

## The 5 Most Powerful Steps to Find Your Life Story and Message and Attract Your Dream Clients Month after Month: Worksheet

There's a new celebrity in the world today, and it's you.

You have a life story to tell. You have life lessons to teach and you have a message to share with humanity.

Because of it, you can attract your dream clients and you can earn a consistent stream of income month after month after month. You can build a lifestyle friendly business of your dreams with a phone line and change people's lives from anywhere in the world.

In this worksheet, I'm going to share with you the five most powerful steps to find your life story and your message and attract your dream clients month after month after month.

### **The New Celebrity**

The new celebrity in the world today is the coach who is struggling to attract their dream clients but wants to change people's lives. It's the practitioner or the service based business owner that's chained to their office and is tired of trading too much time for too little dollars. It's the consultant or the expert who is sick of being the best kept secret in your field.

This is for the professional who doesn't like their career and wants a real career, making a real income, while changing people's lives. And this is for the artist and the entertainer who has a real gift inside but doesn't know how to monetize it.

This is for you, my friend.



## **Making Money**

Now, whether you're brand new and you're just struggling to launch your business and get it off the ground, or you're a veteran who is struggling to bring in those clients month after month so your cash flow is up and down and you're anxious about money, I have a system I want to share with you today.

Most people expect a big event to save their business - a new idea or a new tool in the coaching space, or some new money-making fad. Maybe a big product launch or seminar launch, or some other big event.

But at the end of the day, it's not about big moments. It's about a system that brings in those consistent stream of moments where clients are showing up every day of every month, and you have the lifestyle that you deserve.

## **How do I know this?**

I bring in 600 new clients every single month into my business.

I run it from Greece, from Hawaii, from South Africa, from anywhere I desire, because I've set up my dreams that way and I still have time to follow my passions, spend time with my family, do the things that I love.

Imagine, for a moment, if you had your dream clients and you attracted them to you with a powerful message, a powerful story that pulled them in.

If you had clients pouring in month after month, if you had your dream income, what is that income that you want to bring in month after month after month that would set you up, set your family up? What's the lifestyle that you want?

If you want the freedom of money, the freedom of time, the freedom to do the things you want every single day, and ultimately to spread your message to millions of people across the globe, this is for you.

## **Step #1: Crafting A Powerful Story That Pulls In Your Dream Clients**

What does story have to do with your dream clients? How does story get you clients and get you paid?

Story has everything to do with it because story equals *transformation*.

The reason why most people aren't getting paid before they come to me is because they feel like they're not authentic and they can't stand out in the crowd.

The reason they feel this is because they don't have a story that represents who they are, and they don't understand the full transformation that they've gone through.

I know maybe you haven't gotten through your full transformation, but who has? You've got to pick out the transformations you've realized and teach that.

If you don't go into your story, if you don't go into the pit moments of your life and pull out the juicy transformation that you've been through, then your program will never represent the outcome and the transformation that you can take your clients through and people won't pay you what you deserve.

*Story equals transformation and outcome.*

So here's the breakdown:

From your story comes your statement or your message.

From your messages comes your program.

From your message and program, if you structure it right, comes a lifestyle friendly business.

## Creating Your Story

Let me break down story for you. Ready?

Story has two essential components: the pit and the breakthrough.

The pit (the deep, dark moment in your journey) equals the problem you're solving for your client. The breakthrough (a key moment of transformation in your life) equals the transformation and the outcome that you're selling to your client.

*Clients buy transformation and outcome; not programs.*

If you don't understand the problem you're solving, if you don't understand the transformation and the breakthrough you can deliver, how can you ever create a great program and sell it in a way that you get paid what you're worth?

Let me give you an example from my own life story.

