

MINDSET | COMMUNICATION | LEADERSHIP | FREEDOM

BIGGER
BRAVER
BOLDER

PEOPLE
PURPOSE
IMPACT

A BETTER
BRIGHTER
BOLDER
YOU



THE TRANSFORMATIONAL LIFE COACHING EXPERIENCE

52-WEEK STEP-BY-STEP WORKBOOK

Aligned to the New 52-Week Teaching Scripts

GERARD GROGANS

DISCOVER
GROW
TAKE ACTION
CREATE FREEDOM

MORE
PEOPLE
A BRIGHTER
TOMORROW

COACH | EQUIP | EMPOWER | TRANSFORM

HOW TO USE THIS WORKBOOK

The Transformational Life Coaching Experience Workbook is designed to guide you through a 52-week journey of personal growth, identity development, skill development, and practical transformation.

Each week is connected to a specific lesson inside The Transformational Life Coaching Experience. Watch the lesson first, then come to the corresponding workbook section and complete the work in the order it is presented. The purpose is not simply to read more information. The purpose is to think, reflect, practice, apply, and create evidence of your growth.

Write your answers as clearly and specifically as you can. Use real experiences, real people, real situations, real goals, real dates, real numbers, real opportunities, and real examples whenever the exercise calls for them. Some weeks will ask you to think deeply. Other weeks will ask you to create, practice, develop a skill, take an action, speak to someone, write something, build something, or put what you are learning into the real world.

At the end of every week, complete the Real-World Action and Evidence Vault. Your Evidence Vault is where you document proof that you did the work - something you wrote, practiced, recorded, created, scheduled, delivered, completed, changed, measured, or accomplished.

By the time you reach Week 52, this workbook should contain more than answers. It should contain a documented record of what you did, how you grew, what you created, and who you became in the process.

THE RULE FOR ALL 52 WEEKS

Complete the exercise. Take the action. Capture the evidence. Then move forward. Transformation happens when you take what you learned and begin practicing it in your life.

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Your Six Stories, Common Theme, Identity, I AM and How-To Statements

THIS WEEK'S FOCUS

In this training, you are going to learn how to identify three difficult and three positive defining moments and begin using them as clues to discover what the common theme running through your life is.

Start with your six defining moments. Write three positive and three difficult moments as stories.

1

DEFINING STORY 1

Positive or difficult moment: _____

What happened?

Who was involved? _____

What was being said? _____

How did it make you feel? _____

What did you learn? _____

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

2

DEFINING STORY 2

Positive or difficult moment:

What happened?

Who was involved?

What was being said?

How did it make you feel?

What did you learn?

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

3

DEFINING STORY 3

Positive or difficult moment:

What happened?

Who was involved?

What was being said?

How did it make you feel?

What did you learn?

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

4

DEFINING STORY 4

Positive or difficult moment:

What happened?

Who was involved?

What was being said?

How did it make you feel?

What did you learn?

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

5

DEFINING STORY 5

Positive or difficult moment:

What happened?

Who was involved?

What was being said?

How did it make you feel?

What did you learn?

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

6

DEFINING STORY 6

Positive or difficult moment:

What happened?

Who was involved?

What was being said?

How did it make you feel?

What did you learn?

What did you decide the experience meant about you?

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

COMMON THEME

Lay the six stories side by side. Write the common theme that keeps showing up across your life in one complete sentence.

ONE WORD

Identify the one word that keeps showing up inside that common theme. Keep the common theme and the one word separate.

My one word is: _____

Evidence from my stories that supports this word:

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

4

IDENTITY STATEMENT

Use the common theme and one word to write your Identity Statement: who you are at the core, why you think and act the way you do, who you understand, and what your experiences prepared you to help somebody else do.

5

I AM STATEMENT

Write your I AM Statement by naming the role that best represents who you are becoming: coach, teacher, trainer, speaker, leader, mentor, author, or another role that naturally fits your life and work. Complete: I am a blank.

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

Based on who you are, what you have experienced, what you have learned, and what you understand, brainstorm 25 things you believe you can help someone understand, overcome, change, develop, create, accomplish, or become.

1. _____	14. _____
2. _____	15. _____
3. _____	16. _____
4. _____	17. _____
5. _____	18. _____
6. _____	19. _____
7. _____	20. _____
8. _____	21. _____
9. _____	22. _____
10. _____	23. _____
11. _____	24. _____
12. _____	25. _____
13. _____	

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

Group similar ideas together and narrow the 25 ideas to your six strongest primary areas.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

HOW-TO STATEMENT

Who needs this help? Where are they now? Where do they want to be? What can you help them do?

Complete one of these statements:

I help blank go from blank to blank.

I help blank to blank by blank.

Your Six Stories, Common Theme, Identity, I AM and How-To Statements

REAL-WORLD ACTION / WEEKLY OUTPUT

Six defining stories, common theme, one word, Identity Statement, I AM Statement, six primary areas, and How-To Statement.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

Become the Leading Expert in Your Six Primary Areas

THIS WEEK'S FOCUS

In this training, you are going to learn how to take the six primary things you identified in Week 1 and begin developing the knowledge, skills, and expertise you need to become the leading expert in those areas.

Bring forward the six primary areas you identified in Week 1.

AREA 1

AREA 2

AREA 3

AREA 4

AREA 5

AREA 6

YOUR EXPERTISE QUESTION

For each area, what do you already know, what do you still need to learn, and what would somebody need to understand and do to create a result?

PRIMARY AREA 1:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

PRIMARY AREA 2:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

PRIMARY AREA 3:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

PRIMARY AREA 4:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

PRIMARY AREA 5:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

PRIMARY AREA 6:

What I already know from experience, education, training, research, and previous learning:

What I still need to learn in order to help someone create a result:

3

CURATE

Curate only the data and information directly related to the problem you are trying to understand and teach. List the books, research, articles, courses, podcasts, videos, interviews, case studies, or experts you will study.

4

CHRONOLOGICAL ORDER

Put what you learn into chronological order: what must somebody understand first, second, third, and next so they can follow the subject step by step.

5

SYNTHESIZE + PARAPHRASE

Synthesize what you learn by connecting information from different sources with your own experience. Then paraphrase it in your own words as though you were teaching one person sitting across from you.

6

POINT A TO POINT B

Turn what you know into the shortest practical path from Point A to Point B. Put the steps in order, teach it, coach it, train it, notice where people get stuck, and keep improving the process.

Become the Leading Expert in Your Six Primary Areas

REAL-WORLD ACTION / WEEKLY OUTPUT

A six-area expertise audit plus the first teachable Point-A-to-Point-B process for each area.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to create your Big Audacious Goal, visualize and mentally rehearse the future you want, work through the fear that comes with it, anchor and prime that future into your mind, and then reverse engineer the vision into actions you can actually take.

DO THE WORK

Describe your Big Audacious Goal specifically. Write what you want to accomplish, the work you want to do, who you want to help, the impact you want to make, and what you want your relationships, finances, health, work, and daily life to look like.

Create Your Big Audacious Goal and Turn It Into Action

2

DO THE WORK

Describe an ordinary day in that future from the time you wake up until the time you go to bed. Include how you think, speak, decide, work, serve, and behave.

3

DO THE WORK

Create a mental movie. See the future through your own eyes and write what you see, hear, feel, say, do, and how you carry yourself. Rehearse the behavior that creates the result, not just the reward.

Create Your Big Audacious Goal and Turn It Into Action

4

DO THE WORK

Write the fear that shows up when you imagine seriously pursuing this goal. Ask whether it is an actual danger or a future outcome you are imagining. Choose one small action you can take in spite of the fear.

