



## THE ROAD TO BUILDING YOUR SIX-FIGURE BRAND

\_\_\_\_\_ You come to the realization that:

- a. Working for a Boss stinks.
- b. Living for Saturdays and Vacation Days stinks.
- c. Building someone else's dream stinks.
- d. Not spending time with family and/or kids stinks.
- e. Your life is speeding by and you're not having any fun.
- f. Your job isn't secure- only you can create true security.

\_\_\_\_\_ You learn that you can build your own financial freedom & then:

- a. Join an MLM/Direct Sales Opportunity
- b. Join a Coaching Certification Program
- c. Start your own business (jewelry, cupcake baker, etc.)
- d. Start thinking about writing a book

\_\_\_\_\_ You start building your business by:

- a. Calling your friends, family and/or co-workers
- b. Posting flyers
- c. Posting classified or Craigslist ads
- d. Going to Networking, Leads Events, etc.

\_\_\_\_\_ You order your business cards (Woo Hoo! Now you're "officially in business!")

\_\_\_\_\_ You realize that the road to financial freedom isn't quite so simple, so you buy a course or book (digital/physical) on how to build your chosen business.

\_\_\_\_\_ You realize that the course you purchased wasn't the magic bullet, so you buy another course, and another, and another.

\_\_\_\_\_ You start to feel overwhelmed and decided to take a break (a/k/a quit)



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\_\_\_\_\_ You google "how to get leads for X business" or "how to market my X business".

\_\_\_\_\_ You sign up for an insane amount of free eBooks and video courses. (Hey! Look at me- I'm getting answers for FREE!)

\_\_\_\_\_ You start stressing about the volume of emails clogging your inbox. (Who ARE these people anyways, and why do they keep emailing me?!?)

\_\_\_\_\_ You create folders for your emails and eBooks, so you can "get back to them" when you have "free" time (hint: you'll never have time)

\_\_\_\_\_ You feel better about the progress you've made in "organizing" yourself to get started in your business.

\_\_\_\_\_ You sign up for more free eBooks/ videos.

\_\_\_\_\_ You realize that the free stuff isn't going to cut it....and you invest in higher ticket training (that's where the REAL secrets are).

\_\_\_\_\_ You start setting up your website forever.

\_\_\_\_\_ You scream and/or cry (or some combination of the two) because WordPress isn't as easy as everyone told you it was.



\_\_\_\_\_ You spend hours and hours trying to get your website perfect  
[Hint: it will never be perfect]

\_\_\_\_\_ You purchase your autoresponder. (Woo Hoo! Time to build that list!)

\_\_\_\_\_ You scream and/or cry because setting up your Autoresponder is NOT as easy as everyone told you it was.

\_\_\_\_\_ You put an Opt-In form on your website and tell people to sign up for your “Newsletter” or some other lame offer.

\_\_\_\_\_ You check your Autoresponder stats to watch the leads roll in.  
(Crickets are chirping)

\_\_\_\_\_ You fill out your own form (just to make sure it works...it does)

\_\_\_\_\_ You do tons of keyword research to find the perfect keywords so you can get free traffic from Google.

\_\_\_\_\_ You spend insane hours on the computer without any rewards for your effort.

\_\_\_\_\_ Then you get harassed by a family member about the amount of time you’re on the computer and your lack of results. You feel really down and contemplate quitting.

\_\_\_\_\_ You write a blog post, and then re-write it, and re-write it to get it perfect [Hint: it will never be perfect]

\_\_\_\_\_ You spend what seems like eons getting the formatting right and figuring out how to publish your first blog post.



\_\_\_\_\_ You celebrate your first blog post and eagerly await for the comments to start rolling in (crickets chirping)

\_\_\_\_\_ You get 20 new comments and go out to celebrate- you're on your way to success!

\_\_\_\_\_ A friend points out that all of your comments are actually SPAM.

\_\_\_\_\_ You feel deflated (and stupid)

\_\_\_\_\_ You decide that you've spent enough money on courses and that you're going to just use free advertising methods to hold down the cost so your family won't get mad at you.

\_\_\_\_\_ You try to master any free traffic generation strategy you can get your hands on (None of them lead to any regular, sizeable stream of leads)

\_\_\_\_\_ You attend your first LIVE event and witness the power of being in a room with like-minded individuals. You feel like you're on Cloud 9 all weekend.

\_\_\_\_\_ You go home from the live event (still on Cloud 9) and get greeted with "Well, are you a millionaire yet?" or some other snarky comment from a family member. You feel a little deflated.

