



SUCCESS BY DESIGN

Training Sessions

Minimalist Content

MINDSET PROMPT:

**What's
Important
Right Now...**



Less Content More Mileage

You don't need to create an endless stream of content

Less is More!

Reuse to Remind.

Give everyone a chance

Share the same thing in more places

Share the same idea in different ways:

Blog

Email

Video

Image

Post

Quote

Audio

Worksheet

But What do you talk about?

How to Fill the Success Gap

Three colorful buckets (red, white, purple) are arranged in a row, each filled with gold coins. The buckets are made of a textured material, possibly metal or plastic, and have small handles. The coins are scattered on top of the buckets, with some showing details like the word 'LIBERTY' and the number '19'. The background is a plain, light-colored surface.

The 3-6 Buckets

What do they really need/want?

Do The Work

Pick One Person

What's their problem?

Describe "Jenny's" problem and her whole situation.

What Result do they want?

What does Jenny really want? Describe what that is or looks like.

Do The Work

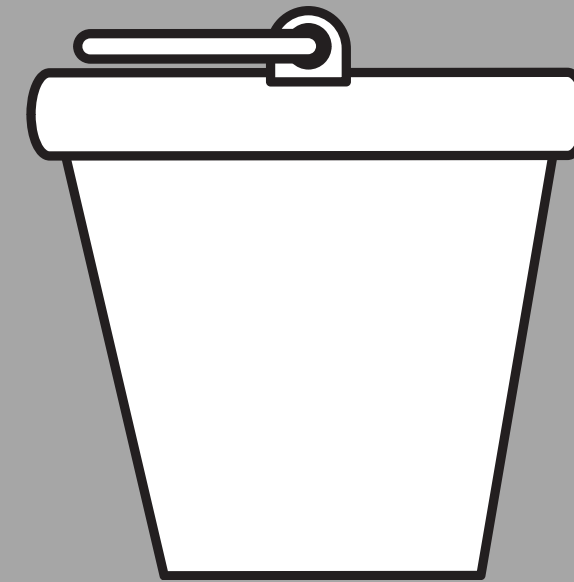
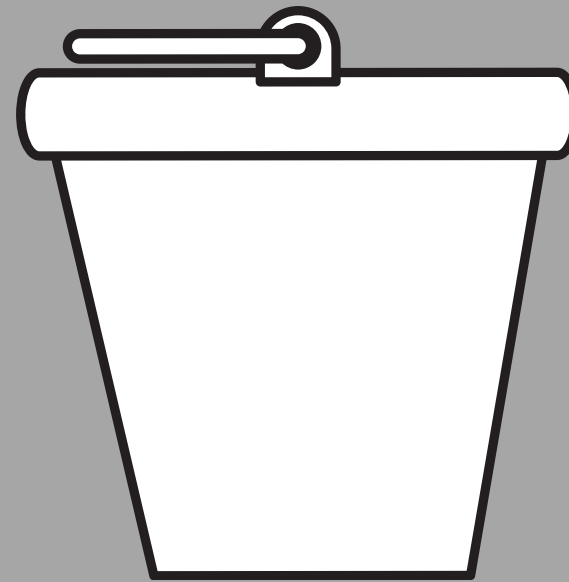
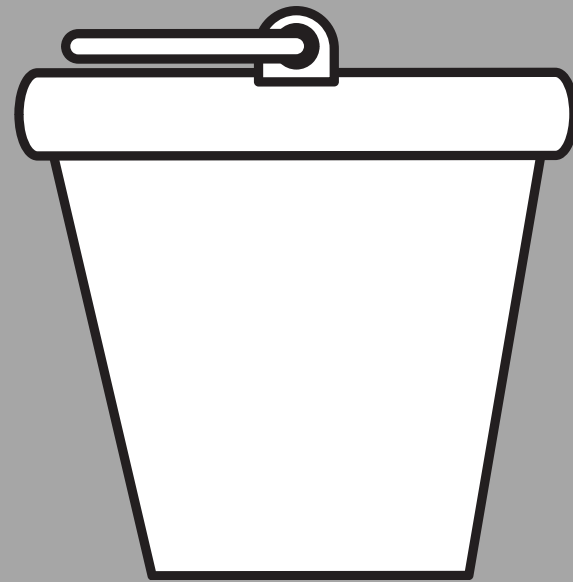
What's in the gap
between where Jenny is
and what she wants?