5

DO THE WORK

Choose one simple anchor - a word, phrase, gesture, posture, or breath - and connect it to the state of the future version of you. Choose one prime you will see during the day and connect that prime to an immediate action.

DO THE WORK

Create Your Big Audacious Goal and Turn It Into Action

REAL-WORLD ACTION / WEEKLY OUTPUT

Big Audacious Goal, mental movie, fear action, anchor, prime, milestones, and calendar actions.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to identify the mental maps and models you've been using to see yourself and the world, create new ones that align with the person you want to become, and then write a new life script you can begin practicing every day.

DO THE WORK

Write what you currently believe about yourself, success, money, relationships, opportunity, failure, rejection, visibility, and what is possible for somebody like you.

Rewrite Your Mental Maps and Your New Life Script

2

DO THE WORK

For each major belief, ask where you learned it, who or what taught it to you, and whether you consciously chose it or accepted it through repetition and conditioning.

3

DO THE WORK

Compare each major belief to the person you said you want to become and the Big Audacious Goal you created. Complete: The old map says blank. Then complete: The new map I am choosing to practice says blank.

Rewrite Your Mental Maps and Your New Life Script

4

DO THE WORK

Create new maps for identity, possibility, failure, fear, success, relationships, money, and work. Make them believable enough to prove through behavior.

5

DO THE WORK

Write your new life script in present tense. Describe how the person you are becoming wakes up, thinks, communicates, works, decides, handles money and relationships, responds to setbacks, and lives by their standards.

DO THE WORK

Rewrite Your Mental Maps and Your New Life Script

REAL-WORLD ACTION / WEEKLY OUTPUT

Old-map/new-map audit, new life script, intention, and competitive-edge statement.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the new life script you created in Week 4 and begin conditioning your mind and body to think, feel, and respond like the person you said you wanted to become.

Choose one specific scene from your new life script where you want the new version of you to show up. Do not rehearse your entire future at once.

Condition the New Response With Mental Rehearsal and an Anchor

2

DO THE WORK

See the environment through your own eyes. Write who is there, what you are doing, what you are saying, what you hear, and what your voice sounds like.

3

DO THE WORK

Add the body: how you stand, breathe, hold yourself, move, and what expression is on your face. Add the emotional state you need for the scene.

Condition the New Response With Mental Rehearsal and an Anchor

4

DO THE WORK

Mentally rehearse the actual behavior that creates the result, including realistic difficulty and recovery rather than only imagining the successful ending.

5

DO THE WORK

Choose one simple anchor. Build the desired state, activate the same anchor at the strongest point, release it, clear the picture, and repeat the same sequence several times.

DO THE WORK

Condition the New Response With Mental Rehearsal and an Anchor

REAL-WORLD ACTION / WEEKLY OUTPUT

One rehearsed scene, one anchor, and one real action that matches the rehearsal.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to create your Perfect Day by describing what an ordinary day actually looks like as the person you have declared yourself to be, from the moment you wake up in the morning until the moment you go to bed at night.

DO THE WORK

Bring together your Identity Statement, I AM Statement, Big Audacious Goal, new mental maps, and new life script. Ask: If I were actually living as this person, what would an ordinary day look like?

Design Your Perfect Day

2

DO THE WORK

Write your Perfect Day from the moment you wake up. Include morning preparation, physical health, energy, food, exercise, sleep, and the habits that support the person you are becoming.

3

DO THE WORK

Describe your workday: what work you do, when you begin, who you serve, the value you create, your most important work, communication windows, and the distractions that no longer control your time.

Design Your Perfect Day

4

DO THE WORK

Describe the financial behavior, relationships, environment, learning, personal or spiritual growth, rest, evening routine, and bedtime that support this life.

5

DO THE WORK

Put the entire day into chronological order from wake-up to bedtime. Check whether identity, health, relationships, work, contribution, finances, learning, rest, and environment work together as a whole.

DO THE WORK

Design Your Perfect Day

REAL-WORLD ACTION / WEEKLY OUTPUT

A chronological Perfect Day plus one immediate calendar change.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the vision you've created for your life and turn it into a strategic plan of action by breaking the larger outcome down into smaller steps you can actually complete.

DO THE WORK

Write your main outcome in one clear sentence. Make it specific enough that you will know whether it has been achieved.

Turn the Vision Into a Strategic Plan of Action

2

DO THE WORK

Work backward and identify three to five meaningful 12-month outcomes that would prove you are moving in the right direction.

3

DO THE WORK

Choose the three outcomes that would make the next 90 days successful. Put them in the order they need to happen.

Turn the Vision Into a Strategic Plan of Action

4

DO THE WORK

Break the 90-day priorities into what needs to happen this month, this week, and today. Separate outcomes from actions.

5

DO THE WORK

Circle the actions you can control. Make the next useful action smaller and specific, then give it a day, time, beginning and ending on your calendar.

DO THE WORK

Turn the Vision Into a Strategic Plan of Action

REAL-WORLD ACTION / WEEKLY OUTPUT

12-month outcomes, 90-day priorities, monthly/weekly/daily actions, calendar commitments, and measures.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to identify your unique "It" Factor by uncovering the qualities, experiences, perspectives, talents, passions, presence, and natural way of being that are already a part of who you are.

DO THE WORK

Write three qualities people consistently experience in you when you are at your best. Use qualities you have evidence for, not qualities you hope people see.

Uncover Your Unique It Factor

2

DO THE WORK

Write what people repeatedly thank you for, come to you for, or say about the way you communicate, listen, lead, teach, solve problems, or make them feel.

3

DO THE WORK

Describe three situations where those qualities naturally show up. Write what you are doing, who you are helping, what problem you are helping solve, and how you feel while doing it.

4

5

DO THE WORK

Uncover Your Unique It Factor

REAL-WORLD ACTION / WEEKLY OUTPUT

Your evidence-based It Factor statement and the conditions that bring it forward.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to find your natural voice, recognize the way you naturally communicate, and begin developing a trained voice that still sounds like you.

DO THE WORK

Record yourself speaking for two or three minutes about something you genuinely care about. Do not read. Speak as though you are explaining it to one person you trust.

Find Your Natural Voice and Train It Without Losing Yourself

2

DO THE WORK

Listen without judging whether you like your voice. Write what you notice about pace, pauses, warmth, strength, softness, seriousness, animation, and where your energy changes.

3

DO THE WORK

Write four things you hear in your natural communication: tone, vocabulary, imagery, and rhythm.

Find Your Natural Voice and Train It Without Losing Yourself

4

DO THE WORK

Identify speaking habits that are not your identity - filler words, rushing, speaking too softly, repeating yourself, or flattening important ideas.

5

DO THE WORK

Choose one habit to train. Record the same idea again while keeping your natural language but using more awareness and choice in pace, pause, volume, emphasis, or clarity.

DO THE WORK

Find Your Natural Voice and Train It Without Losing Yourself

REAL-WORLD ACTION / WEEKLY OUTPUT

Two recordings, a natural-voice profile, and one trained vocal behavior.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to hone your message and identify your writing and speaking style by paying attention to the way you naturally think, write, explain, teach, and speak.

DO THE WORK

Choose one idea you understand well and explain it in writing the way you would explain it naturally to one person.

Hone Your Message and Identify Your Writing and Speaking Style

2

DO THE WORK

Underline the words, questions, comparisons, stories, examples, metaphors, humor, and transitions you naturally use when you are not trying to sound like somebody else.

3

DO THE WORK

Write the central message in one clear sentence. Then write what you want the listener or reader to understand, feel, or be able to do because of that message.

