

# THE DIGITAL BUSINESS EVOLUTION

*Live Experience*

## **The Roadmap to Create & Launch a Scalable 6-Figure Online Coaching Business**

*Without needing a big following, paying  
for ads, or spending hours on 1:1 calls*



with Jess Glazer DeRose

[www.jessicaderose.com](http://www.jessicaderose.com) @iamjessicaderose

# DIGITAL BUSINESS EVOLUTION

## Live Experience

### **The Roadmap to Create & Launch a Scalable 6-Figure Online Coaching Business...**

*Without needing a big following, paying for ads, or spending hours on 1:1 calls*

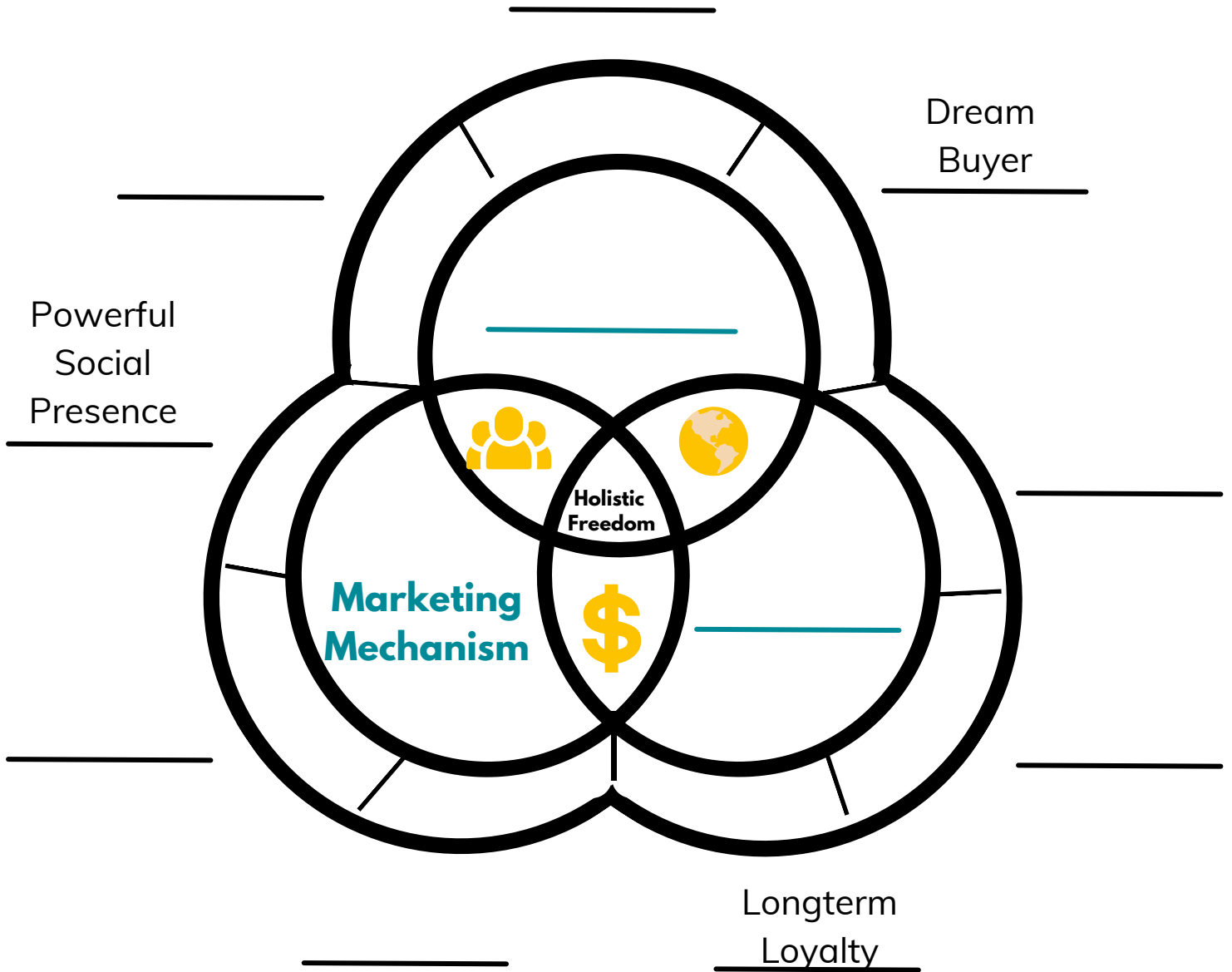
**3-DAY LIVE EXPERIENCE**



# YOUR DIGITAL BUSINESS GPS

*Growth Profit Strategy*

**EMPOWERED ORGANIC METHOD™**



\_\_\_\_\_



\_\_\_\_\_



\_\_\_\_\_



# YOUR DIGITAL BUSINESS GPS

## Growth Profit Strategy

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

I HELP (WHO) \_\_\_\_\_ DO (WHAT) \_\_\_\_\_

REVENUE TOTAL FROM 2023:

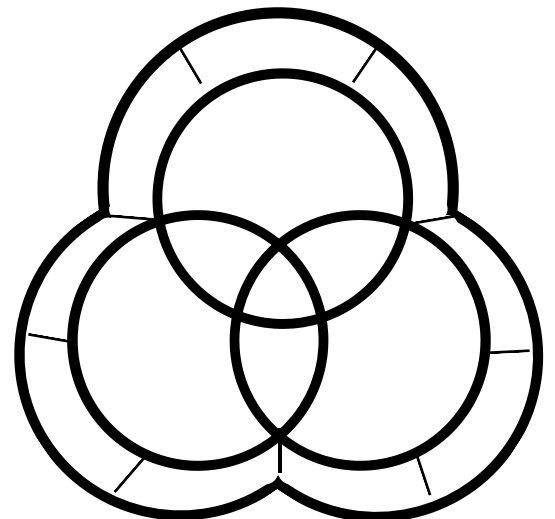
REVENUE GOAL FOR 2024:

PLATFORMS	OFFERS	PROMISE	PROCESS	POSITION	PRICE

Color in the 9 accelerators as you see fit based on the prompts during the training.

### TRAFFIC LIGHT GAME

- Red: 1-6
- Yellow: 7 & 8
- Green: 9 & 10



**"ALL YOU NEED IS A  
TINY IDEA WITH A CLEAR  
ROADMAP; BACKED BY  
A BIG PURPOSE & A  
LITTLE TRUST IN  
YOURSELF."**

*- Jessica Glazer DeRose*



# DIGITAL BUSINESS *Roadmap*

**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**



**Learn more about "experts" on the podcast!**

[DBE podcast/3 types of expert](#)

**Where in your life/biz are you a role model expert?  
A research expert? And a results expert?**

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# DIGITAL BUSINESS *Roadmap*

**Where are 6 & 7 figure digital biz owners focused?**

- A. ABOVE the surface
- B. BELOW the surface

**Where is YOUR focus right now? (top 3)**

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**What would change in your life & biz if you changed some of your current beliefs? Which beliefs would need to change? Which are no longer serving you?**

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**Tune into the podcast! Is fear holding you back?**

[DBE\\_podcast/fearofsocial](#)

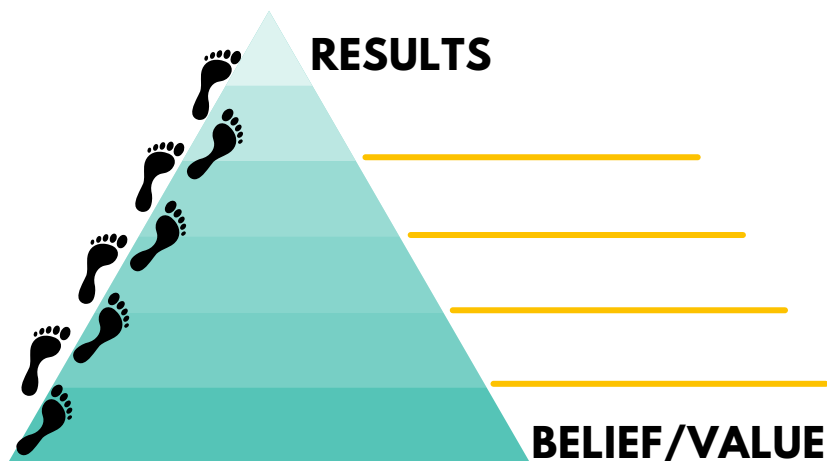


# DIGITAL BUSINESS *Roadmap*

**The difference between struggling coaches & successful business owners is...**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. Decision to take messy action \_\_\_\_\_