*"When I was about six and my parents got divorced, I ultimately felt like I wasn't lovable and I wasn't good enough. And so I created this belief unconsciously in my mind that my parents didn't love me and I had to become this little achiever to get their approval.*

*"By the time I was 21 years old, I got into the professional world with a company called New York Life Insurance. And my boss looked at me and he's like, "I believe that you can crack six figures your first year in this business."*

*"I didn't care about the money. I just wanted his approval. So I put my head down. I went after the goal and 12 months later, I cracked six figures in income...and that night, I'm face down on the kitchen floor overdosed from a bag of cocaine, two pills of ecstasy and fifteen drinks of alcohol with my soul coming out of the top of my head.*

*"Miraculously, the next morning I was revived and I thought to myself, "Well money if I didn't do it, so if I get respect and I get status, my life will change." So for six years, I worked like a slave.*

*"And then the big day happened where I got the news: I just became the number five out of 500 partners for the number one life insurance company in the country!*

*"But upon getting the news, I had this question: "Is this really all there is to my life?"*



*"So I resigned. And I moved out to California and I became an entrepreneur and I started up two businesses that I wasn't even passionate about.*

*"Two years later, I'm sitting there on my couch with my house in foreclosure, my face in my hands, wondering, "What the hell am I going to do now?"*

*"And that was the day I decided I wanted to help people, I wanted to coach people, I wanted to help people transform their lives.*

*So I went out and I got my first client, ever, for \$3,000 dollars with the system that I'm about to share with you. And the cool thing is, in a very short period of time, I started getting paid \$25,000 dollars per client.*

*"But one day I woke up and I was like, I had the phone attached to my ear, and I'm seeing client after client, I have no time for my life.*

*"So I decided to create a group program. And the group program that I created could serve 10, 15, 20, 30 people at one time and one weekend, I cracked six figures in my business through group programs because they set me up to have a lifestyle, to work with many clients at one and to deliver a powerful transformation to my dream clients.*

*"And then I realized, I can run my business from anywhere. Is started traveling around the world. I was in Hawaii and the cash register was still ringing. I take beautiful trips with the love of my life and I have time for my passions and my family and I even took the story that I just told you and I have a one man show on my life story. I'm an actor. Where I play 12 characters on stage for 71 minutes telling this story. And the story's called, "Good Enough." And I have a multi-million dollar company serving humanity from a phone line."*

Now how does my story of not feeling good enough relate to the problems that you're solving for your customer and the transformation and the outcome that you're delivering? L

Look at my story and look at the formula. The pit moment in my story is the problem: I was on the floor overdosed from drugs and alcohol not feeling good enough. My big problem was not feeling good enough. And so many coaches, so many consultants, practitioners, experts, they don't feel good enough deep down underneath the surface. And that's the real reason why they're not getting paid what they're worth.



I get it, you also need the system to get paid, but the reality is that when I started to feel good enough, when I started to get in alignment with who I am, I had a breakthrough one day because I realized that money didn't do it, status didn't do it, and becoming an entrepreneur didn't do it. Helping people with a real message did it. And that's when I started getting paid. That's when I started feeling fulfilled.

So my pit moment is overdosing and not feeling good enough. My breakthrough moment is getting my first client, making a difference, working with my dream clients.

What better way to get your outcome and your message across than telling a story? The story equals the message that you're going to share with your clients.

So how do you take the story and ultimately get the message that you want to share? Now let me give you the formula for the message.

The formula is this: *I help people do this so they can have that.*

Now here's my statement: *I help you find your life story and your message so you can attract your dream clients, bring in a consistent stream of income month after month, and build a lifestyle friendly business impacting people's lives.*

Start thinking about your message right now. What are you helping people to do? How are you helping solve a problem?

I want you to get this. Here's how I created my message.

Remember the pit moment in the story? That's the problem that people are facing. One of the reasons why I have to help people find their life story and message is because underneath it is this feeling that their message and story isn't good enough. And people never get to the crux of what's really authentic and true to them, so they never pull in their dream clients.

