



Million Dollar Toolkit



Part of the
Solving the Million Dollar Mystery™
Business Development Series

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The Accidental Millionaire™:

Million Dollar Toolkit



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Version 1.0
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About the Author



Stephanie Frank

BUSINESS VISIONARY

For over 18 years, Stephanie Frank, "*The Accidental Millionaire*" has been helping people turn their dreams into profitable businesses. She has inspired and led thousands of entrepreneurs down the path for abundant wealth. As a professional Internet and small business improvement specialist, she has toured the world teaching e-commerce, online marketing and business systems strategies to people from companies large and small. Her motivational personal story of rising from a college dropout to a multi-million dollar business owner has inspired people around the world to grab hold of their dreams and make them a reality.

Entrepreneurial Lessons From the Trenches

Her compelling journey of triumph over fear, setbacks and job burnout led her to develop a well balanced approach to work and life. As her own wealth grew, she discovered the need for leveraged income - money that flows regularly whether or not one is "working". This led her to a fascinating exploration of real estate, stocks, network marketing and the Internet as possible sources of ongoing income. Stephanie personally earns leveraged income through each of these areas.

Stephanie brings her own brand of humor, excitement and first hand knowledge to her speaking, coaching and mentoring programs. She is an expert communicator, able to take complex technical issues and reduce them to words that the average person can easily understand. In her down-to-earth, approachable manner, Stephanie delivers power-packed programs with impactful metaphors, analogies and humorous true stories.

Empowering Entrepreneurs to Change the World

Stephanie is a champion for small business owners and lifestyle entrepreneurs and a staunch supporter of the empowerment of people everywhere. She has coached people around the world in success strategies, life balance, and small business literacy. With years of experience and million dollar empires under her belt, she is uniquely qualified to teach people how to create the rich life they deserve. Stephanie is the author of the popular "***Solving the Million Dollar Mystery***" business development series for small business entrepreneurs. Her second book, "***The Accidental Millionaire***", is the complete story of her success formula that has been used by business owners worldwide to double their income, put more money in their pocket and enjoy more freedom in their lives.

No other speaker blends this powerful mix of both visionary and practical tools to help people create an extraordinary financial and personal future. Recognized as an industry icon and a true advocate for the empowerment of the entrepreneur, she has a passion for helping people become wealthy in their own businesses. Stephanie helps people craft a compelling vision, improve their bottom line month after month, and create a business that gives them a life.

Stephanie is available for speaking engagements and appearances. For more information and a speaker packet, email info@stephaniefrank.com

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Million Dollar Toolkit

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Personal Purpose and Mission Worksheets

Living Your Purpose and Mission - A Three Step Plan

“What am I here for? What is my passion? What is my purpose?” There have been hundreds of books on this subject and it is an important and debatable one. Suppose I told you that your purpose on this planet was to serve other people. What does that mean to you? How does that make you feel? Does it bring up more questions in your mind? Does it make you nervous? Does it make you feel important?

I believe that everyone’s purpose on this planet is the same. I believe that it is our purpose to do the things that make us happy. Many people will argue this because it seems selfish and in a way it is selfish. However, when you really think about it, how can you really go out and serve others when you are not happy? Have you ever been to a restaurant where the waiter or waitress was not doing the things that make them happy? You can tell immediately and it affects your experience for the whole meal. The same goes for your personal life with your spouse, kids or significant other, co-workers, etc. Did you ever feel completely stressed out (because you weren’t making choices that reflected your values) and yell at your kids? Did that make you happy? Probably not.

On the other hand, mission is what we set out to do when we are happy. My vision of “mission” is what most people call “purpose”. Once we’re happy, we can fulfill our mission, which is to serve others. How we do that is the basis for our different personalities, our interests and our beliefs.

So let’s break it down:

Step 1 – Decide to Live on Purpose

My purpose in life is to be happy. To be happy, I must live congruently with my values and goals and make good choices that honor my personal values.

When I am happy, I can fulfill my mission.

Step 2 – Decide to Live Your Mission

My mission in life is to serve others. To serve others, I must discover and gain knowledge in the areas that interest me. By doing things in which I have interest, I am fulfilling my mission to serve others.

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Discover Your Gifts

Step 3 – Develop Your Gift(s)

Everybody has multiple gifts. You are a special and unique human being, and you bring something to this place that no one else can bring. Your job, if you choose to accept it, is to discover those things that are uniquely your gifts. For some people, the gift is obvious. Children who choose early in life to play an instrument, dance, draw or develop some other gift or skill and cultivate that throughout their entire adult life are the exception to the norm. Many of us are not inherently born with the focus or the ability to pinpoint exactly what makes us special. Others do not accept their gifts – instead they fight to develop something that they think will bring them better results, either personally, professionally or financially. The truth is that when you discover your values, know yourself and develop the gifts that are congruent with your values, you find peace and energy in being happy while serving others. This constant inflow and outflow of energy – energy that you both give and receive from others - creates harmony and happiness in your life.

To help you develop your gifts let's answer the following questions.

1. Is what I doing right now making me happy?

(This could be your work, personal life or any task that you are doing)

2. If time and money were not an issue, what would I do with my days?

People are good at different things. Here are some things that can get you started thinking about what you are really good at or have an interest in:

Speaking	Sports	Dance	Health
Creativity	Strategizing	Mathematics	
Networking	Planning	Research	
Teaching	Leadership	Negotiating	
Music	Writing	Harmony	

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3. What am I really good at? _____

4. What am I not so good at? _____

5. What do I have interest in? _____

6. What would I like to learn? _____

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7. What things am I doing now on a regular basis that I'm not very good at or that don't make me happy? _____

8. What needs to be done in order to change the things in my life that I am now doing that make me unhappy? _____

9. What steps can I take now to make those changes in my life?

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____

Personal Inventory Worksheet

Taking Personal Inventory -

Personal Inventory = measure of where you are today.

Let's say you decided to visit Orlando, Florida and go to Disney World, but you had never been there before. If you were to call and ask directions, what is the first thing they would ask you?

So we must know where we are before we can decide how to get where we are going. Unfortunately, this step is often missed by people who want to be successful. You might know where you want to go (though most people really are not all that sure), but you haven't been willing to take the time to see where you are now. This basic step cannot be ignored.

The starting point – a general inventory first, then a look at different areas of your life.

General Personal Inventory

Date: _____

What things are going well for me right now?

What things are difficult for me right now?

What are my strengths? (What am I good at?)

What are my weaknesses? (What am I not so good at?)

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What are my three most important projects?

Who are the three most important people in my life?

What are my top three goals? (Long or short term)

What three habits would you like to develop?

Financial Inventory

Date: _____

My current monthly income is: \$ _____

My income sources are:

My total assets are: \$ _____

My total liabilities are: \$ _____

My total net worth (assets – liabilities) is: \$ _____

I have \$ _____ set aside for retirement

I save or invest \$ _____ per month.

The status of my bills is: ____ All Current ____ Occasionally behind

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I would describe my circle of friends as: ___ Extensive ___ Stimulating
___ Satisfactory ___ Supportive ___ Limiting ___ Nonexistent

I'm currently studying the following things:

I want to earn the following degrees or credentials:

I have a mission statement that reflects my values: ___ Yes ___ No

I meditate or have quiet time ___ Regularly ___ Sometimes ___ Never

What am I tolerating in this area that I no longer want to tolerate?

Family and Home

Date: _____

My relationship with my spouse or significant other is:

___ Extremely happy ___ Very happy ___ Happy ___ Unhappy

My relationship with my children is:

___ Extremely happy ___ Very happy ___ Happy ___ Unhappy

My relationship with my parents is:

___ Extremely happy ___ Very happy ___ Happy ___ Unhappy

My relationship with my siblings is:

___ Extremely happy ___ Very happy ___ Happy ___ Unhappy

My relationship with my co-workers is:

___ Extremely happy ___ Very happy ___ Happy ___ Unhappy

How I feel about my home is: ___ I love my home ___ I'm happy with it

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_____ It's OK _____ I'm unhappy with it

I vacation _____ weeks per year.

What am I tolerating in this area that I no longer wish to tolerate?

What are my values? Worksheet

Your Value System

What is a value system? It is a set of governing Principles and Qualities for how you live your life.

Principle – Decisions are based on this.

Quality – What I would like to exude as an individual

Before you can set a goal or become successful, you must understand your overriding values. Everybody has a different set of values, and how those values might be carried out. What is important is not the actual value, but that YOU know the values, their priority in your life and how those values are represented in your life.

Discovering Your Personal Value System

In this exercise, we are going to determine which values are very important to you by identifying your top 5 values. Here are some samples to help you get started:

Productive	Competent
Financially secure	Organized
Freedom	Truthful/Honest
Purpose	Leader
Confident	Family
Creative	Friends
Improvement	Fun
	Focused
	Spirituality
Physically Fit	Wealth
Intelligence	Wisdom
Self-sufficient	
Coachable	
Generous	
Team Player	
Serve Others	
Seek excellence	

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My Top 5 Values and Descriptive Statements

<u>Value</u>	<u>Descriptive Personal Statement</u>
Stable	I make solid decisions for myself based on my values
Wealthy	I respect and honor money and it comes to me easily
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

How to Make The Right Decision Every Time

Listen carefully – this is a powerful exercise. When you have an opportunity in your life, (and many will appear) you may become overwhelmed by wanting to follow many paths at once. Before you make a decision, review your top 3 values. Then ask yourself:

Does this decision honor my value of _____? (#1 value)

Does this decision honor my value of _____? (#2 value)

Does this decision honor my value of _____? (#3 value)

If the answer is “No”, then you will most probably not be happy choosing this opportunity.

