****

**Secret #1 ~ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What It Looks Like:**

1. You step into your business fully and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_each and every day.
2. You are \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_with your brand.
3. Your prospects and clients indelibly associate you with specific talent, results, and qualities that drive your business \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.
4. You no longer wear a mask or costume; and are tuned in, turned on, engaged and connected with your work as your brand.

**Why It Matters:**

1. When you are TRULY VISIBLE, you have switched on your inner magnetism and you attract clients effortlessly into your business.
2. You are no longer chasing potential clients; instead you have created avenues for them to \_\_\_\_\_\_\_\_\_\_\_to you.

****

**Secret #2 ~ INSTANTLY \_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What It Looks Like:**

1. You are clear on your \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and goals in your business.
2. You trust yourself to make the right decisions; and trust yourself to be able to \_\_\_\_\_\_\_\_\_\_from mistakes (because we all make them.)
3. You trust that there are lessons in every challenge; and you look for \_\_\_\_\_\_\_\_\_ \_\_ \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_instead of dwelling on what isn’t.
4. You find yourself calmer, less stressed, and stepping forward in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_belief in yourself.

**Why It Matters:**

1. Your clients are looking for \_\_\_\_\_\_\_\_\_\_\_and \_\_\_\_\_\_\_\_\_\_\_\_\_\_when they hire an expert service provider.
2. It immediately generates an intuitive \_\_\_\_\_\_\_\_\_\_\_and loyalty that delivers “lifetime” clients and raving referrals.

****

**Secret #3 ~ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ PROFITABLE**

**What It Looks Like:**

1. You have built a reliable \_\_\_\_\_\_\_\_\_\_ of \_\_\_\_\_\_\_\_\_\_\_\_clients with a semi-automatic marketing engine.
2. You are doing marketing that you \_\_\_\_\_\_\_\_\_\_\_\_so it’s effective, energizing, and effortless.
3. Your actions are\_\_\_\_\_\_\_\_\_\_,\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and measured so you can grow and improve incrementally always.
4. Your revenues are increasingly steadily, your rates reflect your “\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_,” you have moved from baby steps to quantum leaps.

**Why It Matters:**

1. Profitability isn’t limited to \_\_\_\_\_\_\_\_\_\_\_\_\_\_but includes abundance in your health, your relationships, and the whole of your life.
2. Your financial wellbeing is reflected in greater clarity, confidence, and strategic action that deliver your goals and intentions.

****

**Secret #4 ~ CLAIM YOUR \_\_\_\_\_\_\_\_\_\_\_\_\_STATUS (WITH A “GOLDEN DOOR QUALIFIER”)**

**What It Looks Like:**

1. You \_\_\_\_\_\_\_\_\_\_\_\_\_ on your one-of-a-kind combination of education, experience, expertise, hobbies, interests, and personality to seen by your ideal clients above the competition.
2. You establish healthy boundaries around your talent and services that positions you clearly as the “\_\_\_-\_\_-\_\_\_\_\_\_\_\_\_\_” in your niche.
3. You take control of the path and process your potential clients embark upon to get the opportunity to work with you. (They see it as a privilege.)
4. You eliminate \_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_(time wasters, freebie seekers, whiners, complainers, nickel and dimers.)

**Why It Matters:**

1. When you create your own “Golden Door Qualifier” (or more than one), you become more \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to your clients as you educate them in your process.
2. Your “Golden Door Qualifier” will bond your potential clients to you in a way that will have them \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_to become a client because they now understand completely the extraordinary benefit of the transformation you deliver.

****

**Secret #5 ~ \_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_ TO YOUR BOTTOM LINE (DESIGN YOUR RICH REVENUE MODEL)**

**What It Looks Like:**

1. You have determined your \_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_both for the year, for each quarter, for each month, and for each week.
2. You know precisely \_\_\_\_\_\_\_\_\_you want to work with: your 3 ideal client profiles are created.
3. You have defined the “MIX” of \_\_\_\_\_\_\_\_\_\_you want your services to take (or redefined or added to when you are established in business).
4. You know absolutely the \_\_\_\_\_\_\_\_\_\_\_\_of your services and what delivery entails at each step. You \_\_\_\_\_\_\_\_\_and simplify to reduce time and effort and increase value.

**Why It Matters:**

1. Your right “RICH REVENUE” model is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of your strategic success, empowering and enabling you to know exactly the necessary actions to take daily, weekly, monthly, and more to achieve your goals and realize your intentions.
2. Having a sound\_\_\_\_\_\_\_\_\_\_\_\_\_, customized to fit your talent, your expertise, and your personality, makes business fun and creates the playground where your professional gifts are consistently profitable.