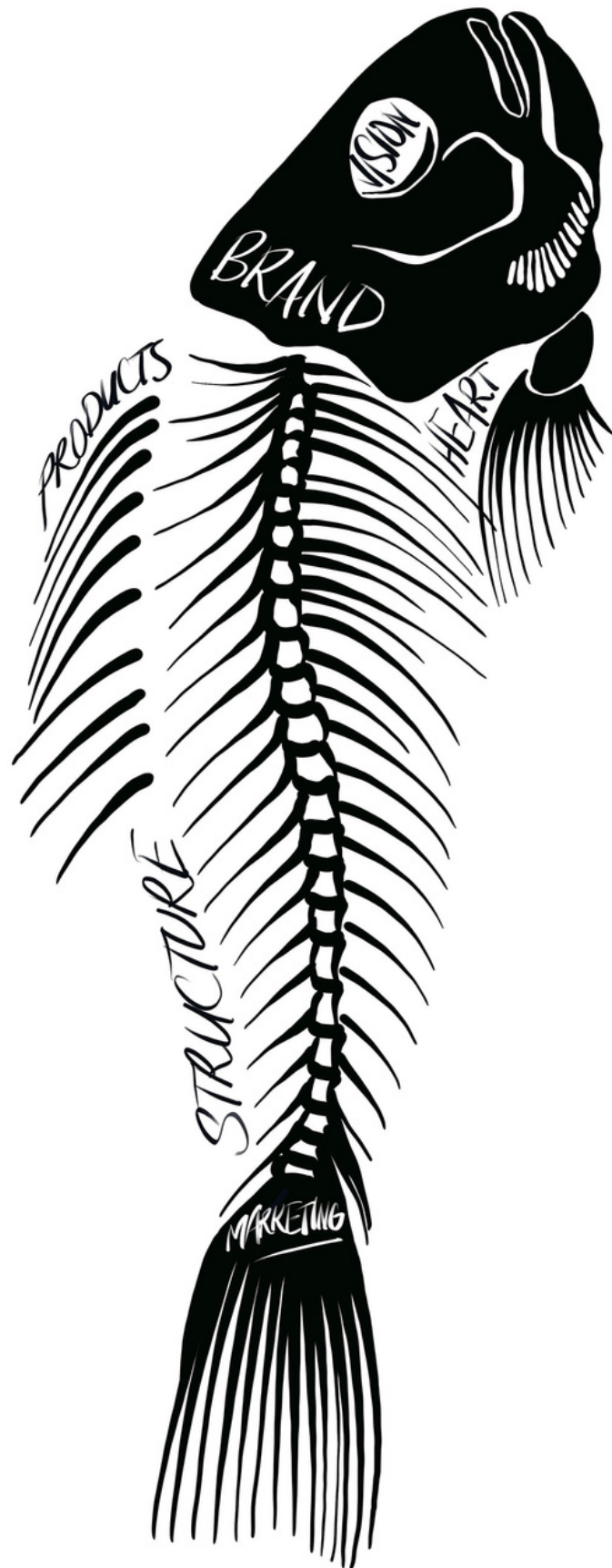




THE RULES!

NO FLUFF

'YOUR' HANDWRITING
KEEP EVERYTHING
EXPLORE

♡ [HAVE FUN!

IN THE
MULTIVERSE

NO COMPARISON - NO COMPETITION
IN THE CREATOR ROOM

NEXT CONGRUENT STEP
THERE ARE NO RULES

GO CREATE ...

BULLET TIME

SUBJECT / DATE / DRAFT

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

PLUMP

ORGANIZE



FLOW

[IN LINEAR ORDER]

