

2020-01-14 Pop Up Webinar “3 Secrets to Monetize Your Purpose” Webinar Outline for Align To Your Design

Welcome you are in the right place! If you are an emerging business owner or a seasoned owner like me looking to scale, you are in the right place. We are the only place on the planet merging the latest in marketing and business techniques with your personalized human design. Our goal is to help you wrap your genius around your business and bring your greatest work to the world – for more purpose, pleasure and soul satisfaction!

- Create engagement ask a question to get people commenting in the chat
* Please tell me “yes” or “no” if you know your “desk work” from your human design? If not, you’ll know more by the end of tonight’s session.

- Give a few shoutouts, repeat peoples’ comments, etc.

- Re-review the promise of the product 10 day-launch and 3 core things they will learn:

“My goal is that tonight’s workshop is better than the last workshop you paid for.

You will discover these three secrets to monetizing your purpose:

#1 The 5 Pillars of the Life Purpose Lab

#2 Why Your Strategy and Authority is everything and your signature is the SIGN you are on track

#3 Your unique desk work and culture for creating financial success that is aligned to you!”

Reintroduce yourself

- **Establish: Authority, empathy** (“I have been where you are,” “it can work for you, too”)

For those of you that don’t know me, I’m Baeth Davis. I have 22+ years experience... media... clients (Ali, Kendall, Fabienne, Suzanne...). I have been where you are... Let me share a little story. Starting my business – “panic attack” hikes. Emerging business – overwhelm and confused. Scaling... how to train my team and where to put my own focus.

SEED: Please Stay Until the end...

- I have a free gift for you and a tremendous opportunity to share that expires tonight.

Here’s How this workshop will help you skip over landmines and pitfalls...

- Mistakes you made and what you learned:
 - * tried too many things not suited to my design and personality
 - * didn’t know my correct desk work and team set up

- **Where you are now and what you are most excited to now gift to them**

* now I'm on track to have a 7-figure revenue year, helping business owners create a business aligned to their design. In our last launch alone, we did \$126,000 in sales and I want to show you how to do the same.

Restate the name of the popup: "So, are you ready to MONETIZE YOUR PURPOSE?!"

Before we dive into the 3 secrets to monetizing your purpose, please share your financial goal for the next 30 days in the chat below and how many clients that would require. (If you are just growing your business, make something up that feels good!)

- **REMINDER TO YOUR AUDIENCE to be present:** Remind them to pull out a pen and paper and get started taking notes now! And be sure you aren't disturbed for the rest of our time together.

STORY: I want to share with you about my client, Fabienne Fredrickson. She came to me to find out her life purpose. In that, we discovered her "core wound" (which we will cover tonight in Secret #3). She didn't want to face this core wound which was about guilt and insecurity... guilt about her abilities and guilt about her past. She decided to embrace it and then wrote a bestselling book with Hay House Imprint on this very wound and now has a multiple-7 figure international coaching business.

State title again: Okay, let's get into the 3 secrets to monetize your purpose:

Secret #1 – The 5 Pillars of the Life Purpose Lab

- Pillar 1: Your Purpose is your birthright. It's waiting for you to "align to your design." (Discuss conditioning)
- Pillar 2: Your Purpose is easy to identify.
- Pillar 3: Your business must express your purpose for soul satisfaction.
- Pillar 4: You only need to do your core genius in your business.
- Pillar 5: Tonight will answer "what's next?" for your business.

Secret #2 - Why Your Strategy and Authority is everything and your signature is the SIGN you are on track

- **Get your chart at humandesignamerica.com**
- **What is your Strategy & Authority? (discuss not self)**
- **What is your Signature?**

Secret #3 - Your unique desk work and culture for creating financial success that is aligned to you!

