

The M2M Blueprint Worksheet



Step	Problem	Description/ Solution	Transformational Benefits	Tools and Resources
Step 1: The Story Formula	You don't think your story matters	Craft your story and find the message	- Freedom to be you - Attract Your Tribe	The Hero Blueprint
Step 2: The Money and Messaging Blueprint	You Discount Your Talents, Value, and Your Prices	Create and Brand Your Step by Step Transformational Sales Process	- Effectively Communicate Your Value to Your Customer - Increase your fees 3-10 x's	- The Blank Branding Blueprint - The Fascination Email
Step 3: The Breakthrough Sales System	Ineffective communication of what is most important to your customer	The 7 essentials to inspire customers to take fast and focused action.	- Gain Unshakable - Confidence in asking for the sale - Increase Conversions	- The Communication Framework - The Questioning Process - The Action Conversation
Step 4: The Breakthrough Results Formula	Most clients don't have the money mindset they need to succeed in business	A Scientific Process of Transforming Problems into Solutions	- Newfound Confidence in Your Abilities - Renewed Belief, Faith, and Passion for Life - Eliminate Stress and	- The Full Potential Exercise - The Breakthrough Process - The Negative Pattern Eliminator
Step 5: The Product Marketing Blueprint	Trading Time for Dollars	Automate your business online	Lifestyle Business with Time and Money Freedom	26 Point Presentation Framework
Step 6: The Strategic Partner Formula	Not surrounded by the right people	Identify and Commit to 50 New Strategic Partners this Year	10x's Growth in Your Network and Business	*\$100,000 Strategic Partner Scripts
Step 7: The Six Figure Seminar Model	Not leveraging your voice and your business	Create seminars to leverage time, dollars and message	- More Customers - More Fun - More Money	The Six Figure Seminar Map



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