Do The Work

How do they
get from where
they are to
where they
want to be?



The Success Gap



Gap between their goal

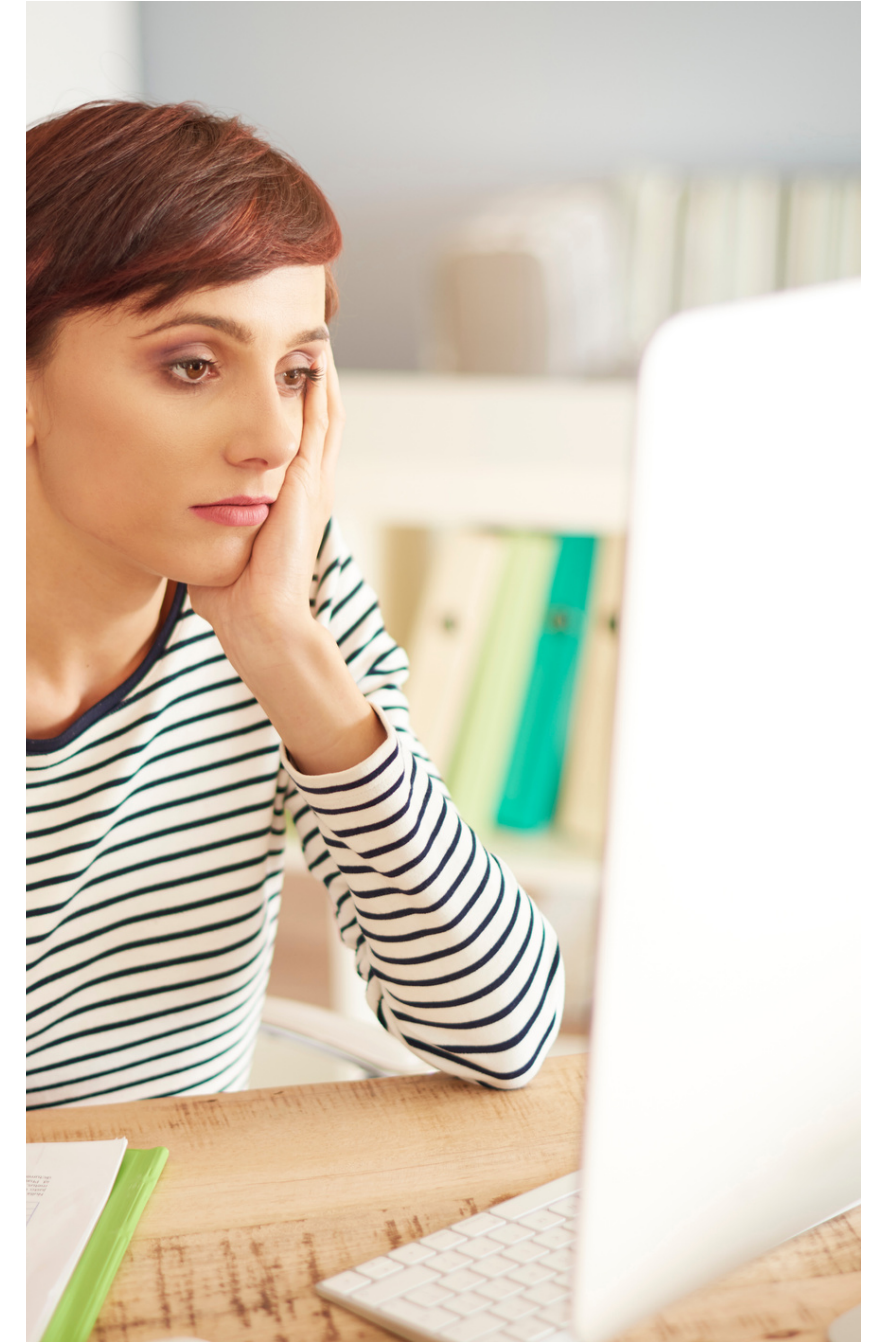
TMFK Gap



**Too Many Ideas,
Options or
