



PRODUCTISE TO  
**PROFIT™**

PART 1

**THE UPGRADED BUSINESS MODEL  
MASTERCLASS™**

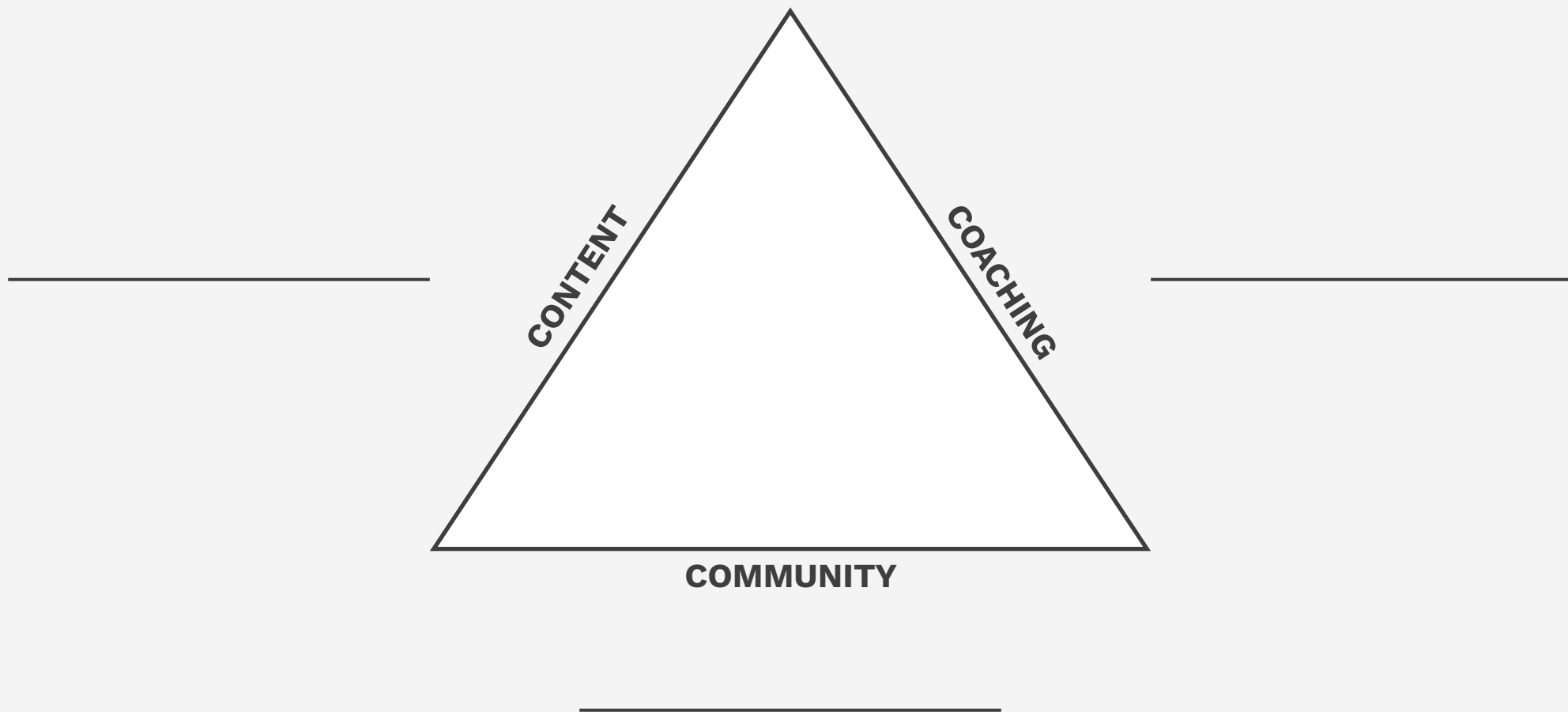


# THE PROFITABLE TRANSITION™





# THE UPGRADED BUSINESS MODEL™





# THE AUDIENCE ASSESSMENT™

WHO DO YOU SERVE? (LIST ALL WHO COULD USE YOUR SERVICE)

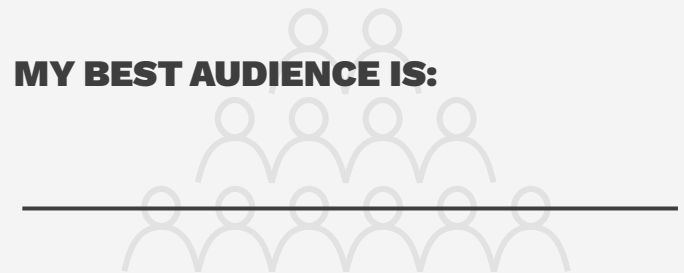



## NOW:

- ▶ Which would you prefer to serve? (Which one brings you most joy?)
- ▶ Which are the most profitable? (Highlight those that would pay the most.)
- ▶ Given what you currently offer, who would benefit the most? (Consider seriously who you could get results for the fastest.)
- ▶ Circle those with the highest ratings. (Search the opportunity on LinkedIn.)



