

# TALENT



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

### What It Looks Like:

- A. You step into your business fully and \_\_\_\_\_ each and every day.
- B. You are \_\_\_\_\_ with your brand.
- C. Your prospects and clients indelibly associate you with specific talent, results, and qualities that drive your business \_\_\_\_\_.
- D. 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:

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

# IT'S ALL ABOUT RELATIONSHIPS



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

### What It Looks Like:

- A. You are clear on your \_\_\_\_\_ and goals in your business.
- B. You trust yourself to make the right decisions; and trust yourself to be able to \_\_\_\_\_ from mistakes (because we all make them.)
- C. You trust that there are lessons in every challenge; and you look for \_\_\_\_\_ instead of dwelling on what isn't.
- D. You find yourself calmer, less stressed, and stepping forward in the \_\_\_\_\_ belief in yourself.

### Why It Matters:

- A. Your clients are looking for \_\_\_\_\_ and \_\_\_\_\_ when they hire an expert service provider.
- B. It immediately generates an intuitive \_\_\_\_\_ and loyalty that delivers “lifetime” clients and raving referrals.



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

#### What It Looks Like:

- A. You have built a reliable \_\_\_\_\_ of \_\_\_\_\_ clients with a semi-automatic marketing engine.
- B. You are doing marketing that you \_\_\_\_\_ so it's effective, energizing, and effortless.
- C. Your actions are \_\_\_\_\_, \_\_\_\_\_ and measured so you can grow and improve incrementally always.
- D. Your revenues are increasingly steadily, your rates reflect your " \_\_\_\_\_," you have moved from baby steps to quantum leaps.

#### Why It Matters:

- A. Profitability isn't limited to \_\_\_\_\_ but includes abundance in your health, your relationships, and the whole of your life.
- B. 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:

- A. 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.
- B. You establish healthy boundaries around your talent and services that positions you clearly as the “\_\_\_\_-\_\_\_\_-\_\_\_\_\_” in your niche.
- C. 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.)
- D. You eliminate \_\_\_\_\_ (time wasters, freebie seekers, whiners, complainers, nickel and dimers.)

### Why It Matters:

- A. 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.
- B. 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:**

- A. You have determined your \_\_\_\_\_ both for the year, for each quarter, for each month, and for each week.
- B. You know precisely \_\_\_\_\_ you want to work with: your 3 ideal client profiles are created.
- C. You have defined the “MIX” of \_\_\_\_\_ you want your services to take (or redefined or added to when you are established in business).
- D. 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:**

- A. 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.
- B. 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.