AMALGAMATE



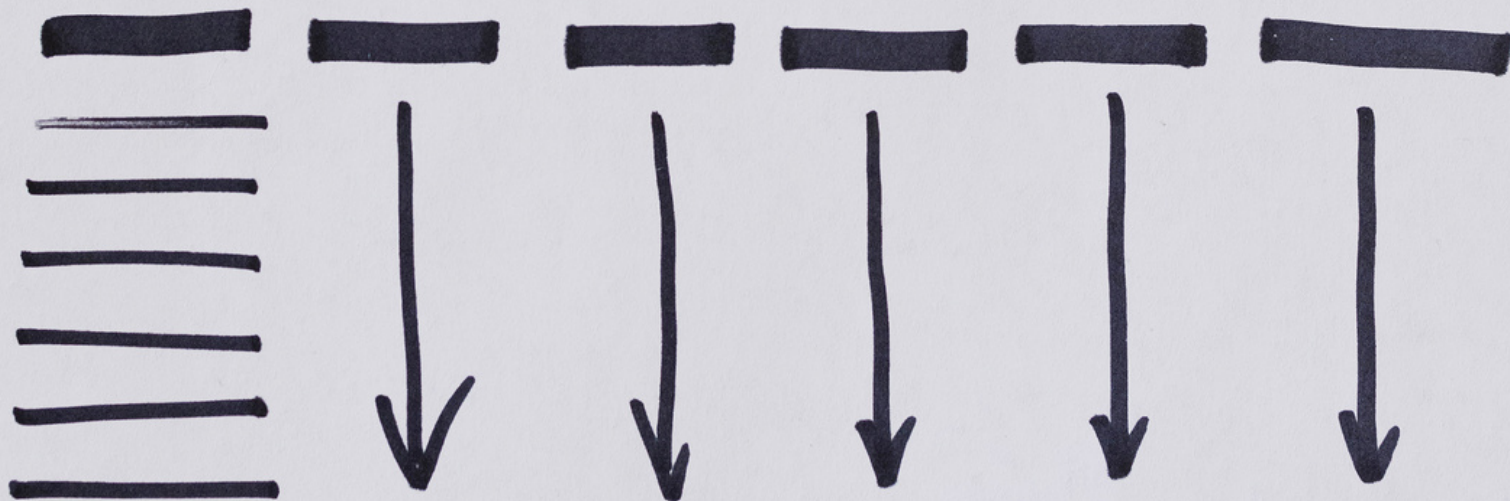
CATERGORIZE



BULLETS TO TITLES



FLIP



VERTICALS

REFINE

BULLET (PLUMP IT UP)

CATEGORIZE

ORGANIZE / FLOW

AMALGAMATE

REFINE / TRIM

REPEAT...

SUBJECT

• MONEY •

• MASTERY •

SELFDEVELOPMENT

BUSINESS

CRAFT

IS IT A

- BOOK

- WORKSHOP

- KEYNOTE

- TEMPLATE

- TRAINING VIDEO

- SALES VIDEO

- COACHING TRACK

BUSINESS

uneducated.
I teach in Bullets
next steps!

VERTICALS

NAME STORY CONNECTION	1 BRAND	2 PRODUCT	3 MONEY	4 BUSINESS
Physical Product	YOU/PURPOSE Why?	PRICE	Set industry standard! More of what you already are	Now more & no less
Digital Product	SYSTEMS of Commerce	PRODUCT/VALUE	PROFIT	Equal Exchange
Hybrid Product	Trade & time	MARGINS/PROFIT	DEBT/STAIN	Manage
Service	Make & while you sleep	Mastery	Accumulate	Restore
Employees (Scale)	Value my work Value me	All four paths open tap on	Invest	Set boundaries
People don't follow brands	Build a Brand of Value around me!	Sell Products	Direction	Set expectations
How will you start in your Brand	Value my work Value me	side hustles	Sustainable	Problem solver
		Transition	Profitable	Solution finder
		full-time 10-15 coas	Wheel of Misfortune	SCALE UP
		COOB	Money begets money	Educate & connect
			Science of getting rich	EVOLVE
				UPSKILL

1 SALES	2 SERVICE	3 SYSTEMS	4 MARKETING
Sales System	Greenhead Value of	of Business	1: BRAND Story
Commercial Offer of Value	connection	of Confidence	2: PRODUCT Entice
elling you time/products	obsession	of Momentum	3: HOW MUCH? \$
earn experience industry	education	Sales, Money	4: Doing business
Fear of Rejection!	Experience	Marketing, Taxes	5: Offer of value
Objections	→ touch points	Connecting/Educating	6: Show the service product
Call a Purchase	Heart Lead	Production workflow	7: Call to action
Bonus/Accompanying	Referrals	VIP BOOKING EXERCISE	Networking
	Build a List	Other Peoples - oh yes	Business to business
		DON'T LIVE	limits OR
			Rules

9 YOU

10 ALIGNMENT

→ Self Doubt

→ Unstuck

→ the Loop

→ Avoidance

What do you want!

Relationship building

Social Awareness

Self Awareness

Self Management

Clarity

Certainty

Conviction

Connection

Commitment

Congruency

Consistency

\$/m dream

BRAND STORY CONNECTION

1: FACE VALUE EXAuthentic Self

2: IM DREAM / The Vision

3: Systems of commerce + Confidence

4: 3x3 Description / Title

5: Identity: Becoming...

6: Star in your BRAND

7: You Purpose → You Value Bu

8: Clarity → Connection + Conf

PERSONAL BRAND

8
VERTICALS

- 1: BRAND FACE VALUE
- 2: PRODUCT of VALUE
- 3: MONEY is a VALUE metric
- 4: BUSINESS EQUAL EXCHANGE of VALUE
- 5: SERVICE Customer VALUE
- 6: SYSTEMS functional VALUE
- 7: MARKETING offer of VALUE
- 8: YOU SELF VALUE

PRODUCT: WORKSHORONLINE
WHO FOR: CREATIVE SOLO-PRENEURS
TOPIC: PERSONAL BRAND
CATEGORY: BUSINESS

8 VERTICALS

8 BULLETS

UNDER EACH TITLE

↑ $8 \times 8 = 64$

TO STEPS
CREATE A

PERSONAL BRAND

I DONT WORK
I CREATE
CREATE TIME
TO CREATE

