



BOLD Business Blueprint

WORKBOOK

BOLD Business Blue Print: Day 1 Homework

Please Submit your Day 1 Survey [Here](#)

Your 3 Defined P's

Your **Purpose** - what is your WHY?

- What are you excited to talk about? What lights you up?
- What do you believe is wrong that needs to be fixed?
- What impact do you want to make in the world?
- What do people ask your advice about all the time (where your expertise and passion overlap)?
- What can you work on for hours and not even notice?

The **People You Serve** - who are your Ideal Clients?

- **Be specific:**
 - Age, where they live, are they married, do they have kids, what do they do for work and how much do they make, what do they do for leisure, what do they dislike and like?
 - Give them a name
- **What are their fears?**
- **What are their dreams/desires?**
- **Where do they hang out online or in person?**
How do they spend their time?

The **Problem** you are solving - what are their Pain Points?

- What is the most painful, frustrating or challenging problem your audience is facing (that you know how to solve) that is ideally health, relationships or wealth focused?
- What keeps them up at night?
- What is costing them time or money?
- What would they pay to have you solve?
- What result/outcome do they want?
- What are they looking for/asking for help to do?
- What transformation do they want to experience?
- Who do they admire/want to be?
- What do they want their lives to look like after the problem is solved?
- How do they want to feel?

Create your **BOLD** Business Statement:

- I help _____ (people) who are struggling with _____ (problem) to _____ (produce the desired result).
- What makes what I do different from everyone out there is _____ (unique x factor).

Write your BOLD Business Statement and post in the CHAT during tomorrow's Session - Day 2!

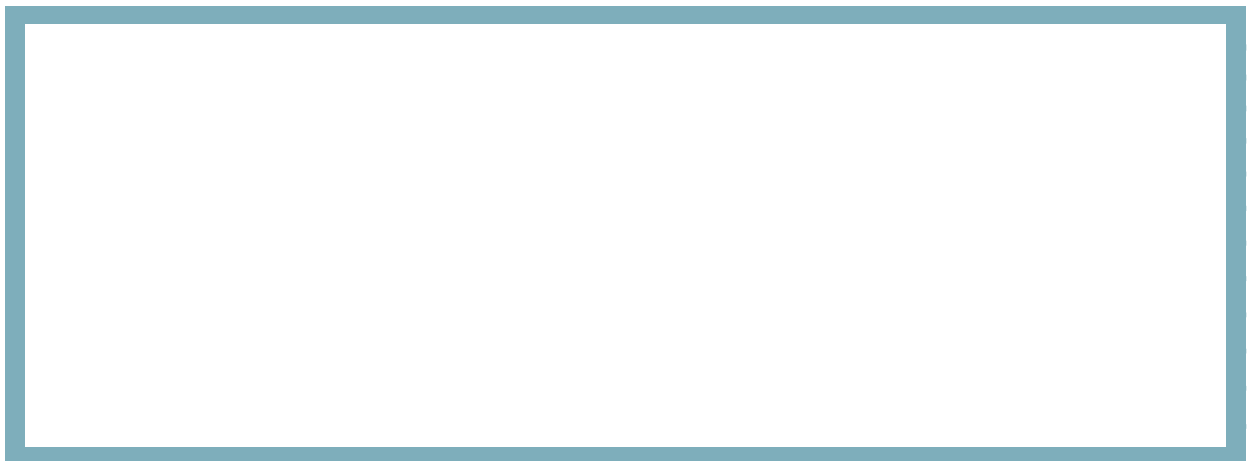
BOLD Business Statement Example:

I help **purpose-driven female physician entrepreneurs** (people) who are **struggling to grow their businesses** (problem) to build and scale boldly from **5 to 6 to 7 figures and above with more profits and ease** (desired outcome).

What makes what I do different from others is that **I am a doctor who has built multiple successful multi-seven figure profitable businesses myself**, and I have a **proven system** to do so (BOLD Framework).

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Create Yours Here:



BOLD Business Blueprint: Day 2 Homework

Please Submit your Day 2 Survey [Here](#)

The Value Equation

$$\frac{\text{Dream Outcome} \times \text{Perceived Likelihood of Achieving It}}{\text{Time Delay} \times \text{Effort and Sacrifice}} = \text{Perceived Customer Value}$$

From Alex Hormozi's 100 Million Dollar Offers

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- Dream Outcome/Result - What your ICA will get by working with you (already completed yesterday!)
- Perceived Likelihood of Achieving It - How working with you will increase certainty they will achieve the desired result (and reduce the risk that they don't get there)
- Time Delay - how long will it take them to get their dream outcome by working with you vs by themselves
- Effort and Sacrifice - how much effort and work and sacrifice your ICA has to do to get the dream outcome when working with you vs. doing it by themselves.

Value Equation Example

$$\frac{\text{\$100,000 additional income a year} \times \text{80\% will achieve it if they follow my proven system}}{\text{Within six months of joining my program} \times \text{Reduced time and less mistakes because I help give you these resources...}} = \text{Perceived Customer Value}$$

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Your Proprietary Process:

- Frameworks help **simplify** processes and help people **understand** and **clearly see** how to produce a desired result
- Differentiate what you do vs others in the market (x factor)
- Ideal is 3-5 steps maximum
- Does not need a fancy name

How to do it: sit down and map out how you have created the result for yourself and/or others

YOUR IRRESISTIBLE OFFER:

- ☐ Specific result you will deliver for your defined ICA

- ☐ Your proven process for getting that result

- ☐ How long it will take them to see the result

- ☐ Features/benefits that you will provide to ensure they get the result

- ☐ The price

- ☐ Your guarantee (risk reversal)

BOLD Business Blueprint: Day 3 Homework

Please Submit your Day 3 Survey [Here](#)

Where Does your ICA Already Hang Out?

- A.
- B.
- C.

Sell Your Offer ACTION PLAN

- Write a social media post announcing your offer
- Send one email to your contact list (no matter what the size) with your offer and an invitation to book a phone call
- Bonus points: reach out to 2-3 of your ICAs on the phone and make the offer to them

One-Year Vision Setting (with revenue and profit goals)

- Result - What do you want your business to do in the next 12 months?
 - Revenue vs profit goal
- Purpose - Why is doing this so important? Why else? How will it affect you and others?
 - Spend time writing this out for clarity and emotional pull
- Massive Action Plan - The most important actions you'll need to do to get there

Example Business Vision Statement

In the next 12 months, my business will bring in \$ in revenue/profit, so I can help my ICA do _____ and provide _____ for myself and my family.

Clarity on your Numbers: Beyara BOLD Business Calculator

- Step 1: Open our [Beyara BOLD Business Calculator](#)
- Step 2: Make a Copy and Save to Your Drive
- Step 3: Select the Tab for A Single Offer or the Multiple Offers
- Step 4: Enter in your Price, Item and Profit Margin in the Pink Fields per the example below

Beyara BOLD Business Calculator

Annual Sales Goal (Revenue)
Average Price Per Offer
Number of Revenue Streams
Profit Margin

One Stream

	\$100,000.00
	\$2,000.00
	1.00
	50.00%

Calculated Targets (Units Needed)

Clients/Units Needed Per Year
Clients/Units Needed Per Month
Clients/Units Needed Per Week
Clients/Units Needed Per Day

	50.00
	4.17
	0.96
	0.14

Profit Summary (from Sales Goal)

Estimated Annual Net Profit
Estimated Annual Expenses
Monthly Net Profit
Weekly Net Profit
Daily Net Profit

	\$50,000.00
	\$50,000.00
	\$4,166.67
	\$961.54
	\$136.99