**MY BEST AUDIENCE IS:**



# RATE YOUR RESULTS™

## THE RESULTS I GET MY CLIENTS ARE:

- |            |        |       |
|------------|--------|-------|
| 1.) _____  | W.H.T. | _____ |
| 2.) _____  | W.H.T. | _____ |
| 3.) _____  | W.H.T. | _____ |
| 4.) _____  | W.H.T. | _____ |
| 5.) _____  | W.H.T. | _____ |
| 6.) _____  | W.H.T. | _____ |
| 7.) _____  | W.H.T. | _____ |
| 8.) _____  | W.H.T. | _____ |
| 9.) _____  | W.H.T. | _____ |
| 10.) _____ | W.H.T. | _____ |

## IF YOU COULD ONLY GET THEM ONE RESULT WHAT WOULD THEY WANT MOST?

## I WOULD GET THEM THAT RESULT BY:

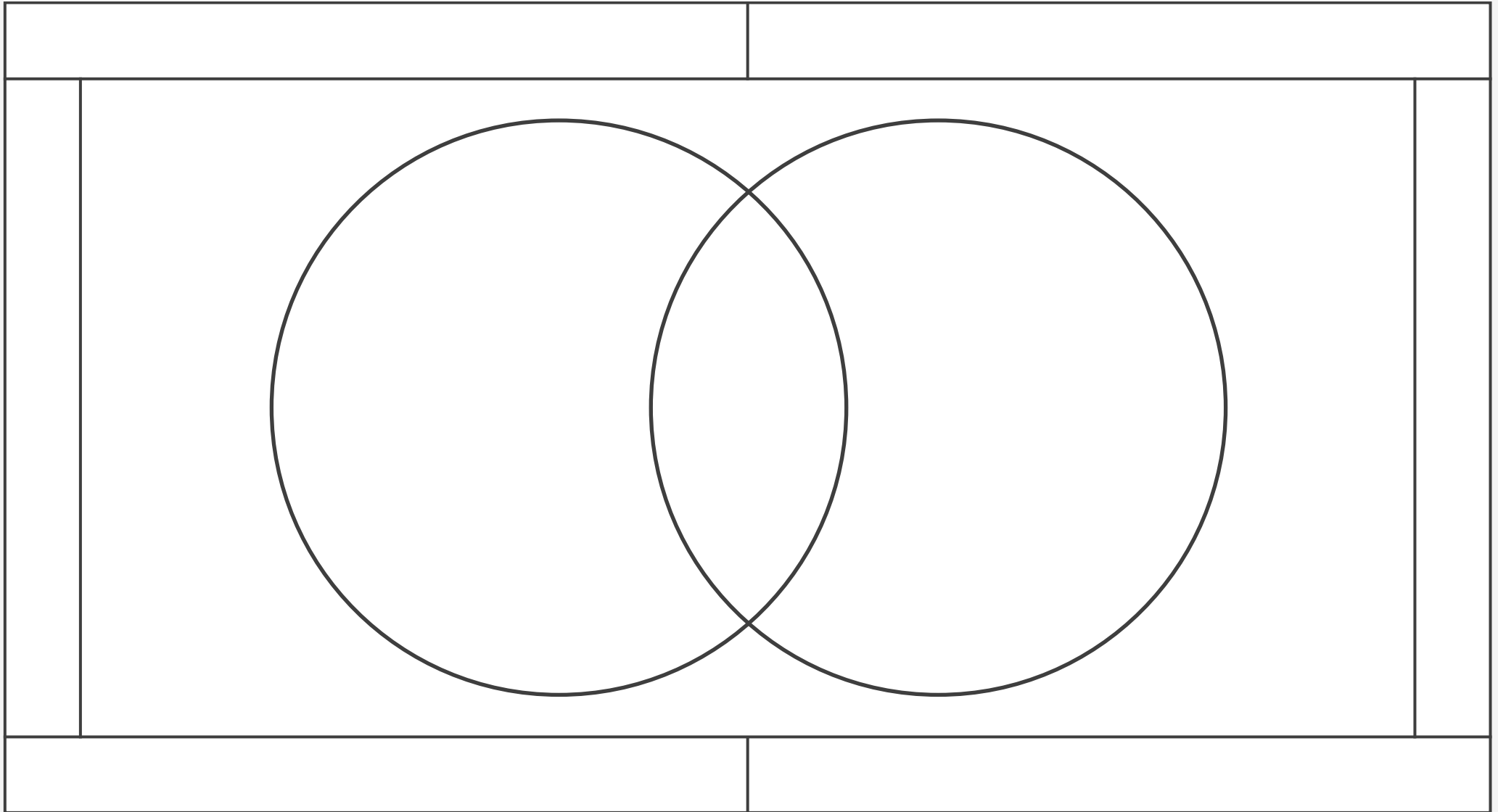
1	2	3
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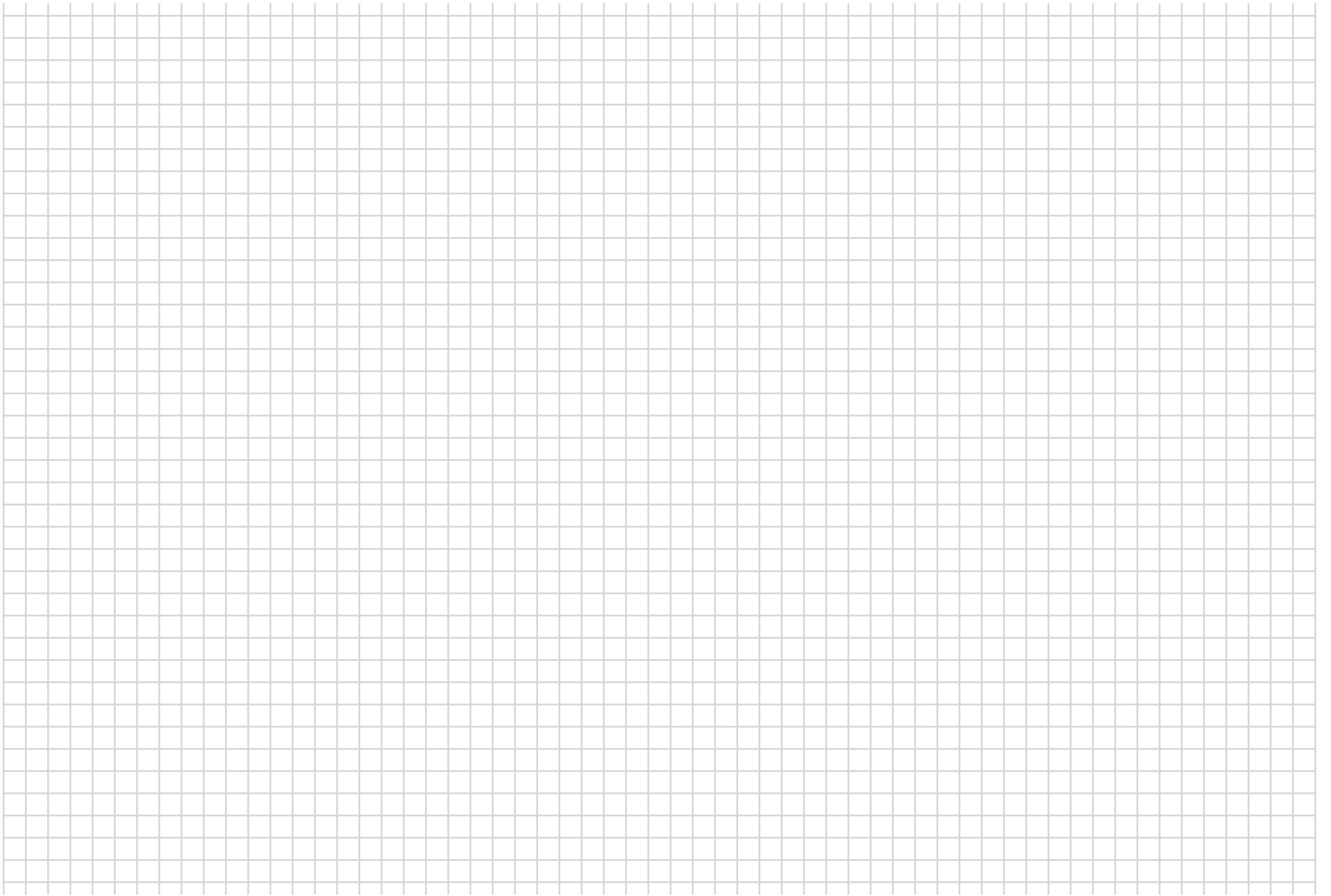
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THE ONE RESULT