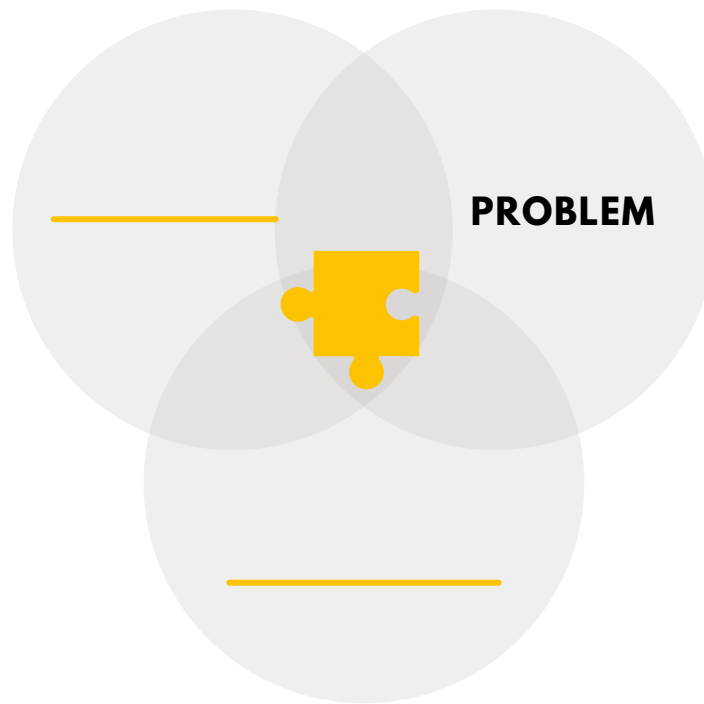
**Thoughts do NOT become things. Fill in the 4 missing steps required to changing your external outcome.**





# DIGITAL BUSINESS *Roadmap*

Complete the niche diagram (2 missing items)



My niche is: \_\_\_\_\_

**If you're still not sure of your niche, go ahead and take a look at our "150+ niches guide" on the next few pages to see where you may fall and then come back to fill it in. Don't overthink this!**

# YOUR DIGITAL BUSINESS

# Niche Guide

## FITNESS

- Kettlebell
- Yoga/Pilates
- HIIT
- Strength training
- Corrective exercise
- Pre/Post natal
- Animal flow
- Dance
- Running/Races
- Competitions
- Body love/confidence
- Pain management
- Muscle testing
- Recovery
- Endurance
- Bio-hacking
- Sleep
- Retreats
- Sport specific

< soji.james1 🔔 ...



1,435 posts   3,326 followers   2,671 following

**Kettlebell & Fat Loss Coach | Meditation Teacher**

soji.james1

**Coach**  
I help burnt out dieters lose fat sustainably

- Ditch the diets
- Build new habits
- Unleash your inner athlete. Find inner calm 🧘

Work w/ me 📩

< dylanayala 🔔 ...



443 posts   39.9K followers   893 following

**Dylan Wakesurfing Pro/Coach**

dylanayala

**Athlete**  
🏄 Pro Wakesurfer/Coach  
👉 I help wakesurfers learn proper form so they can learn tricks 👉  
Click 📩 for coaching  
Free guide to progression 📩  
[wakesurfschool.mykajabi.com/linkinbio](http://wakesurfschool.mykajabi.com/linkinbio)

< taralaferrara 🔔 ...



3,350 posts   147K followers   424 following

**tara 🧘 online fitness coach | mobility & strength training**

taralaferrara · 2 new

**Coach**  
Strength Coach & Mindset Shifter  
I help you build your muscles to feel more confident  
📩 @tl.method  
📩 @thetaratalk  
👉 work with me

< shaterashatera ...



1,931 posts   1,042 followers   894 following

**Fitness & Anti-Diet Coach she/her/hers**  
**Fitness Trainer**  
👉 Helping women create health & fitness routines w/o food restriction or dieting  
👉 GET MY FREE CONSISTENCY GUIDE! 📩  
[bit.ly/THELINKINMYBIO](http://bit.ly/THELINKINMYBIO)

< kickitbyeliza 🔔 ...



1,817 posts   16.1K followers   1,435 following

**Kick It By Eliza ☆ boxing inspired group fitness**

kickitbyeliza

Helping you find strength & joy in your body through classes & instructor cert.  
Join the Fempire® today!  
👉 Free virtual Self Love Program 📩  
[www.kickitcrew.com/linkinbio](http://www.kickitcrew.com/linkinbio)



# YOUR DIGITAL BUSINESS

# Niche Guide

## NUTRITION

- Gut health
- Macros
- Anti-diet
- Cooking & recipes
- Meal prep
- Weight loss
- Intermittent fasting
- Vegan, Keto, Paleo, Vegetarian
- Weight loss
- Muscle gain
- Food relationship
- Diabetes
- Hashimoto
- PCOS
- Eating disorder
- Hormone health
- Functional nutrition
- Supplements
- Pre/Post Natal
- Lactation consultant
- Infant feeding education

< **bridgittemalli** 🔔 ...



511 posts   6,868 followers   4,243 following

Founder + CEO 🌟 Functional RD 🌟 Speaker 🌟

📍 bridgittemalli

🔥 Built two 7 figure biz in <2.5 years  
 🌟 You deserve to feel amazing w/ @gut.personal  
 Get personalized gut health supplements 📌  
[gutpersonal.com/bridgitte](https://gutpersonal.com/bridgitte)

< **kerriaxelrod** 🔔 ...