What is the one thing I could do right now, today, to live more in alignment with my values?

Solidifying Your Values

1. How do you know if your value system is solid? Imagine that you have been to the doctor and you've been told you have six months to live. What would you do? Where would you go? How would you spend your time?
2. Write a letter to your family and/or your kids. Tell them who you are and what you stand for.
3. Write your obituary.
4. Not sure how to rate your values? Here's an exercise you can use. Start with what you think are your top 5 values. Imagine value #4 in your left hand and value #5 in your right. If you HAD to choose, which one would you choose? If you choose #4, then they are in the right order. Continue with #3 and #4, then #2 and #3, etc. until you have made choices up to #1. This exercise will help you get very clear on your values.

Goal Planning Worksheet

Identifying and Setting Goals

So far, defining our vision and our values has been somewhat like a dream. Now we can begin to solidify those dreams by placing them in our goals list. It is our value system that tells us WHY we want to reach a particular goal. Without a clear understanding of our values, a goal can be written down but probably will not be realized. We have multiple goals in many areas of our life. For this plan, we will be focusing on the most important goals in each of three areas: personal, professional and financial.

In order to work, our goals must be:

1. Clearly defined (What do I want?)
2. In alignment with our values. (Why do I want it?)
3. Time specific (When do I want it?)
4. Owned by you. (What will I overcome or give up to get it?)
5. Planned (How will I make it happen?). Keeping asking “how” until you get down to individual steps.

Setting Your Goal and Creating the Steps

Example Goal:

What do I want? *2004 Limited Edition Neiman Marcus Purple Cadillac XLR with silver trim, tan leather interior convertible in mint condition, driven 2000 miles. Cost \$85,000 new – I will pay \$50,000.*

Why do I want it? *For Fun*

When do I want it? *May 28, 2005*

What will I overcome? *Procrastination*

How could I make it happen? *Review message boards, call Neiman Marcus current owners, look in newspaper and on Internet, call dealerships, drive a sample model*

(NOTE: If you find yourself saying “I don’t know, then your task is to ask more questions).

My #1 Personal Goal:

What do I want?: _____

Why do I want it? (Value) _____

When do I want it? _____

What will I overcome or give up to get it? _____

How could I make it happen? _____

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My #1 Professional Goal:

What do I want?: _____

Why do I want it? (Value) _____

When do I want it? _____

What will I overcome or give up to get it? _____

How could I make it happen? _____

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My #1 Financial Goal:

What do I want?: _____

Why do I want it? (Value) _____

When do I want it? _____

What will I overcome or give up to get it? _____

How will I make it happen? _____

Writing a Goal Statement

It is __ (date) _____ and I am __ (describe what you want). I am so glad that I
__ (what did you overcome or give up) _____ and that I took action daily in my plan.

Now that I have _____, (describe what it's like to have the item, or freedom,
or fun or other value that you seek).

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What's Holding Me Back? Worksheet

Ahh, challenges. Everybody has them. Everybody. In this chapter, you will learn the tools that you can take with you throughout your life to overcome obstacles as they come up. And they will come up. Life has ups and downs – that's what makes it life. Some days will be good, and some will be not so good, but overall, it's about how you handle these challenges.

Your Thoughts Govern Your Life

Thoughts are running through our head every day. The brain is the beginning of creation, giving birth to new ideas thousands of times per hour and also creating everything in your environment. Your thoughts are powerful – so powerful in fact that they have the ability to lift you up or tear you down. When you give in to other people's ideas and thoughts, you give up your power. Other people's beliefs can now lift you up or bring you down.

Example: Suppose I said to you the following:

What's the matter with you? You aren't that smart. You don't have the education you need. What makes you think that you can get to the next level?

How does that make you feel inside? _____

Now suppose I said this:

You are terrific. You know, the most successful people aren't really all that smart, but they know how to get the education that they need to take it to the next level. Even if you don't know exactly what needs to be done, you are taking action and that's great. I believe in you.

How does that make you feel inside? _____

Can you feel the negative and positive energy in those statements? Concentrate on where you feel that energy in your body. Often, negative energy will show up as a "gut feeling" or a heavy heart, and positive energy will feel light and airy. Notice how these things work in your body – it will be a very good indicator of intuition and a decision barometer in the future. Your mind always knows what is right for you and you will receive signs in the form of feelings in your body. Listen to these signs and you will not make mistakes.

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Your Personal Choices, Decisions and Subconscious Mind

YOU ALWAYS HAVE A CHOICE. No matter what the circumstances, situation or issue at hand, there are always at least two choices that can be made. Think hard about this when you have the need to say, “well, I didn’t have a choice”.

Name a situation where you felt you didn’t have a choice: _____

Now, knowing that you DO have a choice, what could you have done (or do, if the situation presents itself again) to honor your right to choose? _____

Making the Decision for Achievement

Successful people make a decision to have success. They don’t leave it to chance. They make personal choices that are in line with their value systems, their goals and their own personal truths. They break through limiting beliefs and realize that there is always a choice.

Before you can move forward, you must make a decision to have success. This comes in very big and very small ways in your life. Notice I did not say “how” it will come to you, but you must give yourself the permission and the willingness to do whatever it takes to achieve your goals. Be open to alternate routes – there is a much larger force at work to help you and you don’t know all there is to know. Right now, we are going to write our own personal statement of decision to have success. Put it on a piece of paper and tape it to your mirror if you have to.

I, _____ have made the decision to have the success in my life that I deserve and set out to achieve. I will meet obstacles head-on and choose to get through them in whatever way is necessary. I let go of my need to control the details and I allow myself to focus on the end result of my goal, knowing that I am meant to be successful in my endeavors.

Practice in everyday life. Start with small decisions, like getting a parking space in the front of the mall...

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Your Subconscious Mind at Work

Garbage in, garbage out...is an old computer term. But it is also a great analogy for your brain. Thoughts and images occur in our conscious mind, but it's really our subconscious mind that gets to do all of the work. Your subconscious mind never sleeps, never rests and is full of good energy to do your bidding. It's up to you to tell it what to do. Hypnotists use the power of the subconscious to make people think that a chair is hot, that they are freezing, etc. You can tap into this awesome power, even in your sleep.

Remember: YOUR SUBCONSCIOUS MIND EXISTS TO CARRY OUT YOUR THOUGHTS. PUT CHALLENGING THOUGHTS IN THERE!

What's Holding You Back?

You were meant to be successful, but maybe you're not exactly in the place you'd like to be financially, personally or professionally. Let's examine the beliefs, fears, doubts and self-esteem issues that really hold us back in that area.

Your Money Beliefs

Take a few minutes and examine your beliefs in this area: On a scale of 1-5, with 1 being disagree and 5 being totally agree, rate the following statements:

- Rich people are greedy
- I may be poor, but at least I'm honest
- Money is evil
- I don't have enough money
- There isn't enough money to go around
- Money is hard to manage
- If I'm rich, then my friends won't like me
- It's righteous to be poor
- It's not about the money
- "Money doesn't grow on trees"

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Your Personal Doubts

- I'm too _____
- I'm not _____
- I'm not good enough
- I'm not ready
- I'm not smart
- I don't know how to do it
- _____
- _____
- _____

Knowing what you know now about the subconscious mind, think hard about what these beliefs are sending to your subconscious mind and how your subconscious mind is making sure that your beliefs come true!

Examining Your Beliefs and Doubts

From the exercise above, take your biggest money blocker and your biggest personal blocker and write them here:

My Biggest Negative Money Belief

My Biggest Personal Doubt

Where did these come from? **SOMEONE GAVE YOU THESE BELIEFS!** Who? Let's examine a bit further. Did your negative belief come from your parents, teacher, aunt, uncle, sister, brother, other loved one?

My Biggest Negative Money Belief came from _____

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My Biggest Personal Doubt came from: _____

YOU DO NOT HAVE TO ACCEPT SOMEONE ELSE’S BELIEFS!

Breaking Through Fear

Fear is a real and important part of our lives. It can be one of the most exhilarating or scary parts of our life mission. Fear exists to keep us safe. Basic fears, such as the fear of falling or fear of loud noises, are there at birth. They are the self-preservation mechanisms in place so that we don’t jump off buildings to see what flying feels like.

But fear can also manifest terrible situations in our imagination and hold us back from achieving what we really want in life. That’s right – we are holding OURSELVES back – nobody else is doing it for you!

Let’s examine some common fears: Put a check mark next to the fears you’ve already identified in yourself.

- Fear of Failure
- Fear of the Unknown (“what if”)
- Fear of Rejection
- Fear of Success
- Fear of Humiliation or Ridicule
- Fear of Loss
- Fear of Making a Mistake
- Fear of Losing Control

I have a very simple, 3 step process to discover and deal with your fears.

1. Determine the EXACT source of the fear.

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Ask yourself, is this the TRUTH or am I making it all up?

What actions can I take to continue on my path and push past my fear?

Release and Let Go Visualization Technique

Breaking the Link

It is important for you to understand where the link to your beliefs comes from, to accept and break that link so you can put in your own personal belief rather than someone else's belief. Sometimes, you can do this easily and sometimes it takes a little more effort, especially if a belief came from a parent. In any event, you must make a break. Here are some simple steps to begin to break through.