Hone Your Message and Identify Your Writing and Speaking Style

4

DO THE WORK

Compare something you wrote with something you recorded yourself saying. Identify where your writing sounds natural and where it becomes more formal or distant than your speaking voice.

5

DO THE WORK

Create a short personal style guide: words and phrases you naturally use, sentence rhythm, questions you ask, story style, level of directness, and the emotional tone you want people to experience.

DO THE WORK

Hone Your Message and Identify Your Writing and Speaking Style

REAL-WORLD ACTION / WEEKLY OUTPUT

One honed message plus a personal writing-and-speaking style guide.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

Choose the Thought, Change the State, and Build Your Vocal Image

THIS WEEK'S FOCUS

In this training, you are going to learn how to choose the thoughts you're thinking at any given moment based on the person you have declared yourself to be, use those thoughts to change the state you're expressing through your body and voice, and practice that new state until it begins to become your new self-image and Vocal Image.

1

DO THE WORK

Read your Identity Statement, I AM Statement, and new life script. Choose one real situation you know you will experience today.

Choose the Thought, Change the State, and Build Your Vocal Image

2

DO THE WORK

Write the thought you normally bring into that situation. Then write the thought the person you have declared yourself to be would choose instead.

3

DO THE WORK

Stand up and say both thoughts out loud. Notice what each thought does to your breathing, posture, face, movement, energy, and voice.

Choose the Thought, Change the State, and Build Your Vocal Image

4

DO THE WORK

Choose the new thought and deliberately build the matching physical state through posture, breath, facial expression, movement, and vocal tone.

5

DO THE WORK

Rehearse the real situation while holding the new thought and state. Practice how you enter, speak, pause, respond, and recover if something unexpected happens.

DO THE WORK

Choose the Thought, Change the State, and Build Your Vocal Image

REAL-WORLD ACTION / WEEKLY OUTPUT

One thought-state rehearsal, one real-world use, and a written Vocal Image observation.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one of your six defining moments, pull the deeper message and lesson out of that story, allow the story to create its own outline, and then flesh that outline out with additional content and research until you have the foundation of a powerful speech you can continue refining and developing until you master it.

DO THE WORK

Turn One Defining Story Into the Foundation of a Speech

2

DO THE WORK

Break the story into scenes. For each important scene, write the facts: what happened, who was there, what was said, and what changed.

3

DO THE WORK

Write the emotional meaning of the story: how it made you feel then, what you decided it meant, and what belief became connected to it.

Turn One Defining Story Into the Foundation of a Speech

4

DO THE WORK

Write what you understand now that you could not understand when the event happened. Pull out the lesson and the deeper message another person can use.

5

DO THE WORK

Ask how somebody who never lived your exact experience can still benefit from the lesson. Turn that answer into teaching points.

DO THE WORK

Turn One Defining Story Into the Foundation of a Speech

REAL-WORLD ACTION / WEEKLY OUTPUT

One complete story-based speech foundation with lesson, teaching points, support, and first recorded delivery.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the message inside one of your six defining stories and turn it into a headline that tells people what that message can do for them. Then you're going to use that same process to begin developing the titles for your six signature speeches and six core books.

DO THE WORK

Take the speech from Week 12 and write the main problem it helps another person understand or solve from their perspective, not yours.

Create the Headlines for Your Six Signature Speeches and Six Core Books

2

DO THE WORK

Write the transformation or result the message can help them create. Turn that transformation into a clear headline or title.

3

DO THE WORK

Test the title by asking: Does it tell people what this message is about? Does it make the benefit or problem clear? Would the right person know this is for them?

Create the Headlines for Your Six Signature Speeches and Six Core Books

4

DO THE WORK

Repeat the process with each of your six defining stories: problem, lesson, transformation, and headline.

5

DO THE WORK

Choose six signature-speech titles that are connected to the six defining stories and the six primary areas you are prepared to help people with.

DO THE WORK

Create the Headlines for Your Six Signature Speeches and Six Core Books

REAL-WORLD ACTION / WEEKLY OUTPUT

Six signature-speech headlines and six matching core-book titles.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to write your speech by first establishing your intention, your objective, and what your audience should be able to be, have, and do after hearing you speak, and then use those decisions to guide everything you put into the speech.

DO THE WORK

Write your intention: Why are you writing and delivering this speech? Keep it focused on the purpose behind the message.

Write the Speech From Intention, Objective, and BE-HAVE-DO

2

DO THE WORK

Write your objective: What should the audience understand or be able to do by the time the speech is over?

3

DO THE WORK

Write what you want the audience to BE, HAVE, and DO after hearing the message. Use these outcomes to decide what belongs in the speech.

Write the Speech From Intention, Objective, and BE-HAVE-DO

4

DO THE WORK

Write the problem the audience is facing and the thesis or central message you want them to remember.

5

DO THE WORK

Choose the three main talking points that support the thesis. Put them in an order the audience can follow and connect each point to the story, lesson, example, or evidence that supports it.

DO THE WORK

Write the Speech From Intention, Objective, and BE-HAVE-DO

REAL-WORLD ACTION / WEEKLY OUTPUT

Intention, objective, BE-HAVE-DO outcomes, thesis, and three-point speech structure.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to pull together the story, teaching points, research, examples, and supporting information you've already developed and write the complete speech in a way that captures your audience's attention, keeps them engaged, and moves them naturally from the opening question to the final call to action.

DO THE WORK

Write the first question you will ask the audience. Make it about them and the problem the speech is designed to address.

Write the Complete Speech and Move the Audience to Action

2

DO THE WORK

Move from the opening question into your story. Write the transition so the audience understands why your story matters to their life.

3

DO THE WORK

Write the story in scenes, then move into the lesson and the three teaching points. Add research, examples, or supporting information only where it makes the point clearer.

Write the Complete Speech and Move the Audience to Action

4

DO THE WORK

Build engagement into the speech with natural questions, reflection moments, examples, and transitions so the audience keeps applying the message to themselves.

5

DO THE WORK

Write the closing so it returns to the core message and gives the audience one clear call to action - something they can actually do after the speech.

DO THE WORK

Write the Complete Speech and Move the Audience to Action

REAL-WORLD ACTION / WEEKLY OUTPUT

A complete, recordable signature speech with opening question, story, teaching points, transitions, and call to action.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to use visualization, imagination, and mental rehearsal to see yourself delivering the speech you have already written in a real environment until the experience begins to feel familiar.

DO THE WORK

Choose a real place in your local area where you would genuinely like to speak. Visit the room if possible, or study enough photos or videos to picture it accurately.

Mentally Rehearse the Completed Speech in a Real Venue

2

DO THE WORK

Write the room details you will use in rehearsal: entrance, stage or speaking area, chairs, lighting, audience position, microphone, and what you would see from the front of the room.

3

DO THE WORK

Mentally rehearse yourself arriving, entering, greeting people, taking the stage, breathing, opening, delivering the speech, engaging the audience, moving through the major sections, and closing.

Mentally Rehearse the Completed Speech in a Real Venue

4

DO THE WORK

Include realistic difficulty: losing your place, a quiet audience, a distracting sound, a technology problem, or a moment of nervousness. Rehearse yourself recovering and continuing.

5

DO THE WORK

Run the rehearsal through RAPS: keep it Realistic, Achievable, Predictable, and Sustainable. Practice the same real environment and speech sections often enough that the experience becomes familiar.

DO THE WORK

Mentally Rehearse the Completed Speech in a Real Venue

REAL-WORLD ACTION / WEEKLY OUTPUT

A real venue profile plus repeated realistic mental and physical rehearsal of the completed speech.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one of the signature speeches you have already written and use the defining story behind that speech to write your first core book.

