

GIANT SLAYER SKOOL STRATEGY PLAYBOOK

Complete Implementation Guide for Twila

Created: November 2025

For: JJ Clarke - Giant Slayer Community Launch

VA: Twila

Platform: Skool + ActiveCampaign + WordPress

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1. OVERVIEW & STRATEGY {#overview-strategy}

What Is Giant Slayer?

Giant Slayer is a faith-based community for Kingdom women who are done letting emotional giants (fear, self-doubt, shame, perfectionism, people-pleasing, etc.) sabotage their calling.

The Product:

- Skool membership community (\$67/month founding rate)
- 7-day free trial (credit card required)
- 8-module Giant Slayer Course (already uploaded to Skool)
- Monthly 7-day transformation challenges
- Bible studies, community, resources

Your Role (Twila): You will manage the day-to-day operations including:

- Posting weekly content to Skool
 - Sending emails via ActiveCampaign
 - Managing trial signups and conversions
 - Running monthly challenges
 - Monitoring engagement
-

The Big Picture Strategy

THE FUNNEL:



Simple version: We drive people to blog posts → they join our email list → emails nurture them → they join Giant Slayer trial → they experience a challenge → they convert to paid.

2. THE ECOSYSTEM MAP {#ecosystem-map}

Platform Overview

1. WordPress Website (couragewithjj.com)

- **Purpose:** Blog posts that teach Giant Slayer concepts
- **Your Role:** JJ writes posts, you publish them
- **Key Pages:**
 - Blog posts (self-trust, self-doubt, fear, etc.)
 - Giant Slayer Vault (free resources page)

2. ActiveCampaign (Email Platform)

- **Purpose:** Email list management and automation

- **Your Role:** Send weekly emails, manage sequences
- **Lists:**
 - The War Room (main email list)
 - Giant Slayer Members (people who join Skool)

3. Skool (Community Platform)

- **Purpose:** Paid membership community
- **Your Role:** Daily/weekly posting, challenge management, member support
- **Link:** <https://www.skool.com/giant-slayers>
- **Sections:**
 - START HERE (pinned posts)
 - Challenges
 - 8-Module Course
 - Community Chat
 - Bible Studies
 - Resources

What Lives Where

| Content Type | Where It Lives | Who Manages |
|---------------------|----------------|--------------------------------|
| Blog posts | WordPress | JJ writes, Twila publishes |
| Email sequences | ActiveCampaign | Twila sends |
| Challenges | Skool | Twila posts |
| Course modules | Skool | JJ creates, already uploaded |
| Community chat | Skool | Members engage, Twila monitors |
| Resources/downloads | Skool | JJ creates, Twila organizes |

3. EMAIL FUNNEL SYSTEM {#email-funnel}

The War Room Email List

This is our ONE email list. Everyone who signs up from the blog, Vault, or social media goes onto this list.

Email Platform: ActiveCampaign

Login: [JJ will provide]

The 8-Email War Room Sequence

When someone joins The War Room email list, they automatically receive these 8 emails:

EMAIL 1: Welcome to The War Room (Immediate)

Subject: You're in The War Room now

Send: Immediately upon signup

Purpose: Welcome them, set expectations, direct them to explore the Vault

Key Points:

- Welcome message
- Explain what The War Room is (battle briefings for Kingdom leaders)
- Direct them to Giant Slayer Vault
- Ask them to reply with what's holding them back

[Full email copy in Section 7]

EMAIL 2: The Giant You Can't See (Day 2)

Subject: The giant you can't see

Send: 2 days after signup

Purpose: Introduce the concept of emotional giants

Key Points:

- Self-trust issues often masquerade as fear
 - Most people are battling the wrong giant
 - Framework introduction
 - Invite them to identify their giant
-

EMAIL 3: The Lie That Keeps You Stuck (Day 5)

Subject: The lie that keeps you stuck

Send: 5 days after signup

Purpose: Deep dive into root lies and identity

Key Points:

- Emotional giants are rooted in lies

- Identity crisis vs confidence problem
 - Biblical foundation for truth
 - Practical steps to identify their lie
-

EMAIL 4: What Goliath Knew That David Didn't Forget (Day 8)

Subject: What Goliath knew (that David didn't forget)

Send: 8 days after signup

Purpose: Biblical giant-slaying framework

Key Points:

- David vs Goliath story reframed
 - Small stones, big faith
 - You already have what you need
 - Invitation to stop preparing and start slaying
-

EMAIL 5: The Question No One's Asking You (Day 12)

Subject: The question no one's asking you

Send: 12 days after signup

Purpose: Challenge them to action

Key Points:

- "What if you're the one holding yourself back?"
 - Self-awareness moment
 - The cost of delay
 - First mention of Giant Slayer community
-

EMAIL 6: The Giant Slayer's Secret Weapon (Day 15)

Subject: The Giant Slayer's secret weapon

Send: 15 days after signup

Purpose: Position community as the solution

Key Points:

- You can't slay giants alone

- Community + accountability = breakthrough
 - Introduction to Giant Slayer membership
 - Soft invitation to try 7-day free trial
-

EMAIL 7: It's Time to Move (Day 20)

Subject: It's time to move

Send: 20 days after signup

Purpose: Direct invitation to join

Key Points:

- Stop circling the mountain
 - Clear CTA to join Giant Slayer (7-day trial)
 - What they'll get inside
 - Remove objections (free trial, cancel anytime)
-

EMAIL 8: You're Still Here (Day 25)

Subject: I see you

Send: 25 days after signup (ongoing nurture)

Purpose: Encourage those who haven't joined yet

Key Points:

- Acknowledgment that they're still engaged
- Encouragement that breakthrough is close
- One small step challenge
- Open door to reply with questions

[Full email copy for all 8 emails in Section 7]

Weekly Broadcast Emails

After the 8-email sequence, you'll send ONE weekly broadcast email to the entire list.

Frequency: Every week (JJ will write, you'll send)

Purpose:

- Give value to free subscribers

- Invite them to join Giant Slayer
- Engage paid members with community updates

Format:

Subject: [JJ provides]

Body:

[Teaching/insight/story from JJ]

For free subscribers: "Want deeper support? Try Giant Slayer free for 7 days: [link]"

For paid members: "Join the conversation in the community: [specific thread/challenge]"

JJ's signature

How to Send Emails in ActiveCampaign

For Automated Sequence:

1. The 8-email sequence is already set up
2. When someone joins the list, it triggers automatically
3. You don't need to do anything manually

For Weekly Broadcasts:

1. Log into ActiveCampaign
2. Click "Campaigns" → "Create Campaign"
3. Choose "Standard Email"
4. Select list: "The War Room"
5. Copy/paste email from JJ
6. Preview and test
7. Schedule or send immediately
8. Done

Video tutorial: [Link to AC tutorial if available]

4. CHALLENGE STRUCTURE {#challenge-structure}

What Are the Challenges?

Monthly 7-day transformation challenges that help members dismantle specific emotional giants.

Format: 7 daily posts in Skool (one post per day for 7 days)

Challenges Available:

1. 7-Day Self-Trust Challenge (FIRST LAUNCH)
 2. 7-Day Self-Doubt Challenge
 3. 7-Day Fear Challenge
 4. 7-Day Shame Challenge
 5. 7-Day Perfectionism Challenge
 6. 7-Day People-Pleasing Challenge
-

How Challenges Work

EVERGREEN MODEL (Not Cohort-Based)

Important: Challenges are ALWAYS available in Skool. People complete them at their own pace.

Someone joins Monday? They start Day 1 on Monday. **Someone joins Friday?** They start Day 1 on Friday. **Someone joins mid-month?** They start Day 1 immediately.