1. Get in a comfortable place.
2. Slowly breathe in, counting to 4 and then out, counting to 4. Repeat 4 times.
3. Imagine that all of your thoughts are on a giant whiteboard. In your mind's eye, walk up to that whiteboard and erase all of the words, knowing that they are stored safely for the future. Now your mind is clear.
4. In your mind's eye, imagine a special place, somewhere you feel safe. It might be a beach, the woods or an indoor place.
5. Go to that special place and sit. Listen for a knock on the door. Get up and let the person in. It will be your mother or father.
6. Explain to your mother or father that you have a belief, a habit or a situation that keeps occurring that is holding you back, and that you have a wonderful opportunity to move forward into success. Tell them that out of loyalty to them, you are holding yourself back and you no longer wish to do so. Tell them you love them and you have made the choice to have success in your life.
7. Listen to their response. Repeat the words above if necessary until you feel the release.
8. Breathe slowly in and out for 4 more breaths and open your eyes. You will feel lighter and more comfortable.

You may feel emotion while doing this exercise. It's okay – most people do. It is also a major step in achieving that which you desire.

Where are you now? Financial Baseline Worksheet

Examining Your Personal Financial Habits and Prosperity Mindset

“There’s not enough money at the end of the month”. “I spend it as I make it”. “Why wait? Retirement’s a long way off”. “I’m saving for a rainy day”. “I can’t afford it”. “I’ll deal with it later”. “I can afford to pay the minimum”.

Sound familiar?

At the beginning of this course, I asked you to take a look at your finances. Now we’re going to go into a little more detail. How many credit cards have balances? What is your average or fixed monthly income? What is your savings balance? Do you have passive income?

Step 1 – Do Your Financial Baseline

Do you know the answers to the questions above? Every 3 months, you should be taking a look at your financial baseline. This gives you a picture of where you are, where you’ve been and where you’re going financially. It’s simple and easy to do. On the next pages you will find a simple tracking sheet that you should be filling out 4 times per year. You can track your entire year’s progress on one simple sheet.

Personal Asset (what you own) and Liabilities (what you owe) Worksheet

Date Prepared: _____

By: _____

Assets		/	/	/	/
Liquid Assets	Cash and Cash Equivalent				
	Money Owed to You				
	Life Ins. Cash Value				
	Other				
Sub-Total					
Personal Assets	Personal Residence				
	Home Use Assets				
	Autos or Other Vehicles				
	Collectibles				
	Other				
Sub-Total					
Investment Assets	Equity Assets				
	Fixed-Income Assets				
	Investment Real Estate				
	Business Interests				
	Commodities				
	Vested Portion Pension Plans				
	IRA or Keogh Plan				
	Other				
Sub-Total					
TOTAL ASSETS					

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Liabilities		/	/	/	/
Current Liabilities	Rent				
	Utilities				
	Credit Cards- Charge Cards				
	Taxes				
	Other				
Sub-Total					
Long Term Liabilities	Home Mortgage				
	Auto or other Vehicle Loan				
	Education Loan				
	Margin Account Loan				
	Business Loans				
Other					
Sub-Total					
TOTAL LIABILITIES					

NET WORTH:

Total Assets	\$ _____	\$ _____	\$ _____	\$ _____
Less Liabilities	\$(_____)	\$(_____)	\$(_____)	\$(_____)
EQUALS NET WORTH	\$ _____	\$ _____	\$ _____	\$ _____

Doing your financial baseline is nothing to be afraid of. It simply is what it is. From here, you can get a great look at your financial picture and decide to make some changes to better suit you and your life. Is your credit card debt too high? Call your credit card companies and ask for a reduction of the interest rate. Consolidate 2 or more cards to one lower interest rate card. Put your cards in the freezer for a while if you have to!

Maybe you need a budget. By knowing exactly what money is coming in and what your basic personal needs are such as rent/mortgage, transportation and food, you can get a very good picture of any extra or

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discretionary income you may have. Focus on eliminating bad debt from your life. Bad debt is debt on a credit card that you have not paid off and is carrying a high interest rate. A mortgage on the other hand, is good debt which is offset by an asset that is more valuable than the debt itself.

My personal debt reduction plan:

- 1. Call credit card companies and ask to have the interest rates lowered.
- 2. Put away all credit cards that I do not have to use now. (Do not cancel them).
- 3. When making purchases, buy ONLY needs and assets.
- 4. Create a plan to pay off higher interest cards first. When they are paid, take the money you were using to pay off the higher interest cards and apply that payment toward lower interest-rate cards.

Here’s chart to help you get a visual on your credit cards and interest rates:

Credit Card Name	Balance	Interest Rate	Payment	Payoff Priority
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

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Success Habit - PAY YOURSELF FIRST

With the exercise above, if you said “pay bills” or “go on vacation”, or “buy a luxury item”, you are not yet living your purpose in alignment with your values. Why? Putting all money in one place (whether it’s all for bills or fun) is unbalanced.

Bills will come and go, but you will remain on this planet with needs to take care of longer than most of your bills. In 30 years your house will be paid off, but you will still need to eat. This is why you **MUST** pay yourself first – and continue this habit to build future wealth.

Here’s what I would encourage you to do with this and any money that comes into your life:

1. Invest some
2. Save some
3. Give some away
4. Spend some on necessities and bills

Experts suggest different percentages, but only you know your financial picture and only you can decide on the percentages that you can live with. Can you do it? And will you do it in the order listed above?

Pay Myself First Promise:

From now on, I _____ (your name) hereby commit to paying myself first with any and all money that comes my way. I realize that this is a learned habit and I will practice every time money comes into my life. When money comes into my life, I will split it up like this:

_____ % or \$ For Investing (Pay Myself First)

_____ % or \$ For Savings

_____ % or \$ for _____ (Specific Savings Item)

_____ % or \$ for _____ (Specific Savings Item)

_____ % or \$ for _____ (Specific Savings Item)

_____ % or \$ for _____ (Specific Savings Item)

Note: The specific savings item might be money to play with.

_____ % For Charity (Give Away)

_____ % For Necessities and Bills

_____ % For FUN and “Just Because”

Manifesting Quick Steps

Step 1. Make a decision to have what you want, when you want it.

This is deceptively simple. It would seem that making the decision to have whatever you want would be easy, but most people are tentative when it comes to being specific. People say things like “It would be nice if...” and “We’ll see what happens when...” That won’t work. First, you must state that “I am in the process of...” or “I will be” when making a decision. Make sure you’re clear on *when* you will receive the results. You must be resolute, and allow no one (not even yourself) to undermine your confidence in your decision.

So what do you want? Start thinking and practicing now. Here are a couple of practice sentences to get you started.

I am in the process of becoming a millionaire by the time I am 50.
I will be living a life of personal and financial freedom on or before my 45th birthday.
I am going to have a weeklong Italian vacation in (date)

Start small. “I’m having chicken for lunch today” is a very decisive statement. “I am going on vacation in Los Angeles for a week in June” is also decisive. Once you have practiced and mastered this decisive language and know exactly what you want, you are ready to move on to step 2.

2. Be clear about the outcome.

The next step is to be extremely clear about the details of the outcome. This is done in the context of what you **DO** want, not what you don’t want. Practice visualizing yourself in the situation you want to create. How do you do this? Once again, the simplest way is to start small.

Think about this: when ordering a salad in a restaurant, you choose the type of lettuce, vegetables, cheese and dressing. You visualize how the salad will look when it arrives at your table. You are clear about what you want. After all, when you’re thinking about the salad, you don’t have a visual picture of a chicken sandwich in your mind, do you? Of course not! You have a visual image of the salad you wish to eat. It works the same with bigger items, like financial freedom. You must visualize the money, the bank statements, investments or just plain truckloads of money arriving into your life.

3. Detach from the process.

One thing that holds many people back is not knowing “how” to do something. Forget it. The “how to do it” instructions will appear after you have clearly defined what you want.

Take the example of ordering the salad. After you order, you don’t have to worry about how the salad will take shape. Every restaurant prepares salad differently, but the outcome is the same – it arrives at your table ready to eat. It is the same with all other events in your life.

4. Expect that it will happen.

Just as you expect the salad to arrive at your table ready to eat, you can do the same with other things in your life.

Once you are decisive and clear about what you want and not trying to control the process, set an expectation that what you want will in fact appear. It may not appear in the way you thought or at the precise time. In fact, it may not appear at all! Possibilities you thought were a sure thing may disappear. You may even experience frustration, anxiety or impatience trying to control the outcome. Ask yourself “What lesson could I learn from this experience?” and turn it into a personal growth opportunity.

5. Be Open To Possibility

As I mentioned in the last step, the path to the outcome may (and probably will) show up in ways you never imagined before. It is your job to explore possibility. Suspend judgment of how things should be done based on your past experiences and ask yourself “Is the situation, person or resource that is in front of me supposed to help me on my journey?” “If so, how?” When you ask the question, you will be given the answers – one step at a time.

6. Practice Gratitude.

Are you thankful for the things you have in your life right now? Do you look at your challenges as opportunities to grow or burdens that needs to be eliminated? When you practice being thankful for specific events in your life, *including the burdens*, even when you don’t understand why they appear in your life, your ability to manifest accelerates almost to the speed of thought.

Through all of the ups and downs in my life, I have had very few days where I’ve felt sorry, angry or held back by whatever took place in my life. Instead, I’ve spent a lot of time asking myself, “How does this benefit me?” which is not only a much more positive challenge to solve, but a much more insightful one as well. Many times, the answer at the moment is “I don’t know, but the situation will serve a purpose in the future.” And it has.

