

tangible

MANIFESTATION

the **THRIVE** budget

+

the **TIMELINE** to it

Brand•Product•Money•Price•Value•Actions

in **ALIGNMENT**

1: CLARITY - WHO I AM AND *MY* BRAND

2: CONNECTION - WHAT I DO AND TO *MY* PRODUCT/SERVICE

3: VALUE - WHO I DO IT FOR / MONEY FLOW

creator's product calculator - ONE MILLION

(GROSS INCOME)

SELL A	-OR-	PAY MONTHLY	NUMBER SOLD
\$10 product			100,000 people
\$20 product			50,000 people
\$100 product		monthly \$9	10,000 people
\$200 product		monthly \$17	5,000 people
\$300 product		monthly \$25	3,334 people
\$500 product		monthly \$42	2,000 people
\$1,000 product		monthly \$84	1,000 people
\$2,000 product		monthly \$167	500 people
\$3,500 product		monthly \$278	286 people
\$5,000 product		monthly \$417	200 people
\$10,000 product		monthly \$834	100 people

creator's product calculator – **\$500,000** (GROSS INCOME)

SELL A	-OR-	PAY MONTHLY	NUMBER SOLD
\$10 product			50,000 people
\$20 product			25,000 people
\$100 product		monthly \$9	5,000 people
\$200 product		monthly \$17	2,500 people
\$300 product		monthly \$25	1,667 people
\$500 product		monthly \$42	1,000 people
\$1,000 product		monthly \$84	500 people
\$2,000 product		monthly \$167	250 people
\$3,500 product		monthly \$292	143 people
\$5,000 product		monthly \$418	100 people
\$10,000 product		monthly \$834	50 people

WHEN I MAKE SOMETHING I LOVE I DON'T SAY 'I HOPE IT SELLS.'

I *use* it. I *show* it. I *share* it.

I *beta test* it. I *develop* it.

I make it *better* until
people ask for it.

AND THEN I USE THE CALCULATOR TO PRICE IT AND SET THE TIMELINE TO IT

2012 live broadcast on *Creative Live*

Goal: **BE THE FIRST \$500K WORKSHOP**

Content: **2 YEARS OF IN PERSON WORKSHOPS**

Intention: **SHOW PEOPLE HOW THEY CAN MAKE \$
AND LOVE DOING IT**

2013 live broadcast on *Creative Live*

Goal: **BE THE FIRST \$1M WORKSHOP**

Content: **1 YEAR OF GROUP COACHING 50,000
PHOTOGRAPHERS**

Intention: **SHOW PEOPLE HOW THEY CAN MAKE \$
AND LOVE DOING IT**

**The first workshop was
proof of life but the
second Craig knew what I
knew. BECAUSE you can
feel alignment it's
authenticity.**

I created an awesome product that I
knew *5000 people* needed

I matched the *price/content* and
product to the timeline

FACT: This workshop sold \$5.5M, which means
28,000 Photographers purchased it.

IN 2015 I LAUNCHED SBE - I PROJECTED THE INCOME:

Sue Bryce Education | The Portrait System

1000 x \$25 per month = \$25,000.00

2000 x \$25 per month = \$50,000.00

4000 x \$25 per month = \$100,000.00

5000 x \$25 per month = \$125,000.00

8000 x \$25 per month = \$200,000.00

10,000 x \$25 per month = \$250,000.00

I didn't have the growth team yet so this was a huge projection for just my solo brand. I reached \$1M in income that year SO see the limit in this projection and the incredible achievement

the *limit*:

I PROJECTED THIS PLATFORM TO **10K** PEOPLE
AND IT **NEVER** WENT OVER 10K EVEN THOUGH
IN 9 YEARS 28,000 PEOPLE WENT THROUGH
THE PROGRAM.

no more and *no less*
than I asked for.

DO I *manifest* THESE NUMBERS?

OR AM I JUST *hyper focused* ON THEM?

why WAS I FOCUSED ON *numbers*?

**After my 2009 rock bottom
crash wanting to transition
from a Photographer with
a Studio to a Personal
Brand I got to ZERO
I had a full on personal
awakening.**

you're *not*
doing it!

**I got down to my last \$5 bucks
and I screamed to the universe
but what I heard in that moment
was YOU'RE NOT DOING IT I
went back to doing what I know
which I hated and was wilting I
WASN'T WALKING THE WALK**

I had to CHANGE everything about what I was doing, saying, asking for I didn't have a CLEAR PATH just a whole lot of envy and I cant because. I put it out there and got a speaking gig that week, within 4 weeks I had created a physical product,

**from that event I sold \$3000 in
product got paid \$5000 to do
the talk and got booked for the
national conference to 300
people, at that event I booked
33 clients and 6 workshops
around Australia.**

I READ A BOOK *about manifestation*
BY WALLACE WATTLES

I READ A BOOK *about self love*
BY LOUISE HAY

I READ A BOOK *about metaphysics*
BY ANNETTE NOONTIL

I READ *Rich Dad Poor Dad*
AND *The Millionaire Next Door*

**I was the one the one
holding myself back**

**2000 Gallbladder Car
Blew up I THINK IM DOING
THIS**

shift focus:

MINDSET

**IF YOU HAVE A \$300 PRODUCT
AND YOUR THRIVE NUT IS \$6000
YOU NEED TO SELL 20 PRODUCTS
BUT YOUR MARGIN IS \$100
SO YOU NEED TO SELL 60
YOU WILL RECEIVE \$18,000**

I LEARNED THAT

manifestation
creation
AND alignment

ALL FOLLOW THE SAME PATH

THOUGHT - I KNOW WHAT I WANT this is *clarity*

VISION - I SEE IT CLEARLY *certainty & conviction*

TRUTH - I SPEAK IT *authenticity*

CONNECTION - I LOVE IT *commitment*

ACTION - I DO IT *momentum*

HONOR - I FEEL IT *connection*

GRATITUDE - I RECEIVE IT it's for *ME*

So when you put *something* on
your *timeline*

THIS is how you *activate it*.

CHANGE:

I want... to **I CREATE**

I work... to **I CREATE**

I manifest... to **I CREATE**

I wish... to **I CREATE**

I worry... to **I CREATE**

how **YOU THINK IS YOUR** *interior* **LIFE**
AND YOU ATTRACT FROM YOUR *interior* **LIFE**
(HOW YOU FEEL)

HOW YOU *feel* **RESPONDS TO** *how* **YOU THINK.**
MY *thoughts* **& MY** *feelings*

neither **OF THEM TELL THE** *truth*
YOUR JOB IS TO *change* **WHAT YOU** *think*

tomorrow
we create

timelines