinar session
Wednesday	Encore for people who missed Tuesday
Thursday	Ad-driven webinar session
Friday	Encore for people who missed Thursday
Saturday	No session in this example
Sunday	Ad-driven webinar session
Monday	Encore for people who missed Sunday

Five-day delivery checklist

Before Day 1	During each day	At close
Confirm links, time zones, presenters, moderators, replay access, and support coverage.	Start on time, teach the promised material, explain the action, and leave room for questions.	Recap what was taught, state the next session time, and point to support.
Test registration, reminders, payment, group access, and escalation routes.	Monitor attendance, questions, technical issues, and completion signals.	Send the replay and next-step details on the schedule you promised.
Prepare a clear run of show and a backup host or technical contact.	Route individual sales or account questions privately and respectfully.	Document issues and resolve unresolved questions before the next session.

The work behind automation

A recorded webinar still needs registration, scheduling, reminders, replay delivery, follow-up, and monitoring. These are concrete parts of the launch my team and I can help build and connect. You bring the teaching and offer; we can work with you on the infrastructure that supports a dependable experience between live sessions.

5. Assign owners and measure execution

My team and I can help identify which functions to build or support alongside your team. Clear owners, handoffs, and a shared scorecard make that arrangement work. The roles below show the responsibilities a launch needs, even when one person covers several.

Role	Owns	Useful handoff
Growth / traffic	Audience, ad creative, budget pacing, registration quality.	Pass campaign, spend, and source data to analytics and webinar operations.
Webinar host / content	Teaching plan, accurate claims, presentation, offer explanation.	Pass questions and attendee intent to the challenge and enrollment teams.
Automation / event operations	Registration, reminders, webinar links, replay, checkout, tracking.	Escalate delivery failures immediately; preserve source and cohort tags.
Community lead	Group access, moderation, daily prompts, unanswered-question log.	Route content questions to teaching and account questions to support.
Challenge support	Participant questions, access issues, completion barriers.	Record issue type and resolution; flag recurring friction.
Enrollment team	Fit conversations, program explanation, deposit and enrollment terms.	Document outcome, stated needs, follow-up owner, and next date.
Fulfillment / customer success	Welcome, onboarding, access, expectation alignment after purchase.	Confirm the handoff is complete and identify early service risks.
Analytics owner	Cohort definitions, dashboard, actual-vs-plan, reconciliation.	Publish one source of truth and explain data gaps.

Weekly scorecard

Measure	Definition	Why it matters
Cost per registrant	Ad spend ÷ webinar registrations	Shows the cost of filling the top of the funnel.
Webinar attendance rate	Attendees ÷ registrants	Tests reminder quality, timing, and access.
Challenge purchase rate	Paid challenge buyers ÷ webinar attendees	Measures the webinar-to-challenge transition.
Challenge show / completion	Participants attending or completing ÷ paid challenge buyers	Shows delivery engagement; define the event consistently.
Deposit rate	Deposits ÷ challenge participants	Tracks interest in the next step.
Deposit continuation rate	Completed enrollments ÷ deposits	Separates deposits from completed sales.
Cash collected	Settled payments received in period	Measures liquidity; keep it separate from contract value.
Refund / chargeback rate	Refunds or chargebacks ÷ purchases, by cohort	Signals expectation, service, or payment issues.

6. Build a repeatable launch system

A million-dollar launch is a goal some businesses pursue; repeatability comes from running a clear process, learning from each cohort, and matching growth to the team's ability to deliver. Strong revenue in one launch does not guarantee the next one will perform the same way.

Cycle	What the team does	Evidence to capture
Plan	Choose one audience, one core promise, one webinar, and one next step. Confirm the experience, support capacity, and payment terms before traffic begins.	Audience, offer, schedule, budget, owner, and baseline assumptions.
Run	Deliver the same core journey from registration through challenge and follow-up. Record where participants get stuck and what support they need.	Registration, attendance, purchases, deposits, enrollments, support issues, and cash receipts.
Review	Compare actual results with the forecast by cohort. Separate contract value from collected cash and note refunds, failures, and unresolved obligations.	Conversion rates, cash timing, refund and chargeback rates, delivery load, and data gaps.
Improve	Choose a small number of changes, document why they were made, and measure the next cohort against the prior version.	What changed, the expected effect, observed effect, and decision to keep or revert.

Scale in step with delivery capacity

- Check advisor, support, and fulfillment capacity before increasing lead volume.
- Protect participant experience as volume rises: access, response times, clear ownership, and accurate expectations.
- Use consistent cohort definitions so results can be compared over time.
- Keep the forecast range-based; update assumptions with actual data rather than carrying forward a single winning result.

The repeatability test

A launch system is becoming repeatable when the team can explain what happens at every stage, report the key numbers by cohort, deliver the promised experience at planned volume, and show what changed from one launch to the next.

Work through your next launch with me

As you review this system, identify the decisions and build work that would make the biggest difference in your business. That is the focus of the private mastermind invitation: exploring your launch with me and identifying where my team could help you implement. Bring your offer, your numbers, and the parts you want help building.

7. Use results with context

The financial figures in this guide are scenario assumptions, not audited results. Fractional enrollments are expected values, not literal customer counts. The example does not calculate net profit, and its outcomes should not be presented as typical or guaranteed.

- Revenue, contract value, cash collected, and profit are different measures. Keep them separate in forecasts and reporting.
- Payment timing, deposits, refunds, order bumps, offer prices, and recognition depend on the actual agreement and business practices.
- When sharing results, identify the cohort and time period, define what the number measures, and explain material costs or exclusions.
- Results vary with audience, offer, execution, costs, payment performance, and many other factors. A past cohort does not establish what another business or participant will achieve.
- Use clear checkout terms, describe the offer accurately, and explain how participant information will be used.

Build around your business

Your audience, offer, capacity, and budget determine what makes sense to build. My team and I want to understand those details before recommending a scope of work. The value of working together is applying the system to your situation and deciding who will own each part of execution.

8. Build your next launch with us

If you can see the opportunity but want help putting the pieces together, I invite you to apply for our private challenge launch mastermind. We can explore your launch strategy and whether my team is a fit to help build much of the system around it.

Where my team can help

Depending on your business and the scope we agree on, implementation support can focus on:

- Mapping your offer and customer journey from webinar registration through challenge and enrollment.
- Building and connecting registration pages, checkout, webinar scheduling, reminders, and follow-up automations.
- Organizing the challenge experience, community communication, and handoffs between support and enrollment.
- Defining the reporting and operating rhythm needed to review each launch and improve the next one.

Why the mastermind fits this journey

The mastermind is an opportunity to work through how this approach could fit your business with me. The questions are practical: What is ready to launch? Where does the journey break down? Which parts can your team own, and where would hands-on implementation help most?

A strong fit is a coach, educator, creator, or business owner with expertise, a clear offer or evidence of demand, and the willingness to invest time and resources in delivery. You stay involved in the offer, key decisions, and customer experience as the system takes shape.

Apply for the private challenge launch mastermind

Ask me or the Wealth Creators team for the application. Tell us about your offer, audience, current launch results, and what you want help building. If you are interested in having our team handle much of the implementation, include that in your application.

Our team will review your application and follow up about fit and next steps. Before you decide, we will clarify what the mastermind includes, the scope of any implementation work, responsibilities, timing, and fees. A mastermind invitation does not automatically include a full launch build.

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