

 SUCCESS BY DESIGN

WEEKLY MEMBERSHIP
TRAINING

CLARITY SERIES

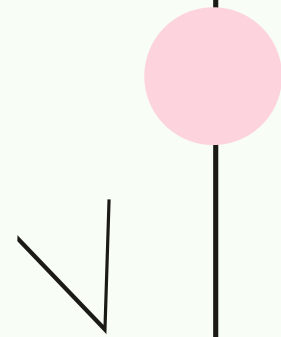


YOUR WINS

What are you excited
about?

What are you looking
forward to?

Where did you win this
week?



**“People do not decide their futures,
they decide their habits and their
habits decide their futures.”**

-FM Alexander





Mindset Shift

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

It doesn't look like anyone else's.

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.

TRAINING RECAP

Clarity for the YES





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



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!!

CLARITY SERIES:

Develop a Philosophy





Philosophy:

A system of motivating or fundamental principles that serves as the basis for beliefs or actions.

WHY?

CORPORATE:

Help Employees
understand
how the business
operates
and what they value

WHY?

ENTREPRENEURS:

1. Moves potential clients to a quick
"YES" or "NO"

**All Action is GOOD Action*

2. Allows existing clients to easily
"explain" you to others



Philosophy and Values can help position your brand.

What you stand for gathers those that align with those values rather than just those that could use your product.



Chick-Fil-A Vs. Popeyes

Or

Any other Chicken Sandwich



DEFINITIONS:

PRINCIPLES + **VALUES** = **PHILOSOPHY**

Rules of Beliefs that govern
Actions

A collection of guiding
principles; what one deems to be
correct and desirable in life,
especially regarding personal
conduct.

A System of motivating or
fundamental principles that
serves as the basis for beliefs or
actions.



Philosophy EXAMPLES



GOOGLE:

- You can make money without doing evil.
- It's best to do one thing really really well.

MORE:

- Technology is the answer to sustainability
 - Compassion is the source of Confidence
 - Profit propels passion
 - Collaboration is the answer to achievement
 - Do not make excuses, make improvements
 - Do whatever it takes
 - Fail fast, innovate faster
-