- **"Desk work" – Design Mars – Lines 1, 2, 3, 4, 5, 6**
- **Core Wound**
- **"Culture" – Design Jupiter – Lines 1, 2, 3, 4, 5, 6**
- **Examples**

Recap and re-engage

- Tie it together – desk work plus culture is your what's next DAILY... it will align to your design and bring you satisfaction.
- Ask an empowering question **“Which of these things are you most excited to take action on right away?” Please note in the comments section.**

Transition to offer:

- You now have the power to go out and take action on what you just learned and get results!
- For those that are ready to do it right now **on your own** thank you so much for attending and we are rooting for your success!
- For those that want to skip over the trial and error and skip ahead... stay with me because your solution has arrived.
- **The Life Purpose Mastery Program is the only program on the planet that shows you the latest in marketing, sales and business mindset success combined with your customized genetic design. We will help you wrap your business around your core genius and bring your greatest work to the world for more profits, pleasure and soul satisfaction.**

You may be wondering why this is different and in its own category vs. everything else you have tried:

**** This program is different than any other you've tried because it honors you while providing you with loads of support and accountability so you don't get lost in the weeds of your own worries and conditioning.**

**** It's a program with live support all week – not a course where you are left alone.**

● **“Sell to the gap” – We've found in the self-discovery industry that people need way more accountability, support and CLARITY than they are receiving. We've addressed this in Life Purpose Mastery.**

Stack your offer

- What does it include?
 - * two webinars a week with me, plus a marketing, mindset & sales, embodiment and human design training.
- How does it work?
 - * CUSTOMIZED MENTORSHIP for A FULL 12 MONTHS
 - Coach with Baeth directly 2x per week on our group laser session webinars.
 - Introductory one-hour hand analysis session with one of our trained analysts.

- Introductory 90-minute human design session with one of our trained analysts.
- Weekly checkpoints with your very own Life Purpose Mastery Mentor who is your accountability buddy and progress monitor.
- 1 monthly 1-to-1 session with your assigned accountability mentor.
- Marketing, Mindset, Sales, Embodiment and Human Design Training Webinars MULTIPLE TIMES PER MONTH!
- Specific milestones and metrics are checked on weekly and monthly with your mentor.
- 3 LIVE In-Person Implementation Meetings

Jan. 30 – Feb. 1 (Thursday – Saturday) - Los Angeles, CA.

May 14 & 15 (Thursday & Friday) - Location TBD.

Oct. 15 & 16 (Thursday & Friday) - Location TBD.

Bring your lap top, roll up your sleeves and get ready to put more into action. Our full team will be there to support you every step of the way.

- Everything is recorded so you can always watch the replays of anything you miss!

MEMBERSHIP PORTAL

Access to the membership portal opens TOMORROW, January 15th, 2020. There you will find: Templates-Swipe Files-Scripts-Audio Tutorials-Video How To's- Printables and Downloadables

FACEBOOK COMMUNITY

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Participate in our Business Exchanges and build referral partnerships.

Participate in our Trip to Hawaii competition! We're sending two clients on an all-expenses-paid getaway in 2020!

Post questions and wins in between your mentoring calls each week for support from our staff and your other Life Purpose Mastery colleagues.

CURRENT SOCIAL MEDIA

Online AND offline strategies to help you build a business that will thrive regardless of algorithm changes or other social media updates. Thrive even if social media went away!

- **What are the big changes they will experience?**
 - * know what to do when based upon your unique design
- **What frustrations does it solve?**
 - * focus
 - * clarity
 - * confidence
- **What will life look like after they experience it?**

Where to go now to buy!

- <https://lifepurpose mastery2020.com>

What We Stand For:

- A **supportive, results-based approach** that works WITH you on your custom plan.
- Long-term **sustainable** growth, NOT the online tactic of the hour.
- A business model **wrapped around your design and genius**. In other words, a business based upon YOU.
- Principles “aligned to your design” that give you back your time and peace of mind while helping you achieve your most important goals.
- A continuous support system to guide you through the strategy, mindset, and **action-taking** that creates a Life Purpose Master!