Manifesting circumstances, money and change in your life can be almost instantaneous. A few years ago, I was in San Francisco for the very first time. Across the bay, I could see the beautiful island Alcatraz. I really wanted to visit the island, and I was only in town for 48 hours. My time was booked except for that very day at 1:00 p.m., so I decided I would visit Alcatraz then. I did what any tourist would do when they wanted to see an attraction – I went to the ticket booth and requested a ticket.

The woman behind the glass said “You can go next week or the week after that. We’re all sold out for today.”

Now here’s where manifesting comes in. You see, I had made my request to be on the 1:00 p.m. boat that day to Alcatraz, and I was being told I couldn’t go. I stepped back for a minute and thought to myself, “I’m going to go to Alcatraz today at 1:00 p.m. I guess that’s not the way for me

to get there.” I had been very clear in my decision and about the outcome, now I needed to detach from the process. So I did.

Leaving the ticket booth, I was pondering my next steps when a man popped out of a shop on the boardwalk and yelled “Two tickets to Alcatraz!” I had expected that it would happen, and I was open to possibility. It was a good thing too, because in order to get my tickets, I had to see a timeshare presentation! So off I went. I saw the presentation and almost bought the timeshare, got my tickets and was on the boat at 1:00 p.m. That day, I spent a wonderful afternoon on Alcatraz.

Practicing these steps means taking action, being consistent and being open to change. Getting what you want does not always mean that it is easy. Challenges occur. Emotions, other people’s negative views and comments set you back. But in the end, it all comes back down to your choice. Choose to get what you want and it will happen for you. That’s a promise. Guaranteed.

Newsletter Template

What do I put in my ezine?

Sample Ezine Information and Basic Layout

```
*****
Ezine Title
*****
Issue Number and Date
Your name and title
Your url and email
Copyright 2001, AllRightsReserved
*****
Top Sponsor Ad
*****
```

The ad would go here.

```
*****
Privacy Policy
*****
```

ATTENTION: You are receiving this newsletter because you subscribed to it. If you would like to be removed from this mailing list, please see the instructions at the end of this newsletter. Our subscriber list is not made available to other companies or individuals. We value every subscriber and respect your privacy.

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*****
In This Issue
*****
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- ⇒ Editorial
 - ==> Article
 - ==> Ad Swaps
 - ==> Free Resources
 - ==> Article
 - ==> Tips and Ideas
 - ==> Contact Information
 - ==> Subscription Management

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*****
Editorial
*****
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Here is where you welcome your subscribers, keep your readers updated on your site and other general information and current events.

Article

There are several sites and email lists where you can obtain good articles for your ezine, or you can write your own articles that are relevant to your web site theme.

Feature Ad

You want to have a couple feature ad spots within the body of your ezine. These you can charge for when you have sufficiently built your subscriber base.

Ad Swap

You may want to have a section for ad swaps.

FREE Resources

Here is the fun part. Search the web, keep your eyes and ears open for all kinds of interesting resources you can share with your readers.

Feature Ad

You want to keep the feature ad towards the top of the ezine where your advertiser would get more benefit.

Article

A second article would go here. Of course, you do not have to have two articles, it is up to you.

Tips and Ideas

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Here you could have tips and ideas you have discovered, tips from your readers or just things you find on your travels across the web.

Contact Information

Here you would have your name, address, phone number, email, url and any other way your customers could contact you.

Subscription Management

Have your subscribe and unsubscribe address here

Of course, you can change the topics, eliminate or add articles or ads, but you should always have at least one article that is relevant to your web site theme. This is why people signed up for your newsletter to begin with!

Publishing Schedule

When you decide that you will publish a newsletter, you will need to know what articles to write every week/month. This chart will help you make those decisions ahead of time, so that when you sit down to write your newsletter, you already know your topic!

Monthly Publishing Schedule

Month	Topic
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Bi-Weekly Publishing Schedule

Month	Topic
January	
January	
February	
February	
March	
March	
April	
April	
May	
May	
June	
June	
July	
July	
August	
August	
September	
September	
October	
October	
November	
November	
December	
December	

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Article Writing Template

One of the best and most cost effective methods we know to get the word out about your business product or service is to write articles for publication. Whether online or offline, articles position you as an expert and tell people how to get in touch with you.

There are three basic components to every article. They are:

Headline - Asks a question or States a benefit

“Putting your game plan together”

“The wealthy have been doing it – so should you”

“What to do when your dog uses your house for his personal toilet”

Article Content

400-700 words

Describes a problem

Gives “what to do” information

Examples:

Does your dog use your house for his personal toilet?

Tell what to do to get him/her to stop doing that.

Resource Box

A resource box gives information about you, the author of the article. It should be precise, benefit-oriented (what’s in it for the customer) and tell people how to get in touch with you.

Example:

Stephanie Frank, best selling author, helps people create personalized success formulas to enjoy their life and achieve their dreams. She is the author of the book, “The Accidental Millionaire”. For a FREE copy of her special report “10 Things Your Mother Never Told You About Being Wealthy,” visit www.website.com

NOTE: You will need to have more than one resource box – one with your website and one with your email address.

Not sure where to start? Here’s a quick and easy way to write articles. We turn it over to our friend and online marketing maven Alexandria Brown, The Ezine Queen.

7 Formulas for Writing Articles That Get Read!

by Alexandria K. Brown, "The E-zine Queen"

Many of us have been asked to write an article at one time or another. Maybe it's a contribution to the company newsletter. Or a promotional article to gain publicity for ourselves or our companies. Some of us write articles regularly for clients.

No matter why you're writing an article, it's your responsibility to make it be interesting - otherwise no one will read it. (Except you.)

So how can you make your article interesting and engage your reader? It's all about the ANGLE. First pick your topic. For example, let's say your topic is something boring ... "car wax." Now, here's where many people start writing.

Stop! You need an angle! What aspect of car wax do you want to write about? Is there anything new or sexy in the world of car wax that people are interested in? Some ideas: how the new generation of car waxes helps protect your paint job for twice as long, OR, an overview of the best five brands of car wax on the market, OR what the best type of wax is for your particular car. Get it? These are all angles. (By the way, I've never even waxed my car, so please take these ideas with a grain of salt!)

Ready to brainstorm your angles? Here are seven article "formulas" to get you started and get your juices flowing! Some elements of each may overlap with each other, but each formula is truly a distinct animal.

1. The How-To

People love how-to articles! They lead the reader step-by-step through how to reach an objective. They also sometimes offer resources the reader can contact for more information.

What expertise do *you* have to share? Turn that subject into an interesting how-to for readers. Examples: "How to Make Your Employees Stick Around Forever," "How to Find the Best Dress for Your Figure," and "How to Promote Your Business for Free."

2. The List

This is one of the most basic formulas and the easiest to write. Give a short one or two paragraph intro, then launch right into your list. Keep each item to a few sentences max. People love numbers, so number your list and give your total number in the title! Examples: "31 Ways to Organize Your Office," "15 Tips for Pain-Free Feet," "Five Reasons Management Won't Be the Same in 2001"

3. The "Straw Man"

Here you set up a premise and knock it down, showing the benefits of your alternative view or approach. This is ideal to use when you're discussing the drawbacks of a new practice or method that's controversial right now. Here's a great example we often see on the covers of health magazines: "Are High Protein Diets the Key to Fast Weight Loss?" You get all excited, thinking you've discovered an amazing dieting revelation. But the article reveals, point by point, that high protein diets are unsafe for the long term, and that of course the only reliable way to lose weight is through diet and exercise. Oh well! Back to the treadmill....

4. The Mini Case Study

Raise a provocative question and then answer it with three or four real-life examples. Example: For an article titled, "Should You Quit Your Job and Go Freelance?" you could begin with a few stats on how today's workforce is leaving the corporate world in search of solo bliss. Then you could feature a few real cases, each with different outcomes to show all sides of the issue.

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5. The Interview

Choose a credible expert to interview for your article. For example, if your topic is the latest trends in banking, you could interview a top banking industry analyst. Present it in either a traditional article format or do a Q&A format.

6. The Trend

Trends aren't just for fashion! Whenever a trend sweeps a certain profession, you'll suddenly see dozens of articles covering the topic. From the latest hairstyle to the latest tax shelter, people want to know all about these trends - their origins, benefits, and drawbacks.

7. The Study Finding

These articles report the results of a study or survey. If you do a bit of research, you can probably dig up a recent study on which you can base your article. Examples: "Blue Chip Companies Cutting Marketing Budgets Across the Board," "Armadillos Now Deemed America's Favorite Pet," and "More 20-Somethings Finding Love Online."

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ABOUT THE AUTHOR

Alexandria K. Brown, "The E-zine Queen," is author of the award-winning manual, "Boost Business With Your Own E-zine."

Build Your Mission and Vision

My Personal Mission Statement

Now that you know your values, you will use these as a basis for your decisions in the future and for setting goals. Additionally, it may be helpful at this moment to begin thinking about a personal mission. This is different than a mission for your business, as it is more a statement of how you live your life than a money-making venture. (though money is certainly part of living a prosperous life). It may be helpful, though to begin thinking in business terms, and then move to a larger overall view of your life.

To begin writing your personal mission statement, get into a quiet place with paper and pencil. Burn a candle or put on some soothing music to get your mind flowing easily and to help you relax. Take as much time as you need and when you are ready, answer these questions:

How would I describe what I do for others? (ex. Inspire, empower, cheer up)

Who do I do these things for? (ex. People, entrepreneurs, doctors, lawyers)

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How do I do it? (ex. Through service, business or strategies like books)

How do they benefit? (ex. More sales, peace, prosperity)

(A special thanks to my personal coach, David Koons for sharing this process).