POLARIZING

EASY TO AGREE

Or

DISAGREE



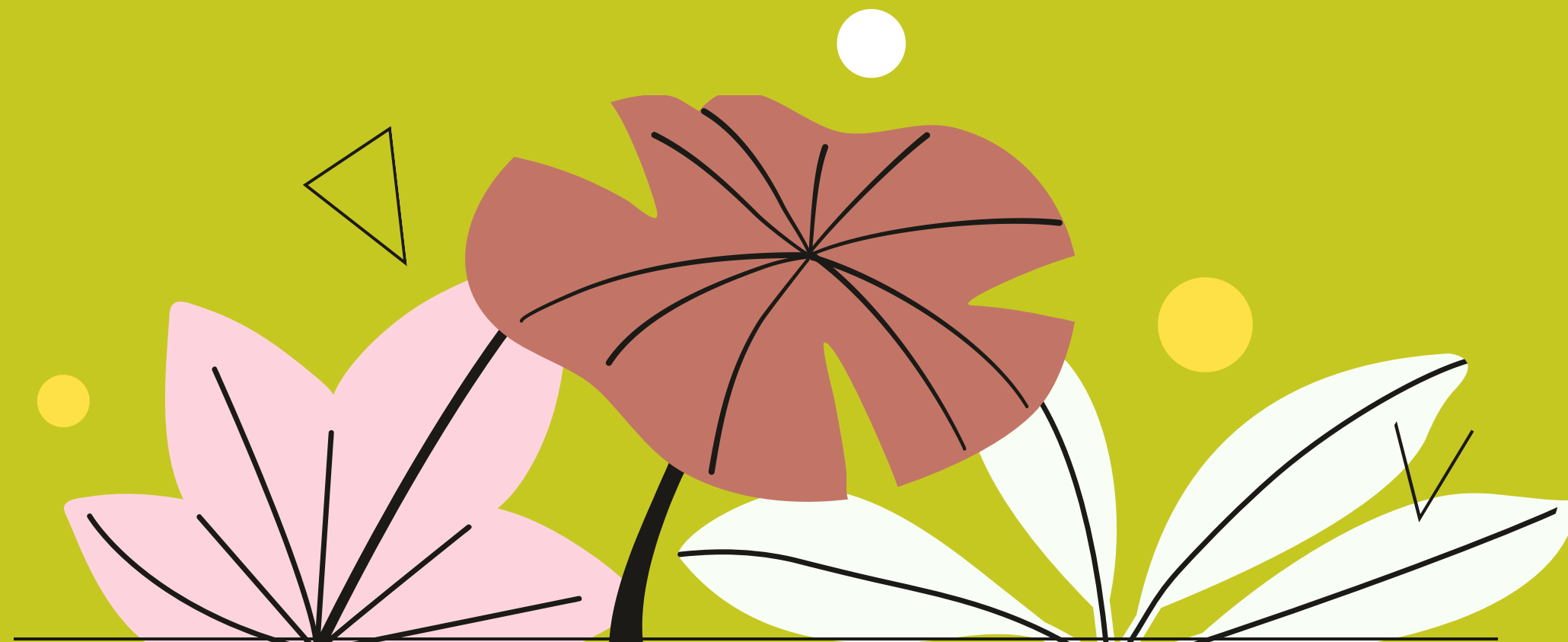


Philosophy Can Be about Anything

Profit
Clients
Achievement
Timelines
Quality
Processes
What's Best, Necessary, Real or Fake



DO THE WORK



60 Seconds

I BELIEVE



60 Seconds

- I WISH THEY
KNEW
- I WANT THEM
TO KNOW



SHARE



TOP 3

WHICH 3 CONNECT THE MOST TO
YOUR PRODUCT OR SERVICE



The (messy) Brainstorm

The magic is in you, not any strategy.

The strategy doesn't matter, you matter. What's aligned with you matters.

The strategy is only as strong as your foundation.

There is no shortcut, hack or magic formula.

Overnight Success takes 3-10 years

There is no self made- we all stand on the shoulders of giants

You need to do less, not more.

The hustle sucks. The hustle is dumb.

Your daily life is a precursor to your success.

True success lies within your progress in a single day.

Systems and Plans

Your genius rises to the level of your systems

Overnight success takes 3-10 years

It' doesn't matter what's in your bank account if your time account is empty.

Business Growth by Self Growth (Master yourself, master your business)

The biggest element missing in all the business hacks, marketing tips, methods, sales funnels and strategy plan is...

The Strategy for your own growth.

→

Three Truths:

The Magic is in YOU, not any strategy

Your Success is dependent on the success of your day

Your genius rises to the level of your systems

SUCCESS BY DESIGN

PHILOSOPHY



THE MAGIC IS IN YOU, NOT ANY STRATEGY

Your drive, purpose and vision is the foundation of your success. YOU working within your zone of genius is what makes a strategy successful.



THERE IS NO SHORTCUT, HACK OR FORUMLA

Clarity, Consistency, and Resilience are the keys to long term success. Learn, grow, profit, repeat.



YOU NEED TO DO LESS, NOT MORE

Do intentional work on the essential. Deciding what not to do is as important as what we do. Energy management over busy wins the race.



YOUR TIME ACCOUNT IS MORE VALUABLE THAN YOUR BANK ACCOUNT

You can use time to make money, but you can't use money to make time. When you can cherish each minute by leveraging, protecting, and delegating- you will know what it is to truly be wealthy.



TRUE SUCCESS LIES WITHIN THE SUCCESS OF YOUR DAY

A great life is created by a series of well lived days. Success is made up of a sequence of daily wins.



PROFIT PROPELS IMPACT

Financial success empowers our vision and purpose enabling us to serve and lead. Profit is a catalyst for change.

TOP 3

**The Magic Is In
You Not A
Strategy**

**Your success
mirrors the
success
of each day**

**Your genius rises
to the level of
your systems**

FINE TUNE

Keep it Short

Your values should be easy for your people to memorize. Rather than writing an essay, think about the real meaning of your values. Distill them down to words that the average person understands and can adhere to.

Stay Specific

Writing in vague corporate jargon is confusing and dilutes the meaning behind your words. Values need to tie specifically to your business's goals and mission. They should be relevant to the products or services you offers as well as your business culture.

Make it Unique

Not on purpose, but stand by your most polarizing or interesting values. Say them in a way that allows them to stand out.



TODAY's TAKEAWAY

Insights, Actions, Ideas,
Thoughts?



Announcements



Roster of Training Topics
coming out Soon

Copy Clinic on July 22nd

REMEMBER

Trainings are to build skills

Direct Support twice weekly:

- Q&A Sessions
- Friday Check-ins