All 7 days of each challenge are posted and visible at all times.

Challenge Content Structure

Each Challenge Has 7 Posts:

DAY 1: Foundation + Micro-Commitment **DAY 2:** Building Momentum **DAY 3:** Mid-Point Check-In
DAY 4: Deeper Dive **DAY 5:** Breakthrough Moment **DAY 6:** Integration **DAY 7:** Celebration + What's Next

7-Day Self-Trust Challenge (EXAMPLE)

POST 1: Day 1 - Make Your Bed (The First Promise)

Title: Day 1: Make Your Bed (The First Promise)

Content:

Welcome to the 7-Day Self-Trust Challenge!

Over the next 7 days, you're going to rebuild trust with the most important person in your life: yourself.

Self-trust isn't about confidence. It's about keeping promises to yourself.

Every time you say you'll do something and then don't, you send a message to your subconscious: "I don't follow through."

Your brain learns: "She says things, but she doesn't mean them."

And over time, you stop trusting yourself.

****Here's how we fix it:****

We start SO SMALL you can't fail.

****Your Day 1 Micro-Commitment:****

Make your bed every morning for 7 days.

That's it.

Not a morning routine. Not a 5am wake-up. Not a workout.

Just: Make your bed.

****Why this works:****

1. It's simple (you can't fail)
2. It's visible (you see proof you kept your promise)
3. It's immediate (first thing in the morning sets the tone)
4. It's non-negotiable (no excuses)

****The neuroscience:****

Every time you keep a small promise, your brain releases dopamine. You're literally rewiring your neural pathways from "I don't follow through" to "I do what I say."

****The spiritual foundation:****

"Whoever can be trusted with very little can also be trusted with much." - Luke 16:10

God doesn't give you the big assignment until you're faithful with the small one.

****Your action today:****

Make your bed. Take a photo. Drop it in the comments below.

Let's rebuild self-trust together. 💪

Stay sharp. Keep slaying.

Coach JJ

Professional Giant Slayer

POST 2: Day 2 - Keep Going

Title: Day 2: The Second Promise

Content:

You made your bed yesterday.

Did you make it again today?

If yes: You're 2-for-2. Your brain is noticing.

If no: No shame. Start today. Make your bed right now.

Here's what's happening in your brain:

Your subconscious is watching. It's asking: "Is this real? Or is this another thing she starts and quits?"

Day 1 is easy. Day 2 is proof.

The pattern to break:

Most people start strong and quit by Day 3. They get excited, set big goals, and then life happens.

But you're not doing that this time.

Because we're not building a routine. We're building TRUST.

And trust is built in small, consistent actions.

Your Day 2 challenge:

Make your bed. Again.

That's it. Don't add anything else. Just do what you said you'd do.

Drop a comment:

- Did you make your bed today?
- How did it feel?
- What's your brain telling you?

Let's keep going.

Stay sharp. Keep slaying.

Coach JJ

POST 3: Day 3 - Mid-Point Check-In

Title: Day 3: The Check-In

Content:

Alright, Giant Slayers — we're halfway through the week.

Quick check-in:

- ✓ Did you make your bed today?
- ✓ How many days are you at now? (1, 2, or 3?)
- ✓ What's been the hardest part so far?

Drop your answers below. Let's celebrate the wins and support the struggles.

Here's the truth:

Some of you are crushing it. 3-for-3. You're feeling the momentum.

Some of you missed a day. Maybe you forgot. Maybe you were tired. Maybe you thought "it doesn't matter, it's just a bed."

But it DOES matter.

Not because of the bed. Because of the PROMISE.

If you missed a day, here's what you do:

1. Don't quit.
2. Don't beat yourself up.
3. Make your bed TODAY.
4. Keep going.

The goal isn't perfection. The goal is progress.

Your brain is learning: "Even when I mess up, I come back. I don't quit."

THAT'S self-trust.

Let's finish this week strong.