924 posts   16.3K followers   708 following

Kerri: Functional Medicine Nutritionist | Gut Health + Mood

🔙 Reverse gut symptoms w/o meds  
 📍 Educated at Boston's top institutions  
 📌 FREE Masterclass: End your cycle of 🤢 problems, fatigue and bloating!  
[www.kerriaxelrod.com/gutm...](https://www.kerriaxelrod.com/gutm...) and 1 more

< **sandrasharpewellness** 🔔 ...




760 posts   30.6K followers   820 following

Sandra Henein Sharpe • FMCHC, Functional Nutrition Practitioner

△ Helping women balance their hormones, regulate their cycles & get pregnant naturally.  
 START HERE 📌  
[bit.ly/3RvINxA](https://bit.ly/3RvINxA)

< **maitha.and** 🔔 ...



883 posts   12.1K followers   1,877 following

Maitha | Intuitive Eating Coach & Dessert Creator

📍 maitha.and

Nutritionist  
**Maitha & Treats**  
 🌟 Order everyday healthy GF delicious desserts  
 📌 Apply now - Stop emotional eating without restrictive eating & reach your health goals  
[linktr.ee/maitha.and](https://linktr.ee/maitha.and)

< **feeding.with.marie** 🔔 ...



1,026 posts   1,038 followers   304 following

Marie Ferriolo-Tirb: Certified Infant Feeding Educator she/her

📍 feeding.with.marie

📌 Supporting & Educating Parents in Safe Baby Feeding Journeys  
 🌟 Online Course & Live Guidance  
 📌 Your Consultant for Baby Nourishment  
[linktr.ee/compassfeeding](https://linktr.ee/compassfeeding)



# YOUR DIGITAL BUSINESS

# Niche Guide

## WELLNESS

- Cycle Syncing
- Hormonal Health
- Life Coach
- Women's Health
- Doctor
- Energy healer
- Physical Therapist
- Cosmetic surgeon
- Holistic Health
- Chiropractic
- Dentistry
- Empowerment
- Chakras
- Spirituality
- Non-toxic living
- Breath work
- Hypnotherapy
- EFT tapping
- Fertility
- Sexuality
- Relationship coach
- Divorce coach
- Midwife

< cleanerlifewith.rose 🔔 ...



522 posts 971 followers 776 following

**Rose Amonte Yodzio** 🇺🇸 Health Coach for women 45+

cleanerlifewith.rose

👉 I help women 45+ balance hormones to get energized, 🥰 soundly & lose extra weight WITHOUT restriction in midlife!

👉 Start HERE 📍  
Hull, Massachusetts

🔗 bossladybio.com/cleanerlifewithrose

< carriecohencoaching 🔒 🔔 ...



343 posts 2,329 followers 287 following

**Carrie Cohen** | Marriage Coach | Relationship Expert she/her

Psychotherapist

❤️👤❤️ I help (midlife) couples go from living like roommates to loving like soulmates

👉 500+ Couples served

🎓 NYU psychotherapist x25 years

👉 Work w/ me

🔗 linktr.ee/carriecohen?fbclid=PAaajT6...

< julie.m.costa 🔒 🔔 ...



3,579 posts 6,801 followers 1,969 following

**Julie Costa**~Your Business Hypnotherapist & NLP Trainer

🔗 julie.m.costa

Entrepreneur


👉 Attract consistent cash & clients with hypnosis

👉 Get board certified in NLP, EFT, Hypnotherapy & More

👉 Free hypnosis...your transformation awaits

🔗 www.juliemcosta.com/links

< maddiekothe 🔔 ...



83 posts 1,356 followers 1,205 following

**Maddie Kothe** | Aerospace Engineer

🔗 maddiekothe


👉 SpaceX, Brooke Owens Fellow

👉 Scuba Diver, Pilot, Water Skier

👉 Empowering women with the tools and community to navigate life confidently

🔗 maddie-kothe.mykajabi.com/empowered-ac...

< deborahlangleyyoga ...



811 posts 3,423 followers 1,505 following

**Deb: Yoga Teacher** | Law of Attraction Science & Spirituality she/her

🔗 deborahlangleyyoga

Public figure

👉 Teaching yoga tools for energetic alignment

👉 Practical application of manifesting techniques

👉 Online & in person study programs & retreats

🔗 linktr.ee/deborahlangleyyoga



# YOUR DIGITAL BUSINESS

# Niche Guide

## PROFESSIONAL


- Legal contracts
- Trademarks
- Accounting
- Tax strategy
- Book keeping

< shannonkweinstein   ...



1,893 posts   6,852 followers   416 following

Shannon Weinstein | Fractional CFO

 shannonkweinstein

Accountant

I want you to @keepwhatyouearn & build a valuable business you can scale or sell.

