

RMBCM_Fast Track Roadmap intro - with Stefan Georgi

Hey, it's Stefan here. Welcome to the fast track roadmaps. In this section, you're going to see several different kinds of roadmaps, and the reason for these they're designed to help you kind of 80 20 the RMBC method. There's a lot of content in here and there's more being added regularly because it's a living evolving program course.

[00:00:20] And as a result, I understand that. For some people who are going to come in and, you know, maybe feel overwhelmed or feel as though, you know, not be worried about not having enough time to go through the entire, RMBC methods. So I created these different roadmaps. So if you want to accomplish specific objectives, now you're able to do that right now.

[00:00:40] There's eight. As of the time that I'm recording this video, I do plan on adding more. In the near future. but they kind of cover different topics. So there's, you know, what about if you're brand new to copywriting if you want to write Facebook ads, if you want to write YouTube ads, if you want to write advertorials if you want to focus on the short-form copy, if you wanna focus on long-form sales letters, if you want to write email creatives, and then if you want to focus on BD and sales letter controls, and those are the ones we have right now, what you're going to notice is in the roadmaps.

[00:01:12] I tried to, they're all going to still have some component of the RMBC method and them either, or they're going to have a, so you still have to do research mechanism brief and part of the copy. training as well. the reason why is because that's the foundational kind of the cornerstones, the foundational framework, which, you know, how much the RMBC method is built.

[00:01:36] So it's important that you do go through the method that you have, the research module alone for RMBC method truly. If you start using that process regularly, it impacts everything from long form sales letters to advertorials to YouTube and Facebook ads, short-form copy, email creatives, everything.

[00:01:55] And I've got countless stories from people, even product development. I've had people who use RMBC for a product to kind of create a new product or offering with really tremendous results. So, yeah, I researched you gotta do it. And then mechanism stuff is so important because really the mechanism is like your unique differentiator.

[00:02:13] And you're going to see why as you go through the trainings. And then the brief really makes sure that you know what you're talking about. If you have research and you've done your mechanism, I still want you to do the brief or know how to do the brief. So you can still answer

important questions and get you thinking about what you're saying when you write copy, no matter what type of copy you're writing.

[00:02:31] And then from there, it kind of, you know, goes into the other selects different aspects that are important on the track to gaining a proficient level of whatever it is you are. Trying to accomplish, but you'll notice that for a lot of these, for example, I have maybe I tell you to go to research and then there's one research example, video that I tell you to do, even though there's like three or four.

[00:02:52] generally the reason for that is to shorten the amount of time, right? To make life easier for you. the most intensive of all these fast tracks by far is writing a full sales letter one, because that is the most intensive process, right? It's it's you can write an email and a half an hour, but it's going to take you.

[00:03:10] 1520 hours to write a really good sales letter or maybe 30 or 40 hours earlier on or 50 hours, whatever, you'll get way faster if the RMBC method, but you have to put in the work, right? There's no magic bullet. Like, Hey, Oh, you're going to write, you know, we're going to start writing great sales letters and a half an hour, an hour.

[00:03:25] And anybody who promises you that is just totally. Full of crap. Right? So there's, there's more, but I did try to cut out other things that aren't necessary to object, reaching your goal. One other note, though, you will see things that maybe don't feel super relevant at first, but they are, are. So for example, you know, you may be going through how to write, I'm going to pull it up with this in front of me.

[00:03:46] I'm not showing them on my screen because they're formatted and stuff and they haven't been yet. Cause I literally just kind of crafted this today. but. Like the Facebook, Facebook ads module, let's say, right. I'm gonna have you look at fascinations leads and headlines, after going through RMBC, and the reason why is, because that stuff just makes you such a better copywriter and even for a lead, right?

[00:04:09] If you write a good lead, then you're able to, it means you're able to capture someone's attention and. you know, basically, speak to them and capture their attention. Then you, you T you don't sell them a lead anyway, just like in the Facebook ad, you might not be selling like you're selling the product for me, but you're selling the click.

[00:04:26] you know, having a good lead, like your ad is lot very similar to a lead. So I put the lead module in for Facebook ads for YouTube, for advertorials for, for most of the modules. I was saying them highlights, if you could write a good headline, doesn't matter if it's a sales letter or an ad, or for YouTube.

[00:04:42] it's really the most important few sentences that you're going to put on the top of your copy. Right. and so you gotta write good headlines and the fascinations are about curiosity,

which if the more curiosity you have in anything, whether it's an ad, an advertorial, long-form, short form, the better you're going to do.

[00:04:58] So that's an example, right? But like throughout, you'll see some modules that I've included in these fast tracks that maybe you think, why are they here? But it's because I need to get you thinking. Right. And the right thinking, I don't know, shift your thinking, I guess, to where it needs to be to reach your goal.

[00:05:15] So you gotta kind of trust me on the process. and, and I'd really recommend that you do go through these fast track modules in the same, like in the order that they're presented. And yeah. Then very last thing is, is that honestly, if you can go through most of the course, you know, you should like, for example, even if you.

[00:05:38] Are going to write like, you know, email copy and that's your main focus it's still worth going through, you know, all the research modules, all the modules on the mechanism, like all the examples are too and saving for the brief same thing for sales letters and copy, you know, and as much as you can.

[00:05:53] And then at that point you can kind of go into everything else. So in my perfect world, you would spend, you know, a good amount of time continuously working out RMBC. Even if you use these to kind of get to where you want to go faster. That's fine. I mean, honestly, if you have proficiency already and you know, RMBC somewhat, and you want to go right to a Facebook ads module, because that's what you're going to go for it.

[00:06:12] Right. But this is for people who are kind of coming in and want to get the best training to get to the best outcome. But then I would recommend go back and watch other modules immerse yourself in the content. And the more you do that, the more work you put in up front. The more success you're gonna have.

[00:06:27] Long-term right. It's like the law of the harvest that Stefan Covey talks about, he talks about how do you want to reap the harvest in the fall? You have to plant the seeds in the spring. And it's the same thing with learning copy and mastering things with the RMBC method and all the accompanying modules including all the stuff that I'm going to be putting in.

[00:06:43] And as I put more stuff in, I may update these, these roadmaps a little bit too, but the point is like it, you know, the more you put in, the more you get outright, is an input and output. but. So, yeah. If you can go through everything, you should do that, but I understand time is short and you've got a lot going on.

[00:07:00] So hopefully these, these fast track roadmaps do help you to get, thinking, train to the RMBC method, thinking in it and how to use it. And then to reaching your specific outcomes, objectives, and goals. Let me know if you feel after going through it, it was valuable or not. I do want feedback, please, please share with me.

[00:07:15] And other than that enjoy, I'm so glad you're here inside the RMBC method with me.