Stay sharp. Keep slaying.

Coach JJ

Where Challenges Live in Skool

Skool Setup:

Create a "Challenges" category

Inside this category, create subcategories for each challenge:

- 📌 Self-Trust Challenge
- 📌 Self-Doubt Challenge
- 📌 Fear Challenge
- 📌 Shame Challenge
- 📌 Perfectionism Challenge
- 📌 People-Pleasing Challenge

Each subcategory contains 7 posts (Day 1-7)

Your Role in Managing Challenges

One-Time Setup (First Month):

WEEK 1:

1. JJ provides all 7 days of Self-Trust Challenge content
2. You create "Self-Trust Challenge" subcategory in Skool
3. You post all 7 days at once (they're always available)
4. You pin the "START HERE: How Challenges Work" post

DONE. Challenge is now evergreen and always accessible.

Monthly Routine (After First Month):

WEEK 2 of each month:

1. JJ provides new challenge content (7 posts)
2. You create new subcategory in Skool
3. You post all 7 days
4. You announce new challenge in community
5. You send email: "New challenge just dropped!"

Time commitment: 1-2 hours per month

5. ONBOARDING PROCESS {#onboarding}

When Someone Joins Giant Slayer

Step 1: They Sign Up for 7-Day Free Trial

Where: <https://www.skool.com/giant-slayers>

What happens automatically:

- Skool sends them a welcome email
 - They get access to the community immediately
 - You get a notification: "New member joined!"
-

Step 2: You Send Personal Welcome DM (Within 24 Hours)

How to send DM in Skool:

1. Go to "Members" tab
2. Click on new member's name
3. Click "Send Message"
4. Copy/paste welcome message below

Welcome DM Template:

Hey [Name]!

Welcome to Giant Slayer! ✈️

I'm Twila, JJ's assistant, and I help keep this community running smoothly.

Here's how to get started:

- 1 Check out the "START HERE" pinned posts (they'll show you around)
- 2 Introduce yourself in the Introductions section (we'd love to know which giant you're battling!)
- 3 Jump into a challenge — I recommend starting with the Self-Trust Challenge (it's in the Challenges section)

Your 7-day trial starts today. If you have any questions, just reply to this message or post in the community.

We're so glad you're here!

Twila

(on behalf of Coach JJ)

Step 3: Monitor Their Activity (Days 1-7)

Your job: Keep an eye on whether they're engaging.

Green flags (they're likely to convert):

- They post in Introductions
- They comment on challenge posts
- They're active in community chat

Red flags (they might not convert):

- Radio silence (no posts, no comments)
- Joined but haven't logged in after Day 1

If they're silent: Send a check-in DM on Day 3

Day 3 Check-In DM:

Hey [Name],

Just checking in! I noticed you haven't jumped into the community yet.

Is everything okay? Do you need help finding your way around?

The Self-Trust Challenge is a great place to start — it's in the Challenges section.

Let me know if you have questions!

Twila

Step 4: Send Conversion Emails (Days 5 & 7)

These are automated in ActiveCampaign BUT you need to monitor who converts and who doesn't.

Day 5 Email: "Your trial ends in 2 days" **Day 7 Email:** "Trial ending today — here's what happens next"

[Full email copy in Section 7]

Step 5: Manual Follow-Up for Non-Converters (Day 7 Evening)

If someone hasn't converted by Day 7 evening:

Send a final personal DM:

Hey [Name],

I noticed your trial is ending tonight. I wanted to personally reach out before you go.

Did you find what you were looking for? Is there anything we could have done better?

If you're on the fence, I'd love to hear what's holding you back. Just reply here.

And if you're not ready yet, no worries — the door is always open if you change your mind.

Hope to see you stay!

Twila

(on behalf of Coach JJ)

Pinned "START HERE" Posts in Skool

You need to create 3 pinned posts that new members see immediately when they join.

