

THE 6-FIGURE FRAMEWORK

GET HIGH-PAYING CLIENTS WITH EASE

Stop struggling and finally build the coaching business of your dreams without being spammy, salesy, inauthentic, or wasting time and money on ads, funnels and websites that don't work.

LIMITLESS ATTRACTION

How the most authentic experts achieve limitless high-paying client attraction, enrollment and impact, without being spammy.

Are you tired of feeling like you need to run Facebook ads, build complex funnels, do salesy webinars... and it all just seems so fake and overwhelming?

“There must be a better way” and “this just doesn’t feel like me” is something we hear from coaches, consultants and experts almost daily.

Have you ever wondered how everyone else seems to do it so easily?

Now I’ll be honest, these marketing systems do have their place, but most coaches, consultants and experts use them WAY too early in their business, which causes struggle and burnout. And the truth is, running ads too early is expensive... there is a better way.

See, those are scaling systems. You’ll be ready for them when the time comes that you’re already earning \$20-30k per month, and decide to put systems in place to grow your business to the next level—because by this time you’ll know your audience intimately, you’ll have proven your offer, and you’ll have the resources to invest in scaling.

Here’s the thing though, and what the “marketing experts” don’t tell you: you don’t have to. You can ORGANICALLY build a coaching, consulting or expert business to whatever level you want (even 7-figures) that is 100% authentic to you, just by doing a few things right.

So, are you ready to stop struggling and finally turn on the faucet of high-paying clients you LOVE? Are you ready for an effortless 6-figures and beyond?

With the right approach, it IS possible, and this guide will show you how. We’ve done it with multiple coaching and consulting businesses, and helped clients do the same. Let’s get started!

Why Would You Listen to Me?



Hey! My name is Dave Smith, and I am a 15-year veteran marketing expert. I've worked with companies as large as Coca Cola, Toyota, and Sony Pictures, but for the last 5 years my passion has been working with entrepreneurs just like you.

I've earned 7-figures in my marketing consulting business, without ever advertising or having a public website. And all while working from my hammock in Costa Rica. Imagine that!

I've also grown my business growth incubator 100% organically, which in 2018 has grown exponentially (a 900% increase just in January 2018), and is now earning 5-figures consistently per month with ease.

Additionally (I love sharing my client's wins), a recent client brought in \$11,500 within the first 2 weeks of us working together... all organically, and basically out of thin air! Another client enrolled \$30k on a brand new offer we crafted in just 30 days. This list goes on.

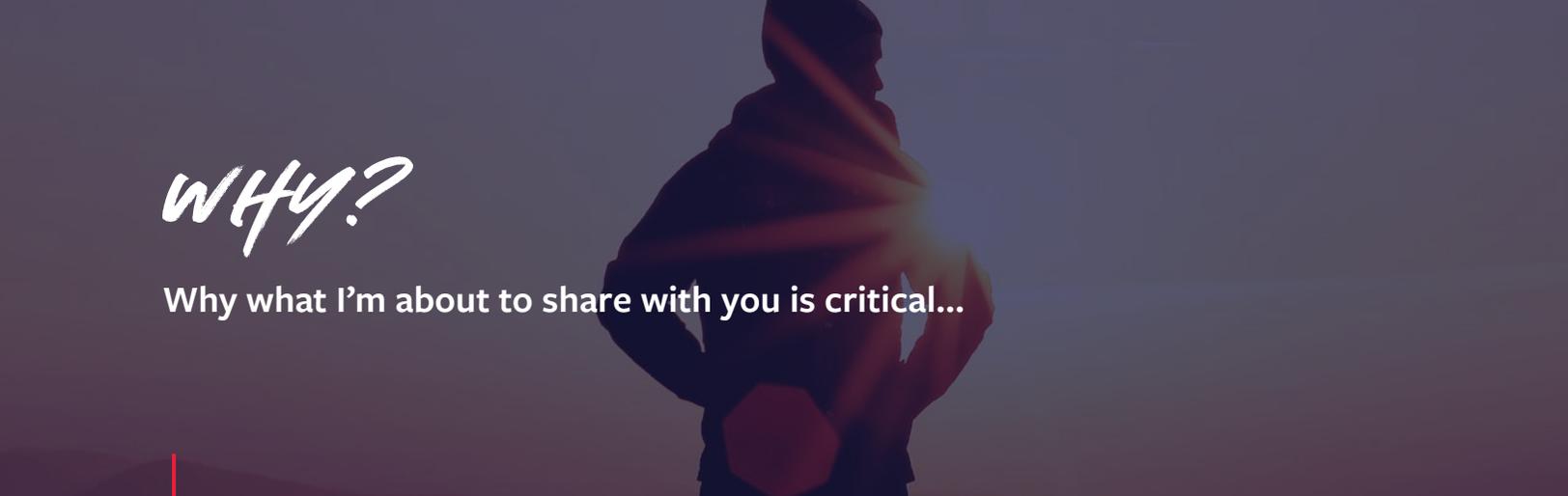
What I've learned is this: to build a business that consistently attracts clients you love and generates 6-figures and beyond, you must implement the framework I'll be sharing with you shortly. Most coaches, consultants and experts don't, and thus they struggle and fail.

It is my passion to help experts like you leverage your own authenticity, build REAL intimate and lasting connections with your audience, and create a business that generates HUGE impact and profit, far beyond what you would do with spammy, inauthentic advertising.

Whether you already have a business or not, this blueprint is for purpose-driven experts who are ready to build the business of their dreams, while delivering massive impact to the world.

I'm so excited for you to implement this guide... you will be amazed at how the right foundation and approach can make a massive difference.

"Up until this point I have NEVER made over 11k in ONE weeks time. The beginning to my 2018 has been MASSIVE and I owe so much of it to the tools I've learned in the last couple weeks in this program. Michael and Dave are the ultimate ying and yang team, which brings you the wholeness you really need to uplevel or even begin your coaching journey. Not only are they authentic and genuine, but they provide you with value that will give you results."



WHY?

Why what I'm about to share with you is critical...

The world needs you.

My philosophy on why it's important for experts like you and I to show up and deliver our value in the highest capacity possible is simple: The world needs you.