So I'm helping you find that life story and message so you can feel good enough, so you can feel like your message matters and is unique.

I'm helping you do this, so you can have what? Dream clients. Consistent stream of income month after every month. A lifestyle friendly business.

And so you can become what? The new celebrity in the world that's making a difference.

Notice my statement: *Helping you do this so you can have that.*

I'm going to share with you how this worked for some of my clients, so you can have some examples of relationship coaches, of health coaches, of personal development gurus, of all different fields of business coaches. How are they doing it?

But first, I want to show you how I could create a product or program from my message.

## **Step #2: Creating A Product or Program from Your Message**

What I do: *I help people find their **life story** and **message**.*

Why? *So they can attract their **dream clients**. So they bring in a **consistent stream of income** month after month. So they can build a **lifestyle friendly business**. And make an **impact in peoples' lives**.*

If I look at this message and the key outcomes I have highlighted, I could create my program like this:

- One of the steps in my program is to help people find their life story.
- Another step is to help them find their message.
- Another step is to create a system that pulls in dream clients, right, so I can bring in the cash flow.
- Another step is to bring in a consistent stream of dream clients with the right marketing system. So they have consistent income month after month.
- And then ultimately, it's setting the business up for a lifestyle friendly business.

These are all things that I teach people. So notice how out of my story, I created a statement and out of the statement, I start to pull out the life lessons that I'm actually teaching people and that I'm getting paid for.

I'm going to show you how to do the same thing in just a moment by giving you some more examples.

Let me show you how it's worked for a client of mine named Alex Moscow.

Alex was 24 years old when he started this business, and he didn't believe in himself at all because he has a stutter. I remember the day when I told him, "I think that you really want to serve people with your message." He didn't know what his message was.

I want you to look at his challenge. See, one of his most embarrassing moments was when he stuttered in kindergarten class and he couldn't get his name out when it was time to say his name. That's his big pit moment in his life story that he tells openly. That looks like a handicap, right?

Today, he now teaches coaches and consultants how to communicate. He developed a system called the *Effortless Enrollment System* that actually teaches coaches, consultants, practitioners how to effortlessly enroll high end clients to create a great impact, a greater income, and build their dream business.

Notice what he's teaching. His pit moment in his story is the struggle to communicate. The very thing that he teaches is how to effortlessly communicate.

His breakthrough was when he went out and he enrolled his first high end client and started to make an impact in the world that he dreamed of, but never thought he could because of his problem with his speech. All of a sudden, he was able to develop a system that teaches his sales script, his communication techniques, and how to attract high end clients.

This is what he does now, and the amazing results he's getting in his life, they're extraordinary.

You're going to build a business that's unique to you. You're going to create a message that's unique to you, just like Alex did.

When we think we're not good enough and we're in the pit and we're struggling with a problem, if we face that problem it could be the very thing we help people break through with. That's what Alex did, and now he teaches other people the same outcome, the same transformation. Amazing, right?



I'll give you another example of Dr. Renee. She's a health practitioner and she helps professionals and entrepreneurs get to the root cause of their body fatigue and also their body challenges, so they can take 100% ownership and control of their body again and embody the lifestyle of their dreams.

Her pit moment in her journey was that she weighed almost 300 pounds. She didn't have ownership of her body. Her body was fatigued. She had body challenges.

Ultimately, she got knowledgeable, she took control, she took ownership back, and she embodied the being-ness that she wanted and the lifestyle that she deserves. And she's living it.

She now has her dream relationship, her dream business, and she's teaching other people how they can take the same ownership of their body.

Her brand is called *Embody*. Notice her statement: "I help people get to the root cause of their body fatigue and their body challenges."

Right? Her big pit moment in her story was body fatigue, body challenge, she was overweight. What's helped her get in touch with the true meaning of what she's teaching people is her life story. Pretty awesome, right?

Now I'm going to give you a specific result that Dr. Renee got in her business. She's used to be chained to the office and working with client after client after client. We helped her create a group retreat experience.