PINNED POST 1: Welcome to Giant Slayer - Start Here

✍ WELCOME TO GIANT SLAYER ✍

You just joined a community of Kingdom women who are done letting emotional giants control their calling.

Here's how to get the most out of your time here:

STEP 1: Introduce Yourself

Head to the "Introductions" section and share:

- Your name
- Where you're from
- Which giant you're battling (fear, self-doubt, shame, perfectionism, people-pleasing, control)
- What breakthrough you're believing for

STEP 2: Start a Challenge

Go to the "Challenges" section and pick one:

- 7-Day Self-Trust Challenge (great starting point!)
- 7-Day Self-Doubt Challenge
- 7-Day Fear Challenge
- And more...

Work through it at your own pace. Post your progress in the comments. We're here to support you!

STEP 3: Explore the 8-Module Giant Slayer Course

This is your deep-dive framework for dismantling emotional giants. Start with Module 1: Foundations of Giant

Slaying.

*****STEP 4: Join the Conversation*****

Engage in the community chat, ask questions, celebrate wins, and encourage others.

*****STEP 5: Check the Calendar*****

We have regular Bible studies, roundtables, and live events. Don't miss them!

*****Your 7-Day Trial*****

You have 7 days to experience Giant Slayer risk-free. Dive in, do the work, and see if this is the community you've been looking for.

If you love it (and we think you will), your membership continues at \$67/month after your trial ends.

*****Questions?***** Drop them in the comments or DM me.

Let's slay some giants together!

Stay sharp.

Coach JJ

Professional Giant Slayer

PINNED POST 2: Your Giant Slayer Roadmap (First 30 Days)

YOUR GIANT SLAYER ROADMAP

Not sure where to start? Here's your step-by-step guide for your first 30 days.

*****WEEK 1: Identify*****

- Complete one 7-day challenge (I recommend Self-Trust)
- Start Module 1 of the Giant Slayer Course
- Introduce yourself in the community

*****WEEK 2: Dismantle*****

- Continue through Module 2-3 of the course (focus on YOUR giant)
- Engage in community discussions
- Attend a Bible study (check calendar)

*****WEEK 3: Activate*****

- Start a second challenge (pick a different giant)
- Join the monthly roundtable (check calendar)
- Share one win or breakthrough in the community

*****WEEK 4: Integrate*****

- Review your progress

- Celebrate wins
- Identify your next giant to tackle
- Keep engaging!

The goal isn't to consume everything at once. The goal is steady, consistent transformation.

One giant at a time. One day at a time.

You've got this.

Stay sharp.

Coach JJ

PINNED POST 3: Feeling Stuck? Read This

🔴 FEELING STUCK? READ THIS 🔴

If you're feeling overwhelmed or don't know where to start, this post is for you.

First: Take a breath.

You don't have to do everything at once. This community isn't going anywhere.

Here's what to do RIGHT NOW:

1. Pick ONE giant.

Which one is blocking you most right now?

- Self-trust?
- Self-doubt?
- Fear?
- Shame?
- Perfectionism?
- People-pleasing?

Write it down.

2. Do ONE challenge.

Go to the Challenges section and start the challenge for YOUR giant.

Just Day 1. That's all.

3. Post in the community.

Tell us which giant you're facing and what you're committing to. Accountability changes everything.

Remember:

- Transformation isn't about speed. It's about direction.
- You don't need to have it all figured out.
- Progress over perfection.

Need help? Reply to this post or DM me. I'm here.

You're not alone in this.

Stay sharp. Keep slaying.

Coach JJ

How to Pin Posts in Skool

1. Go to the post you want to pin
2. Click the three dots (•••) in the top right corner
3. Select "Pin Post"
4. Done

Pin these 3 posts at the top of your main community feed so new members see them first.