Most people are too comfortable in their discomfort. I believe, as human beings, we have an innate desire to become the best version of ourselves. On a very basic level, we all crave freedom, contribution and connection.

The problem is, far too many of us never realize our true potential. We commute day in and day out to jobs we hate, we tolerate circumstances that stifle us, we condemn ourselves for desiring more in life... all while not realizing the potential for greatness that already lies within.

Whether you are a coach, consultant or expert, you offer others the ability to let their true greatness shine.

I don't care if you run a marketing agency, advise people financially, or help them in the infinite number of other ways you can—I believe we're all doing this to help others realize their dreams.

To me, everyone should strive to be an entrepreneur, and every entrepreneur should strive to earn income beyond their wildest dreams (yes, you CAN and SHOULD earn 7-figures). The reason is, the more you earn, the more leverage you have to impact the world.

The problem is, there is too much noise in the entrepreneurial world. It's easy to get caught up in comparing ourselves to others, feeling like we're not enough, and desperately grasping onto the next best marketing funnel or system that promises to save us.

I've been through all that before. I've felt like an impostor, I've compared myself to the other experts out there, I've felt like I'm not enough, I've been afraid to let me voice out, I've invested thousands of dollars on marketing systems that didn't work...

And it nearly destroyed me. Until I discovered this...

We've lost connection to our most basic in-born superpower—authenticity. Authenticity is our true greatness. It's our desire to impact, contribute and serve. It's our desire to build communities that thrive. It's every aspect of ourselves that empowers us to be better humans.

The world—you can call it our collective human consciousness—is shifting. We're moving away from information products, and toward transformation services.

Every morsel of information you could ever desire is available freely over the internet. We don't need more information—we need more connection. We need more intimacy. We need more authenticity. We need YOU.

Building your business without these qualities is like building a house over a swamp. You may be able to build it high, but it's a ticking time bomb, waiting to come crashing down.

This is why too many entrepreneurs feel stuck, overwhelmed and unsatisfied with their business—they didn't take time to implement the proper foundation first.

The fact is, money is nothing but leverage. Business, ultimately, is not about money—it's about impact. You need money to grow, serve and sustain. But as entrepreneurs, we all tend to hit a crossroads—once the money is flowing in, we're left to consider why...

“Why am I not fulfilled?”

That's the question I asked myself after earning 7-figures consulting for some of the worlds largest companies. I had all the money I desired, I had my dream sports car, I traveled a lot...

Yet I wasn't fulfilled. See, it's ultimately not about the money—it's about our most basic human instincts—freedom, contribution and connection. Build a business on this, and you'll thrive.

What I've set out to create is the opportunity for purpose-driven entrepreneurs to build their business the right way. By leveraging authenticity, intimacy and connection, and delivering it in a way that allows you to achieve the freedom you desire, you quickly unleash your inner greatness to the world. And THAT is what business is all about.

BEFORE WE DIVE IN...

I want to impart something important to you. If there is one thing you walk away with from reading this guide, I want it to be this...

Hence, I'm writing it in large text :)

No matter where you are in your business or life, you **already** have the value and expertise you need to earn 6 or even 7-figures.

Your value, your expertise, your ability to help, is priceless.

You are infinitely capable of (and you deserve) everything you desire.

One of the biggest false beliefs that holds coaches, consultants and experts back is their inability to see their own value. They under-value their services, they under-price their offers, and they struggle... until they figure this out.

I want you to know, right here and now, that you have the innate ability within you to impact countless lives, and earn an income beyond your wildest dreams in the process. Get to know this side of yourself—it's absolutely vital for your success and impact.

Here's the thing: it's only a matter of mindset. Really, it's that simple. A simple shift in mindset will unleash your greatness to the world.

If you're finding it difficult to see your own infinite value, after reading this guide [message me here](#). I'd love to help. The world needs you.

Alright, now that that's out of the way, let's dive in...



LET'S GET YOUR BEARINGS

The first step in getting unstuck is to identify what is holding you back.

Let's first establish your bearings by exploring the top reasons most coaches, consultants and experts are stuck. Once we clear the air and establish this baseline, we'll have a clear path forward to the business and lifestyle you desire.

You Put The Funnel Before The Horse. This is the error of spending money on ads, funnels, websites and other systems BEFORE you have a validated brand, business and offer. It's a common point of failure, because if you haven't validated your messaging or offer yet, spending money on ads is often like throwing money down the toilet.

You Try to Serve Everyone. When you speak to everyone, you speak to no one. To see rapid growth and become the authority for your unique ability to help, you need to be known for ONE change you provide to ONE group of people.

Your Offer is Vague. If people don't know what you do, they won't know to reach out for help. Most struggling coaches, consultants and experts do not have a clear enough offer.

Your Marketing Stinks. There is so much noise online that you must position and market yourself to stand out. Most struggling coaches, consultants and experts do not consistently produce powerful content that resonates with their audience and pulls them into the change or transformation they need. You need content that elicits emotion.

Your Branding Stinks. I'm not talking about your logo here, I'm talking about the impression you leave on people. Your brand is YOU—your personal story, superpower, values, Universal Truths and ability to connect and resonate.

You're Afraid. Fear and lack of confidence is one of the biggest plagues that hold entrepreneurs back. To rocket ahead toward your goals you MUST eradicate this.

You Haven't Shifted Your Identity Into Who You Want to Become. You cannot create change while living from the same level of what produced the results you are experiencing now. This is another reason entrepreneurs struggle—they haven't shifted their mindset into the level of who they want to become. Without doing this, you will experience the same results over and over. But once you do, you will see the rapid momentum you are looking for.

You're Doing Too Much. Too many offers, programs, projects, social platforms... too much causes less results. The secret is to focus on ONE thing until it reaches the point of inertia. This also applies to not leveraging your time and expertise, thereby burning yourself out.

You Haven't Designed Your Business Around Your Ideal Lifestyle. Most entrepreneurs never consider what lifestyle they want to build their business around until it's too late.