Now take some time to write your mission in long form, for your business and a personal mission by putting each of the answers to these statements into a simple paragraph, two line and one line mission.

Here is an example of my personal mission statement in all three of these formats:

Stephanie Frank's Mission Example

It is my mission to educate, motivate, empower and assist service-based entrepreneurs such as coaches, speakers, consultants and trainers to leverage and package their unique knowledge. I help them see the marketability of their expertise, focus on their plan and assist them with the development, creation and online marketing of their information product line. I do this through my own series of step by step do it yourself information products, live events, group coaching, teleclasses, online courses, and one to one assistance. I create more sales, more net income, passion, purpose and personal freedom for my clients and myself through my business efforts.

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One Line Business Mission

My business exists to educate, motivate, empower and assist information entrepreneurs in creating a business that gives them a life filled with passion, purpose and prosperity.

One Line Personal Mission

My mission is to educate, motivate, empower and assist individuals with creating a life filled with passion, purpose and prosperity.

Now you try it:

My Full Personal Mission

My One Line Business Mission:

My One Line Personal Mission:

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Grow Your Business Planning Guide

As you choose your marketing strategies for your business, you must be focused on three major things:

1. You – your lifestyle wants and goals.
2. What line of business will most serve your needs this year?
3. How much time and money do you need to spend to achieve your financial business goals?

This section will help you focus your efforts in these areas.

Lifestyle Vision, Goals and Objectives

This is the place where you will summarize the goals and objectives for your business. Before we do any of that, you must look back at your values and remember that you are creating a business to serve YOU. The entire purpose for your business is to be able to give you the ability to live YOUR life, the way you want it to be.

For that reason, it is important that we look once again at how you want your life to be – filled with the values that support you – so that you can make the appropriate decisions for you and your business as it progresses.

As yourself these questions as we continue to build the business that supports you and your values.

What do I want my life to look like? _____

What do my days look like – and what people are involved?

What have I learned from my life? _____

What do I want to give back?

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What would I like people to say about me?

What would I like to be doing two years from now? Ten? Twenty?

What specific things would I like to learn during my life? (Physically, spiritually, technically, financially?)

How much money will I need to do the things I wish to do in my life? When will I need it?

What Line of Business Will I Focus on?

A line of business is nothing more than a profit center for your business.

Everybody has at least one line of business, but many companies have multiple products or services that they wish to develop. As you create your monthly marketing plan, you will need to decide which line of business you wish to develop and increase revenue.

So how do you do that? First, you must define the actual lines of business that you are currently working with, the amount of revenue they represent for your business, and the total amount of revenue you wish to develop for that line of business.

For example, let's say that you are an independent professional with a consulting practice, an audio CD you've produced and a book that you've written. That would equal 3 lines of business, and we would break them down so that we can use effective (and probably different) marketing strategies and tactics for each one.

To do this, we are going to create a simple worksheet grid with each of the business lines in it. Each line of business will have the following information:

Name of Line of Business: This is the kind of business you would like to develop OR it is the particular market segment you would like to develop.

Desired % of Revenue: This is the percentage of the total gross revenue that you would like this line of business to be. When considering this for the Internet, think about all of the different things you are selling on your website as possibly groups of items, or for individual product lines.

Total Annual Revenue Desired: This is the total amount of gross revenue you would like to have in your business this year. Note: This will be the same across all lines of business in the grid.

Amount of Revenue Needed for Business Line: The mathematical formula of Desired % of Revenue x Total Annual Revenue Desired is equal to the amount of revenue needed for each business line.

Here's an example grid for the scenario above:

Line of Business	Desired % of Revenue	Total Annual Revenue Desired	Amt. of Revenue Needed for Business Line
Consulting	.60	X 100,000	= \$60,000
Audio Program	.15	X 100,000	= \$15,000
Book Sales	.25	X 100,000	= \$25,000
		Total	= \$100,000

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Lines of Business Definition Worksheet

Line of Business	Desired % of Revenue	Total Annual Revenue Desired	Amt. of Revenue Needed for Business Line
		X	=
		X	=
		X	=
		X	=
		X	=
		X	=
		X	=
		Total	=

Setting Your Goals

There are two types of goals we will be setting in this program – one for your growth goals for your business and one specifically for your financial goals for the business. So far, we’ve talked about the strategies and tactics you may need to get more clients into your business, and we’ve also discussed where you are stuck. To get unstuck, we will take the next step.

What is a goal?

A goal is simply a statement of intention. As you work with your marketing plan monthly, you will need to have goals simply to track your progress. As you work toward your goals, you will begin to ask yourself “does what I’m doing right now contribute to my next goal?” With this in mind, you may begin to choose the appropriate actions to take to achieve success.

Growth Goals

So what kinds of goals would you set? Most people say “more money” or “more time off”. These are not goals. These are wishes. Goals can be stated in very specific terms, measured by the numbers and you know when you reach it. Here are some examples of very specific goals:

- 1000 new people on my email list on May 24, 2005.
- Two new clients by week 3 of the month
- Five thousand dollars in sales this month
- Twenty-five billable hours worked this month

These are measurable – you can look back at the end of the month and either you reached the goal or you didn’t. There is no guesswork involved here. So what are some other examples of goals you might set in your business?

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Depending upon your profession, you might measure success this way:

- Number of training days
- Number of new leads
- Number of houses sold
- Number of presentations given
- Number of new customers
- Number of Billable Hours
- Number of Billable Projects/Assignments
- Number of Products Sold
- Dollar Amount of Product/Services Sold

You will always have a goal in mind as you are creating your Internet Marketing Plan. Consider right now, from where you are, a goal that you might like to achieve this month.

My growth goal for this month is: _____

Then ask yourself this question: “When the end of the month comes, will I know with a simple Yes or No if I reached this goal?” If not, revise it until you can say Yes.

Financial Goals

It is very easy to throw out financial goals without really thinking about what it takes to get there. The one million dollar goal is a common one, with people thinking it’s quite simple to get there. It is, with consistency, but you must think about what it really takes to appreciate it. For example:

For 1 million in revenue	You Need:
In 1 Year (365) M-S	\$2,739.73/day
In 1 Year (260) M-F	3,846.15/day
In 1 Year	83,333.33/month

A good starting or growth point in your business is to determine your current bills – what does it cost monthly to run your website, your office, phones, administrative, computer, mailbox, etc? What are your personal bills that you’d like to be able to have the business cover? This becomes a much friendlier number to start with

To get a handle on what it would look like for your business, we’ve prepared a short worksheet to help you determine a realistic picture of the effort required to reach your online marketing goals. It all comes down to this:

To reach a certain amount of revenue, you must know how many sales you need to make.

Financial Goals Worksheet

	Me	Example
Desired Monthly Income		\$5,000
Divided by Amt. of Average Sale	/	/ 500
= Number of Sales Per Month	=	= 10
x Number of People Who Will Buy	/	/ .01%
Total Number of Prospects Needed	=	= 1000

Desired Monthly Income – The amount of gross revenue you want to bring in with your business each month.

Amount of Average Sale – This will vary greatly depending upon whether you are a service or a product business. For many products, the per item price will be much lower and the percentage of people who buy will be higher online because of the tangible nature of the product.

Number of Sales Per Month – This is a simple calculation of the gross income divided by the amount of the sale.

Number of People Who Will Buy – On the Internet, the average for a sales website is about 1% for cold prospects (people who don't know you or your services). Offline, that average is more like 30% after a live presentation or proposal because much of the relationship piece has been put into place face to face. On higher ticket items such as the one in the example, the percentage may be slightly higher or lower, depending upon the length of time you've been in business, your credibility and track record.

Number of Prospects Needed – A simple calculation of the number of sales divided by the percentage of people who will buy to determine the number of prospects needed in the funnel.

Determining Your Time and Money Budget

Now that you are aware of how many online prospects you need to contact each month (remember, this can be easily accomplished online using autoresponders or email newsletters), you need to determine how much time and money you have available to spend. Use the worksheet below to make your decisions.

Time Budgeting Worksheet

	Me	Example
Monthly number of hours you have available in your business		140
- # of hours needed to serve existing clients		- 80
- # of hours required to run the business		- 20
= Hours available for marketing		= 40

Monthly Number of Hours Available In Your Business – This is the number of hours you wish to work each month, or the number of hours you can set aside for it.

Hours needed to serve existing clients – Number of hours per month you spend on client service at this time.

Hours required to run the business – This is the time you are spending on management, planning, administration, product development and learning.

Hours Available for Marketing – This is the number of hours you have available for marketing, which will fluctuate, but should never go to zero. No matter how busy you are, it is important to keep marketing so that you will even out the ebbs and flows of your business.

Money Budgeting Worksheet

	Me	Example
Projected Monthly Gross Revenue		\$6000
x Percent Allocated to Marketing		10%
= Monthly Marketing Money Budget		\$600

Projected Monthly Gross Revenue – Amount of money you plan to bring in from your business when you are making the sales you desire.

Percent Allocated to Marketing – This is the total amount of your gross revenue you wish to spend on marketing. Averages are between 5% and 12% generally.

Monthly Marketing Budget – This will be the amount of revenue you will spend on marketing each month as you create your plan.

Target Customer Worksheet

Who are my customers?

With a global presence on the internet, it becomes more important than ever that you know exactly WHO will buy your product or service. Most beginning marketers make the fatal mistake of saying “well EVERYBODY needs my product!” While that may be true, the reality is that everybody will not want or buy your product.

