

THE JOURNEY TO BUSINESS BLISS

Step 1: The Dream

What:

- is your big vision?
- is your Commitment to it ?
- Is your desired impact?
- Might hold you back?

Why (yours):

- Is this so important to you?
- do you want to bring it to the world?
- does your tribe need this?
- does your tribe WANT it?

Who (your tribe):

- Who are they really?
- Where are they?
- What is their pain
- How do you fix it?

Why? (theirs):

- Why you?
- Why do they want it fixed?
- What happens if it continues?

How:

- What is your promise?
- How does it help
- Why does it matter to them?
- How do you deliver it to the world?

Step 2: The Focus

Money Matters:

- Where is your business now?
- Where must it be?
- Where do you want it to be?
- What is the gap?
- Make peace with your numbers

Enlightened Enrollment:

- Create a flow from onlooker to member
- Provide value throughout
- Build the relationship

Faithful Followers:

- Tend to your tribe
- Anticipate their next need
- Surprise and delight them
- Support their dreams
- Serve with your heart

Magical Marketing:

- Your specific intention
- Your specific message
- Know how you will deliver it
- What do you want them to do exactly form each message
- Follow up

Vaster Vistas

- prepare for growth
- Build your team
- Be the leader
- Embrace consistency

Step 3: The Path

The intention:

- What are your desired outcomes?
- Determine priorities
- Begin with the top one
- Refer to step 1 and 2

The premise:

- What are your offering
- Why do they need it?
- Why do they want it?
- What will keep them from it?
- What is the transformation they will receive from it?

The path:

- What steps will they follow
- What do they receive at each step?
- Position the upcoming step
- Light their way along the path

The outcome:

- What is your time frame for all this?
- How will you know how well it is going?
- How do you follow up and follow through?
- How will you grow from this?

Step 4: The Respite

Review:

- The good
- The challenges
- The outcome
- The learning

Reflect:

- Why the above happened
- Where did you shine?
- Where were you "off"
- What would you change? Keep?

Refresh:

- How can you incorporate the above?
- Write down the changes
- Add "next time to do"
- Revamp

Repeat:

- Create your calendar
- Integrate enhancements
- Focus on achievements
- Rinse repeat (as they say)

Step 5: The Bliss

THE JOY
(yours and your tribes)

THE IMPACT
(yours and your tribes)

THE GROWTH
(yours and your tribes)

THE EASE
(yours and your tribes)

THE ABUNDANCE
(yours and your tribes)