👉 Join CFO On Demand for 30 Days FREE


[www.keepwhatyouearn.com/ondemandcfo](http://www.keepwhatyouearn.com/ondemandcfo)

< jakekelfer   ...



2,105 posts   9,248 followers   1,347 following

Jake Kelfer: Book Coach | Publisher

 jakekelfer

Entrepreneur

🔥 4x Bestselling Author

📖 I help people write & launch nonfiction books to grow their biz & make an impact

📄 Get a free copy of Big Idea to Bestseller  
Los Angeles, California

[go.bigideatobestseller.com/free-book](http://go.bigideatobestseller.com/free-book)

< cosmeticmba  ...



125 posts   1,073 followers   4,053 following

Dr.AlexNYC| Nicole: Dental Mentors

Virtual Dental Business Course

Founded by @dralexnyc & @nicolemolochkova\_

Learn the tools and skills to build your legacy practice

[course.cosmeticmba.com/of...](http://course.cosmeticmba.com/of...) and 1 more

## PERSONAL GROWTH


- Productivity
- Confidence
- Self Love
- Habits
- High Performance
- Mid Life Mentor
- Money Mindset
- Human design
- Enneagram
- Myers Briggs
- Manifestation
- Communication
- Trapped emotion
- Substance abuse
- Mental health

< pherozekarai  ...



1,929 posts   558 followers   966 following

Pheroze | Medium & Plant Medicine Guide he/him/his

 pherozekarai

I help driven professionals, creatives, & seekers

🐾 Connect with their divine selves

📖 Navigate plant medicine

🔓 Unlock intuition & creativity

[bio.site/pheroze](http://bio.site/pheroze)

< iamcarolinawikstrom  ...



310 posts   884 followers   347 following

🌟 Carolina | Human Design for Business 🌟 she/her

🔥 Human Design: Entrepreneurs & Business

👉 Grow your reach & attract clients

💎 Scale to 6-figures without working more hours

👉 Magnetic Content by Design

[beacons.ai/iamcarolinawikstrom](http://beacons.ai/iamcarolinawikstrom)



# YOUR DIGITAL BUSINESS

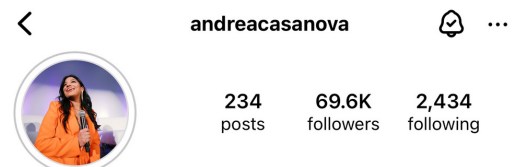
# Niche Guide

## SPECIALITY

- Career Coach
- Organizing
- Fung Shui
- Home Decor
- Fashion
- Styling
- DJ/producing
- Event Consulting
- Puppet
- Magic
- Comedy
- Speaking coach
- Storytelling
- Author
- Jewelry
- Clothing
- Interior Design
- Architecture
- Audio/Visual
- Videography
- Photography
- Editor
- AI specialist

## SOCIAL MEDIA

- Marketing
- Branding
- Influencer
- Social Media Strategist
- Reels Coach
- Tik Tok Expert
- LinkedIn



Andrea ⚡ CELEBRITY VIRAL MARKETER she/her

[@andreacasanova](#)

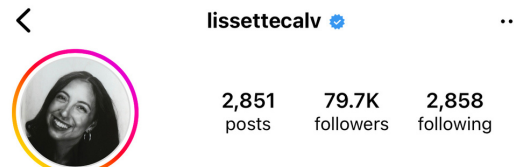
🏆 Tiësto, The Russo Brothers, TikTok, Adobe & more.

🔧 Building @sonicgods

📺 Self on @netflix

✉️ mgmt: andrea@whalartalent.com

[andreacasanova.myflodesk.com/social](https://andreacasanova.myflodesk.com/social)



Lissette | Influencer Coach, Creator & Speaker

[@lissettecalv](#)

👁️ LIFE from my creative entrepreneur lens

🔨 New homeowner, bold style & more

👤 Building a biz from your influence

🗣️ Latina CEO @influencewithimpact®

[lissettecalv.bio](https://lissettecalv.bio) and 1 more



JERA ★ Social Media Educator • Speaker • Coach she/her

[@jera.bean](#)

Entrepreneur

🌟 I transform how you show up on social media and help you harness the power of your secret sauce

1:1 • Courses • Workshops • Speaking

📍 Coming Soon

[jerabean.myflodesk.com/ch871gu79m](https://jerabean.myflodesk.com/ch871gu79m)



Jim Carter III

[@causehacker](#)

Entrepreneur

- AI Specialist & Integrator 🤖

- I turn business challenges into success stories

- 90 days with me will change your company

- Start here ⬇️

[jimcarter.me/start](https://jimcarter.me/start)



# YOUR DIGITAL BUSINESS

# Niche Guide

## EDUCATION

- Tutoring
- Exam review
- Curriculum writing
- Accreditation/CEU
- Extra curricular
- Resume/College acceptance
- Sales/Negotiations
- Branding/marketing
- Investing

< radiatewithlaura  ...