Let’s Practice.

Repeat after me:

“Everybody does not want my product or service”

“Everybody does not want my product or service”

“Everybody does not want my product or service”

Okay, that’s enough. Think of it this way. Everybody might need water in their lives, but each individual gets water in a different way. Some buy it from the grocery store, some buy the fancy water with vitamins and minerals built right in, some get it from the kitchen sink. Do you think the bottled water people are trying to convince the kitchen sink water drinkers to buy bottled water? Not really. Instead, they are trying to get people who already want bottled water to buy more of it. You can (and should) use this same concept in your business.

Stop trying to convince people to try your product or service and focus on the ones who already have an interest!

I see it all the time. Independent professionals and small businesses owners spend lots of time on their website telling people how great their product or service would be *if they would just try it*. Meanwhile, people who are really interested in the product or service want to know more about YOU and WHY they should buy from you.

Lack of targeting is the #1 mistake we see in both online and offline marketing strategies of small businesses and independent professionals.

You **must** identify those people who are most likely to want and buy your product or service. These people are your **target market**. The more specific your target or niche, the more sales you will make.

Knowing your target market will decrease the amount of time and money you spend on marketing to the wrong crowd. Imagine how much more you can meet the needs of your customer if you don’t have to chase after everyone. When you know your target market, you can spend less money in the right places because you know the personality of your customer and what they truly need.

Let’s get to work.

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To start work on finding your target, we're going to think about your ideal or perfect customer. Let's face it: we've all had customers we know we should never have worked with.

Take a moment and visualize:

All the customers you have had

The customers with which you have had good relationships

The "not-so-perfect" customers or difficult customers

Wouldn't it be perfect then if we could have or attract the right customers to our business? Imagine – groups of happy people, eager to purchase your product or service. Wouldn't that be great?

Of course it would!

Then let's make it happen.

To consider your ideal customer or target market, you must ask some questions about the people who might buy your product. Before we start, get yourself into a comfortable place where you can do this exercise uninterrupted. Visualize yourself in your customers' place, looking upon your business or service for the first time.

My Ideal Customer

Answer the questions below to begin to define your customer target market. Not all questions apply to all businesses. For example, you might cater to entrepreneurs (like we do) who have a particular similar characteristic, but not a specific age or gender. That's okay. Or you might have a product that caters to women ages 35-50 but they have very different characteristics. That's okay too. Find the answers that work best for you.

PSYCHOGRAPHICS - Characteristics

1. What are the qualities of your perfect customer?

Some examples may be: they pay on time, they are kind, friendly, open-minded

Pay On Time

Friendly

Open-Minded

Just Starting Out

Have An Established Business

2. What do they read?

Include printed magazines, newspapers or trade journals

3. What are their hobbies/interests or affinities?

Define what they might do in their spare time

4. How do they dress?

Describe their work and casual clothing choices. Are they formal and dressy, or laid back and casual.

5. What are their biggest concerns and worries?

6. What do they want in their life?

SOMETHING TO THINK ABOUT

7. What is the benefit they get by working with you?

8. Whose problems and goals do you care about?

9. Who do you want to spend time with?

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DEMOGRAPHICS - Specifics

10. What Income do they have?

Individual or Household (Circle One)

- <\$10,000
- \$10,000 – 25,000
- \$25,000 – 50,000
- \$50,000 – 100,000
- \$100,000 – 500,000
- >\$500,000

11. What is their occupation?

- Student
- Blue Collar
- Technical
- Sales
- Managers
- Professionals
- Executives
- Unemployed
- _____
- _____
- _____
- _____
- _____

12. Where do they live?

- Neighborhood _____
- County _____
- Region _____
- City _____
- State _____
- Country _____
- Other _____

13. How old are they?

Define a specific age or group, such as Baby Boomers, or toddlers under 5 if possible.

- Infants
- Preschool
- Grade School
- Teens

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- High School
 - College
 - 20-35
 - 36-50
 - 51-65
 - Retirees
 - Seniors
-
-

14. What type of education do they have?

- Grade School
 - High School
 - Some college
 - College Grad
 - Post Graduate
 - Masters
 - Doctorate
-
-

15. Are they male or female or both?

- Male Female Non-Gender Specific

16. What is their Family Status?

- Single
 - Childless
 - Married
 - Young Children
 - Partnered
 - Parents
 - Grandparents
 - Step-Families
 - Divorced
-
-

17. What is their ethnicity?

Be as specific as possible when defining your target market. Women, age 30-50 who are losing their hair is a very specific market for a hair-replacement company that caters to women. Don't be worried about those

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people that you are excluding. In marketing, especially on the internet, the more specific you are, the more money you will make!

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Elevator Speech Worksheet

First, let's look at the components of a good, simple description of your business. This is called by many names. Some people call it a tagline, a unique selling proposition and some people call it a marketing message. Let's not get dragged down by proper textbook marketing here. Instead, we're just going to focus on creating a sentence or two that you can use for your website or other marketing materials, or even at a live networking event. Your 'one liner' should:

- Describe exactly who you work with (your ideal customer)
- Explain the benefits or results your customers get when working with your company
- Appeal to the emotional or financial needs of your prospect or customer
- Describe the results you provide or promise you make
- Make people say "Tell Me More!"

You can get down to basics by answering these simple questions:

1. Who are my clients (target market?) and what do they want to do?

My clients are _____

2. What is the end result or how will their life be different when working with you?

My customers want to _____

When? _____

3. What is the ultimate benefit or promise to the customer? (in other words, what could they do after working with you that they couldn't do before?) Note: You may have more of or less of something, but maybe not both. Do whatever works best for your personal situation.

After working with me (our company) our customers get:

They will have more (how much more?) _____

OR

They will have less (how much less?) _____

OR

They now can _____

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4. Measurable statement of results. Do you have a specific percentage of people who have worked with you that can attest to the results they received? Fill in the blanks here if you can do this.

____% of my customers _____

Ready for an example? Here's how Stephanie Frank, one of the co-authors of this book, answers these questions and comes up with a couple unique descriptive sentences that makes people say "Tell me more!"

Stephanie says:

1. Who are my clients (target market?) and what do they want to do?

My clients are independent professionals, network marketers and solo entrepreneurs

2. What is the end result or how will their life be different when working with you?

My customers want to grow their business to their first million
When? In the next 1-2 years

3. What is the ultimate benefit or promise to the customer? (in other words, what could they do after working with you that they couldn't do before?) Note: You may have more of or less of something, but maybe not both. Do whatever works best for your personal situation.

After working with me (our company) our customers get:

They will have more focus, sales, freedom, fun
AND/OR

They will have less frustration, confusion, isolation, fear

AND/OR

They now can love their life, fulfill their purpose, live their passion, achieve their dreams

4. Measurable statement of results. Do you have a specific percentage of people who have worked with you that can attest to the results they received? Fill in the blanks here if you can do this.

95% of the customers who follow my system improve their bottom line and increase their time away from the office by 50% in the first six months.

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Now we have a solid sentence forming, with several possibilities for endings. So here goes:

Option #1 – Ending with “More Of” answers

I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years so they can have more focus, sales, freedom and fun!

Option #2 – Ending Using “Less of” and “They Now Can” answers

*I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years **without the frustration** so they can achieve their dreams!*

Option #3 – Ending Using “They Now Can” answers

I work with (or help) independent professionals, network marketers and solo entrepreneurs grow their business to their first million in the next 1-2 years so they can love their life, fulfill their purpose, live their passion and achieve their dreams!

To any of these, we could add:

95% of the customers who follow my system improve their bottom line and increase their time away from the office by 50% in the first six months.

The Funnel Marketing Worksheet

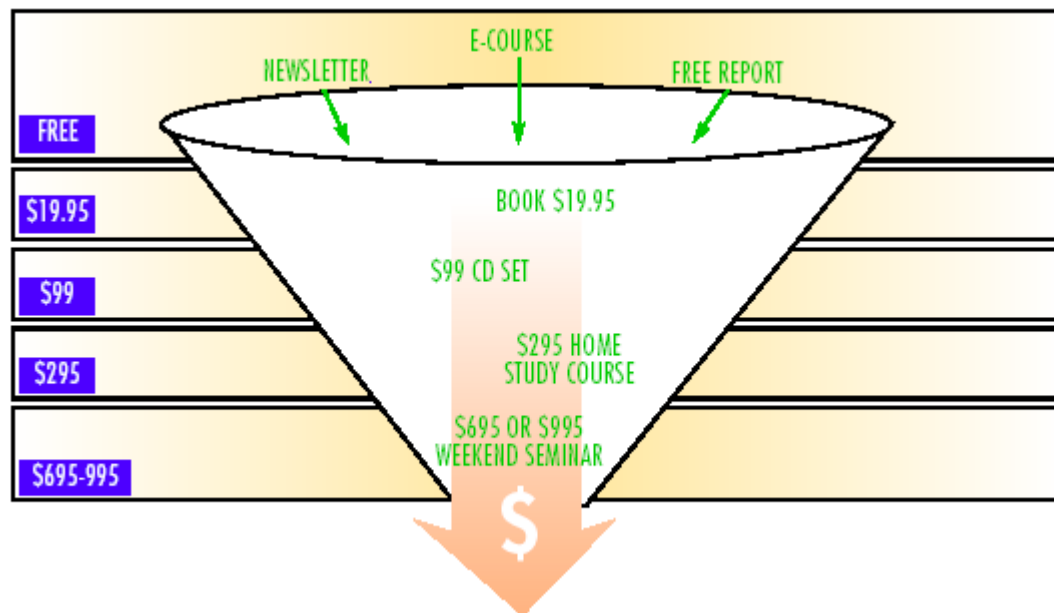
The Marketing Funnel

Unless you have strictly a one page sales web page, you will need to court your prospects to turn them into customers. On the internet, that means “give to get.” First you must give something in return for an email address, and to help you build your list. What do you give? Information!