DO THE WORK

Choose one signature speech and the defining story it came from. Write the core transformation in one sentence: what did the experience teach you, and what can that lesson help somebody else change, understand, or do?

Turn Each Signature Speech Into a Core Book

2

DO THE WORK

Define the reader's Point A and Point B. Write where the reader is starting and where the book is designed to help them go.

3

DO THE WORK

Pull the speech apart into its existing structure: story, problem, thesis, lessons, teaching points, questions, research, examples, and process. These become the raw material for the book.

Turn Each Signature Speech Into a Core Book

4

DO THE WORK

Create a natural reader journey. Ask what the reader needs to understand first, second, and next, then expand the progression into approximately 12 to 15 chapters.

5

DO THE WORK

In each chapter, use a relevant aspect of the defining story as a bridge, ask a question that turns the reader back toward their own life, teach the lesson, and show how to apply it.

DO THE WORK

Turn Each Signature Speech Into a Core Book

REAL-WORLD ACTION / WEEKLY OUTPUT

Six core-book maps, beginning with one complete 12-15 chapter reader journey.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the process you have been going through and translate it into a process you can use with the people you are called to serve.

Put the process you have personally moved through in front of you, from the Transformational Story Method through identity, expertise, goals, speaking, books, and application.

Translate Your Transformation Into a Methodology for Other People

2

DO THE WORK

Write three headings: What I Had to Understand, What I Had to Do, and What Changed Because I Did It. Use them to study your own progression.

3

DO THE WORK

Start with the first meaningful result your future client needs. Write the result in your own words instead of copying the names of these weekly lessons.

Translate Your Transformation Into a Methodology for Other People

4

DO THE WORK

For each result, ask what the person needs to understand or do in order to create that change. Write the step you would guide them through.

5

DO THE WORK

Continue until the steps form a chronological Point-A-to-Point-B path another person can follow. Remove steps that do not directly support the transformation.

DO THE WORK

Translate Your Transformation Into a Methodology for Other People

REAL-WORLD ACTION / WEEKLY OUTPUT

A named, chronological client methodology built from the actual transformation process you can teach.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the process you mapped out last week and begin using it to teach, coach, and train the people you are called to serve.

DO THE WORK

Choose Step One of your methodology. Write the one result the person needs before they can move to the next step.

Teach It, Coach It, and Train It

2

DO THE WORK

Write what they need to understand in order to complete the step. That is what you teach. Keep the teaching focused on that one result.

3

DO THE WORK

Write the questions you will ask so the person can apply the teaching to their own story, situation, goal, or problem. That is where coaching begins.

Teach It, Coach It, and Train It

4

DO THE WORK

Write the actual behavior, exercise, practice, or task they must perform. That is what you train them to do.

5

DO THE WORK

Decide what evidence will show that the person completed the step correctly and is ready to move forward. Give feedback on what they actually did, not on what they intended to do.

DO THE WORK

What is the clearest result, decision, statement, plan, or completed piece of work that came out of this week?

Teach It, Coach It, and Train It

REAL-WORLD ACTION / WEEKLY OUTPUT

A teach-coach-train delivery map and evidence standard for each step of your methodology.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the process you now know how to teach, coach, and train people through and turn it into one clear core offer that helps the people you are called to serve move from where they are to where they want to be.

Choose one type of person whose problem connects directly to your body of work and methodology. Write who they are in plain language.

Build One Clear Core Offer Around Your Method

2

DO THE WORK

Write their Point A: what they are struggling with, what they cannot figure out, what they keep doing, and the result they have not been able to create.

3

DO THE WORK

Write their Point B: what they should understand, do, create, change, or demonstrate after completing the process. Then complete: I help blank go from blank to blank.

Build One Clear Core Offer Around Your Method

4

DO THE WORK

Write the promise in plain language. Do not promise more than your process can responsibly help somebody create.

5

DO THE WORK

Put the steps of your methodology in the order they need to be delivered. Decide the realistic amount of time needed for understanding, practice, feedback, and completion at each step.

DO THE WORK

Build One Clear Core Offer Around Your Method

REAL-WORLD ACTION / WEEKLY OUTPUT

One core offer with person, Point A, Point B, promise, process, timeline, support, and participant responsibilities.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the core offer you built last week, put it in front of real people, and use their experience to validate whether your process actually helps them move from Point A toward Point B.

DO THE WORK

Choose one real person who fits the person your offer is designed to help. Explain who the offer is for, the problem it addresses, the result they will work toward, and the process you will take them through.

Validate the Core Offer With Real People

2

DO THE WORK

Before delivery, record their real Point A in their own words so you have a baseline for comparison.

3

DO THE WORK

Take the person through the process. Listen carefully and write down where they understand quickly, where they become confused, where they need more support, and which parts create movement.

Validate the Core Offer With Real People

4

DO THE WORK

Ask what felt unclear and what they needed that was missing. Do not defend the process; collect the information.

5

DO THE WORK

At the end, compare the result to Point A. If the offer said they would create something, verify whether they created it. If they should understand something, ask them to explain it. If they should perform something, observe them doing it.

Validate the Core Offer With Real People

6

DO THE WORK

Use the evidence to decide what needs to be clarified, removed, added, reordered, or practiced more before you deliver the offer again.

PUT IT TOGETHER

What is the clearest result, decision, statement, plan, or completed piece of work that came out of this week?

Validate the Core Offer With Real People

REAL-WORLD ACTION / WEEKLY OUTPUT

One real validation cycle with baseline, delivery notes, client feedback, measured result, and corrections.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the core offer you validated last week and determine a price that makes sense based on the transformation you help create, the level of support you provide, your expertise, and what the market tells you.

Go back to the Point A and Point B of your core offer. Write what actually changes for the person when they move from one to the other.

Price Your Core Offer Based on the Transformation and Level of Support

2

DO THE WORK

Write the real cost of the problem now - time, money, missed opportunity, stress, confusion, or another concrete cost - then write the value of the result your process helps create.

3

DO THE WORK

List the support the validated process actually requires: live coaching, feedback, work review, accountability, practice, resources, and access between sessions.

Price Your Core Offer Based on the Transformation and Level of Support

4

DO THE WORK

Write the realistic length of the transformation. Price the process you can responsibly deliver now, not a fantasy version of the offer.

5

DO THE WORK

Review your current expertise and evidence, then research credible people or companies serving a similar client with a similar level of access and transformation. Use the market as context, not as permission to copy somebody else's price.

DO THE WORK

Price Your Core Offer Based on the Transformation and Level of Support

REAL-WORLD ACTION / WEEKLY OUTPUT

A documented price rationale and the price you will use for the next qualified prospect.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to communicate and sell your core offer through a real conversation without dumping information on people, pressuring them, or trying to convince somebody who is not a fit.

1

Start with the person, not the offer. Write the questions you will ask about what is happening now, what they have tried, what keeps getting in the way, and what they want to be different.

Communicate and Sell Your Core Offer Through a Real Conversation

2

DO THE WORK

Ask what the problem is costing them, what happens if nothing changes, what a good outcome would look like, and why that result matters now. Write their language, not your assumptions.

3

DO THE WORK

Decide whether there is a legitimate fit: do they have the problem your offer solves, want the result your process creates, and appear ready to do the required work?

Communicate and Sell Your Core Offer Through a Real Conversation

4

DO THE WORK

Practice reflecting the problem back in their language, then explain your process and the outcome in two or three clear sentences.

5

DO THE WORK

Explain the format, length, support, participant responsibilities, and the price you chose. Then stop talking and listen to the questions or concerns that are actually present.