239 posts 3,102 followers 333 following

Laura Nappi RT(R)(M)(T)- Radiation Therapist

Tutor/Teacher

I help radiation therapy students pass the registry on the first attempt.

-2 top-rated books on Amazon

-Best online review course & tutoring for RTTs

[www.radproacademy.com/link-in-bio](http://www.radproacademy.com/link-in-bio)

< thecoachmike\_   ...



153 posts 1,197 followers 1,566 following

Mike Walker: Sales & Negotiation Coach | National Speaker

[@thecoachmike\\_](https://www.instagram.com/thecoachmike_)

Entrepreneur

🔥 I help real estate professionals create 7-figure businesses through Sales & Negotiation coaching

👊 20k Agents Coached

🗺️ R.E. In 34 States

< kara\_ayala  ...



1,257 posts 20.2K followers 1,838 following

KARA AYALA • Female Investor

[@kara\\_ayala](https://www.instagram.com/kara_ayala)

I help women gain the knowledge and confidence to invest passively in one year or less. Apply here 🙌🙌🙌

[linktr.ee/Karaayala](http://linktr.ee/Karaayala)



### What about your niche?

[DBE podcast/successstories](#)

< toombscreative ...



1,119 posts 2,126 followers 1,131 following

Alex Toombs, MBA

Helping business owners master their marketing. Coaching • Consulting • Courses

[toombscreative.com](http://toombscreative.com) and 1 more

## REAL ESTATE

- Short term rentals
- Investment properties
- Management
- Funding
- Reno/flips

< thisisbrianfunk  ...



21 Posts 318 Followers 120 Following

Brian Funk

Entrepreneur

👉 Helping others create wealth through Real Estate Investing

🏠 REI \$5M+AUM

💰 7Fig E-Commerce Seller




# YOUR DIGITAL BUSINESS

# Niche Guide

## BUSINESS

- Marketing
- Public Relations Management
- Corporate Coaching
- Business Coaching
- Strategist
- Ads
- Website/design
- Branding
- Technology
- Network security
- SEO
- Podcast
- Video
- Events/retreats

brandi.d.jackson




323 posts 1,259 followers 2,759 following

**Brandi | Be-Elite Performance Coach** ⭐ Fractional COO she/her/hers

brandi.d.jackson

Entrepreneur  
Systems + strategies that sustainably grow your brand, your business, and YOU.  
🌟 Are you ready to become Elite? 🌟  
bit.ly/m/Be-Elite

\_jasonlew\_



358 posts 2,098 followers 1,128 following

**Jason Lew | Business Coach**

\_jasonlew\_

Entrepreneur  
🌟 Elevating 6- & 7-figure coaches to attract more clients without depending on social. 📄 Access my proven strategies in my free 24-page guide. 📌  
www.getmoreclientsnewsletter.com

dianadaviscreative



1,153 posts 8,999 followers 6,141 following

**Diana Davis | Biz Coach | Community Builder** she/her

dianadaviscreative

Entrepreneur  
Empowering creative entrepreneurs to ditch the hustle, make 💰, and live their DREAM lives. 🌟  
Nomad 🌍 Camp Clarity starts 2/29! Apply 📄  
www.dianadaviscreative.com/links

thekhalijones



325 posts 750 followers 631 following

**Khalil | Brand | Content Creation**

thekhalijones

Good energy in, Good energy out ⚡  
Documenting my content process & helping you crush yours  
📧 Content & Branding newsletter 📌  
tinyurl.com/eiesubscribe and 1 more

kimrittberg



508 posts 4,813 followers 3,664 following

**Kim Rittberg | Award-winning Video Marketing Coach & Podcaster**

kimrittberg

🚀 I help business owners increase leads, credibility & income thru video + podcasts  
📰 Biz Insider, FastCompany  
📺 Netflix & TV  
📧 @the\_exit\_interview\_  
linktr.ee/kimrittberg

stormybarbara



3,178 posts 12.3K followers 982 following

**STORMY** ⚡ Mindset Coach | Yoga | Retreats

Entrepreneur  
I help women go from unfulfilled to unstoppable by leveraging the power of habit, mastering their minds, & owning their time.  
NY 📍 | Hang with me 📌  
linktr.ee/stormybarbara





# YOUR DIGITAL BUSINESS

# Niche Guide

## ANIMAL

- Pet photography
- Obedience training
- Boarding
- Veterinary
- Accessories
- Breeding
- House/create training
- Grooming

< **thejudyhudson** 🔔 ...