6. WEEKLY/MONTHLY OPERATIONS {#operations}

Your Weekly Routine

MONDAY:

- ☐ Check for new trial signups over the weekend
- ☐ Send welcome DMs to new members (within 24 hours)
- ☐ Review engagement from previous week

TUESDAY:

- ☐ Post weekly discussion prompt in community (JJ provides)
- ☐ Monitor and reply to comments

WEDNESDAY:

- ☐ Send weekly broadcast email (JJ writes, you send via ActiveCampaign)
- ☐ Check trial members (Day 3-5 range) and send check-in DMs if needed

THURSDAY:

- ☐ Post Bible study reflection or resource (JJ provides)
- ☐ Celebrate member wins (screenshot + post)

FRIDAY:

- ☐ Monitor Day 7 trial endings
- ☐ Send final DMs to non-converters
- ☐ Update JJ on conversion numbers

WEEKEND:

- ☐ Light monitoring (Skool notifications)
- ☐ Personal replies to DMs if needed

Total time commitment: 1-2 hours per day (10-14 hours per week)

Your Monthly Routine

WEEK 1:

- ☐ Plan month with JJ (which challenge, which blog post, etc.)
- ☐ Schedule social media posts (if managing)

WEEK 2:

- ☐ Post new challenge (all 7 days) to Skool
- ☐ Announce new challenge in community
- ☐ Send "New challenge just dropped!" email

WEEK 3:

- ☐ JJ writes new blog post
- ☐ You publish blog post to WordPress
- ☐ Send detailed email linking to blog (drives traffic)

WEEK 4:

- ☐ Review month's metrics with JJ
- ☐ Prepare next month's content

Total time commitment: 20-30 hours per month

7. CONVERSION SEQUENCES {#conversion}

7-Day Free Trial Conversion

Goal: Convert 50-70% of trial members to paid

Strategy: Multiple touchpoints during the trial

DAY 1: Welcome Email (Automated via Skool)

Sent automatically when they join trial

Subject: Welcome to Giant Slayer! Here's what to do first

Content:

Hey [Name],

Welcome to Giant Slayer!

Your 7-day free trial starts today. Here's how to make the most of it:

****STEP 1: Check out the START HERE posts****

They're pinned at the top of the community. Read them first.

****STEP 2: Introduce yourself****

Let us know which giant you're battling.

****STEP 3: Start a challenge****

Pick one and dive in. I recommend the Self-Trust Challenge if you're not sure where to start.

****STEP 4: Explore the 8-Module Course****

Start with Module 1.

You have 7 days to experience everything. Make the most of it!

Questions? Just reply to this email.

Let's slay some giants!

Coach JJ

Professional Giant Slayer

P.S. Your trial is completely free for 7 days. After that, your membership continues at \$67/month. Cancel anytime before Day 7 if it's not for you.

DAY 3: Mid-Trial Check-In (Twila sends via DM)

See "Onboarding" section above for DM template

DAY 5: Trial Ending Soon (Automated Email)

Subject: Your trial ends in 2 days

Content:

[First Name],

Quick heads up: your free trial ends in 2 days (Day 7).

You're almost at the finish line of whichever challenge you started. Don't stop now.

After your trial ends, here's what you'll keep access to if you continue:

- ✓ All challenges (Self-Trust, Self-Doubt, Fear, Shame, and more)
- ✓ The full 8-Module Giant Slayer Course
- ✓ Daily accountability and support from the community
- ✓ Bible studies, roundtables, and live events
- ✓ A tribe of Kingdom women who are serious about their calling

To continue after your trial, you don't need to do anything. Your membership will automatically continue at \$67/month.

Want to cancel? No problem. Just go to your settings and cancel before Day 7.

Want to stay? Keep showing up. We're glad you're here.

See you on the other side of Day 7.

Stay sharp. Keep slaying.

Coach JJ
Professional Giant Slayer

DAY 7 MORNING: Main Conversion Email

Subject: Your trial ends today

Send: 8am on Day 7

Content:

[First Name],

Today is Day 7.

Your trial ends tonight at midnight.

