

# MILLION-DOLLAR BUSINESS BLUEPRINT CHECK LIST

## ***Selling Through Your Heart Empowering You to Build Relationships For Financial Free***

*This check list will take you from a hobby to a recognizable trusted business. This is a game of completion. If you miss a step, you'll stay stuck in the hobby zone.*

Fill in the blanks and check each box after you've completed each

### step. **Designing Your Foundation**

1. Write your passion and describe your intention for creating your business?

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2. Why have you chosen to do this work?

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3. What is your biggest dream for why you've chosen your business? Don't say it's to help people. What do **you** want to do with the money you make from your business?

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4. What is the backbone of your business? List your certifications or write life experiences that will build credibility and trust with potential clients?

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**5.** List your 5 key values – These values are the core of your business and how you intend to serve your clients with each value.

A. \_\_\_\_\_

B. \_\_\_\_\_

C. \_\_\_\_\_

D. \_\_\_\_\_

E. \_\_\_\_\_

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.

I am a...

- Visionary/Big Picture person
- Step-by-Step person
- I've identified the people around me

## **Ethics Statements**

- Create 10 ethics statements, on a separate piece of paper, 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 your QuickBooks/Quicken account online
- Business Attorney
- Virtual assistants
- Business Success Coach –
- Review the 'Selecting A Business Coach' section in the book

Which corporation type best suits your liability and tax benefits? Check with your accountant if you aren't sure.

- C Corp,
- S Corp,
- LLC, Sole Prop, Charity
- Charity

## Working with Your Clients

How to clearly define your target market.

### Step 1

- Create 20 interview questions that test your target market decision-determination process. We focus on this task in the Heart-Based Sales course. You can get the Heart-Based Selling Starter Kit free at <https://heartbasedselling.com>.

### Step 2

- Interview 8 people on Zoom that fit into the target market you've determined by reading Selling Through Your Heart.

### Step 3

- Transcribe each interview. It's easy using Otter on your phone. Here's a link to get it for free. <https://otter.ai/referrals/6AGQPEY1>

## Step 4

- Review your transcription looking for words and phrases that the majority of your people used to answer your questions. You will use these words and phrases in describing what you do and marketing your business.
- What words and phrases were used frequently to answer your questions?

List them here.

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## Determining What You Offer

- Write the 3 greatest benefits you provide for your clients.

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- Write 3 'why' statements that your clients will find irresistible.

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- Write 1 'what' statement that indicates what your clients will receive from your product or service.

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- 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.

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- Paint the dream with 3 'what if' statements.

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## **Describing Your Business**

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

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- 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.

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- Take the Heart-Based Sales Course. On my website you'll see what others are saying about this amazing course that turns their businesses into an income generating machine. Discover how to sell authentically without scripts.
- Become a member of the Authors and Speaker Visibility Playground on Facebook and get support from our elite, international community.

Click Here:

<https://web.facebook.com/groups/AuthorsSpeakersVisibilityPlayground>