**MILLION-DOLLAR BUSINESS BLUEPRINT**

Excerpts from the book

***Selling Through Your Heart***

***Empowering You To Build Relationships For Financial Freedom***

**Designing Your Foundation**

Write your passion and intention for creating your business?

Describe your intention and purpose for your business. Try writing this out without using the word ‘help’.

Why have you chosen to do this work? What is your biggest dream? Don’t say it’s to help people. What do you want to accomplish with the money you make from your business? Do you want to travel, install a pool in your backyard or buy a new car? What is your personal dream for why you want to do this business?

What is the backbone of your business? What certifications or life experiences do you have that build credibility and trust with potential clients?

Put an envelope in your car for receipts and read carefully the benefits you receive from owning a business in the Selling Through Your Heart Book.

List your values – These are the core of your business and how you intend to serve your clients

**Ethics Statements**

Create 10 ethics statements that define how you intend to govern your business

**Hire Your Advisory team:**

Write the names of your team next to their titles.

* Accountant
* Bookkeeper or set up a Quicken account online
* Business Attorney
* Virtual assistants
* Business Success Coach – Review the ‘Selecting A Business Coach’ section in the book, Selling Through Your Heart – Empowering You To Build Relationships For Financial Freedom.

Write down your certifications, degrees or backstory

Which corporation type best suits your liability and tax benefits? Check with your accountant. C Corp, S Corp, LLC, Sole Prop, Charity

Are you a visionary/big picture person or a step-by-step person? Identify the people that surround you and practice this awareness while interacting with others.

**Taking your DISC Sales Profile**

For a better understanding of who you are, in the sales process, and how to relate to your clients for easy sales take the DISC Sales profile and receive an instant report. Click the DISC Sales button to get started at www.ShirleneReeves.com.

Study the client personality types for easy recognition and increased sales income. Who surrounds you and how do they size up to each personality type. In the Compel Don’t Sell course we have 5 videos that instruct you on how to read both your report and how you relate to others.

**Working With Your Clients**

Start by clearly defining your target market.

Develop and refine 20 interview questions that test your target market decision-determination process. We focus on this task in the Business Mastery Platinum Course or you can schedule a Business Mastery Platinum Call to find out more.

Click this link:

https://maximizeyourwealthnow.acuityscheduling.com/schedule.php?appointmentType=3106449

Interview 20 people and then go back and share the results of your study with them.

**Determining What You Offer**

You can use these statements in your speeches, interviews and 2 minute videos to provide to your database.

1. Write the 3 greatest benefits you provide for your clients.
2. Write 3 ‘why’ statements that your clients will find irresistible
3. Write 1 ‘what’ statement that indicates what your clients will receive from your product or service
4. Write a ‘how’ statement by refining it into 3 steps that are easy to understand and provide lots of benefits and value for your clients.
5. Paint the dream with 3 ‘what if’ statements.

**Describing Your Business**

What 5 to 7 words describe your business? (example: Massive Visibility for Massive Income)

Write a 30 second benefit statement to explain your business and what you offer. You can use this at networking events when they ask you to stand and state what you do. Celebrity Guest Expert Grads use this statement as their 30 second promo on the red carpet.

Take the Compel Don’t Sell – the Art of Selling With Heart Course. On my website at ShirleneReeves.com you’ll see what others are saying about this amazing course that turns their businesses into income generating. Discover how to sell authentically without scripts. Take the Compel Don’t Sell Quiz and find out do you sell or do you compel your clients to work with you.

Become a member of the Massive Visibility Entrepreneurs on Facebook and get support from our elite, international community.

Click Here: <https://www.facebook.com/groups/MassiveVisibilityEntrepreneurs/>

**Stepping Up To Learn More**

You can learn more about how to formulate you statements by attending the courses or read the book. Click here to order your book today:

http://maximizeyourwealthnow.com/selling-through-your-heart/