

# SCALE

## MAKE MORE MONEY in LESS TIME

Turn Your Expertise Into an Online Course... *without a big following, paid ads, or hours on 1:1 calls*



**THE WORKBOOK**

**@IAMJESSIACDEROSE**

## **SOME THINGS TO THINK ABOUT:**

- WHERE IS YOUR LIFE/BUSINESS NOW?
- HOW DOES THAT MAKE YOU FEEL?
- WHERE DO YOU WANT YOUR LIFE/BIZ TO BE?
- HOW DOES THAT MAKE YOU FEEL?
- WHAT WILL BE REQUIRED FOR YOU TO GET "THERE"?

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**DRAW A LINE TO MATCH THE EXPERT TO THE DESCRIPTION.**

Brings audience along  
on the journey

**ROLE MODEL**

Finds answers & shares  
as they learn

**RESULT**

Creates authority via  
transformation

**RESEARCH**

**TAKE SOME TIME TO WRITE DOWN HOW/WHERE YOU'RE FEELING LIKE AN EXPERT & HOW THAT PLAYS INTO YOUR LIFE EXPERIENCE (UNIQUE PERSPECTIVE)...**

**HOW CAN YOU MARRY YOUR PERSONAL STORY, EXPERTISE, AND PURPOSE TO MAKE A BIGGER IMPACT?**

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# 3 BIGGEST MISTAKES ONLINE BIZ OWNERS ARE MAKING

**FOCUS**

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**SPAGHETTI**

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**SALES**

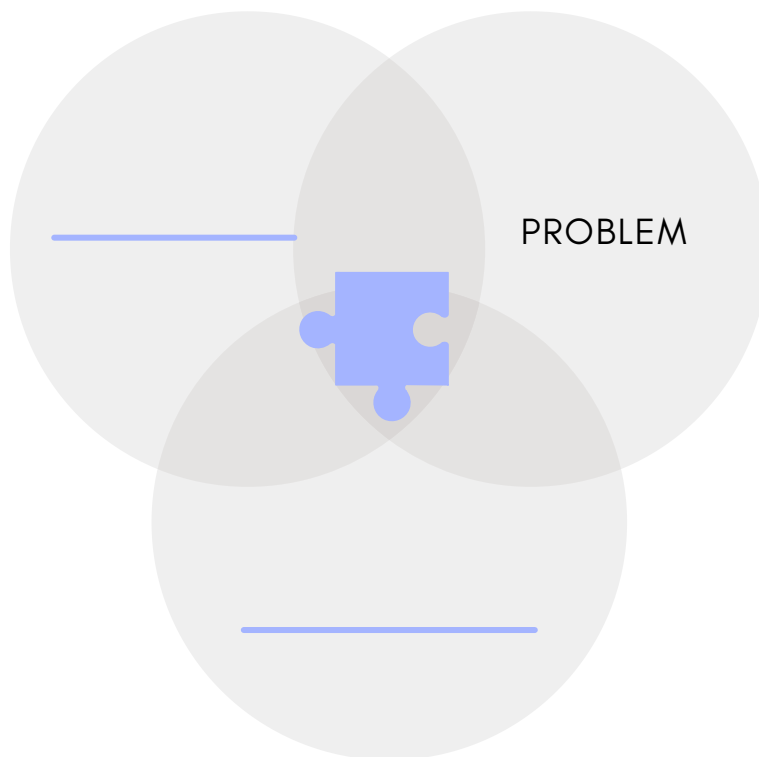
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Sell ONE \_\_\_\_\_  
To ONE \_\_\_\_\_  
That solves ONE **problem**  
One ONE \_\_\_\_\_

### COMPLETE THE NICHE DIAGRAM (2 MISSING ITEMS)



MY NICHE IS: \_\_\_\_\_



## FILL IN THE BLANKS (HINT: THEY ALL START WITH "P")

1. **EXTRACT:** What is your **PROMISE?**
2. **IDENTIFY:** What is your \_\_\_\_\_?
3. **SHARE:** What is your \_\_\_\_\_?
4. **CREATE;** What is your **PRODUCT?**
5. **GENERATE:** What is your \_\_\_\_\_?



**FILL IN YOUR 5 P'S BELOW:**

**My PROMISE is:**

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**My \_\_\_\_\_ is :**

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**My \_\_\_\_\_ is:**

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**My PRODUCT is:**

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**My \_\_\_\_\_ is:**

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**A SOLID CORE OFFER IS:**

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**A SOLID CORE OFFER IS NOT:**

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**MOST STRUGGLING COACHES & ONLINE  
BIZ OWNERS SPEND 80% OF THEIR TIME**



- **WHERE ARE YOU NOW, WHERE DO YOU WANT TO GO, WHAT DO YOU WANT TO BUILD?** (THINK LIKE AN ARCHITECT...START WITH A PLAN & FOLLOW THE BLUEPRINT)
- **WHAT DOES THAT VISION LOOK LIKE? HOW DOES IT FEEL IN YOUR BODY?**
- **HOW WILL YOU KNOW WHEN YOU GET "THERE"?**
- **WHO DO YOU GET TO BECOME ALONG THE WAY?**  
(REMEMBER THE "BE DO HAVE" PHILOSOPHY)
- **WHAT ACTION STEPS WOULD YOUR FUTURE SELF NEED YOU TO TAKE NOW?**
- **WHAT STORIES, BELIEFS, HABITS DO YOU NEED TO LET GO OF?**

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**“YOUR FAMILIAR  
PAST WILL  
SOONER OR LATER  
BECOME YOUR  
PREDICTABLE  
FUTURE.”**

*DR. JOE DISPENZA*



# CAN'T WAIT TO SEE HOW YOU'LL SCALE!

DON'T FORGET TO TUNE IN DAILY & WEEKLY TO ALL  
THE FREE CONTENT WE'RE PUTTING OUT.

Click icons to access!



**TAG ME ON INSTA**  
**@IAMJESSICADEROSE**

