



The 3 Keys to a Hugely Successful Consulting Firm:

Pre-Workshop

Write 1-3 things you like about your current business?

1. _____
2. _____
3. _____

Write 1-3 things you need help with in your current business?

1. _____
2. _____
3. _____

Which was easier to answer?

List 3 skills you have that provide value to your clients.

1. _____
2. _____
3. _____

We would ask you to list your fears, but we've found that typically comes down to one thing – **cashflow**. The truth is you can be your run your own consultancy, coaching practice or digital marketing agency AND make a serious income.

The belief that only the “celebrity” coaches can thrive is a falsity. You just need the playbook to set yourself apart from the “me too” consultants out there. And find your niche.

We'll show you how to make a smart, safe and secure step toward the business of your dreams on the workshop.



See you there!

What Do I Need to Succeed with This Training?

To be honest there are 3 things people need to be successful with the system we are going to be covering today and they are fairly simple:

- 1.) A computer with internet access. Likely, we can check this one off the list since you are joining us via the web on this call today.
- 2.) A willingness to learn and step outside your comfort zone.
- 3.) The capacity for hard work.

If you fit this criteria, make it official and bet on yourself by signing the following note:

I, _____, being of sound mind and other legal babble...Declare myself ready to take back control of my life and career. I do so by admitting my intention and qualifications below -

I own a computer and have internet access and am ready to use it to add additional income or launch a new business.

I am willing to learn from the advice and expertise of others who have succeeded. I will surround myself with those striving to do the same. I will step outside the bubble because I believe in myself.

I will work hard to make the changes in my life and business that I desire. I will hustle and put in the effort to build something I can be proud of.

Signature: _____



How to Achieve the Trifecta

Money: Offer in-demand skills, service or product. One that attracts premium prices

Freedom: Have a consistent, effective and repeatable process or system in place to open up your schedule to work on the items that interest you.

Impact: A strategy to scale your business so that you can make a difference in more lives.

All 3 work together, and all great businesses must have these 3 items.

Current business self-examination:

- Does your current work challenge you? **(Circle one: Y / N)**
- Do you experience the cash flow rollercoaster (up one month, down the next)? **(Y / N)**
- Are you looking for some rejuvenation or spark in your work life? **(Y / N)**
- Do you need a new skillset to offer your clients that is NECESSARY in today's business world? **(Y / N)**
- Are you working way too hard, too many hours on work that you don't see the impact of and are burning yourself out? **(Y / N)**
- Do you feel like there's an invisible ceiling on your income and you just can't seem to break through? **(Y / N)**
- Do you see other people out there who seem to be making a killing leaving you wondering how they did it? **(Y / N)**

If any of that stuff sounds like you...I have REALLY good news for you, because you sound like almost every single person that comes to us when they first start working with us. And the really good news I have for you is that none of those things are the real problem. The real problem, believe it or not, is that you don't know the system to break through and create the business that you enjoy working on AND create 6-7 figure years.

Why don't we help you cut through all the trial and error most consultants never make it past, and instead walk you through our proven system right now?



GaryVee on Having a Skill

<http://bit.ly/1Y6gaED>

The 3 Keys to a Hugely Successful Business

List the 3 components that make up any hugely successful business:

1. _____
2. _____
3. _____

What Skill Is Most Attractive to Potential Clients?

Go ahead and write the one thing every business owner needs:

88% of business owners struggle with _____. What's the difference between them and the 12% who are crushing it?

The 6-Point Lead Gen Formula

1. _____

- Notes:

2. _____

- Notes:

3. _____

- Notes:

4. _____

- Notes:

5. _____

- Notes:

6. _____

- Notes:

Where Do We Go From Here?

1. Pinpoint your ideal client.
2. Focus on your differentiator. (don't be another "me too")
3. Define your low-price entry point offering.
4. Kickstart the System to work for you!

Stick around to the end of the presentation for an opportunity for even more bonus training on everything we've gone over today!