You're Stuck in "Information Mode." So many entrepreneurs these days find themselves stuck in investing in program after program, training after training, yet fail to see any results. They are stuck in "information mode," searching for the silver bullet or solution that will solve all their problems. This keeps them in "analysis paralysis," fearing and procrastinating on taking action. If you notice, those who see exponential momentum always take fast action. They fail forward. They embrace the journey of learning, discovering and evolving.

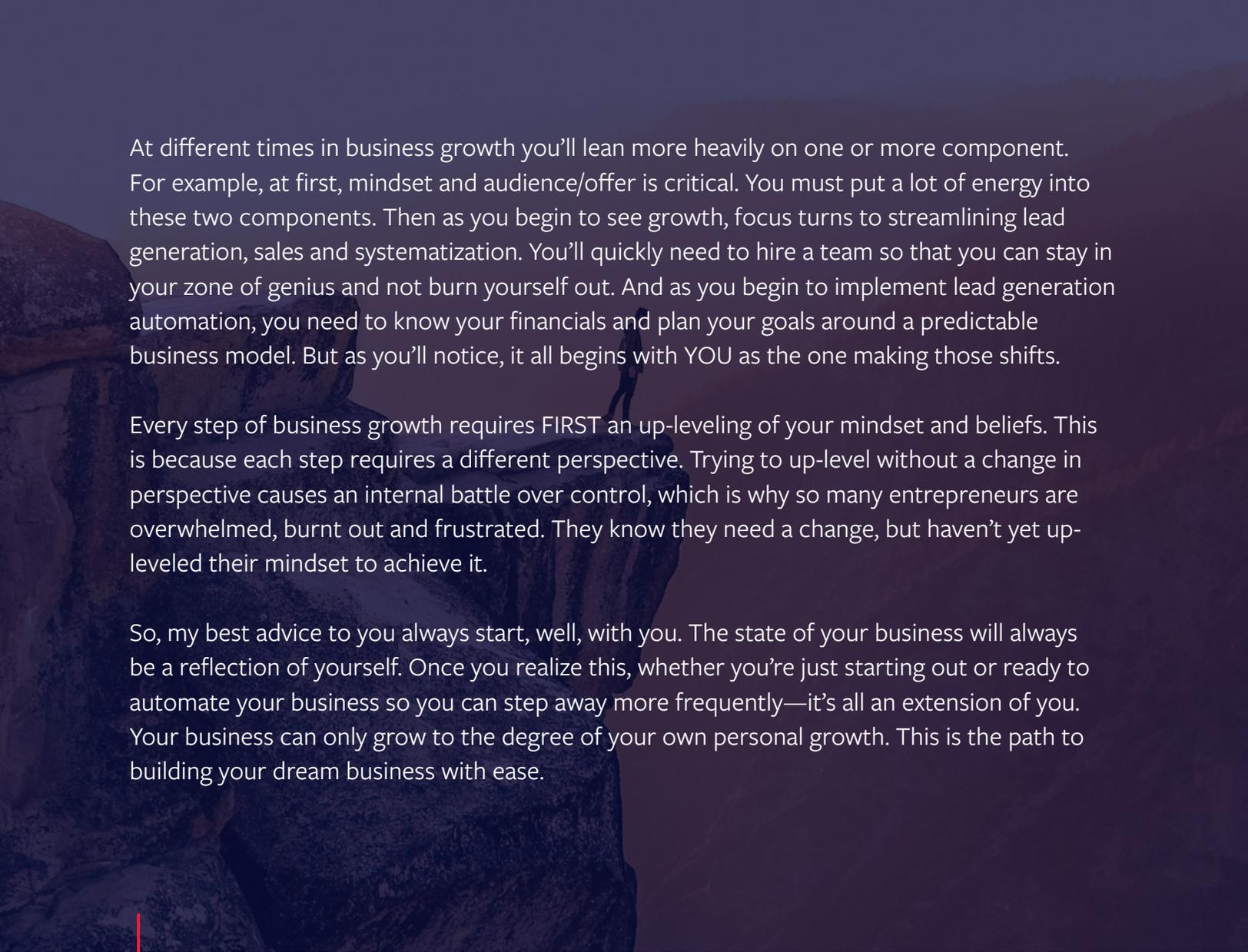
THE BIGGEST REASON

most entrepreneurs hold themselves back...

The truth is, there is no one external "big thing" or silver bullet for your success. But what I've discovered—and my advice for you—is that the belief that there IS a silver bullet is what holds most entrepreneurs back. This keeps them stuck in "information mode," constantly searching, researching and enrolling in programs, but never seeing the results they desire. And I get it, each new level of business can seem daunting, like you are peering over a cliff into the unknown.

Here's what I discovered: Your business is YOU.

To grow your business, you need to transform. Business growth is all about PERSONAL evolution. Each level of business success comes with its own unique mindset, as well as a mixture of components (lead generation, sales, systems, financials, etc.), and to level up and scale, that mindset and mixture needs to evolve. But it all starts with you.



At different times in business growth you'll lean more heavily on one or more component. For example, at first, mindset and audience/offer is critical. You must put a lot of energy into these two components. Then as you begin to see growth, focus turns to streamlining lead generation, sales and systematization. You'll quickly need to hire a team so that you can stay in your zone of genius and not burn yourself out. And as you begin to implement lead generation automation, you need to know your financials and plan your goals around a predictable business model. But as you'll notice, it all begins with YOU as the one making those shifts.

Every step of business growth requires FIRST an up-leveling of your mindset and beliefs. This is because each step requires a different perspective. Trying to up-level without a change in perspective causes an internal battle over control, which is why so many entrepreneurs are overwhelmed, burnt out and frustrated. They know they need a change, but haven't yet up-leveled their mindset to achieve it.

So, my best advice to you always start, well, with you. The state of your business will always be a reflection of yourself. Once you realize this, whether you're just starting out or ready to automate your business so you can step away more frequently—it's all an extension of you. Your business can only grow to the degree of your own personal growth. This is the path to building your dream business with ease.

So now that you may have discovered where you are holding yourself back, you have a baseline in order to devise a plan to move forward. Think of it as a diagnostic test—you must know what's failing before you can prescribe a solution.