Dr. Renee put on her first workshop with seven or eight people, and she did over *\$45,000 in sales*.

She was already delivering a transformation in her office, but it was more around people's sickness and their pain. It didn't have to do with their lifestyle. It didn't have to do with them embodying their dreams. It didn't have to do with them taking ownership and control back and knowledge back in their life.

It had very limited perspective with the outcome she was selling, so she had a limited income in terms of what she was getting paid per client.

The moment she set up the program correctly, the moment she started telling her life story, and the moment she set up the transformation properly, the whole game changed for Dr. Renee.

When you start thinking about what you're creating in the world today, it's all about telling your story and pulling out the pit moment that represents the problem you're solving, and pulling out the breakthrough moment that represents the transformation and the outcome that you're serving up.

### **Step #3: Your Lifestyle Friendly Group Coaching Program**

Now if you want to take this a layer deeper, let's go into step number three which is all about your lifestyle friendly group coaching program.

When you look at Alex, he launched his business with a phone line teaching an 8-10 week group coaching program. And he's built a high six figure business.

When you look at Dr. Renee, she's an existing business owner (whereas Alex was brand new) and she's working with clients in her office and her problem is she didn't have the right structure to her programs. Even though she had a great service, she couldn't fully explain the transformation and she didn't have the right structure of her program to set her up for a lifestyle friendly business.

Now look at the transformation that both of them have been through simply by structuring their group programs.

Let me take into another example with David Mehler. Some of you are in personal growth, you're teaching transformation, and a lot of times you think, "Well, I can't get paid what I'm worth teaching transformation." This story will show you what's possible.

David Mehler is a chiropractor. Before he met me, that's how he was known.

After he met me, we helped him set up his system based on his life story and the outcome and transformation he's delivering.

His pit moment and his big problem in his life was when his dad had dementia and was in a nursing home. That was David's closest relationship. At the same time, his wife cheated on him and was leaving him.

So while he was thriving in his career, he was suffering in his relationships. And he realized that his big problem was a pain and a problem for most men in the world.

He decided to create a program that we branded *Man on Fire* because he'd lost the fire in his life. Today, he helps men rise into their full potential and take back their power, their passion, and their purpose so that they can transform their career and their relationships.

Notice that career and relationships was his problem. He lost the fire and the passion in his life. Now, he helps men transform their lives and get their fire and passion back. David has taken the basic foundation that we've helped him build and now he's setting up systems of bringing in a consistent stream of income month after month. David's getting very highly paid and he's working with his dream clients and has a very successful business model.

You can see the evolution of where people start and where they're ending up in their businesses and creating the lifestyle friendly business that they deserve.

#### **Step #4: Cashflow**

So this takes us into step number four. Once you have your program set up, then you can start bringing in that immediate cashflow.

What you'll notice about Dr. Renee, Alex, and David and all of my clients is that each one of them launched successfully to bring in that immediate cashflow in their business.

Step number four is all about launching your program for immediate cashflow in the next 30 to 60 to 90 days.

So many businesses go up and down in their cashflow because they don't have the right model, they don't have the right structure, and they haven't priced their programs effectively.

### **Step #5: Bringing In Clients Consistently**

Finally, step number five is all about creating consistency with your dream clients coming in month after month with the right marketing system. My own marketing system brings in over \$300,000 in sales every month.

#### **Summary**

Now you see these five steps that I shared with you from your story to your statement and message to your group programs for a lifestyle friendly business to immediate cashflow to a marketing system for consistent steam of clients, you see this is the answer. This is the comprehensive system you must learn.

And you can see how it's transformed David's life, Dr. Renee's life, and Alex's life.

I don't know what your results are going to be, but I sure can bet you this. If you don't find your authentic story and your authentic message, at the end of the day, you're not going to have results that are lasting. You're not going to have transformation that's lasting for your clients and you're not going to get paid what you're worth.