DO THE WORK

Communicate and Sell Your Core Offer Through a Real Conversation

REAL-WORLD ACTION / WEEKLY OUTPUT

A one-page sales-conversation guide and one real qualified conversation.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to deliver your core offer so the person is not simply consuming information but is actually moving through your process and producing measurable evidence of progress.

DO THE WORK

Write the client's Point A and Point B before the work begins using the same language you used when building the offer.

Deliver the Core Offer and Produce Measurable Client Results

2

DO THE WORK

Break the process into the steps you already developed. For each step, write the result that should be present before the client moves forward.

3

DO THE WORK

For every step, teach what they need to understand, coach them through how it applies to their situation, and train them to actually perform the work.

Deliver the Core Offer and Produce Measurable Client Results

4

DO THE WORK

Build accountability into the process. Decide what evidence proves they completed the work between sessions and what you will review at the next meeting.

5

DO THE WORK

Track the difference between understanding and performance. Observe what the client actually does, give specific feedback, and have them repeat the task with the correction when necessary.

DO THE WORK

Deliver the Core Offer and Produce Measurable Client Results

REAL-WORLD ACTION / WEEKLY OUTPUT

A client progress record with measurable evidence at every step of the core offer.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to use the results, questions, confusion, objections, completion data, and feedback from real clients to improve your core offer without changing everything every time somebody gives you an opinion.

DO THE WORK

Put the progress records in front of you. Mark where people slowed down, became confused, skipped work, asked the same question, or created the strongest movement.

Refine the Core Offer From Client Results and Feedback

2

DO THE WORK

Go through the process step by step. For every weak point, ask why before changing anything. Use the evidence to identify the problem first.

3

DO THE WORK

Look for repeated wins and repeated questions. Turn repeated clarification needs into clearer instructions, examples, tools, or practice where the evidence supports it.

Refine the Core Offer From Client Results and Feedback

4

DO THE WORK

Review the sequence. Ask whether every step still belongs where it is and whether each step prepares the person for the next one.

5

DO THE WORK

Compare the promise to the outcomes people are consistently producing. Adjust the language so it describes the transformation responsibly. Review the support, timeline, and price the same way.

DO THE WORK

What is the clearest result, decision, statement, plan, or completed piece of work that came out of this week?

Refine the Core Offer From Client Results and Feedback

REAL-WORLD ACTION / WEEKLY OUTPUT

A revised core offer based on repeated client evidence rather than guesswork.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to position yourself around the one thing you want people to know you for by putting your message in front of real people in places you can realistically reach and consistently show up.

DO THE WORK

Put your six books and body of work in front of you. Complete: I want to become known as the person who helps blank do blank.

Position Yourself Around What You Want to Be Known For

2

DO THE WORK

Choose the one problem and result that best represents the transformation running through your body of work.

3

DO THE WORK

Run the positioning statement through RAPS: Is it Realistic to demonstrate now, Achievable to begin talking about now, Predictable enough that people will repeatedly hear the same message, and Sustainable for the next 90 days?

Position Yourself Around What You Want to Be Known For

4

DO THE WORK

Choose one primary visibility lane for the next 90 days that fits your current life, confidence, time, and resources - such as local media, podcasts, articles, Meetup, Facebook Live, YouTube, or another realistic channel.

5

DO THE WORK

Write the first ten opportunities in that lane. Study each enough to understand the audience, then write a short pitch that says who you help, the specific problem you can address, and the useful lesson their audience will receive.

DO THE WORK

Position Yourself Around What You Want to Be Known For

REAL-WORLD ACTION / WEEKLY OUTPUT

One positioning statement, one 90-day visibility lane, ten realistic opportunities, and the first completed outreach action.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take the repetitive parts of your business and turn them into a simple automated path that can continue working even when you are coaching, speaking, spending time with your family, or sleeping.

DO THE WORK

Map one real customer journey from the moment somebody becomes interested in your work until they receive what they came for. Write every step in the order it happens today.

Turn the Business Into a Simple Automated System

2

DO THE WORK

Circle the actions you repeat for almost every person. Separate tasks that require your judgment from repetitive tasks that do not.

3

DO THE WORK

Choose one repeated task to automate first. Write the trigger that starts it and the exact next action the system should complete.

Turn the Business Into a Simple Automated System

4

DO THE WORK

Set up that one automation using the simplest system you already have or can reasonably learn. Do not automate the entire business at once.

5

DO THE WORK

Test the journey yourself as though you were the customer. Complete the form, request information, schedule, or make a test purchase where appropriate. At every step ask: Would I know exactly what to do next?

DO THE WORK

Turn the Business Into a Simple Automated System

REAL-WORLD ACTION / WEEKLY OUTPUT

A mapped customer journey plus one tested automation that removes a repeated manual task.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to identify one person who is already close to your work and begin training that person to carry one clear responsibility so you do not have to build the mission alone.

DO THE WORK

Write the names of five people already close enough to your work for you to have observed how they actually show up.

Build the Team Around the Methodology

2

DO THE WORK

Beside each name, write the strengths and reliable behaviors you have seen. Use evidence, not hope.

3

DO THE WORK

Write one responsibility you are currently carrying that another person could learn without needing your personal judgment. Define the result of that responsibility.

Build the Team Around the Methodology

4

DO THE WORK

Match the responsibility to the person whose demonstrated strengths fit it best.

5

DO THE WORK

Train with the pattern: show it, let them do it, observe it, correct one thing, and repeat it. Give them the one responsibility for a realistic trial period.

DO THE WORK

Build the Team Around the Methodology

REAL-WORLD ACTION / WEEKLY OUTPUT

One person, one responsibility, one training plan, and one realistic trial period.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one core teaching from your methodology and put it in front of more people through a realistic rhythm of coaching, teaching, and speaking.

DO THE WORK

Choose one problem from your methodology and one result you know how to help create. Complete: I help people who are struggling with blank move toward blank.

Expand the Mission Through Coaching, Teaching, and Speaking

2

DO THE WORK

Choose one real person who has that problem and schedule one coaching conversation using the part of your methodology that addresses it.

3

DO THE WORK

Teach the same concept to a small group. Schedule one 30-60 minute teaching, explain the problem, teach the principle, let the group complete one exercise, and answer the questions that arise.

Expand the Mission Through Coaching, Teaching, and Speaking

4

DO THE WORK

Create a list of ten organizations, podcasts, associations, churches, companies, networking groups, conferences, community groups, or local media programs whose audience may have that same problem.

5

DO THE WORK

Write one short speaking pitch that tells them who you help, the problem you speak about, the subject of the talk, and what their audience will learn. Send three pitches each week.

6

Expand the Mission Through Coaching, Teaching, and Speaking

REAL-WORLD ACTION / WEEKLY OUTPUT

One message used consistently through coaching, teaching, and speaking for a 90-day rhythm.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to create one simple place where people who connect with your message can meet with you consistently, learn from you, and begin building relationships with one another.

DO THE WORK

Write one sentence describing the kind of person the community will serve based on the people already responding to your work.

Build a Community Around the Mission

2

DO THE WORK

Complete: This community exists to help blank do blank. Read it aloud and make sure the purpose is clear.

3

DO THE WORK

Choose one place to host the community that you can actually maintain. Give the group a simple name connected to the person, problem, or outcome.

Build a Community Around the Mission

4

DO THE WORK

Schedule the first meeting within the next two weeks before worrying about logos, banners, websites, or a large membership.

5

DO THE WORK

Choose one useful subject from your existing body of work. Build the meeting around teaching one idea, giving one exercise or question, allowing application, and inviting optional sharing.

Build a Community Around the Mission

6

DO THE WORK

Write the names of ten people you can personally invite because the subject may genuinely help them. After the meeting, use what you learned to choose the next subject.