So here's the question:

Do you want to keep going, or go back to fighting alone?

Over the last 7 days, you've experienced what it's like to have a community behind you.

You've had people cheering you on.

You've had a place to process what comes up.

You've had structure, accountability, and support.

And whether you completed the full challenge or not, you showed up.

That took courage.

Now it's time to decide: Do you want to make this permanent?

Because here's what I know: ***You can't slay giants alone.***

You can try. But the giants win when you're isolated.

They win when you have no one to call you higher.

They win when you're battling in silence.

They win when you quit halfway through because there's no accountability.

But you don't have to do this alone.

If you stay in Giant Slayer, here's what you get:

- ✓ Ongoing challenges every month (new giants to slay)
- ✓ The full 8-Module Giant Slayer Course
- ✓ Bible studies, roundtables, and guest expert sessions
- ✓ A community of women who refuse to stay stuck
- ✓ Accountability that actually works
- ✓ A place to process, grow, and break free

Your membership is \$67/month.

For less than the cost of two coffees a week, you get ongoing transformation, accountability, and a tribe.

To continue, you don't need to do anything. Your membership will automatically renew tonight.

To cancel, go to your settings and cancel before midnight.

Either way, I'm proud of you for showing up this week.

But I really hope you stay.

Stay sharp. Keep slaying.

Coach JJ

Professional Giant Slayer

P.S. If you're on the fence, hit reply and let me know what's holding you back. I read every email.

DAY 7 AFTERNOON: Community Post

Post in Skool community (visible to trial members):

🏆 CHALLENGE COMPLETE! 🏆

If you started a challenge this week, congratulations on showing up!

Whether you completed all 7 days or just a few, you proved something important: ****You can keep promises to yourself.****

****Now here's the question:****

What happens next?

Your trial ends tonight. After that, you have two options:

****Option 1: Go back to fighting alone.****

- No accountability
- No community
- No ongoing support

****Option 2: Stay and keep slaying.****

- New challenges every month
- Ongoing accountability
- A tribe who gets it

****If you're staying, welcome officially to Giant Slayer. We're so glad you're here.****

****If you're leaving, I understand. The door is always open if you change your mind.****

Drop a comment and let us know: Are you staying or going?

Coach JJ

DAY 7 EVENING: Personal DM (Twila sends to non-converters)

See "Onboarding" section above for DM template

8. LINKS & ACCESS {#links}

Important Links

| Resource | Link |
|--------------------|---|
| Skool Community | https://www.skool.com/giant-slayers |
| Website | https://couragewithjj.com |
| Giant Slayer Vault | https://couragewithjj.com/giant-slayer-vault/ |

| Resource | Link |
|----------------------|-----------------|
| ActiveCampaign Login | [JJ to provide] |
| WordPress Login | [JJ to provide] |

Access & Credentials

Skool:

- Login: [JJ to provide]
- Role: Admin

ActiveCampaign:

- Login: [JJ to provide]
- Role: User (can send emails, manage lists)

WordPress:

- Login: [JJ to provide]
 - Role: Editor (can publish posts)
-

9. TROUBLESHOOTING {#troubleshooting}

Common Issues & Solutions

Issue: Someone says they didn't get the welcome email

Solution:

1. Check their Skool account — are they actually a member?
 2. Check spam folder
 3. Resend manually via Skool DM
-

Issue: Trial member says they were charged

Solution:

1. Check their Skool account settings — did they cancel before Day 7?
 2. If error, contact Skool support
 3. Loop in JJ immediately
-

Issue: Someone can't find the challenges

Solution:

1. Send them direct link to Challenges category
 2. Screenshot where it is and send via DM
 3. Walk them through navigation
-

Issue: Email didn't send from ActiveCampaign

Solution:

1. Check "Campaigns" tab — is it in draft or scheduled?
 2. Check for errors (red notifications)
 3. Resend or reschedule
 4. Contact ActiveCampaign support if needed
-

