Customer Training

Create a Product

Create Offer/Checkout
(Must create to grant Product access)

Sales Page or Store Page

Physical

Coaching Call/Session

Course

Course Membership + Community

Live Webinar

Kajabi + Shopify

Kajabi + Zoom

Create a Course Outline
Products > All Products > New Product

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Products > All Products > New Product
(Drip content - optional)

Zoom Link
(Meeting or Webinar)

Shopify: Create Buy Button
Sales Channels > Buy Button >
Create a Buy Button > 'Collection' Buy Button
(See tutorial: Shopify Collection)

Create a Sales Page
Website > Pages> New Page

Product Theme
Click on Product > Customize > Pick a Theme

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Create Event
Marketing > Events > New Event

Kajabi: Create a Sales Page
Website > Pages > New Page

Create an Offer
Products > Offers > Add New Offer

Customize Product Theme
Click on Product > Customize > Customize

Community

Event Emails
Registration + Reminders (before event)
+ Follow-up (after event)

Create a Thank You Page
(Optional but recommended)

Create Community
Product > All Products > New Product
(Select Community)

Sales Page
Website > Pages > New Page

Create an Email Sequence
Marketing > Email Campaigns >
New Email Campaign > Email Sequence

Membership Product + Community
Add to Offer > Edit Offer > Include Products

Create an Offer
Products > Offers > Add New Offer

*Note: You'll need to use a Scheduling service
(Calendly, Acuity, ScheduleeOnce, etc.)
You can aadd a CTA to your Thank You page or include the
link in your Email Sequence. Lastly you'll need to connect
your email sequence with an Automation within the Offer.*

Create Offer Automation
(Connect Offer + Event)
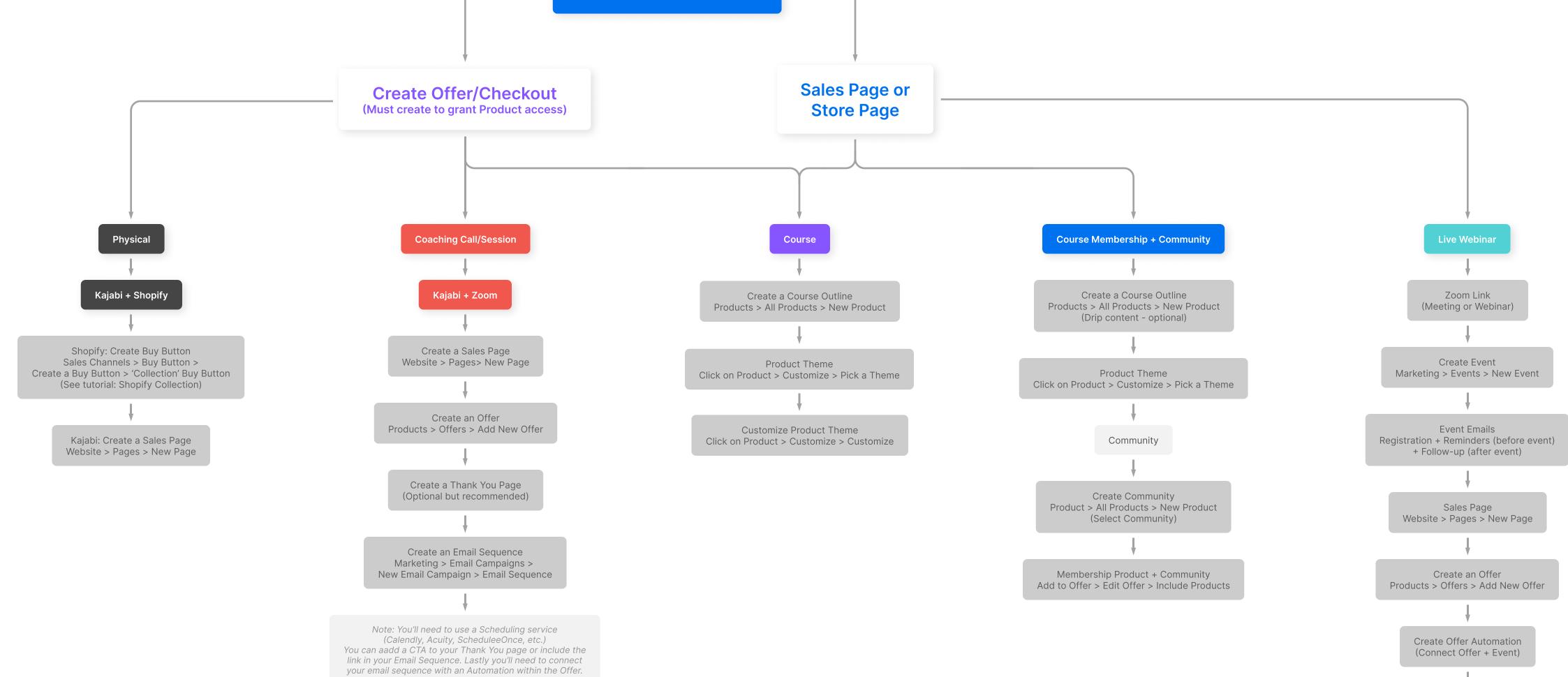
Confirmation/Thank You Page
Website > Pages > New Page

*Note: Link to Zoom Webinar can be
included within the Event emails and/or
within a Product's lesson.*