To plan an information campaign, you first need to design your marketing funnel.

“What is a marketing funnel” you ask? Simply put, it’s a method of marketing that says that you offer your prospects and customers increasingly elaborate products and services – and more access to you – at ever-increasing prices. Basically, it’s all about getting people to spend more money with you once you’ve built the trust in the relationship. It works like this: you bring a new customer or prospect into your business, and then give them more ways to spend increasing amounts of money with you.

In order to make it simple, think of the shape of a funnel. It’s big at the top and narrow at the bottom. Concentrate on bringing in a lot of new customers and prospects into your business at a very low cost – or by receiving something for free – into the top of your funnel. (You can do this automatically through your autoresponder system). Here is an example of a funnel:



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Here’s how it works: Give your prospects a free report, e-course or newsletter from your website to start the relationship. Then they may purchase a book for \$19.95; then you sell them a \$99 tape set. Next, you might offer them a \$295 home study course. Then you might hold a \$695 or \$995 weekend seminar. Now you’re starting to really bring in the money! And it’s all information relating to your topic!

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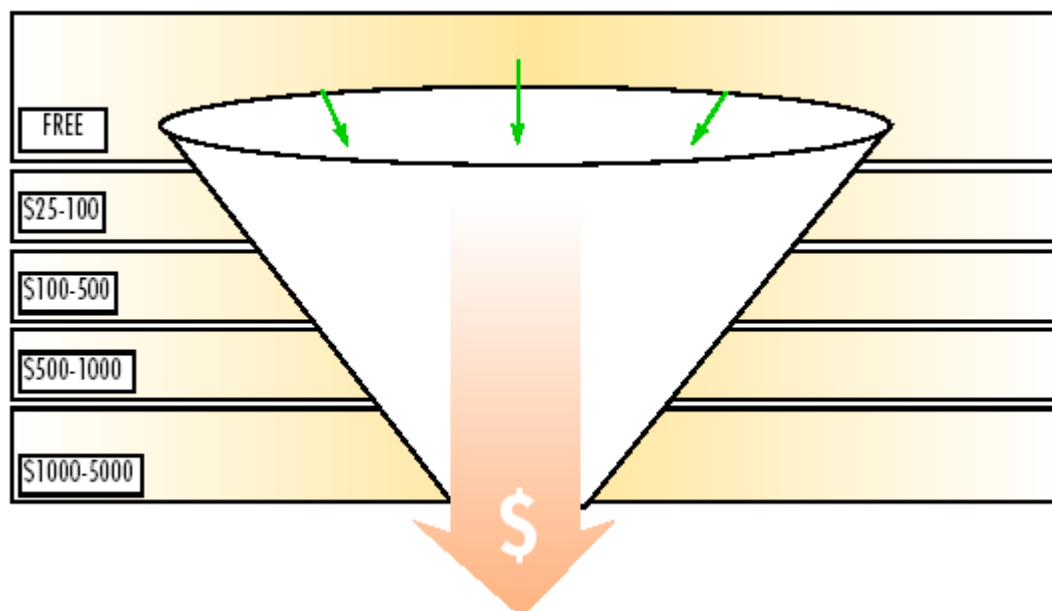
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When you have many customers who have purchased these products, you might decide to do a \$2000 package around your expertise. Later, you expand to a mentoring program, apprentice program or specialized coaching program. The cost? Probably in the \$5000 range. By the time someone has purchased everything you have, they may have spent \$20,000 or more with you.

Of course, thousands will come into your funnel, and some will not want to buy the other things you have to offer. That's perfectly okay! But know that a certain percentage at each price level will want to go to the next level, and become longer-term customers.

Exercise:

1. Design your funnel so you will know how to design your marketing strategy.
2. Begin with ONE free or low cost item you can deliver easily from your website, such as a newsletter, special report, articles, or e-course, and move into more and more specialized products that you could offer.
3. Place your current product offerings in the appropriate price points so you can visually see where you need to add or subtract.



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One Page Marketing Plan Template

Monthly Marketing Plan Worksheet for Month of _____, 20_____.

Focus Section		Goals and Budget Section	
Line of Business		Growth Goals	1.
Target Market			2.
Where am I stuck?	<input type="checkbox"/> Filling the Funnel <input type="checkbox"/> Follow Up <input type="checkbox"/> Making the Sale		3.
What Results do I need?	<input type="checkbox"/> Connection <input type="checkbox"/> Credibility <input type="checkbox"/> Visibility	Revenue	\$
		# Sales	
		# Prospects	
		Time Budget	Hours
		Money Budget	\$

Strategy (ies)	% of Time	Result

Tactics	How Often How Many	Hours	Dollars	# Pros- pects	# Follow Up
Tools/Skills Needed	By When	Hours	Dollars		

Totals		
---------------	--	--

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Start Your Operations Manual Template

Operations Manual Worksheet Instructions

1. Use the Total Focus Worksheet to Write Down Tasks You are Doing in Your Business
2. Categorize the tasks by the following categories:
 - A - Administrative (office paperwork)
 - SM - Sales/Marketing (attracting customers or making the sale)
 - P - Production (producing/shipping and delivery of products or services)
3. Print the Process Worksheets provided in the following colors:

Administration – BLUE

Production – YELLOW

Sales/Marketing – GREEN

4. Begin your task documentation
5. Print the Binder Cover and Divider Worksheets and 3 Hole Punch the Process Worksheets. Congratulations! You've started your Operations Manual.



OPERATIONS Manual

For:

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Administrative Procedures

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Production Procedures

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Sales/Marketing Procedures

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Personal Style Mini-Review

Understanding and Accepting Your Personal Style

As you do these exercises, you will find that you are automatically drawn to particular areas; that some things come very easy for you and that some things are a little more difficult. That's normal. We all have several aspects to our personality; knowing and accepting our strengths and weaknesses makes us that much more powerful.

Your personal style forms the foundation for your interpersonal, parenting, counseling, decision-making, learning, management, and leadership styles. Your personal style is created by a complex set of behaviors and attitudes which strongly affect how you present yourself to others. It is your habitual way of behaving or your predisposition to act a certain way in everyday situations.

You will come to understand that each of us is different in our approach to the environment around us and in our attitudes toward others. There is no right or wrong approach, there is only different. This section will help you to understand some of the areas in which your personal style might influence your situation or your planning for life and goals.

Understanding the Four Personal Style Dimensions

Behavioral (Action)

The Behavioral dimension is characterized by a strong tendency toward altering the environment in a way that will achieve well thought-out goals. Therefore, people who naturally operate mainly from this dimension of style are likely to seem self-assured and driven, many times oblivious to other people's feelings and on a track of their own. When their vision is shared by a group, then they are often seen as heroes and leaders because they tend to forge ahead to meet challenges with unusual fearlessness. This style position by itself is extroverted and can withstand greater stress. It does not favor artistic, aesthetic or emotional modes of operating, but prefers a planned method by which previously defined goals and results are achieved. In this style there is a clear sense of acting upon the environment to achieve these results.

Affective (Expression)

The Affective dimension is characterized by a strong tendency to intuitively explore the environment and interact with it to assess the outcome. Spontaneous exploration and expression of ideas and feelings mark the natural tendencies of this style. People with a tendency toward this dimension of style are often attempting to influence others through the creative media of speaking, writing, dance, art or music. They would like to sell others on themselves and ideas or products that they believe will be helpful. They will go out of their way to help others, even if it inconveniences them, because often they believe in the value of

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people. By itself this style is extroverted, not being easily over-stimulated by the environment. It does not favor the analytical modes of operating, but is more intuitive and creative in its way of functioning.

Cognitive (Analysis)

The Cognitive dimension is characterized by a strong tendency to avoid being influenced negatively by people or environmental influences. This type moves toward goals that are often perceived as requirements of others in positions of authority. Attention to details and being on the alert for potential dangers or inconsistencies enable people with this style to maintain a better position of security and control. People with this style tend to avoid emotional intensity and unpredictability and they may especially need intimacy because they find that trust in others is not easily attained. This style dimension by itself is introverted, being more sensitive to stimulation. It does not prefer the sensory, emotional modes of operating, but tends toward logical analysis and correct performance of tasks, with an additional interest in the fine arts.

Interpersonal (Harmony)

The Interpersonal dimension is characterized by a strong tendency to adapt to people and surroundings in order to promote harmony and comfort for self and others. The approach to life and people in a practical, friendly and naturally warm manner is typical of this dimension. Adaptation to all other styles is a way of life, providing the desired security and balance needed and preferred by those who score higher in this style dimension. A desire to support others in order to gain a sense of validation and approval is a natural tendency. This style position by itself is introverted, being more sensitive to stimulation. It favors a practical balance of both the logical and intuitive modes of functioning, thereby avoiding extremes. In this style there can also be a tendency toward stubbornness, especially if others are being overbearing.

EXERCISES:

1. Read through each of the style dimensions and underline the phrases or words which most apply to you.
2. Listen to the CD **Understanding Your Personal Style and Do You Have The Right Style For Your Business?**
3. Take the full assessment for yourself, your co-workers and/or family members from the www.IntentionalMastery.com website.