*** Testimonial – Kendall SummerHawk, Bobbie Casalino-Lewis**

***Why buy now?**

- **In six months, if you don't do anything, where will you be?**
- **The price will go up.**
- **We only have 11 spots open and then we are closing enrollment at this price.**
- **BONUSES go away tonight. You must claim them live!**

What is the benefit of buying right now:

- **Price is going up to \$1100/month**
- **Last chance to get the live bonuses:**
 - **gain a LIVE VIP HOT SEAT at our upcoming**

live member meeting with me and team coaches (people fight for spots!)

- **social media marketing audit with Jarrett (Value: \$650.00)**
 - **Pay in full get a VIP session with me (Value: \$1500.00)**
 - ONLY 11 spots
 - How long offer is available at this price - closes Thursday night at MIDNIGHT.
 - * tomorrow expires – bonus readings with JoAnn and Bamboo expire (Value: \$1000)
- Bonuses valued at over \$3000 retail

Where to go now to buy to get results like... Ali Brown

<https://lifepurpose mastery2020.com>

Who it's for who it's not:

- Speak their language and talk directly to your ideal client about where they are at what they want and result they will get – spiritual woman – lawyer/engineer/doctor/professional with tarot deck in your brief case or a business owner with some serious spiritual mojo... You can invest, want it and need it, you understand the difference between spending (what's my ROI?) & investing, you surround yourself with successful people (proximity to success), make decisions based upon value, you are the decision maker in your life and business.

NOT FOR: you have a story about why you aren't successful "yet," you whine, you complain, etc. You have a history of being unhappy with your coach. You need special payment arrangements, you only buy on price.

Where to go now to buy

- Include a link or provide them with what they can do for next steps

<https://lifepurpose mastery2020.com>

If you need to speak with someone, DM Jarrett or JoAnn in the chat – if you are already chatting with them great!

Risk reversal...what's the worst thing that can happen if they only use one small piece of the program or course?

You will make a sale – which covers your payment. You will make a JV partner who helps you uplevel your business. You will finally actualize the power of your own content, Facebook group and other social media and attract clients rather than chase after them.

● **What parameters do you have in place to help them succeed**

* Bump into a webinar wherever you turn

* Coaches always on standby

* Content that is spelled out the – the what, the why and the how

● **What have you learned about what people need in your space that is driving how this will work to ensure success?**

* too much lag between calls creates tension, fear and anxiety

* need lots of support to get questions answered in the moment

* customize your business to your design

● **How will you/your team go above and beyond to help them get results?**

* regular check in's to be sure you are meeting your spiritual AND sales goals weekly and monthly

BONUSES

● Buy now bonuses – pay in full VIP with me, readings with JoAnn and Bamboo, HOT SEAT at the upcoming event (if you can't attend – you can use at the next live meeting)

● 48-hour only bonuses – special price

● Be creative and have fun incentivizing them to buy

● Huge rewards for people who buy live –

if you buy live right now – you'll also get a social media marketing audit with Jarrett

Ask what questions they have?

- **Please put your questions in the chat.**

IF YOU JUST JOINED US - please comment in the chat that you are in so we can congratulate you!

Engage, engage, engage

Answer questions live

Give link to buy <https://lifepurpose mastery2020.com>

Repeat full offer again:

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- **“Sell to the gap”**

- **Stack your offer**

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List the physical components

- What do they get and how does this support their success

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- **Current investment: \$1000/month. 11 spots available.**
 - **Investment is going up to \$1100/month**
 - **Last chance to get the live bonuses:**
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Bonuses valued at over \$3000 retail
- Review where to go and what to do next – once you register, you'll receive a client agreement to sign and send back.**

Here you can address some of the top objections, concerns, fears

- **Objections: price, outcome, results**
 - **How will you overcome these issues they have faced in the past – feast/famine, feeling not enough, procrastinating**
 - **Why is the time now and why is this opportunity so special here and now today**
- <https://lifepurpose mastery2020.com>

I want you as my next success story-can't wait to work with all of you!

Thank everyone for attending!

Let them know how and where to contact you with questions that you can answer for them!

Please DM us and we'll chat in the live chat with you or get on the phone.