I encourage you to write down where you're stuck, and if you feel inclined, send me an email at **ds@realityhackeracademy.com** with your discoveries. I'd love to help.

The rest of this guide will be focused on giving you the exact framework for installing a bulletproof foundation in yourself and your business. We'll cover how to avoid all of the traps above, as well as the specific steps you need to take to see more results, more revenue, more effortless client attraction, and a business and lifestyle you absolutely love.

STEP #1

The one thing that will transform your business, results and personal life forever.

There is one foundational step that we ALWAYS take our clients through in the very first week we work together.

The reason is simple—it is the foundation upon which your effortless client-attraction engine is built. And without it, you will struggle and fail.

You've likely practiced mindset techniques—mindfulness, meditation, maybe affirmations. You likely know the importance of an abundance mindset and removing blocks or limited beliefs.

But in my journey to earning 7-figures, I discovered something crazy...

The reason most coaches, consultants and experts can't get marketing to work for them is they're coming at it from the wrong mindset. This is almost never addressed in marketing or business trainings, however it is fundamentally what is holding you back.

Although this might seem too simple to be true, this shift only takes minutes, and once you make it, you'll be surprised at how it changes everything.

See, what I discovered is that your IDENTITY—who you feel yourself to be based on the stories you tell yourself—is what creates ALL thoughts, ideas, beliefs and actions. Not only that, the identity you show up with either attracts OR repels your ideal clients.

So, if you want to start attracting a consistent stream of incredible clients NOW, the ones who instantly click with you and are ready to pay, you need to begin with one simple shift...

You need to shift your personal IDENTITY. You need to become who you desire to be, NOW.

What I discovered along my journey, as well as in teaching this to our clients and seeing rapid and incredible results, is that who you attract—and the results you get—is a 100% reflection of your own personal identity.

And the cool thing is, you are in TOTAL control over your identity.

The problem is, coaches, consultants and experts that are struggling are almost always plagued with fear, doubt, worry and overwhelm. They feel like building their business is an uphill battle, and think and act from the place of believing this is true.

It's not that people aren't listening to you, you're missing something, or any other reason you feel your business is not what you'd like it to be...

It's that you haven't yet embodied the identity of the version of yourself already running that incredible, profitable, and life-changing business you dream of.

The identity of a 6-figure entrepreneur, millionaire, or multi-millionaire is far different from what you are likely feeling in this moment, and far different than how most of society feels.

But the most interesting thing is, you don't have to already be running that business to have it. You can become that version of yourself NOW.

As soon as you begin to actually feel NATURAL with being this version of you, your thoughts, ideas, beliefs and actions will change... and, don't ask me how, but you'll also start automatically ATTRACTING and ENROLLING your perfect, high-paying soul-clients.

I firmly believe that your next level is only a millimeter shift away. You're so close!

BEFORE WE CONTINUE...

Let's do a quick exercise. Take out a sheet of paper, and write a description—in present tense—of your life if you were to be already running your dream business.

Continue on next page for the rest of the exercise...

To really dive in deep, you can ask yourself these questions:

- ✓ What would your income be?
- ✓ Who would you be working with?
- ✓ What results would they be seeing?
- ✓ How would it feel to wake up every morning knowing this to be true?
- ✓ How would your life change—what would you have that you don't have now?
- ✓ How would your relationships change?
- ✓ How would YOU change?

Really paint the picture. Become familiar with it. You can write it every morning until you start feeling natural with that new version of yourself.

As often as possible, ask yourself how it would feel if this were you, and appreciate the relief of it already being your present reality. What you want is to feel NATURAL with this feeling.

Then, notice how your actions change. Notice how you think and feel differently. Notice if you have more confidence, inspiration or drive.

This shift will do more than any ad, funnel or marketing tactic can ever do for you—it's a fundamental shift in identity that will generate results through all aspects of your life.

Once you've done this exercise, let me know. Send me an email with your biggest insights: ds@realityhackeracademy.com (that's my personal email)



STEP #2

The 4 pillars required to build a sustainable and highly profitable business you love.

Do you struggle to fill your schedule with high-paying clients?

Are you overwhelmed by constantly feeling there is more to be done to grow your business, yet you don't know what or feel it's too much?

Are you feeling like you're working your butt off, without much payoff?

If so, there are 4 pillars you need to know that will break this cycle and allow you to build a business you love with ease.

There is a fundamental error in how most people are teaching business growth; in fact, it's backwards, and destroying your ability to grow your business into something you love and are able to scale with ease. Successful entrepreneurs know this, and by modeling them, you can see the rapid growth they do.

Here's what I discovered: most people focus solely on marketing systems. The problem is, if you want to build a sustainable 6-7 figure business you love, there is more to it than that. This approach is 100% backwards, and if you're approaching your business this way, it's likely a big reason why you're struggling.

See, when you approach designing your business from the standpoint of JUST marketing and sales, you easily disconnect from the reason you're building this business in the first place:

You're here to impact, contribute, transform lives... and develop freedom and prosperity in the process. So to do this, you need to address the 4 critical pillars BEFORE you start any marketing or sales process. Allow me to explain...

In order to grow and thrive in a way that doesn't result in a business you hate, you need to establish 4 core pillars FIRST:



According to Taki Moore, nearly 81% of coaches and consultants burn out after 3 years of business. This is why. Implementing these 4 pillars will ensure you avoid this.

Pillar #1: Your Universal Truth and Unfair Advantage

You may have experienced this...

You feel unsure about your prices. While on the phone with a potential client, you're dreading when it comes time to tell them your cost. Even still, you know you need to raise your prices in order to grow, but are afraid to do so because you aren't confident that you can. Why would someone pay you more? You feel stuck in the low-ticket treadmill, working harder than you want and consistently feeling you need to do MORE in order to justify your value and prices. This has all left you feeling stuck and overwhelmed with what to do next.

Here's how you will get out of this trap: Design your business around your Universal Truth and Unfair Advantage. This will eradicate the "not enough" feeling holding you back.

Let's start with your Universal Truth. What do you believe in? What's at the core of your personal philosophy on life? Most coaches, consultants and experts leave this out, or just plain don't know. But this is your first secret weapon for effortless attraction of your ideal clients.