\_\_\_\_\_ You realize that you need a real marketing plan to get a steady flow of leads for your business.

\_\_\_\_\_ You sketch out your marketing plan.



\_\_\_\_\_ You create your free offer. (Which takes 20 times longer than you planned)

\_\_\_\_\_ You put up your free offer on your website and wait for the leads to roll in (the crickets start chirping again)

\_\_\_\_\_ You get your very first lead (Yippee! Do the happy dance! Finally!)

\_\_\_\_\_ You get harassed by a family member about the amount of money you've spent on your business and the lack of results you've achieved.

\_\_\_\_\_ You wait for your lead to buy something from you (they don't)

\_\_\_\_\_ You get another lead, and another, and another.

\_\_\_\_\_ You send out your first "promotional email" to your list of 5-10 subscribers.

\_\_\_\_\_ You wait for your leads to buy something from you (they still don't)

\_\_\_\_\_ You get your first "Unsubscribe". You berate yourself for disappointing your hard-earned lead [Hint: People will unsubscribe...it's usually nothing that you did wrong. Don't be afraid of unsubscribes.]

\_\_\_\_\_ You buy another course, and other and feel overwhelmed again.

\_\_\_\_\_ You decide to hire an expert. (Finally! The expert points out some mistakes that you made in your early marketing attempts-Progress!)



\_\_\_\_\_ You feel excited that this is FINALLY going to work for you! The expert said you're on the right track!

\_\_\_\_\_ You spend 50+ hours on a major project/website.

\_\_\_\_\_ You discover that your project/website is actually not going to get you the results you wanted.

\_\_\_\_\_ After a week or more of agonizing about what to do, you begrudgingly abandon the project/website.

\_\_\_\_\_ You take a "break" (a/k/a quit)

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\_\_\_\_\_ You check your Google Analytics on your website, and notice that you're hardly getting any visitors despite all of your free advertising efforts.

\_\_\_\_\_ You realize that to get a ton of leads, you need to start investing in PAID advertising.

\_\_\_\_\_ You try paid advertising and get lots of leads. (Happy Dance Time!)

\_\_\_\_\_ You freak out a bit on the price you paid for those leads. (Are you even being responsible by spending that kind of money? Answer: Yes)



\_\_\_\_\_ You wait for the sales to start rolling in (the stupid crickets are chirping again!)

\_\_\_\_\_ You realize that maybe you should've listened to all of that talk about the importance of conversions after all! Maybe traffic isn't the magic pill you once thought it was.

\_\_\_\_\_ You spend what feels like eons creating your first paid product so you can monetize your paid advertising.

\_\_\_\_\_ You realize that creating your paid product isn't the only part of the equation...and you start working on a sales letter (which also feels like it takes eons).

\_\_\_\_\_ You write several "launch" emails to your list like you've seen top marketers do.

\_\_\_\_\_ You rush to ensure your product and shopping cart is all set up for the big launch and you send out the "Cart is Open" Email

\_\_\_\_\_ You wait eagerly for the sales to start rolling in. (Cue the darn crickets again)

\_\_\_\_\_ You test out your shopping cart to make sure it works (it does).

\_\_\_\_\_ You grab a beer/glass of wine and contemplate quitting again.

\_\_\_\_\_ You write the best darn email ever- letting your list know that they are missing out BIG if they don't buy your product and you add in lots of bonuses to sweeten the pot.





\_\_\_\_\_ You make your first sale of your own product. (You do the loudest and most obnoxious Happy Dance ever. You're on Cloud 9- someone bought information that you created! It's like printing money out of thin air!) [Hint: The powerful feeling of printing money out of thin air NEVER gets old. Ever. Seriously.]

\_\_\_\_\_ You get your second and third sale! (This is getting too exciting. You're hooked! You're never going to quit now!)

\_\_\_\_\_ You get your first refund request and you feel devastated (and contemplate quitting).

\_\_\_\_\_ You make another sale. Life is good again!

\_\_\_\_\_ You get your first "Nasty-Gram" from someone calling you a "Scammer" and telling you: "if you really cared about people, you'd give me your product for free! If not, you're another one of the greedy jerks."

\_\_\_\_\_ You feel deflated and contemplate whether or not the nasty-gram writer may be right...

\_\_\_\_\_ You say to yourself "Who needs this stress and all of this 'wasted' effort? My job is easier and I make more money"

\_\_\_\_\_ You quit.

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\_\_\_\_\_ Refreshed and recharged, you get laser-focused, and with the help of a few experts, you get your plan back on track.

