



Life Purpose Mastery ~ CLARITY, Part 01: The Big Overview

Creating Your Business Around Your “Signature”

My Type in human design is: _____

My Signature is (peace, satisfaction, success or surprise): _____

Describe your IDEAL DAY that expresses the above Signature:

SCHEDULING and TASK COMPLETION:

1. **MACRO Organization** ~ organize activity by specific DAYS:
 - a. FREE Days – no biz work/reading/research/email/phone from midnight to midnight.
 - b. ADMIN Days – office clean up, paperwork, learning new skills, training team
 - c. MONEY Days – any client preparation work or client delivery
 - d. Organize your week. Suggested breakdown:
2 FREE Days, 2 ADMIN Days, 3 MONEY Days.
2. **MICRO (GRANULAR) Organization:**
 - a. At the end of the week, do a brain dump and list your PROJECTS.
 - b. List all the TASKS you can think of under each project.
 - c. Next, circle all the similar tasks and make new lists. For example, “phone calls,” “live meetings,” “writing,” “financial,” “research,” “miscellaneous.” Try to keep to no more than 6 or 7 categories.
 - d. Time block similar tasks into your calendar on the appropriate DAY (FREE, ADMIN, MONEY). When that time block is done, move on to your next time block. For example, you might schedule phone calls for Monday at 9 am and Friday at 9 am on your ADMIN days.

YOUR BUSINESS MODEL:

Your business model needs to support YOU and YOUR Life.

Things to consider: Do you like to travel? Work from home? Own an office building? Meet clients online or in person? Do live events or no? Etc.

1. What is your revenue goal for the year? \$_____
2. What does this money allow you (BE, DO, HAVE)?
3. What is your ideal weekly work schedule?
I want to work _____ days per week.
My workday starts at _____ and ends at _____.
I spend my time on _____. (What is your "desk work" _____ and "core genius" _____?)
 - a. How many vacations per year?
 - b. Scheduling by day and by task (see above)
4. How many hours are you willing to work per week now to achieve your dream?
- 5. Reduce actual client time to 10 or less hours per week**
6. Charge accordingly to reach financial goals
7. Audience, list and client building
8. Service Business: Focus on high ticket clients while building your audience (1-to-1 then 1-to-many).
9. Product Business: wholesale; sell in bulk to corporate buyers while you build direct to consumer

My monthly savings are _____. **REQUIRED READING: "Profit First" by Mike Michalowicz. PAY YOUR SELF FIRST. TAKE THE PROFIT FIRST.**

I donate _____ to _____ monthly, annually, weekly.
I invest in _____, _____, _____ and _____ and am able to invest _____ per month.

A strong healthy business is going to run at a 50% conversion rate. Meaning a one-million-dollar business nets 500k after all expenses, and don't forget, you have to pay taxes on your net.

What is your revenue number needed?

What is your take home number needed in order to achieve the above goals?

YOUR OFFER:

Let's get clear on your first offering. This should be simplest, lowest lying fruit that you can easily deliver - RIGHT NOW.

Why did you decide to create this business?

What is the purpose or calling you are answering?

What is that special skill set, talent, etc. that you have that you want to bring to the world?

Why would people pay you for this?

What group of people would pay you for this? (Target Market)

How can this be monetized?

What is the result or product you can provide to the market?

What problem are you solving for them?
(Can it tap into one of the hot sellable market health, wealth, happiness, relationships?)

Success leaves clues. Where do you see that idea validated in scale? Competition is the best indicator of opportunity.

What are some competitors in your space?

How does this product or service need to be packaged and promoted in order to actually get people to say yes?

What are the key considerations that would make this work, not work, stand out, be unique or allow you to “sell to the gap.” Every industry has a gap. If you can fill this gap, You can begin to profit quickly right from the start.

Now let's brainstorm all the streams of income you can create serving this one need and population that you can add on once stream one is working consistently.

Put them in order just starting with the closest to the money - highest value, least effort offering to get you off the ground.

Revenue Streams

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

TEAM:

Building a team is what grows your business...you do not build your business and then hire a team.

List in the order of priority the things you need to get help with right away to get revenue stream number one off the ground:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Example: Facebook Ads, blog/podcast production and uploading, email marketing, copy writing, office management, errands, research, etc.

Be creative, how can you expand your bandwidth right away to get things moving FAST?

In order to have the freedom and income I want and need to live my dream life my staff needs to be able to do _____, _____, _____, _____ without me.

Key Considerations

Are you creating and leading a Serviced-based business or Product-based business?

Next up...

Creating Market ~ Message ~ Media CONGRUENCE!

Session 2: Riches are in the Niches

Session 3: Your Avatar (Target Market)

Session 4: Create Your "Elevator Pitch" (Unique Selling Proposition)

Session 5: Create, Package & Price Your Primary Offering

Session 6: Selling to Clients Online