Projects**



**Not Enough Time,
Feeling
Overwhelmed**



**Not liking or
aligned with the
process or getting
results**

Do The Work



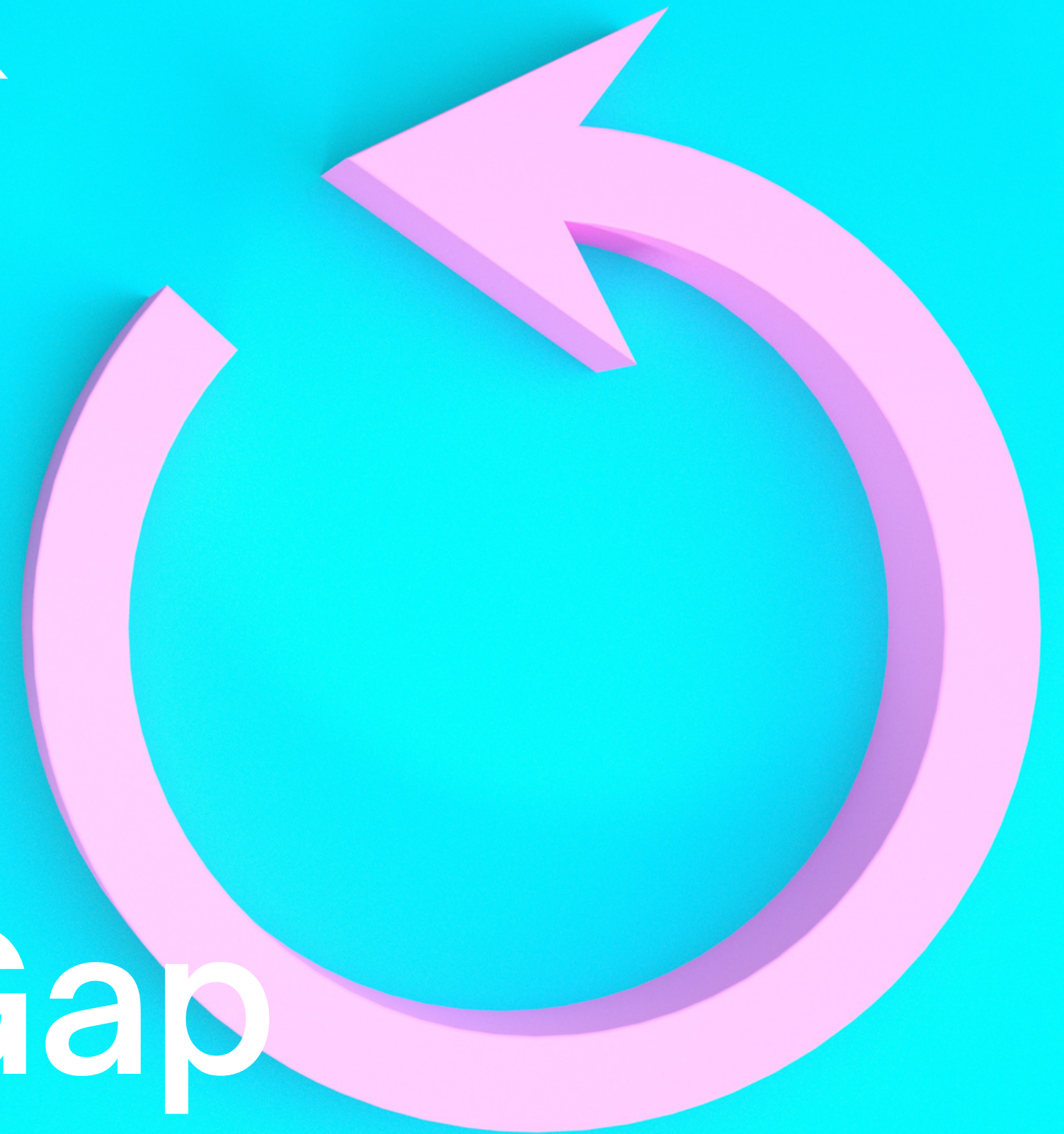
60 Seconds

What's in the Gap?

