

CLARITY

**Group Training:
June 24th, 2021**

TANYA MFK



WINS & EXCITEMENT

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

A hand holding a gold trophy with a shower of gold stars falling from it. The trophy is a classic cup with two handles, and the stars are small, five-pointed, and scattered in a dense, cascading pattern. The background is a light blue gradient.

Teach Your Brain
to Find the GOLD

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.



SUCCESS BY DESIGN

CLARITY GETS YOU PAID

The Road to 1 Million

TYPES OF CLARITY

For You, For Them, For the Product



Where are YOU/WE going?



Where do your clients want to go?



How do you get them there?



WE NEED TO
SEE CLEARLY



A bit deeper

Strategic Clarity

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



Forget Target Markets and Niches

WHERE ARE THEY

What does their life look like?

WHERE IS THEIR MINDSET?

No demographics. Think Psycho-graphics

WHAT DO THEY BELIEVE
ABOUT THEIR PROBLEM?

Not what you know, but what do they
think?

**What truth do you want them to
know?**

**WHAT DO YOU
BELIEVE?**

THREE PILLARS OF TRUTH





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

CLARITY STATEMENTS

The image shows two orchid plants against a light-colored, textured wall. The plant on the left is in a coconut shell, which is suspended by thin white strings. The plant on the right is in a clear plastic cup, suspended by red strings. Both plants have long, green, lanceolate leaves and visible roots. A dark green rectangular box is overlaid on the right side of the image, containing white text.

Moving them to the obvious

**THEY SAY
"YES"**

THEY SAY YES



YES

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



**NEXT
WEEK
July 1st**

COPY CLINIC

Submit Your Copy Via Form
MIDNIGHT, TUESDAY June 29th

**Stephanie Tilton,
Launch Copywriting Expert**



TOPIC IDEAS

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