

THE IMPACT PLAN

Use this worksheet to create your Impact Plan. After you've finished this worksheet you'll have a clear outline of your impactful and thriving business. Then it's up to you to take imperfect action.

What Is The Impact That You Want To Have:

Why Is Building This Business Important To You:

The Stop Doing List:

List the actions that you're going to STOP doing so you have the time and energy to do the actions you need to do:

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Describe Your Ideal Client Avatar:

What Is The Problem Your Ideal Client Has:

What Is The Solution Your Brand, Business & Program Provides:

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Complete The Story-Selling System:

Brainstorm ideas for each of the 5 stories that make up the Story-Selling System.

Backstory:

Trigger Moment:

Trial & Error:

Discovery:

Transformation:

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THE 2-PART YES PROCESS

Brainstorm ideas for each of the 5 steps that make up the 2-Part YES Process.

Step # 1: Build Rapport

Step # 2: Open Up The Problem

Step # 3: Identify The Goal State

Step # 4: Qualify The Commitment

Step # 5: Invite Them Into Transformation

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THE BOOMERANG EFFECT

Brainstorm a higher level program that provides a deeper level of transformation.