Last Lesson Recap

Share Your Gaps

Do The Work



Reverse the Gap

TMFK Gap REVERSE



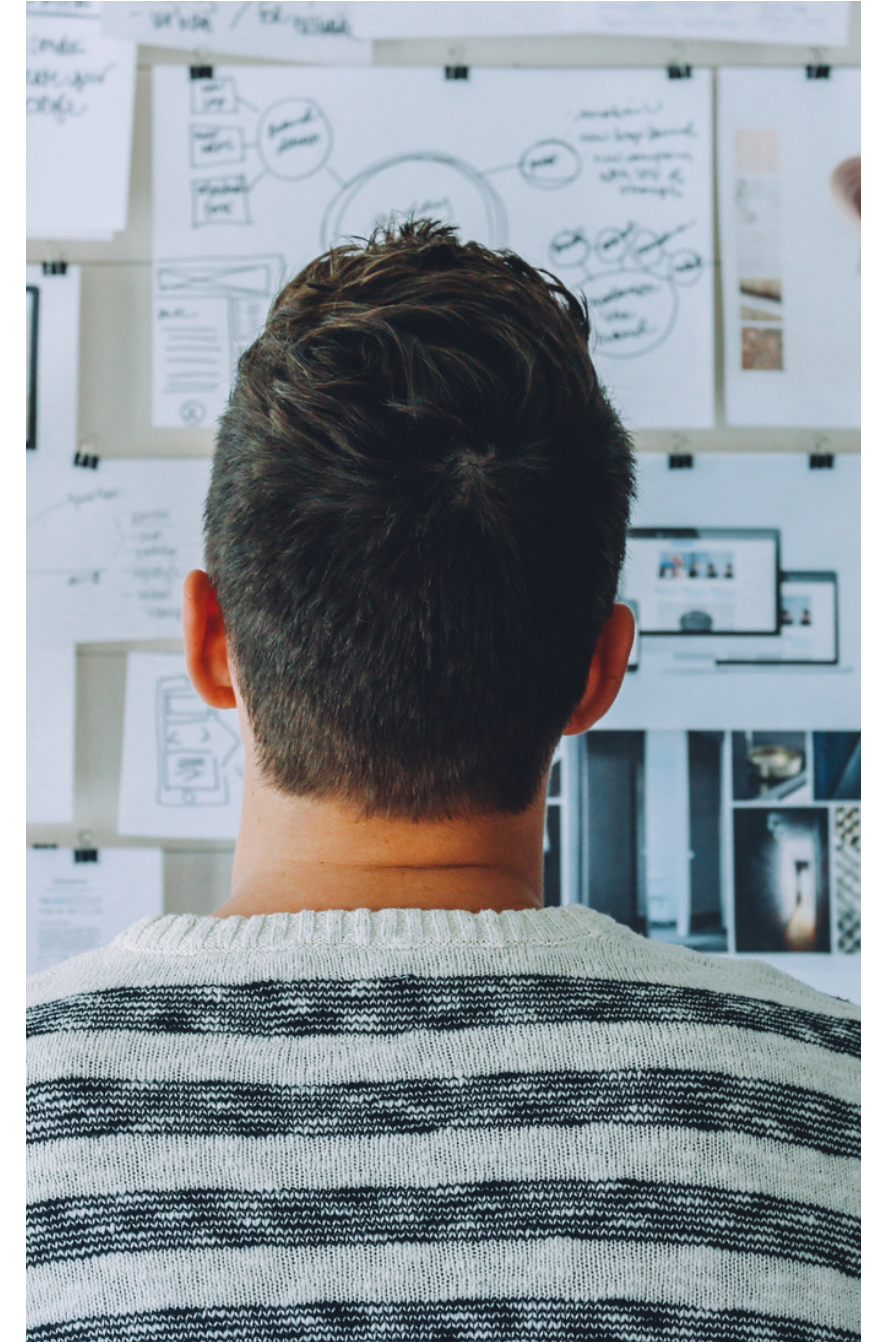
Untangle Your Business

Get clear on what their
products and what
actions support them



Unbusy Your Life

Create Predictable Days,
Space and Time



Build a Strategy Around Vision

Identify that things you
like to do and build your
strategy around that

Share Your
"Reverse Engineering"

Now that we know the bucket themes, what can they be filled with?