\_\_\_\_\_ You start making sales and generating leads regularly. You're making \$1,000-\$2,000 per month.

\_\_\_\_\_ You get recognized in your niche for your accomplishments/expertise (and it feels Grrreeat!)

\_\_\_\_\_ Your mentor tells you that you really need to start doing webinars or local meetings and tout your successes thus far. You feel sick to your stomach, but knowing that your mentor has never steered you wrong before, you host your first webinar or meeting.

\_\_\_\_\_ You spend eons preparing your PowerPoint presentation.

\_\_\_\_\_ You have a few people show up and you get rave reviews (success!)

\_\_\_\_\_ You start getting a group of followers (this is fun!)

\_\_\_\_\_ You experience a major business tragedy, either:

- a. The company changes its policies/comp plan/etc.
- b. The company you're promoting goes out of business
- b. You lose all of your leads
- c. Your Website is hacked and totally destroyed.
- d. Your main income stream dries up.
- f. Your top lead generation method disappears into thin air, leaving you in a lead drought.

\_\_\_\_\_ You quit or seriously contemplate quitting.

\_\_\_\_\_ You start building relationships with higher-level individuals in your niche. It feels great to be on the "inside".



\_\_\_\_\_ People start asking you for advice on your topic, so you decide to offer some free coaching/consulting.

\_\_\_\_\_ You get some great testimonials from your clients.

\_\_\_\_\_ When you check up on your clients, you discover that they have quit. (You're super bummed. All of that effort that you gave to them, only to have them quit!)

\_\_\_\_\_ You wonder if you should continue with your business if people aren't going to take action on what you teach them. (What's the point? Are you really even helping them?)

\_\_\_\_\_ One of your clients tells you how you "changed their life". You feel elated and empowered to keep helping others!

\_\_\_\_\_ After TONS of free coaching/consulting sessions you start to realize how much time you're giving away, and finally decide to start charging a small price for your coaching/consulting sessions.

\_\_\_\_\_ Once you have a few rave reviews from your clients, you make the brave decision to raise your price. (To your amazement, someone buys at the higher price!)

\_\_\_\_\_ You continue to slowly increase your coaching/consulting rate so that it becomes a truly viable income stream for you.

\_\_\_\_\_ You start realizing how valuable your time is, and start outsourcing some of the menial tasks in your business.

\_\_\_\_\_ You get your first Speaking Engagement.



\_\_\_\_ You get asked to do your first JV and It feels great! (You gave away the farm and are making peanuts on the deal, but hey! It's a JV).

\_\_\_\_ You have your first \$1,000 day and now you know that the money is going to start rolling in.

\_\_\_\_ You brag to your family members (and friends) about your \$1,000 day and tell them those 4 powerful words "I TOLD YOU SO!".

\_\_\_\_ For the next 3 to 5 days you make no sales.

\_\_\_\_ You have another average sales day and you're back to reality. What you thought was the "game changer" turns out to be an anomaly. [Hint: this will happen several more times before you finally jump the hurdle]

\_\_\_\_ You wonder how you're ever going to get to a six figures income.

\_\_\_\_ You spend the majority of your time on creating new marketing funnels and products.

\_\_\_\_ You encounter a major life event (an illness in the family, the unexpected death of a loved one, birth of a child, divorce, bankruptcy, etc.)

\_\_\_\_ After lots more hard work, you have your first \$8400 month. You're now at a six-figure income! [Hint: When you finally hit your breakthrough- you may see a major jump in income and have your first \$15,000 month before you ever have your first \$8400 month!]



\_\_\_\_\_ You brag to your family members (and friends) about your success and tell them those 4 powerful words “I TOLD YOU SO!”.

\_\_\_\_\_ Your family starts to see that you’ve actually got a chance of succeeding and they begin to be more supportive (or alternatively, they make some snarky comment like “oh, yea, well let’s see if you can do that again next month!” or “I’m ready for you to hurry up and make your first “million!”)

\_\_\_\_\_ You have a repeat \$8400+ month, and another, and another. [Hint: they may not be consistent initially].

\_\_\_\_\_ Your local naysayers will then tell you: “Yea, well, it may work, but all you care about is money!” [Hint: There is no pleasing the naysayers. So quit trying]

\_\_\_\_\_ You continue to create marketing funnels and products/services for your customers.

\_\_\_\_\_ You gain a loyal customer/client base who become evangelists for your products/services.

From here, rise, lather and repeat to your desired income goal! Just don’t get complacent. Always strive to do better. Always think of ways to better serve your clients/customers and target market.