Your Universal Truth is what you stand for. Let's take Apple's truth, "Think Different." Even though Apple is one of the world's largest corporations, they are adored by fans. They believe in the power of creativity and defying the status quo to change the world. They market their products through this context, which inspires and empowers their customers to live a life of impact. This allows them to connect with their audience on a deep, values-based level.

When you have clarity around your Universal Truth, and how your business is a vehicle for that, you automatically begin speaking the right words that attract the right potential clients who are in deep alignment with that. It's near instant connection and intimacy.

Secondly, you must be clear on your Unfair Advantage. What makes you different? How do you approach your client's problems in a unique way? What unique skills and experience do you have that allows you to be the expert? What gives you an edge?

This is your Unfair Advantage. It sets you apart from all the noise of your competitors. It attracts those who are in alignment with your unique approach. Because the fact is, not all of your potential clients will resonate with the approach and process you offer. So by confidently sharing your Unfair Advantage, you become a highly-targeted client-attracting machine.

Most struggling entrepreneurs take the "features and benefits" approach. They market their programs and products by showcasing "what you get." Because of this, they fail to be a magnet for their ideal soul-clients. They attract people who "don't have the money." Your Universal Truth and Unfair Advantage is the easy path away out of this.

Pillar #2: Design Your Business Around Your Desired Lifestyle

Going back to the fact I mentioned earlier about most coaches, consultants and experts taking the "marketing systems first" approach, your next pillar to an effortless purpose-driven 6-7 figure business is to design it around your desired lifestyle.

This is completely backwards of how most people design their business, which is largely money-focused. This results in working too much, being overwhelmed, and ultimately burning out. So many entrepreneurs find a little growth and then after money is consistent enough to disengage "survival mode," they realize they hate their business. Let's avoid this for you, and if you're already feeling this, let's give you the way out.

This approach is simple. Design your desired lifestyle. How many hours would you like to be working per week? How do you want to be living each day? What do you want to be doing? What do you NOT want to be doing? Who do you love to interact with? Who don't you love interacting with? Be honest, clear and specific.

Paint the full picture of your ideal lifestyle. Then, design a business around that. The fact is, it doesn't matter what others in your niche or industry are doing—by building your business on

YOUR terms, you experience much more rapid growth. And this growth carries momentum toward—rather than away from—your ideal lifestyle.

Your “ideal lifestyle blueprint” will determine how you structure your business—who you work with, how you work with them, and what daily actions you take in order to grow. This will allow you to ensure every step is moving you toward that lifestyle of freedom and impact you desire.

Let’s take an example: Let’s say Sally built a business around low-ticket digital downloads. But after seeing some growth, she realized she hates hustling to get those sales. Because in order to increase sales, she needs to work more. She could leverage advertising, but the low cost of her products doesn’t allow her the resources to make it profitable. She’s stuck and tired.

What we would do is look at her ideal lifestyle. She really only wants to work around 10 hours per week, and would love to be helping people in a more intimate way. Now that she has this blueprint, she is able to design a high-ticket program that fits into and supports her ideal lifestyle.

Avoid the trap of building a business you hate by designing it around your ideal lifestyle. What you’ll then find is you are more motivated to work, you absolutely LOVE what you are doing, you are full of creative inspiration and flow, and you are attracting ideal clients—the ones ready to pay whatever rates you offer—like crazy.

Pillar #3: Do LESS—Focus On ONE Thing Until It Gains Inertia

One of the most common phrases passed around the internet is this: “Millionaires, on average, have 7 income streams.”

So you think, “Ok, I need to add more products. More services. I need to do MORE in order to achieve my financial goals.”

I’m going to be blunt here: this is the flat out WRONG approach, and if you are doing this you are shooting yourself in the foot.

This only works if your business is already operating like a machine on autopilot. As you build each offer up to the point of inertia and predictability, you are to expand your income streams. Focus wins the race—fragmentation destroys it.

Chances are, it’s WAY too early for you to do this. It’s way too early to offer ANYTHING but ONE offer to ONE audience. This might be a difficult proposition, but it’s worth it.

The basic reasoning is this: what you focus on grows. In the early stages of business, before inertia is gained, you need your focus to be that of a condensed laser beam. Then, and only then, will you see rapid growth.

Successful entrepreneurs know this. They focus on ONLY one thing, until it begins to run autonomously and effortlessly. There is a tipping point of momentum where you reach an inertia that allows you to step away and start something new. But before that, it's way too early to spread yourself thin with multiple products, offerings or services.

So if you have more than one product or service at the moment, I highly recommend you prioritize. Create ONE high-ticket signature program, and focus on that in everything you do. The momentum you'll experience will be shocking.

Pillar #4: Leverage Your Time From The Beginning So You Can Grow Without Burnout

Most coaches, consultants and experts who are under \$10-20k per month are suffering from time fatigue. They are charging hourly, they are giving discounts left and right, they are working with less-than-ideal clients who drain them of time and energy, and their business relies 100% on them being present.

This is the recipe for burnout and stunted growth. If they do see some growth, they are quickly burnt out due to working 10+ hours per day. They feel stuck and overwhelmed. And because they built their business around this model, fixing it is far more difficult than if they had designed their business the RIGHT way in the first place.

The fact is, the more you grow and establish your business, the more difficult a fundamental change is to make. So if you are currently running your business this way, it's best to make this change as soon as possible. And as a bonus, by doing this you will see a near instant influx in revenue, freedom, and ease in running your business.

Leveraging your time is all about designing your business in a way that compounds your growth and impact. Here are some keys to achieving this:

- ✓ Focus ONLY on ONE main thing until it hits the point of inertia.
- ✓ Structure your program offering so that you're not a slave to the phone or computer.

- ✓ Price yourself so that you can work less and earn and impact more.
- ✓ Implement a Signature System or Process that allows clients to pass through a distinct series of steps in order to achieve the results they hire you for (this is your I.P.).
- ✓ Implement automation of recurring tasks so you can put those on autopilot (i.e. your onboarding process, content distribution, client care, etc.).
- ✓ Only take on your ideal 5-star clients, because they will require less effort and achieve far more results. The more you do this, the more you'll attract them.
- ✓ Spend time away from your business so when you are working, you are fully charged, motivated and full of flow.