Filling the Buckets

80/20 Audit

Business Inventory

90 Day Business Cycles

The Five Ones

How to Systematize Your Content

90 Day Business Cycles

Idea & Project Brain dump

Batching

Morning Routines

Three Wins

Time Blocks

Business Blocks

Weekly Reviews

12 Month Calendar Plotter

blogging

Social Media

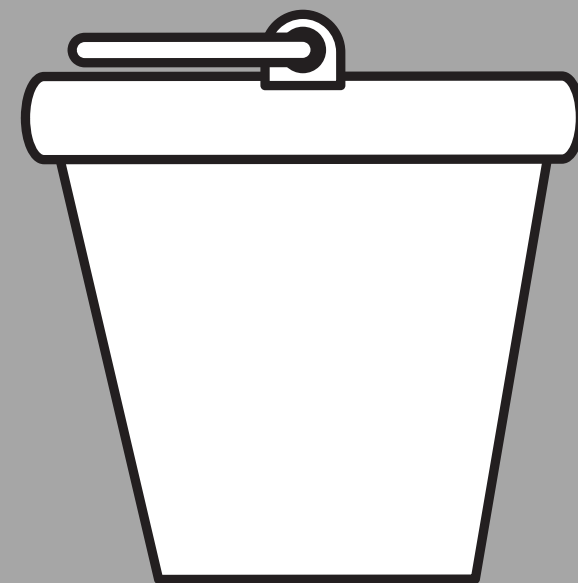
Webinars

Sell By Chat

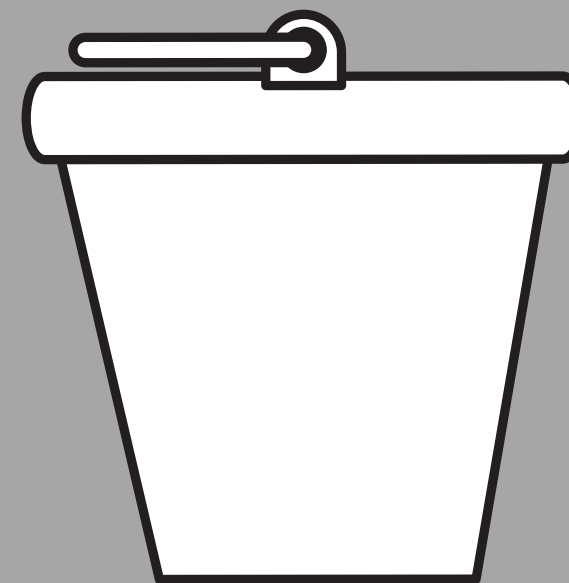
Powerful Conversations

Lead Magnets

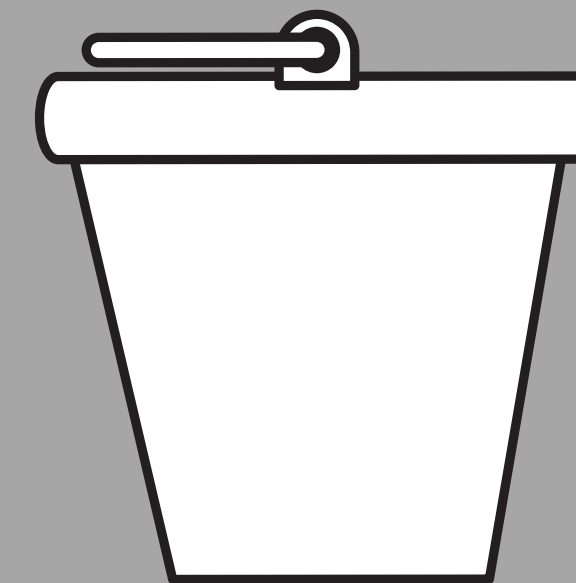
Launches vs. Evergreen



**Untangle Your
Business**