# MINIMUM VIABLE MARKETING™







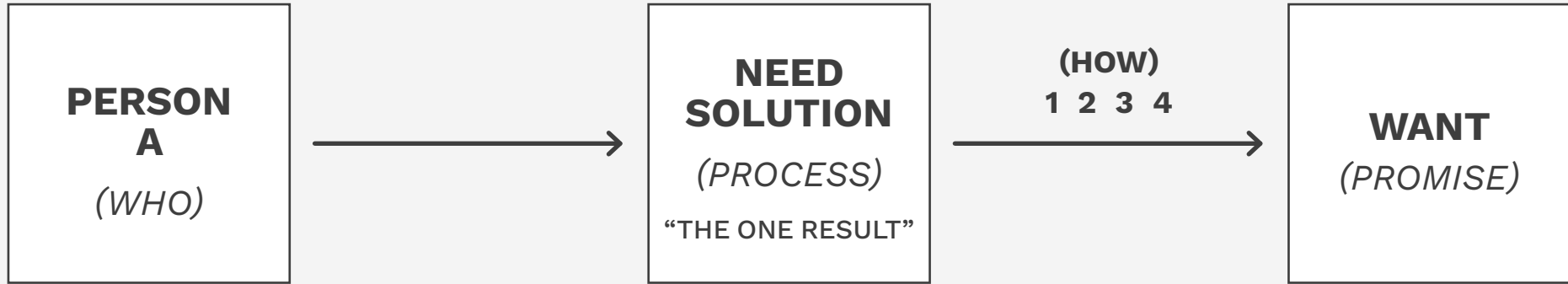
# VEHICLE OF CHANGE™

YOUR PRODUCT SERVICE



WHAT

WHY



PROBLEM: THE DILEMMA

PROMISE: THE DESIRE

SEE & TOUCH	<p>TANGIBLE</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<p>TANGIBLE</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>
	<p>THINK &amp; FEEL</p> <p>INTANGIBLE</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>	<p>INTANGIBLE</p> <ul style="list-style-type: none"> <li>•</li> <li>•</li> <li>•</li> </ul>

# FAST TRACK FORMULA™

<b>P:</b>	[WHO ARE 'THEY' SPECIFICALLY]
<b>P:</b>	[WHAT IS THEIR #1 DILEMMA]
<b>P:</b>	[WHAT IS THE #1 OUTCOME YOU DELIVER?]
<b>P:</b>	[WHAT IS THE NAME OF YOUR SIGNATURE IP?]
<b>P:</b>	[HOW MUCH DO YOU CHARGE?]

# THE PRODUCTISE TO PROFIT PLAN™

FRAMEWORK / PROGRAM / SYSTEM: \_\_\_\_\_

1:1	1.)	2.)	3.)
1:∞	A.)  KPI:	A.)  KPI:	A.)  KPI:
	B.)  KPI:	B.)  KPI:	B.)  KPI:
	C.)  KPI:	C.)  KPI:	C.)  KPI:
	SUPPORT	SUPPORT	SUPPORT
	SUPPORT	SUPPORT	SUPPORT
	SUPPORT	SUPPORT	SUPPORT
1:M			



# THE RESULTS RHYTHMS™



	1:1	1:M	1:∞
QUARTERLY			
MONTHLY			
WEEKLY			
DAILY			

FREQUENCY:           HOW OFTEN          

FUNCTION:           NAME OF DELIVERABLES          

FULLFILMENT:           WHAT TECH IS NEEDED

# THE TECH STACK™

DELIVER	MARKET	SELL	SUPPORT
 zoom  loom  teachable  REFLECTOR 3  NOTABILITY®	<p>ActiveCampaign ➤</p>  eCamm  click funnels	 Adobe Sign  HELLOSIGN  stripe  PayPal	 GROUPS  slack  WhatsApp  voxer

# YOUR PROFITABLE PITCH™

**I help** *(Target Market)* **using the/an**  
*(Framework/System)*.

**It's a whole new way for** *(Target Market)* **to**  
**achieve** *(Results/Promise)* **by overcoming**  
**common challenges such as** *(Common*  
*Intangible Challenges, Problems, Dilemmas)*  
**that often stop them from achieving**  
*(Common Tangible Results They Want)*.