IN SUMMARY

Implement these 4 pillars from the beginning, and you will build a sustainable and highly profitable business you love.

The fact is, you can build your business how you want.

You can work from your phone or laptop from anywhere in the world.

You can experience freedom while creating massive impact.

You just need the proper foundation as your compass.



STEP #3

How to create indestructible inertia toward 6-7 figures.



You've now realized how critical an identity-first approach is.

You've learned why you might be stuck, and the 4 pillars you must implement to build a sustainable and purpose-driven business you love.

With that foundation in place, it's time to learn how to create massive inertia toward your desired lifestyle.

In speaking with hundreds of coaches, consultants and experts, I've found one of the greatest pains or struggles to be finding the right niche and developing an offer around it.

Now, narrowing your audience to who and how you can help the most is the right approach to building a sustainable and profitable business. But, most people approach this process backwards, and because of it, they struggle.

When it comes down to it, it's not about finding a niche. This is a byproduct of those peddling the "marketing systems first" approach to business.

It's about finding YOURSELF. It's about serving yourself. It's as much a transformation for yourself as it is for your clients. Business is PERSONAL evolution.

This is a process of simplification and focus. Would you like business to be more simple? Yea, I thought so!

Alright then, let's make it simple. Let's make it powerful. And let's make it transformational.

Simplify Your Audience

As experts, each of us has our own unique Universal Truth and Unfair Advantage. Each of us has our own unique past of trials, tribulations and celebrations, as well as philosophies. This is our journey of transformation and evolution.

The secret is, to discover who you can help best, you must look at yourself first—your PAST self. How did you evolve to be where you are at today, ready to help others?

What obstacles did you previously overcome, that allowed you to acquire your unique skills, perspective and expertise? Who were you before that transformation? What did you need most? Why did you need that transformation most? What were you thinking?

Approaching the process of selecting and narrowing your audience from this standpoint makes “niche selection” easy. Because you’re not “going out and finding a niche you are passionate about”...

You are looking deep into yourself, and through the process discovering who and how you can help best. You do this by drawing a timeline of your life.

If you’ve never mapped out your past before, this process tends to be transformational. You get to take a step back, look at your past obstacles, your experiences toward overcoming them, and in the process reverse-engineer your unique life journey.

Hidden in this process is your purpose and mission. See, we tend to desire to create impact in the world based on what we’ve experienced in the past. If we experienced poverty, we desire to help others thrive. If we experienced trauma, we desire to help others move past it. And so on. This is one of the most insightful realizations you will have...

Your audience is your past self—your values, your obstacles and your experience.

Once you’ve mapped out your past, look at which breakthroughs were most transformational for you. Then consider, if you were helping people overcome the same, which of those breakthroughs would you love to be helping others with the most?

Here are some questions you can ask yourself:

- ✓ Who lights you up the most?
- ✓ Who do you find it effortless to work with?

- ✓ Who needs a past breakthrough of yours NOW, and has the money to invest?
- ✓ What do people tend to come to your for advise or counsel on?
- ✓ Who aligns with your values and Universal Truth?
- ✓ Who DON'T you like to work with?

Here's why this approach is so powerful—you discover how to align your values with your client's values. Say you help entrepreneurs with online marketing, and your unique method values intimate connection with your customer over high-pressure sales tactics. Here's where you run into problems: you take on any client who expresses interest in your help, regardless of their values. But you quickly discover a challenge—your new client doesn't align with your values. They believe ethics don't matter in marketing, and therefore don't value your approach. You struggle to get them to take action, and they end up requesting a refund because they weren't satisfied with your services.

This is easily avoided by serving an audience that aligns with your past self. The reason you discovered your unique method to marketing is because you value intimacy and authenticity, and the “past you” set out to find a way to bring that into marketing.

So, find that specific audience who you LOVE to work with and aligns with a past version of yourself, lock your messaging into it, and be consistent...

And you'll be surprised at how much more effortless and automatic your client attraction becomes. Not only that, you'll avoid building a business working with people who don't value you, are difficult to work with, or that you struggle to help.



Simplify Your Offer

Now that you have narrowed and simplified your audience, the next step is to craft an irresistible offer around them. I call this your Aligned Offer.

Again, you are simply crafting an offer that your past self would have done almost anything for. If it would have been a no-brainer for yourself, it's going to be a no-brainer for your ideal client. This includes aligning with your values, problems, dislikes, desires and needs.

To achieve an effective Aligned Offer, you must focus ONLY on results. What are the specific results your client will walk away with? What will you help them overcome, and how will their life be different?

Most coaches and consultants focus WAY too much on features and benefits. Ultimately, your audience—the ones who need results the most—don't care about features and benefits, as long as you deliver the results they need NOW. At this stage, features and benefits distract.

So here's how to make it easy: Find their top 3 pain points and top 3 desires and build them into your offer. That's it. Keep it simple.

Now, here's how to supercharge your offer (and stand apart from your competition because almost NO ONE does this):

Discover your audience's Universal Truths—WHY they have those problems and desires. Then build that into your Aligned Offer.

You can do this by taking each of the 3 pain points and top desires and asking yourself WHY you felt that way in the past. Keep asking WHY until you've uncovered their basic values.

Here's an example: Say your ideal client desires to earn \$10,000 per month. Why is this important? It could be that this dollar amount means financial freedom, and the root of this is they believe financial freedom allows them to serve at their highest level. This is an opportunity to align with your own Universal Truth, if you believe the path to a fulfilling life is through contribution and impact. Make sense?

When you speak to your audience on a values level, you'll develop bond and intimacy with them much more quickly. You'll cut through the noise and have people jumping out to you saying, "You're in my head! We need to work together!"

Here's an Aligned Offer of mine. I learned this format from webinar expert Joel Erway:

Coaches, Consultants and Experts:

What if we offered to personally help you DOUBLE or TRIPLE your revenue,

Without funnels, ads or sleazy sales work?

And while actually working less?