#### **Exercises**

So what I'd like you to do right now is to write down the pit and problem you're solving.

**The pit of your story:**

---

---

---

---

---

---

---



**Write down the transformation that you're actually delivering to your clients:**

---

---

---

---

---

---

---

**What that is worth to your clients?**

---

---

---

---

---

---

---

I hope these five steps have served you. I hope that you're inspired wherever you are in your business - whether you're brand new like Alex and you might not feel good enough or you might not just know your story and message and you might not value the transformation and the outcome that you're delivering, or whether you're a veteran looking to create a more lifestyle friendly business.

Remember, your story is the answer.

## The Message To Millions Blueprint:

The goal of this free video series is to help you create your business blueprint with 5-7 steps you can teach to your clients. See below for an example of my own Message To Millions completed blueprint. I will cover more of how you can complete your own blueprint Video 2.

Step	Problem	Solution	Transformational Benefits	Tools & Resources



Step	Problem	Description/ Solution	Transformational Benefits	Tools and Resources
<b>Step 1:</b> The Story Formula	You don't think your story matters	Craft your story and find the message	<ul style="list-style-type: none"> <li>• Freedom to be you</li> <li>• Attract Your Tribe</li> </ul>	<ul style="list-style-type: none"> <li>• The Hero Blueprint</li> </ul>
<b>Step 2:</b> The Money and Messaging Blueprint	You Discount Your Talents, Value, and Your Prices	Create and Brand Your Step by Step Transformational Sales Process	<ul style="list-style-type: none"> <li>• Effectively Communicate Your Value to Your Customer</li> <li>• Increase your fees 3-10 x's</li> </ul>	<ul style="list-style-type: none"> <li>• The Blank Branding Blueprint</li> <li>• The Fascination Email</li> </ul>
<b>Step 3:</b> The Breakthrough Sales System	Ineffective communication of what is most important to your customer	The 7 essentials to inspire customers to take fast and focused action.	<ul style="list-style-type: none"> <li>• Gain Unshakable Confidence in asking for the sale</li> <li>• Increase Conversions</li> </ul>	<ul style="list-style-type: none"> <li>• The Communication Framework</li> <li>• The Questioning Process</li> <li>• The Action Conversation</li> </ul>
<b>Step 4:</b> The Breakthrough Results Formula	Most clients don't have the money mindset they need to succeed in business	A Scientific Process of Transforming Problems into Solutions	<ul style="list-style-type: none"> <li>• Newfound Confidence in Your Abilities</li> <li>• Renewed Belief, Faith, and Passion for Life</li> <li>• Eliminate Stress and</li> </ul>	<ul style="list-style-type: none"> <li>• The Full Potential Exercise</li> <li>• The Breakthrough Process</li> <li>• The Negative Pattern Eliminator</li> </ul>
<b>Step 5:</b> The Product Marketing Blueprint	Trading Time for Dollars	Automate your business online	<ul style="list-style-type: none"> <li>• Lifestyle Business with Time and Money Freedom</li> </ul>	<ul style="list-style-type: none"> <li>• 26 Point Presentation Framework</li> </ul>
<b>Step 6:</b> The Strategic Partner Formula	Not surrounded by the right people	Identify and Commit to 50 New Strategic Partners this Year	<ul style="list-style-type: none"> <li>• 10x's Growth in Your Network and Business</li> </ul>	<ul style="list-style-type: none"> <li>• *\$100,000 Strategic Partner Scripts</li> </ul>
<b>Step 7:</b> The Six Figure Seminar Model	Not leveraging your voice and your business	Create seminars to leverage time, dollars and message	<ul style="list-style-type: none"> <li>• More Customers</li> <li>• More Fun</li> <li>• More Money</li> </ul>	<ul style="list-style-type: none"> <li>• The Six Figure Seminar Map</li> </ul>