PUT IT TOGETHER

What is the clearest result, decision, statement, plan, or completed piece of work that came out of this week?

Build a Community Around the Mission

REAL-WORLD ACTION / WEEKLY OUTPUT

Community purpose, platform, name, first meeting date, first lesson, and ten personal invitations.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one useful part of your methodology and turn it into one live workshop you can deliver repeatedly to small groups of real people.

DO THE WORK

Choose one problem your audience already asks you about and one result a person can realistically create or clarify in a single 60-90 minute session.

Create a Signature Live Experience

2

DO THE WORK

Choose one step from your methodology that helps create that result and one story or example that shows why the step matters.

3

DO THE WORK

Build the workshop around a clear opening, the story or example, the teaching, one practical exercise, guided work time, feedback, and a clear closing result.

Create a Signature Live Experience

4

DO THE WORK

Choose a realistic place to deliver the first workshop - your community, library, church, coworking space, association, Meetup, nonprofit, or virtual room.

5

DO THE WORK

Schedule one date and personally invite people who have already shown interest in the problem.

DO THE WORK

Create a Signature Live Experience

REAL-WORLD ACTION / WEEKLY OUTPUT

One repeatable 60-90 minute live workshop with a scheduled first delivery.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to identify people and organizations that already serve the same kind of people you serve and begin building one practical relationship at a time.

DO THE WORK

Write the kind of person your work helps, then list where those people already go for information, support, training, community, and opportunities.

Build Strategic Relationships and Partnerships

2

DO THE WORK

Create a list of ten realistic people or organizations that already serve the same audience without replacing what you do.

3

DO THE WORK

For the first name, learn enough about them to answer: What do they care about that connects naturally with what I can contribute?

Build Strategic Relationships and Partnerships

4

DO THE WORK

Choose one simple collaboration idea based on shared value - an interview, event, workshop, referral relationship, training, or another practical contribution.

5

DO THE WORK

Write the message in three parts: why you are reaching out, the specific collaborative idea, and the value it could create for the people they serve.

DO THE WORK

Build Strategic Relationships and Partnerships

REAL-WORLD ACTION / WEEKLY OUTPUT

Ten partnership prospects plus the first collaboration message sent.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to identify one person inside the community who has already demonstrated leadership and begin developing that person by giving them one real responsibility.

DO THE WORK

Write three people who have repeatedly attended, participated, completed the work, encouraged others, followed through, and cared about the purpose of the community.

Develop Leaders From Inside the Community

2

DO THE WORK

Beside each name, write the leadership evidence you have actually observed. Use behavior, not guesses.

3

DO THE WORK

Choose one small responsibility the community genuinely needs and define what good performance looks like.

Develop Leaders From Inside the Community

4

DO THE WORK

Match the responsibility to the person whose demonstrated strengths fit it. Explain what you noticed, why the responsibility matters, and when you want them to try it.

5

DO THE WORK

After they perform the responsibility, ask what felt easy, what felt difficult, and what they noticed. Give one piece of positive feedback and one improvement.

DO THE WORK

Develop Leaders From Inside the Community

REAL-WORLD ACTION / WEEKLY OUTPUT

One emerging leader with one real community responsibility and a feedback/repetition plan.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to teach one trusted person to guide somebody through one specific step of your methodology correctly.

DO THE WORK

Choose one step of your methodology that is simple enough to teach and important enough that it must be delivered correctly.

Teach Someone Else to Deliver One Part of the Methodology

2

DO THE WORK

Write the name of the step and the exact result it is supposed to produce.

3

DO THE WORK

Choose one person who already demonstrates that they understand your work. Explain where the client usually starts, what this step is supposed to help them do, and what should be different when it is complete.

Teach Someone Else to Deliver One Part of the Methodology

4

DO THE WORK

Demonstrate the step with a practice person while the trainee watches. Ask the questions and give the instructions exactly as you would in real delivery.

5

DO THE WORK

Have the trainee guide you through the step as though you are the client. Identify one thing they did correctly and one thing that needs correction, then have them repeat it.

DO THE WORK

Teach Someone Else to Deliver One Part of the Methodology

REAL-WORLD ACTION / WEEKLY OUTPUT

One trained person who can correctly guide one specific step of the methodology.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one person who has been prepared to carry part of the work and give them one real opportunity to deliver that message to other people.

DO THE WORK

Use the person you trained last week. Do not add several new people. Choose one person who has demonstrated that they can correctly deliver one step.

Multiply the Message Through Other People

2

DO THE WORK

Choose one small, manageable audience where that person can use the step in a real situation.

3

DO THE WORK

Tell the trainee exactly what they are responsible for and what result they are trying to help participants create. Schedule the session.

Multiply the Message Through Other People

4

DO THE WORK

Observe the delivery. Listen for anything added, removed, or changed in a way that could confuse the process. Let them lead without taking the work back unless necessary.

5

DO THE WORK

Afterward, ask what they noticed, where they felt confident, where they became uncertain, and what questions they could not answer. Give specific feedback.

DO THE WORK

Multiply the Message Through Other People

REAL-WORLD ACTION / WEEKLY OUTPUT

One real delivery led by a trained methodology carrier, with participant evidence and feedback.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one of the signature speeches you have already developed and begin pursuing one realistic paid speaking engagement instead of waiting for somebody to discover you.

DO THE WORK

Choose one signature speech that solves the clearest problem for an audience you can realistically reach. Write the title and the audience problem at the top of the page.

Get Your First or Next Paid Speaking Engagement

2

DO THE WORK

Build a list of ten organizations that already gather that audience - companies, associations, chambers, churches, nonprofits, colleges, community groups, conferences, or event organizers.

3

DO THE WORK

Identify a real decision-maker for each organization whenever possible rather than sending a message to a generic inbox.

Get Your First or Next Paid Speaking Engagement

4

DO THE WORK

Write a short speaking pitch that begins with the audience problem, states the title of the talk, explains what the audience will leave knowing or able to do, and briefly establishes why you are qualified to teach it.

5

DO THE WORK

End with one clear question asking whether they are open to a short conversation about fit. Send the first three pitches and schedule follow-up dates.

DO THE WORK

What is the clearest result, decision, statement, plan, or completed piece of work that came out of this week?

Get Your First or Next Paid Speaking Engagement

REAL-WORLD ACTION / WEEKLY OUTPUT

One speech, ten realistic organizations, three completed pitches, and a follow-up tracker.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to use one speaking engagement to create a clear next step for the people or organization that want more help after hearing you speak.

Write the one problem your speaking engagement addresses and the existing coaching or training offer that helps people go deeper with the same problem.

Turn a Speaking Engagement Into Coaching or Training Opportunities

2

DO THE WORK

Ask what somebody would reasonably need next after hearing this speech. Choose one next step that naturally fits the message.

3

DO THE WORK

Write one sentence that bridges the speech to the deeper work without turning the speech into a long sales pitch.

Turn a Speaking Engagement Into Coaching or Training Opportunities

4

DO THE WORK

Choose one simple way people can continue the conversation after the speech - a conversation, application, QR code, handout, or another single method.

5

DO THE WORK

When somebody responds, listen first. Ask what they are trying to apply, where they are stuck, and what help they believe they need before you explain the offer.

DO THE WORK

Turn a Speaking Engagement Into Coaching or Training Opportunities

REAL-WORLD ACTION / WEEKLY OUTPUT

One natural bridge from a signature speech to an existing coaching or training offer.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to take one part of your existing methodology and present it to an organization as a paid training that solves a specific problem.

DO THE WORK

Choose one organizational problem your methodology already helps people solve. Keep it specific.