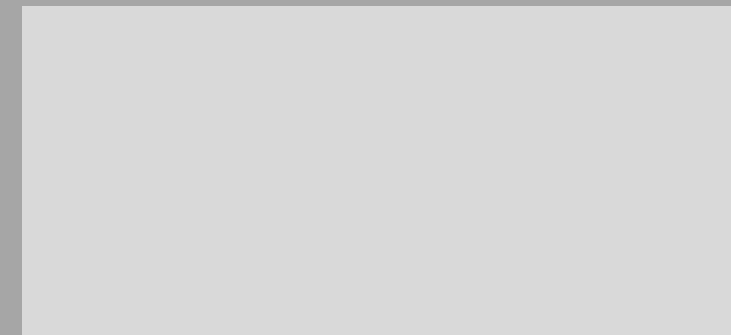
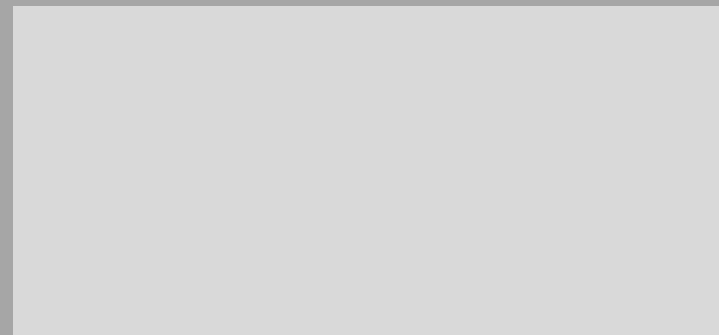
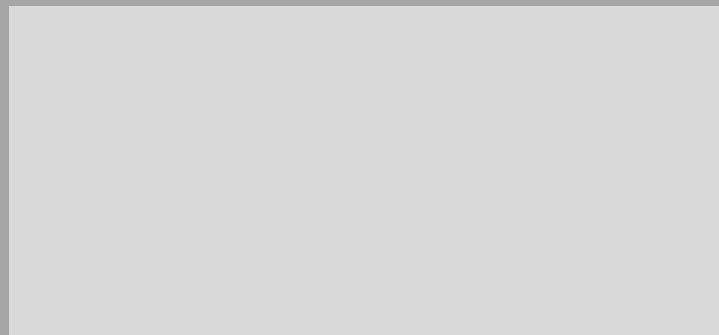
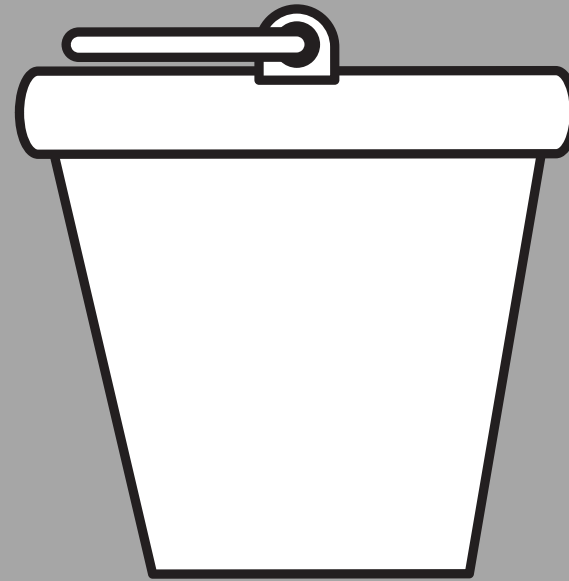
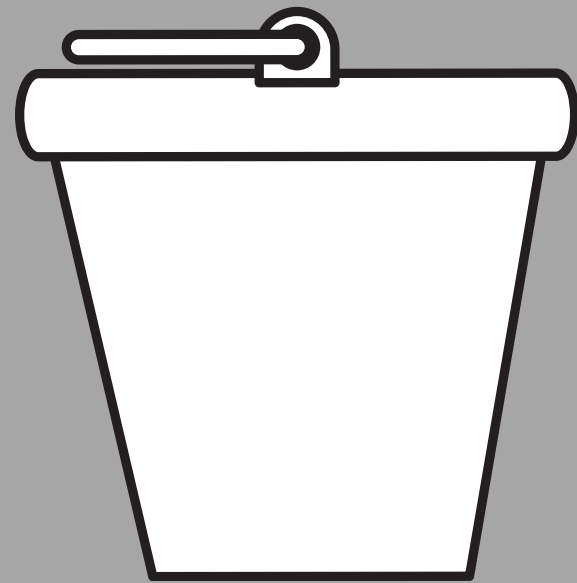
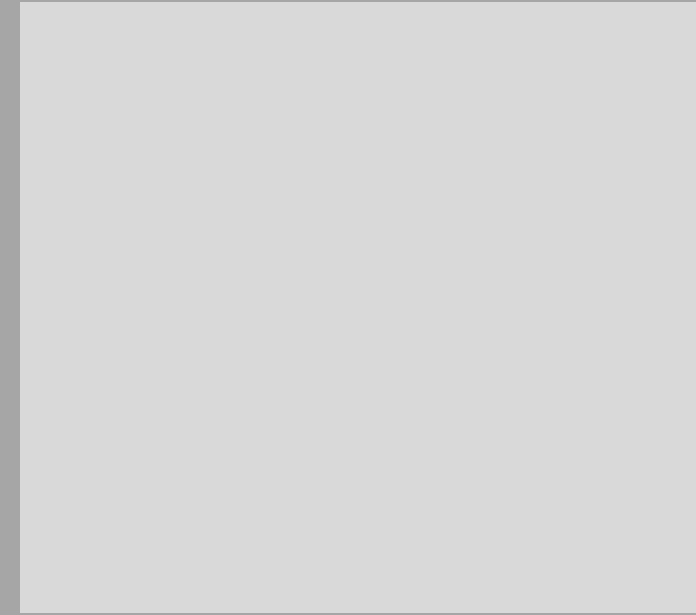
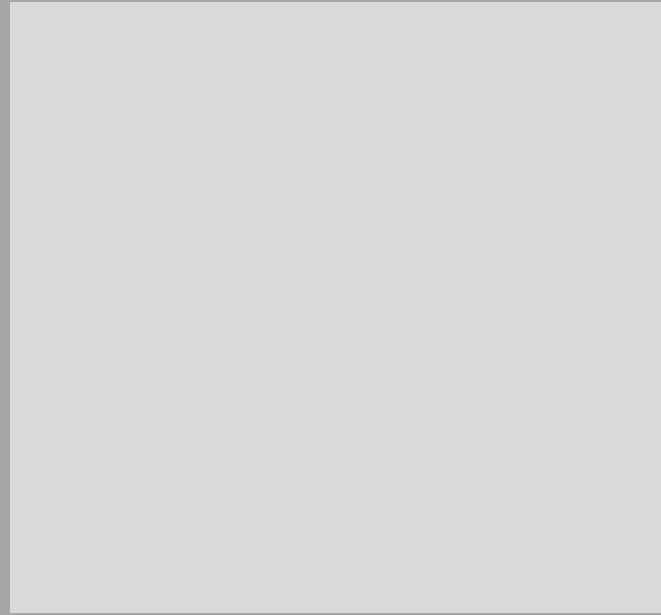
**Unbusy Your
Life**



**Build a Strategy
Around Vision**



DO THE WORK: Fill Your buckets



Share:

1 Idea for

1 specific bucket

Content Pillars:

Prove Your Product/Service

Content that proves people want, use and/or get results with your product/service

Increases "credibility"

Articles, Interviews, podcast, etc.

Ask for the Sale

Closed Mouths Don't Get Fed. Be direct. Tell them what you have, why it's awesome and how to get it.

Showcases expertise

Tips, How To's, Actionable Information

Personal View, Feelings and/or Experiences

Snippets of what's going on behind the scenes or how you REALLY feel about something

Edutainment

Fun, silly, goofy, or refined that entertains while educating.



Biggest Insight

What are you taking away
from today's training?

Next Steps

FRIDAY Check-Ins





**Invite a
Friend**