If we offered to personally:

— Help you 2x or 3x your income FAST, in a way that feels 100% authentic to you

— Get you attracting high-paying clients you love NOW, who are ready to pay

— Eliminate ALL fear or doubt you are experiencing

— Do this within 45 days

Would you take us up on that offer?

This offer speaks to my past self, and my ideal audience, by tapping into their core pains, needs, desires and Universal Truths:

- First, their greatest surface-level desire is to increase their income.
- Then, we tap into their dislikes and Universal Truth: they don't like feeling salesly, spammy or sleazy, and associate funnels, ads and sales work with this.
- They also desire to have more freedom.
- They have a Universal Truth that authenticity is important.
- They desire to get more high-paying clients, and are tired of people saying, "I don't have the money."
- They need to eradicate fear and doubt, whether they realize it or now.
- They want all this quickly.

See how this offer taps directly into not only their pain points, needs and desires, but also their Universal Truths?

This is far more powerful of an offer than most coaches, consultants and experts have. And by leveraging an Aligned Offer for yourself, you will automatically stand apart from the crowd and connect yourself on a deep and intimate level with your ideal audience.



Simplify Your Process

Here's another area most coaches, consultants and experts who are stuck are extremely vague on—their Signature Process.

You can tell this is an issue when you look at their marketing and don't see any mention of how they get clients from point A (pain) to point B (desire). What this results in is weak perception of value and ability to help.

Here's a truth that it took me many years to discover: Most people don't believe they can achieve what they desire.

As the expert, it's your job to instill confidence in your client in their ability to become the version of themselves they desire to be. If they aren't confident, you won't make the sale, and if you do, it's going to be an uphill battle to get them results.

You can easily instill confidence in your audience by having a Signature Process. By showing them the exact steps you take them through, from pain to desire, you give them something tangible to believe in. An example of this is what I'm doing in this guide for my own process.

The fact is, people believe more in processes than they do in themselves. So give them a process to make it easy for them to believe.

When there's a clear process, the intellectual understanding from the journey from pain to desire becomes easy.

So, create a step-by-step framework for how you get them there. Brand it with a unique name. Make it yours. And in the process, you'll have something tangible that shows your authority.

As an example, our process is called The Alignment Engine. We take you through 5 distinct steps to get you from struggling to attract consistent clients to seeing rapid growth and momentum in your business: Aligned Mindset, Aligned Lifestyle, Aligned Business, Aligned Offer, and our Aligned Marketing. Each step builds off the last, and you walk away with a bulletproof business framework that you'll be able to scale as high as you want. And as a bonus, most clients that go through our program fill their new offer with high-paying clients within weeks of working together. This is the power of process.

A process makes it easy to connect the dots, and BELIEVE it's possible. Meaning, more enrollment, more money in your bank account, and more contribution and impact.

But not only that, it gives you the structure (remember the component of business success Systematize + Team) to leverage your time and expertise so you can scale with ease. The more process you build into your business, the less time you will have to hustle to keep it running, and the more opportunity you will have to grow.

Simplify Your Brand and Marketing

The last step in creating indestructible inertia toward 6 or 7 figures is to simplify your brand and marketing.

Have you ever felt you didn't know what to write for that Facebook or blog post?

Have you ever felt you get decent engagement, but don't seem to have anyone coming to you for your services?

Do people come to you unsure about exactly what you do?

By simplifying your brand and marketing, you will become an unstoppable engine of client-attraction. This is because you have ONE message, to ONE audience, and are delivering it with CONSISTENCY. And you become known for the one CHANGE you are offering.

Here's how you simplify your brand and marketing: Focus everything you do around this "ONE thing" formula. This way, your audience, message, offer, personal brand and story, and so on, all converge into a laser-targeted personal brand that packs a clear and strategic punch.

On the next page are some strategies to make your marketing message simple yet powerful...

- ✓ Start with a pain or desire and bridge the gap by educating them of their META problem (the underlying issue that they are not aware of).
- ✓ Speak to your Unfair Advantage... what makes you unique and different, and how that relates to your success rate as an expert.
- ✓ Speak to your Universal Truth... what do you believe in that might polarize your audience? Polarity is key as it attracts those in alignment with your values and repels those who are not. What are your personal philosophies?
- ✓ Let your authenticity shine. Be human. Be real. Show glimpses into your lifestyle.
- ✓ Start helping by sharing bits of your process. Create a guide or checklist for one or all steps of your process. Get your audience small, actionable results. Do this often.
- ✓ Tell epic stories. We all have them. What are yours? What “change” do you embody?
- ✓ Leverage an “invitational launch” often. Build anticipation of your new free guide, download or new offer, by showing your process and inviting people to express interest.

Until you reach the point of inertia, it's absolutely vital that you focus ALL your energy on this. Set aside all other projects until you build momentum.

You need to be consistent in focus AND energy... you need to be the ONE CHANGE your ideal client is looking for. Embody it... don't hold it back... let it shine...

Which is where a lot of entrepreneurs fail—they spread their focus and energy thin with juggling many projects, offers and program levels. To gain momentum and hit \$20-30k/mo and beyond with ease—at which point you can automate your growth with marketing systems—you need to focus on the “ONE thing” formula...

You need to BECOME that singular point of transformation you are offering.



BE THE CHANGE

How to be a powerful beacon of hope and evolution.

I firmly believe that, no matter who you are, each of us has something that others desperately need to make their life better. It's easy to feel like an impostor—you put yourself out there, you begin standing up for your values and truths, you offer to help... and then, suddenly, you wake up feeling like a fraud. This is perfectly natural, and we all go through it. But what you must remember is that those obstacles you already overcame, the breakthroughs that transformed your life, are the very same breakthroughs countless other people need NOW. They need to evolve as you have.

The most powerful thing you can do for the impact you are capable of is to **be the change**. Your audience is looking for hope. They're looking for evidence that they can overcome what they so desperately need. They NEED someone they can live vicariously through. So don't hold back, be the change they are looking for.

Here's a secret to create a powerful brand that changes lives: What is the “change” you are known for? It could be mundane, or it could be extraordinary—it doesn't matter. For me, it's that I personify freedom of lifestyle. Almost 4 years ago I broke free from the suffocating corporate world, moved to Costa Rica, and now live the freedom that most people crave. For your, it's the breakthrough your past self had that you are now free from.