Mastermind Guidelines

Ask any accomplished person if they achieved success alone, and the answer will most definitely be a heartfelt “No Way!” It’s true. No one does it alone. For most people, a group of like minded individuals is a center of guidance when it comes to achieving goals and sharing success. It’s called the **Mastermind**.

Masterminding occurs when two or more individuals get together in the spirit of cooperative harmony to accomplish some goal, activity or result.

Your greatness lies in your ability to attract to yourself a great team. Begin your team now – whether you are ready or not. Start with people you know. Search out a mastermind associate, someone who wants to work with you to accomplish great things.

Something magic happens when two or more people combine their single dream to form a dream team.

“The “Master Mind” may be defined as: “coordination of knowledge and effort, in a spirit of harmony, between two or more people for the attainment of a definite purpose.”

“No form of human exchange is more profitable than the exchange of ideas. When a group of individual brains are coordinated and function in harmony, the increased energy created through that alliance becomes available to every individual brain in the group.”

- Napoleon Hill, Think & Grow Rich

Benefits of a Mastermind

1. More accountability to your goals.
2. Tap into your resources, develop ideas, gain feedback and forward your brilliance.
3. Develop strong relationships.
4. Increase Self-Esteem and Personal Power.
5. Find solutions to your challenges.
6. Share your dreams, goals and desires in a safe environment.

Remember to always keep in mind at all meetings the purpose of your group:

- To establish your own permanent and profound success and prosperity.
- To give unconditional support and encouragement to everyone else for their plans and aspirations so that we all rise together to a life of great achievement and fulfillment of our goals.

Guidelines:

1. Begin by designing your Mastermind Alliance – establish guidelines for how you will operate with each other as well as how often you will meet. Bring solutions rather than problems to the table, understand that everyone is here to support one another, therefore no putting down other speakers, share time rather than dominate, etc. This may be the most important step as it creates the atmosphere in which you operate. Keep it simple, and get clear.
2. Every meeting should start precisely on time. Walking in late to a meeting not only shortchanges you, it disturbs the thought process, coherence and continuity of the meeting for the entire group. If an unavoidable circumstance arises, call the host that week and inform them that you will be late.

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3. Each group should select a chairperson who will be responsible for the smooth running of all meetings. This position should be rotated each month so that eventually everyone will have an opportunity to share in this responsibility. The chairperson should keep the meeting moving. That means he or she should not hesitate to remind the members to stick to the schedule.
4. At each meeting, the group will decide on a success project that everyone will do during the coming week. Possibilities are: completing yearly & lifetime goal sheets, abstaining from expressing negativity about anyone or anything and cleaning out your closets.
5. Each week, everyone should come prepared with a written list of all the wins (accomplishments & successes) from the prior week and goals for the coming week. These lists are very specific and each idea should be expressed in seed form – but be sure you say enough so that everyone understands what the goal is so that they can put their attention on it for you.
6. Determine a focus for your meeting prior to the meeting. You may want to rotate who chooses the topic for each meeting. Some topics that have been used in the past are: evaluating each others' marketing packages, the sales process, sharing which resources your use in business (e.g. printer, photographer, etc.), taxes, etc. This gets you thinking about what you want to do before you come together. This step makes a big difference in the preparedness of the group.
7. Bring something to contribute to the meeting. It can be an article, a tape, a book, etc.
8. Each meeting should last no longer than 1-1.5 hours. The suggested agenda for each meeting is as follows:
 - a. Each group member reads their wins for the week. No one should take more than 3-4 minutes unless they have a specific situation on which they would like input from the group.
 - b. 5-10 minute discussion of results experienced from this week's success project.
 - c. Each group member reads the goals that they intend to accomplish in the coming week. No more than 3-4 minutes.
 - d. After reading goals, each group member should say the one goal that is most important to them. Everyone else will write down that goal and put their attention on it for that week. Thus, everyone one will leave with a piece of paper with each members name & goal on it.
 - e. 5-10 minute discussion of success project for next week.
 - f. Time for brainstorming focused on each individual. If there's something on your mind, ask for input from your group!

The spirit of the meeting should always be positive and uplifting. Respond to each person with appreciation, respect & enthusiastic support.

If you are ever having problems in your heart with supporting and desiring success for others, remember that wishing other prosperity and success is the surest path to our own. Never make the mistake of thinking that another person's goals are less important than your own.

Enjoy your meetings! The collective energy, intelligence and power generated by the group consciousness are among the most powerful tools we have to achieve everything we want in life.

(A big thank you to Sandy Grason from Journalution.com for providing these guidelines).

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Personal Income and Expenses Worksheet

Where does the money go? We've prepared this simple worksheet to help you get started getting a handle on your financial life.

Income

<u>Source of income: (list below)</u>	<u>Amount</u>
	\$
	+ \$
	+ \$
TOTAL MONTHLY INCOME	= \$

If you have a job and are paid weekly, multiply your weekly pay by 4.3 to get monthly income. If your income varies, use an average of the last six months to get a monthly figure.

\$	Rent or Mortgage, Insurance & Taxes
\$	Food and Household Supplies
\$	Medical Expenses (bills, insurance, medicine)
\$	Clothing
\$	Personal Needs (work uniforms, haircuts, etc.)
\$	Transportation (car, insurance, gas, maintenance, bus, other transportation etc.)
\$	Child Care
\$	Telephone
\$	Laundry
\$	Other Utility or Energy Expense: _____
\$	Other Utility or Energy Expense: _____
\$	Credit Card Debts Total: _____
\$	Other Expenses: _____
\$	TOTAL MONTHLY EXPENSES

\$ _____ **TOTAL MONTHLY INCOME**

- \$ _____ (minus) **TOTAL MONTHLY EXPENSES**

= \$ _____ (equals) **REMAINING INCOME ***

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Expanding Your Wealth Team Worksheet

As a leader of your business and your life, you will need to build teams to assist you in reaching your goals. Without your vision, your leadership (and your team) will fail. As a leader, you have several roles – the first is to determine the types of people you need on your team. The second is to locate and put these people in place on your team in the most efficient manner possible. You must also continually update your team members with the vision, the reason they are on your team, and what you are creating together, to keep them motivated and empowered to take action.

There are three kinds of people that you will need on your team to help you. The first is a group of people who help you with the everyday tasks for your business. This may be the receptionist, bookkeeper, sales team or marketing. The second is a group of professionals that help you carry out the strategic actions you need for your business, but are not there in an every day kind of way. These are CPAs, lawyers, tax people, financial planners, insurance agents, and brokers. The third is the team that helps you with personal household chores and tasks, freeing you up to do the things you love. These may be gardeners, housekeepers, cooks, pool maintenance, or nannies.

Let’s make a list of those people you might have now:

Contractors or Employees Working in the Business	Professionals or Advisors Helping with Strategy	Household or Personal

Now, let’s consider that as your business grows, you will need more of these kinds of people around you. You will need a tax attorney for corporate structuring, a CPA and business attorney for legal contracts and financial advice. The list goes on. Take a few minutes and picture yourself inside the business you’ve built, and consider who will you need. Use the chart below to record your answers:

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communicate in a way that serves you both, so that there are no clashes or misunderstandings because of a difference in style.

2. Next, we interview everybody. Yes, I mean *everybody*. Many business owners take the first person that comes along and seems able to fulfill a role, but we are looking for longer term relationships here. Of course, the interview questions are different depending on the type of the role, but the interview process is the same.

How to interview team members

For each role, you will determine the questions you will ask, AND the answers you'd like to hear ahead of time. Bring the questions along to any appointments you might have with professionals and record the answers they give. Here are some sample questions you might ask for each type of person on your team: (though all questions might work in many situations)

For employees or contractors:

What is your preferred work style?
How do you feel you would contribute to this company?
What does success mean to you?
Can you give me references?
How do you schedule your time?
What is your favorite hobby?
What is your area of expertise?
What do you consider to be your greatest strength?
Why would you want to work here?
What mistakes have you made?
How did you deal with the mistake?
What is your level of availability?

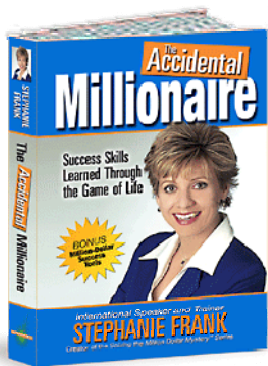
For Professionals or Advisors:

What types of tax strategies do you use?
How long have you been in business?
What is the average net worth of your clients?
What is your greatest strength?
How do you work with your clients?
Can you provide references?
What % of your business is done with businesses like mine?
What is your tax bracket?
How creative are you?
Do you understand my business?
What accomplishment are you most proud of and why?



This time, It's INTENTIONAL!

The Accidental Millionaire Book and Toolkit



You may have noticed throughout the Accidental Millionaire book how Stephanie analyses and systematically dissects how things work – from communication to teams to emotional well being – she’s got a system for everything! While this book may have been about an “Accident”, Stephanie’s newest products and services are all about getting you where you want to go – in your life, with your love, with your fortune and fun – using Frank systems and Intentional Mastery to Master Your Life. Go to www.IntentionalMastery.com for more free training, coaching, home study and strategic life and business planning services.

Get your complimentary Clarity Consultation Today!

Not sure exactly how to get to the next plateau in life, love, fortune or fun? Stephanie’s team of strategists trained in psychology and business can help! Register today for your no obligation Clarity Consultation at www.MyClarityConsult.com and we will help you decide EXACTLY what you need to do to get unstuck and move forward in every aspect of your life.

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