

CLARITY

Group Training: June 24th, 2021



WINS & EXCITEMENT

What's got your excited, feeling good, accomplished or looking forward?



MINDSET SHIFT

Let's move into our space



The Success By Design Creed

I know that I alone get to choose what success is.

It doesn't look like anyone else.

I create and serve with integrity.

I choose to fascinate my prospects and clients instead of MARKET I choose to create a community instead of finding LEADS

I choose to create a client journey instead of a FUNNEL I choose to SERVE, LEAD and SERVE

Everyday I get to choose Joy
Everyday I get to choose enthusiasm.
Slumps and valleys are part of my progress and where I learn to be even better.

I will let go of all the "rules" and hacks. I don't need a blueprint for someone else's success. I design my own. Steadfast in my unique knowledge, expertise and insight.

I will let go of what doesn't serve me and create a foundation that aligns with me.

I move forward with courage towards my goals and dreams.

I am committed to impacting lives and will not be deterred or held back.

I am capable.

I can do hard things.

My experience alone can teach others.

I am a life designer. I am a success designer.

Today I walk with intention and mindfulness to give my absolute best.



CLARITY GETS PAID

The Road to 1 Million

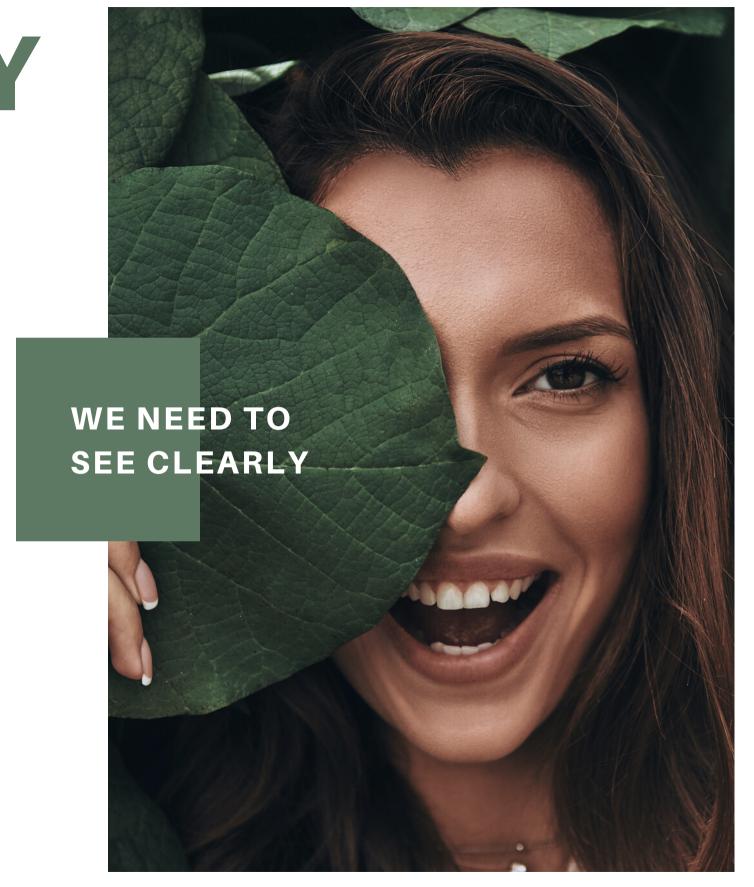
TYPES OF CLARITY

For You, For Them, For the Product



Where do your clients want to go?

How do you get them there?





Strategic Clarity

Where we are going?
How do we get there?
WHY are we doing it?



WHERE ARE THEY

What does their life look like?

WHERE IS THEIR MINDSET?

No demographics. Think Psycho-grahics

WHAT DO THEY BELIEVE ABOUT THEIR PROBLEM?

Not what you know, but what do they think?

WHAT DO YOU BELIEVE?





THE "I HELP" STATEMENT

I help these people to do this



THE "HERE TO HERE" STATEMENT

I take people over here (in this world/life/reality) and take them here (to this better place)



THE "WHAT'S POSSIBLE" STATEMENT

What can it look like?
Inverese/opposite of where they are







THEY SAY YES! TO THE WHO
That's me!!

THEY SAY YES! TO THE WHERE
I want to go there!!

THEY SAY YES! TO THE **VISION**I want my life to look like that!!

It's **Obvious**

They say YES to the HOW

YOU DON'T NEED TO SELL YOUR PRODUCT YOU REMIND THEM OF THEIR VISION AND OFFER THE WAY TO GET THERE



CCOPY CLINIC

Submit Your Copy Via Form MIDNIGHT, TUESDAY June 29th

Stephanie Tilton, Launch Copywriting Expert



SPECIFIC STRATEGIES

Reviews of Different Sales Funnel Plans

BRANDING

Brand Identity, Colors, Psychology, Purpose, Story, etc..

WEBSITES

Pages, Copy, Elements, philosophy

SALES

Pages, Copy, Elements, philosophy

SYSTEMS & TOOLS

Internal Management, Specific Tools, processes

SOCIAL MEDIA

Platforms, Posting, calendar planning



Question & Answer