Get Your First or Next Paid Training Contract

2

DO THE WORK

Complete: By the end of this training, participants will be able to blank. Use an observable result rather than a vague feeling.

3

DO THE WORK

Choose the part of your methodology that creates that result and write the three to five steps participants need during a 60-90 minute session.

Get Your First or Next Paid Training Contract

4

DO THE WORK

Create a list of ten organizations that realistically experience the problem - companies, schools, nonprofits, associations, churches, professional groups, community organizations, or departments.

5

DO THE WORK

Write a short training pitch that states the problem, who the training is for, the practical outcome, and why your method is relevant.

DO THE WORK

Get Your First or Next Paid Training Contract

REAL-WORLD ACTION / WEEKLY OUTPUT

One organizational training topic, observable outcome, 3-5 step session, ten targets, and first pitches.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to stop treating every completed engagement like the end of the relationship and begin creating repeat business from people and organizations that already know the value of your work.

DO THE WORK

List ten people or organizations you have already served. Write what you delivered, what you observed, and any result or positive feedback that followed.

Get Repeat Business From People You Already Served

2

DO THE WORK

Choose the three strongest relationships on the list.

3

DO THE WORK

For each one, identify one reasonable next need that follows from the work already completed rather than inventing something unrelated.

Get Repeat Business From People You Already Served

4

DO THE WORK

Write a simple follow-up message that references the work you did together and asks what has changed, what still needs attention, or whether another group, department, event, or stage needs support.

5

DO THE WORK

Contact all three this week. Listen to the current need before suggesting anything.

DO THE WORK

Get Repeat Business From People You Already Served

REAL-WORLD ACTION / WEEKLY OUTPUT

Three evidence-based follow-up conversations with former clients or organizations.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to consistently ask people who have already experienced your work to introduce you to other people who may need the same kind of help.

DO THE WORK

Write five people who have received a real result from your coaching, training, speaking, workshop, or methodology. Write the result beside each name.

Build a Simple Referral Habit

2

DO THE WORK

Create one referral question in your own conversational voice, asking who else may be dealing with the same problem or could benefit from similar help.

3

DO THE WORK

Choose the first two people you will ask and decide when you will ask them.

Build a Simple Referral Habit

4

DO THE WORK

If they have somebody in mind, ask whether they feel comfortable making a direct introduction by email, text, or another simple method.

5

DO THE WORK

When the introduction happens, qualify the new conversation normally. Ask what they are trying to accomplish and whether the problem you solve is actually present.

DO THE WORK

Build a Simple Referral Habit

REAL-WORLD ACTION / WEEKLY OUTPUT

Five result-based referral sources, one referral question, two asks, and a weekly referral tracker.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to turn the speaking, coaching, training, referral, and follow-up activities you are already doing into a ninety-day calendar that tells you exactly what business-development actions you will complete each week.

DO THE WORK

Draw the next 90 days as 13 weeks.

Build a 90-Day Booking Calendar

2

DO THE WORK

Write the business-development activities you are already using - outreach, follow-up, referrals, conversations, proposals, workshops, speaking, training, and community activity.

3

DO THE WORK

Choose a realistic weekly number for each activity that you can repeat for 13 weeks. Put each activity on specific days.

Build a 90-Day Booking Calendar

4

DO THE WORK

Place all confirmed speaking, training, coaching, workshop, and community commitments on the calendar first. Build development activity around real delivery commitments.

5

DO THE WORK

Run the calendar through RAPS so the numbers and schedule are realistic, achievable, predictable, and sustainable.

DO THE WORK

Build a 90-Day Booking Calendar

REAL-WORLD ACTION / WEEKLY OUTPUT

A 13-week booking calendar with specific weekly business-development actions.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to track a small set of numbers that tells you whether your business-development activity is creating conversations, proposals, bookings, and revenue.

1

DO THE WORK

Create one simple scoreboard with headings for pitches sent, follow-ups completed, qualified conversations, proposals sent, bookings, and revenue.

Know Your Numbers

2

DO THE WORK

Enter the real numbers from the last four weeks.

3

DO THE WORK

Look at movement between the numbers and ask: Where are people stopping?

Know Your Numbers

4

DO THE WORK

Identify the weakest transition in the path - for example, pitches to conversations, conversations to proposals, or proposals to bookings.

5

DO THE WORK

Choose one number to improve during the next four weeks and decide the one activity you will change or increase to influence it.

DO THE WORK

Know Your Numbers

REAL-WORLD ACTION / WEEKLY OUTPUT

A weekly business scoreboard and one number selected for a four-week improvement test.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to use the numbers you tracked last week to identify which business-development activity is actually creating results and put more of your time into what is working.

DO THE WORK

Review the last eight to twelve weeks and list every source of business or opportunity: referrals, speaking, workshops, community, direct outreach, partnerships, content, or another source.

Double Down on What Is Actually Working

2

DO THE WORK

For each source, write the conversations, bookings, and revenue it created along with the effort you invested.

3

DO THE WORK

Circle the one or two sources producing the strongest results for the effort you are putting into them.

Double Down on What Is Actually Working

4

DO THE WORK

Choose one strong source to increase during the next 30 days and write exactly what you will do more often.

5

DO THE WORK

Identify activities that are consuming time but producing little or nothing. Decide whether you have tested them consistently enough to judge fairly.

DO THE WORK

Double Down on What Is Actually Working

REAL-WORLD ACTION / WEEKLY OUTPUT

A source-of-business review plus one 30-day decision to increase what is actually working.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to decide whether the evidence you have created now supports increasing the price of one existing offer, training, or speaking service.

DO THE WORK

Choose one existing paid service - your core coaching offer, one training, or one speaking service.

Increase Your Price When the Evidence Supports It

2

DO THE WORK

Review the last five to ten paid clients or engagements. Write the price, what you delivered, time and support required, client result, referrals, repeat business, testimonials, and feedback about value.

3

DO THE WORK

Ask whether results, experience, demand, proof, or capacity have materially changed since you set the current price.

Increase Your Price When the Evidence Supports It

4

DO THE WORK

Review several credible providers serving a similar audience with a similar level of access and transformation to understand the market context.

5

DO THE WORK

Choose a new price only if the evidence supports it. Write the amount and the value evidence that makes the number reasonable.

DO THE WORK

Increase Your Price When the Evidence Supports It

REAL-WORLD ACTION / WEEKLY OUTPUT

A price-evidence review and a controlled three-prospect test of the new price when justified.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to create more income by selling and using the books, speeches, coaching, training, workshops, and other assets you have already built instead of immediately creating another product.

DO THE WORK

Make a complete list of finished assets that can already create value: books, signature speeches, coaching offer, trainings, workshops, community experiences, workbooks, and other completed resources.

Create More Income From What You Already Built

2

DO THE WORK

Mark which assets produced income during the last 90 days and which proven assets are underused.

3

DO THE WORK

Choose one finished asset that has already created a result for somebody but is not being used enough.

Create More Income From What You Already Built

4

DO THE WORK

Write one direct sales action that fits the asset - such as contacting organizations about bulk books, pitching a proven workshop, or inviting qualified people into an existing offer.

5

DO THE WORK

Complete the chosen sales action ten times during the next 30 days rather than creating a brand-new product.

DO THE WORK

Create More Income From What You Already Built

REAL-WORLD ACTION / WEEKLY OUTPUT

One proven underused asset, one sales action, ten repetitions, and revenue tracking.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to look at the business you have been building and make sure it actually fits the life you said you wanted to live.

DO THE WORK

Go back to the Perfect Day you created earlier in the experience and read how you said you wanted to wake up, work, spend your time, care for yourself, be with people who matter, and end the day.