Think about our greatest heroes: Richard Branson lives on an island, is an extreme sports enthusiast, and builds billion dollar companies. Elon Musk innovates every industry he touches. Steve Jobs brought thoughtful elegance to an industry of screens and buttons. Tim Ferriss is the “4-hour work week.” Each of these individuals embody a powerful personal brand because they are the change others inspire to be.

Your “change” doesn't have to be so extraordinary, but it does have to be clear. You need to embody it in everything you do. You need to be the beacon of hope—the lighthouse—that others inspire to be or arrive to. You're doing this because people NEED hope and belief. It could be as simple as that you discovered how to eat healthy on a budget. Or you wrote a book. Or you overcame anxiety. On the other side of that obstacle, a new life was born. So be the change, share the results, share the process, share the epic tale, share what life looks like on the other side, and you'll be more powerful than most “experts” out there just fighting for the sale.

VALIDATION

What you must do before implementing any growth system.



We tend to be afraid that our ideas will fail.

We pour our heart and soul into what we do, with the genuine desire to help change lives...

But then we feel paralyzed. What if my offer or program is not received? What if I can't get the results that my clients sign on for?

Here's how to ensure your business growth is swift and efficient.

So many coaches, consultants and experts struggle with feeling like an impostor. They muster the courage to put themselves out there on public display, then find themselves amidst an emotional breakdown, not sure if they can make it. And this cycle repeats.

I get it. Putting your heart and soul out there is scary. You risk being judged, or even worse flat out failing.

The way to avoid this is through incremental validation. With every new product, service or offer you introduce, there will always be a period of validation before you are ready to scale it. This applies whether you are just starting out, or if you are already running a 7-figure business.

The reason why the “marketing systems first” approach is so risky is that it requires you to invest heavily in your product validation. To effectively validate your new offer, you must often spend thousands on ads, hoping they will succeed.

Not only that, if you haven't successfully run a paid ads campaign, it can be overwhelming and frustrating... especially when personal investment is required. This leaves you feeling lost and wishing there was a "better way."

Here's the critical mindset shift you need to make...

Everything you do is simply data. It's not a personal hit on your own value or expertise, it's simply data. It either works, or doesn't work. You can either kill it, delegate it, or optimize it.

When you look at everything you do in your business as data, it removes the "personal value" variable from the equation. You're not validating your own worth, you're validating what and how you're doing it.

I prefer an organic approach to validation. By leveraging your organic social network, you are able to quickly test, validate or pivot your offer. You can quickly and easily test simple messaging or offers, without investing an arm and a leg to do so.

When building a business, it's best to fail fast. Learn from every touchpoint of data. Don't take it personally. See it as an OPPORTUNITY to learn, refine and optimize.

As an entrepreneur, data is your best friend. You don't have to be a math whiz or data lover to succeed. I'm certainly not—but what was a big revelation for me was that data is everywhere, it's just a matter of being aware and learning how to put it to good use.

What if you don't have a personal network of your ideal clients? That's ok. Join Facebook groups where your ideal clients hang out. Start participating. Friend people, send them a quick message to say hello (this establishes connection and intimacy), and speak to your "ONE thing" as often as possible. You'll quickly have an organic network of the RIGHT people.

Once you've found the offer that attracts interest, invite a group of clients through a beta run of your program. Test and tweak as you go. You might want to offer them a discounted rate because this isn't yet a validated program. That's ok, people will love the extra attention, and the fact that you will be tailoring the program to them.

After you've seen results through your program, gather testimonials from your clients. Share them often, and continue to enroll clients through your organic network. Soon you'll develop a keen alignment with the messaging that attracts your ideal clients like a magnet.

At this point, you are ready to implement growth systems. You've validated your offer, completed the beta program with your first round of clients, seen great results and have testimonials to prove it, and in the process honed your ability to powerfully connect with your ideal client through your messaging.

You can probably see how implementing growth systems too early is risky. Unless you have thousands of dollars to burn, it's completely backwards.

But by taking the validation-first approach, you are able to attain the data that will make scaling easy and effective.



WHAT NEXT?

You're probably feeling a little overwhelmed. I get it, I've been there too.

After all, building a business is not easy. It takes stepping out of your comfort zone. It takes belief, confidence and courage. It takes trial and error.

Even with the clear steps in front of you, getting from where you are now to where you want to be can seem daunting. There are so many unknowns, so much new territory, so much to learn. You now have the framework—it's only a matter of putting it into use.

So I'd like to offer some advice: Get help from someone who's been through it before. Before I built my marketing consulting business to the scale that would earn me 7-figures, I felt the same way. It was frightening and overwhelming. It was difficult to do alone.

And before I built my coaching business to 6-figures, I experienced the same over again.

It's the natural evolution of business. You start behind the 8-ball, where everything seems overwhelming and even a little frightening. Then if you persist, eventually you hit an inertia where it all seems easy.

That's the point I want to get you to. The reason why I wrote this guide for you is to help catapult you to the point of ease. It is possible, and the truth is, it's a lot closer than you think.

Here's what helped me... both times I experienced this in the past, I consulted mentors. I hired business coaches to help guide me. I found the experts who were already living the lifestyle I desired (this is absolutely KEY!), and sought their guidance to shortcut my evolution and growth.

It's so important to model only those who are aligned with you. If you prefer to "hustle and grind," my method isn't right for you. However, if you prefer creativity, ease, flow and inspired action, my approach to business is what you're looking for.

Together with my team at Reality Hacker, we've developed a course to walk you step-by-step through the process. With each step of the journey laid before you, with clear and easy-to-implement actions, it is possible to have your business launched and building momentum in a matter of weeks or months.

We've made the next step super accessible for you. The course is affordable and ready to implement. And if you need help, we can talk about what you need. We're here to support you every step of the way. *Click the button below to enroll.*

BUSINESS LAUNCH COURSE

Flow

“Flow” is our signature business course designed for those who are pre-launch to early-growth stages of business. It's especially powerful for coaches. It will help you build a business that is full of ease, inspiration and flow.

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