Issue: Blog post isn't showing up on website

Solution:

1. Check if it's published (not draft)
 2. Clear cache
 3. Contact website host if issue persists
-

When to Loop in JJ

Immediately contact JJ if:

- Payment/billing issues
- Member complaints or conflicts
- Technical issues you can't solve
- Conversion rates drop significantly (below 40%)
- Any sensitive member situations

Weekly update to JJ:

- New members this week
- Trial conversions this week
- Engagement highlights

- Any issues or questions
-

APPENDIX: FULL EMAIL COPY

The War Room 8-Email Sequence

EMAIL 1: Welcome to The War Room

[See Section 3 above]

EMAIL 2: The Giant You Can't See

Subject: The giant you can't see

Send: Day 2

Content:

[First Name],

Yesterday, I asked you what's been holding you back from stepping fully into your calling.

Maybe you replied. Maybe you didn't.

But either way, I want you to know something:

What's holding you back has a name.

It's not just "fear." It's not just "doubt." It's not vague insecurity or random anxiety.

It's an **emotional giant.**

And chances are, you're not battling the giant you think you're battling.

Here's what I mean:

Most Kingdom leaders think they're battling FEAR.

"I'm afraid to fail."

"I'm afraid to be seen."

"I'm afraid I'm not ready."

But when we dig deeper, fear isn't the real giant.

The real giant is often SELF-TRUST.

Fear is just the symptom. Self-trust is the root.

You're not afraid to fail. You're afraid you won't be able to handle the failure if it happens.

You're not afraid to be seen. You're afraid you'll be exposed as "not enough" and you won't be able to recover from the shame.

You're not afraid you're not ready. You're afraid you'll prove to yourself (again) that you can't follow through.

That's a self-trust issue, not a fear issue.

And if you're battling the wrong giant, you'll never win the war.

Here are the 5 emotional giants most Kingdom leaders face:

1. **Fear** — "What if I fail?"
2. **Shame** — "I'm not enough."
3. **Self-Doubt** — "Can I really do this?"

4. **Rejection** — "What if they don't accept me?"

5. **Control** — "I need everything perfect first."

Each giant has a root lie. Each lie creates a pattern. Each pattern sabotages your calling.

Your job this week:

Go to The Giant Slayer Vault and read about each giant.

[Link: <https://couragewithjj.com/giant-slayer-vault/>]

Identify which one (or two) you're actually battling.

Then hit reply and tell me.

I want to know which giant you're facing so I can help you slay it.

Stay sharp. Keep slaying.

Coach JJ

Professional Giant Slayer

P.S. If you're not sure which giant you're battling, just reply with "not sure" and I'll help you figure it out.

EMAILS 3-8: [Continue with full copy as outlined in Section 3]

QUICK START CHECKLIST FOR TWILA

Week 1 Setup:

- ☐ Get login credentials for Skool, ActiveCampaign, WordPress
- ☐ Familiarize yourself with Skool interface
- ☐ Read through this entire playbook
- ☐ Review the 8-Module Giant Slayer Course in Skool
- ☐ Create the 3 "START HERE" pinned posts
- ☐ Post Self-Trust Challenge (all 7 days)
- ☐ Test email sending in ActiveCampaign
- ☐ Set up notification alerts for new Skool members

Week 2 Operations:

- ☐ Send first weekly broadcast email
- ☐ Welcome any new trial members
- ☐ Monitor engagement

- ☐ Reply to comments/DMs within 24 hours
- ☐ Track trial conversions

Ongoing:

- ☐ Follow weekly routine (Section 6)
 - ☐ Follow monthly routine (Section 6)
 - ☐ Update JJ weekly on metrics
 - ☐ Flag any issues immediately
-

END OF PLAYBOOK

Questions? Contact JJ.

You've got this, Twila! Let's help these Kingdom women slay some giants. ✍️