Make the Business Fit the Life You Said You Wanted

2

DO THE WORK

Put your actual calendar from the last two weeks beside the Perfect Day. Write what you really did - start/stop times, evenings, weekends, client time, meetings, content, travel, community, and other business demands.

3

DO THE WORK

Ask one specific question: Where is my business pulling me away from the life I said I wanted? Point to something on the actual calendar.

Make the Business Fit the Life You Said You Wanted

4

DO THE WORK

Choose one mismatch that creates the most unnecessary pressure or takes you furthest away from the way you want to live.

5

DO THE WORK

Decide the concrete boundary, schedule change, availability rule, delegation, or stop time that would correct that mismatch.

DO THE WORK

Make the Business Fit the Life You Said You Wanted

REAL-WORLD ACTION / WEEKLY OUTPUT

One evidence-based calendar correction that makes the business fit the life you designed.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to begin creating financial breathing room inside your business so every slow week, canceled client, or delayed payment does not immediately create pressure. I want to keep this simple. We are not turning this into an accounting class. We are going to do one thing. We are going to begin building a business reserve.

DO THE WORK

Build Financial Breathing Room

2

DO THE WORK

Review the last two or three months, write the normal amount beside each expense, and total the essential monthly operating cost.

3

DO THE WORK

Write that total at the top of a page and label it: One Month Business Reserve. Make one month your first target.

Build Financial Breathing Room

4

DO THE WORK

Choose one simple funding rule you can repeat whenever money comes into the business - a fixed amount or percentage that moves into the reserve.

5

DO THE WORK

Create a separate place for the reserve so it is not confused with ordinary operating money.

DO THE WORK

Build Financial Breathing Room

REAL-WORLD ACTION / WEEKLY OUTPUT

One-month business reserve target, funding rule, separate reserve location, and first transfer.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to create a simple action plan you can use when business slows down so you do not sit still, panic, or start chasing random ideas. Every business has slower periods. A client can postpone. An event can get canceled. A company can move a training date. A month can simply be quieter than the one before it. The mista...

DO THE WORK

Create Your Slow-Season Action Plan

2

DO THE WORK

Write ten people who already know you or your work. Choose five and contact them during the first week of the slowdown with an honest, relationship-based reason for reconnecting.

3

DO THE WORK

Write ten warm opportunities that have not fully closed. Choose five and follow up once to ask whether the opportunity is active, the timing changed, or there is somebody else you should speak with.

Create Your Slow-Season Action Plan

4

DO THE WORK

Write the existing assets you can actively sell or deliver during a slowdown and choose one to emphasize before creating something new.

5

DO THE WORK

Decide the business-development actions you will repeat each week while the signal remains active - outreach, follow-up, referral asks, workshops, speaking pitches, or another proven action.

DO THE WORK

Create Your Slow-Season Action Plan

REAL-WORLD ACTION / WEEKLY OUTPUT

A trigger-based slow-season plan with warm contacts, warm opportunities, repeatable actions, and tracking.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training you're going to learn how to create a stop-doing list so your time is no longer being consumed by activities, commitments, and habits that no longer deserve your attention.

DO THE WORK

Create a Stop-Doing List

2

DO THE WORK

Ask about each one: Does this still deserve my time right now? Judge whether it belongs in the life and business you are building now.

3

DO THE WORK

Mark whether each activity helps you serve the people you are called to serve, supports active work, protects something important in your life, or has simply become habit.

Create a Stop-Doing List

4

DO THE WORK

Choose three activities or commitments you are willing to stop or pause.

5

DO THE WORK

Write why each one no longer deserves your time and remove the future commitment from the calendar when appropriate.

DO THE WORK

Create a Stop-Doing List

REAL-WORLD ACTION / WEEKLY OUTPUT

A three-item Stop-Doing List with real calendar removals and reclaimed-time evidence.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training you're going to learn how to choose one simple, sustainable way to use what you know to help somebody without turning every act of service into a sale.

DO THE WORK

Choose one person or group you genuinely care about helping and write their name.

Create One Sustainable Way to Give Back

2

DO THE WORK

Write one narrow result you can realistically help them create in one session or one small experience using what you already know how to do.

3

DO THE WORK

Choose the simplest delivery method you can sustain - one workshop, mentoring conversation, small group session, or another realistic contribution.

Create One Sustainable Way to Give Back

4

DO THE WORK

Choose the frequency and amount of time you can give without resenting it or damaging the business you still need to run.

5

DO THE WORK

Contact the person or organization. Explain who the contribution is for, the one result you want to help create, and the time you are offering. If it is useful, put the first date on the calendar.

DO THE WORK

Create One Sustainable Way to Give Back

REAL-WORLD ACTION / WEEKLY OUTPUT

One sustainable contribution commitment with a person/group, result, delivery format, frequency, and first date.

MY ACTION PLAN

The action I will complete:

I will do it on / by:

Where / with whom:

The smallest useful version I will complete:

What could get in the way, and how will I respond?

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

In this training, you are going to learn how to document the evidence of the transformation that has taken place over this year so you can see what actually changed instead of relying on memory or emotion. This is not another identity lesson. You already did that work. This week, I want you to collect the proof.

Return to your Week 1 work and read the six stories, common theme, Identity Statement, I AM Statement, and How-To Statement exactly as the person who began the program wrote them.

Document the Evidence of Your Transformation

2

DO THE WORK

Divide a page into two sections: When I Started and What I Can Do Now. Under When I Started, write five factual things that were true at the beginning.

3

DO THE WORK

For each item, write the capability, completed action, or result you can point to now. Use evidence such as a speech delivered, book completed, offer sold, client coached, group taught, media appearance, community created, or system built.

Document the Evidence of Your Transformation

4

DO THE WORK

Collect five pieces of evidence - documents, screenshots, messages, testimonials, photographs, links, book covers, calendars, or other proof - and put them in a folder labeled My Transformation Evidence.

5

DO THE WORK

Read your original Identity Statement and ask: What evidence from this year shows that I have been living closer to this identity? Choose one piece of evidence and explain the connection in one sentence.

DO THE WORK

Document the Evidence of Your Transformation

REAL-WORLD ACTION / WEEKLY OUTPUT

A Before/Now comparison, five evidence artifacts, one identity-evidence connection, and a final transformation record.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated

Acknowledge that you completed the full 52-week experience, recognize what you followed through on, and close the year with your certificate and transformation evidence.

DO THE WORK

Acknowledge that you completed all 52 weeks and stayed with the process for an entire year.

Congratulations - You Finished

2

DO THE WORK

Write one sentence about what finishing this experience proves to you about your ability to follow through.

3

DO THE WORK

Review the evidence you documented in Week 51 and choose the one completed result you are most proud you followed through on.

Congratulations - You Finished

4

DO THE WORK

Write your full name exactly the way you want it to appear on your certificate of completion.

5

DO THE WORK

Download and keep the certificate with your Transformation Evidence so it becomes part of your record of finishing what you started.

DO THE WORK

Congratulations - You Finished

REAL-WORLD ACTION / WEEKLY OUTPUT

Your completed certificate information and a final written acknowledgment of completion.

MY ACTION PLAN

The action I will complete: _____

I will do it on / by: _____

Where / with whom: _____

The smallest useful version I will complete: _____

What could get in the way, and how will I respond? _____

EVIDENCE VAULT

What did I actually create, complete, practice, schedule, deliver, measure, sell, or prove this week?

WHAT DID THE WORK TEACH ME?

☐ Guided work completed ☐ Real-world action completed ☐ Proof saved ☐ Evidence Vault updated