1,551 posts   2,113 followers   1,034 following

**Judy: grooming educator, speaker & contest judge**  
 Entrepreneur  
 National Certified Master Groomer  
 More MONEY Less Stress 🤝👉💰  
[judyhudsongrooming.com](http://judyhudsongrooming.com)  
[judyhudsongrooming.com](http://judyhudsongrooming.com) and 1 more

< **juliebeckergrooming** 🔔 ...




99 posts   10.4K followers   116 following

**Dog Grooming Teacher**  
 Pet Groomer  
 🐾 Teaching pet parents how to safely & confidently groom their dogs at home.  
 ✂️ Proper tools for your 🐶 coat type 🗑️ Free Guide  
 Groom With Me, LLC 📍 NC  
[groomwithme.mykajabi.com/product-guide](http://groomwithme.mykajabi.com/product-guide)

## BEAUTY

- Hair stylist
- Skincare
- Makeup
- Hair extension
- Nail tech/nail art
- Hair Removal
- Lashes, brows, lips
- Anti aging
- Sun care
- Tanning
- Gua sha
- Lymphatic/massage


< **beautifullyousalonllc** 🔔 ...



549 posts   575 followers   1,083 following

**Beautifully You Salon (Expert Natural Curl and Color Artist)**  
 she/her/hers  
 @beautifullyousalonllc  
 Beauty, cosmetic & personal care  
 \*Ouidad Brand Champion 2024 \*Natural curl and color expert \*BYS Education and High Performance Coach  
 \*English/Deutsch  
 3183 Inner Perimeter Rd, Valdosta, Georgia  
[www.beautifullyousalon.com](http://www.beautifullyousalon.com) and 4 more

< **thetonyamann** ...



2,947 posts   4,064 followers   3,259 following

**Health & Beauty Expert, MUA**  
 @thetonyamann  
 Health/beauty  
 I help women unleash instant confidence with insider health & beauty secrets 🍷



**Hear what's possible!**  
[DBE podcast/success in all niches](#)



# DIGITAL BUSINESS *Roadmap*

## MACRO to MICRO content (before content pillars)

???	???	???
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**The 3 main solutions that I offer/problems that my content solves are:**

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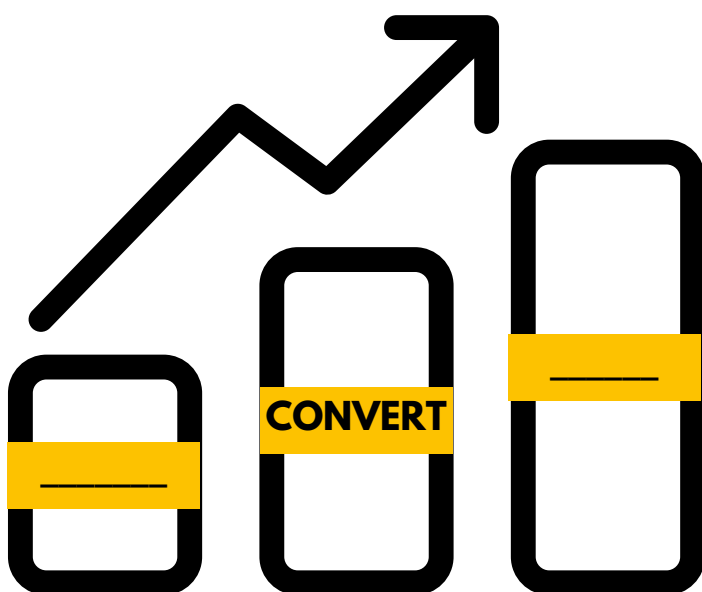


**"YOUR FAMILIAR PAST  
WILL SOONER OR  
LATER BECOME  
YOUR PREDICTABLE  
FUTURE."**

*-Dr. Joe Dispenza*

# CRAFTING YOUR IRRESISTIBLE *Offer*

Complete the 6-figure framework below.



1. \_\_\_\_\_  
 a. \_\_leads\_\_  
 b. \_\_\_\_\_  
 c. \_\_\_\_\_

2. \_\_\_\_CONVERT\_\_\_\_  
 a. \_\_\_\_\_  
 b. \_\_\_\_\_  
 c. \_\_\_\_\_

3. \_\_\_\_\_  
 a. \_\_\_\_\_  
 b. \_\_\_\_\_  
 c. \_\_results\_\_

# CRAFTING YOUR IRRESISTIBLE Offer



**When & how to go from 1:1 to 1:many**  
[DBE\\_podcast/1to1many](https://www.youtube.com/watch?v=1to1many)



**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 \_\_\_\_\_?



# CRAFTING YOUR IRRESISTIBLE Offer

Fill in YOUR 5 P's below:

My PROMISE is:

---

---

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

---

---

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

---

---

My PRODUCT is:

---

---

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

---

---



# CRAFTING YOUR IRRESISTIBLE Offer

**3 of the most common mistakes struggling coaches make in their business.**

1. \_\_\_\_\_
2. Random spaghetti at wall content \_\_\_\_\_
3. \_\_\_\_\_



**Multiple 7-figures with ONE core offer.**

[DBE\\_podcast/signatureoffer](#)



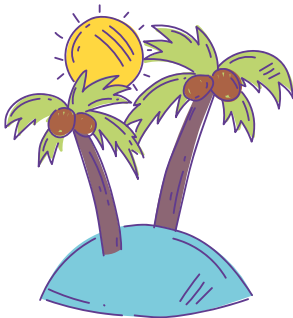
**They are trying to sell the \_\_\_\_\_ rather than the \_\_\_\_\_.**



# CRAFTING YOUR IRRESISTIBLE Offer



## BREAKDOWN OF ISLAND "A"



## BREAKDOWN OF ISLAND "B"



**How should you "handle" objections?**

[DBE\\_podcast/objections](#)

# CRAFTING YOUR IRRESISTIBLE *Offer*

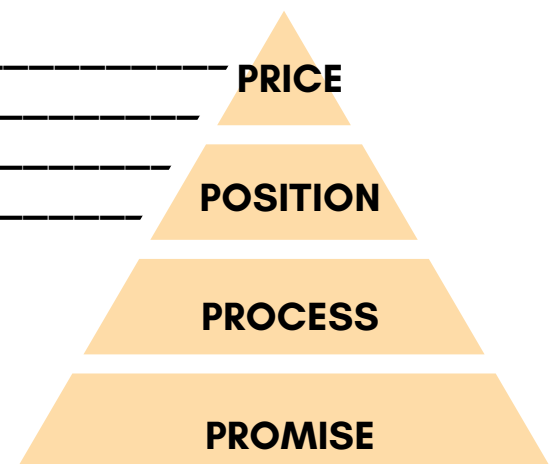
Breaking down the 4 P's to a profitable offer.

**Promise:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Process:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Position:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Price:** \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_



**Sell first, build later!**

[DBE\\_podcast/sellfirst](https://www.dbepodcast.com/sellfirst)

# CRAFTING YOUR IRRESISTIBLE Offer

**7 steps to creating an irresistible offer so juicy that it sells itself:**

1. What problem do you solve? (transformation)

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2.

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3. What is the \_\_\_\_\_ for them?

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# CRAFTING YOUR IRRESISTIBLE Offer

4.

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5. Add a zero.

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6.

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7. Remove the \_\_\_\_\_.

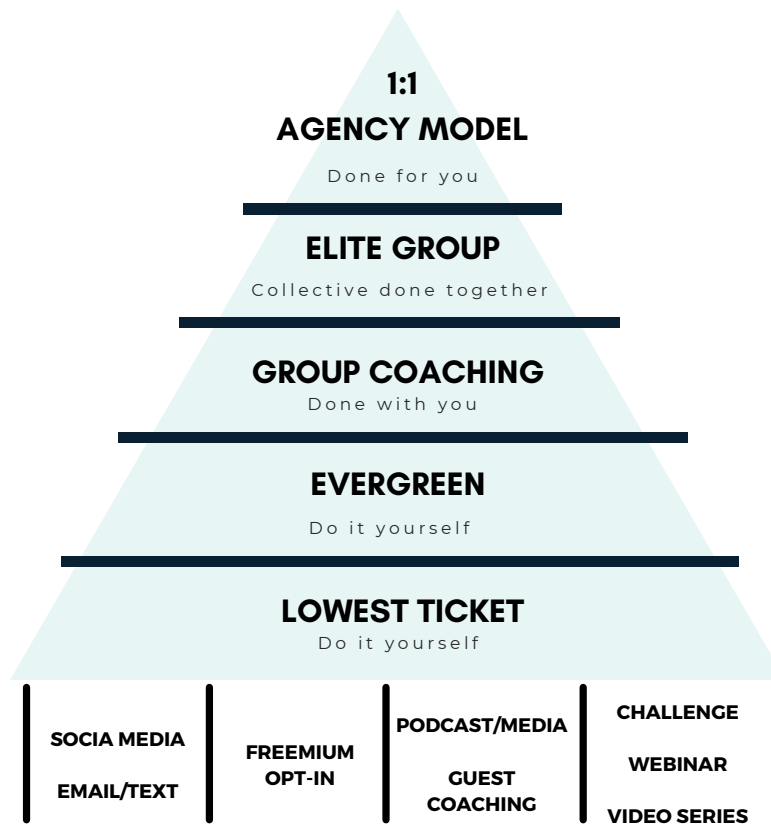
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# CRAFTING YOUR IRRESISTIBLE Offer



**Use this space to jot notes/thoughts down about your own ascension model/offers.**

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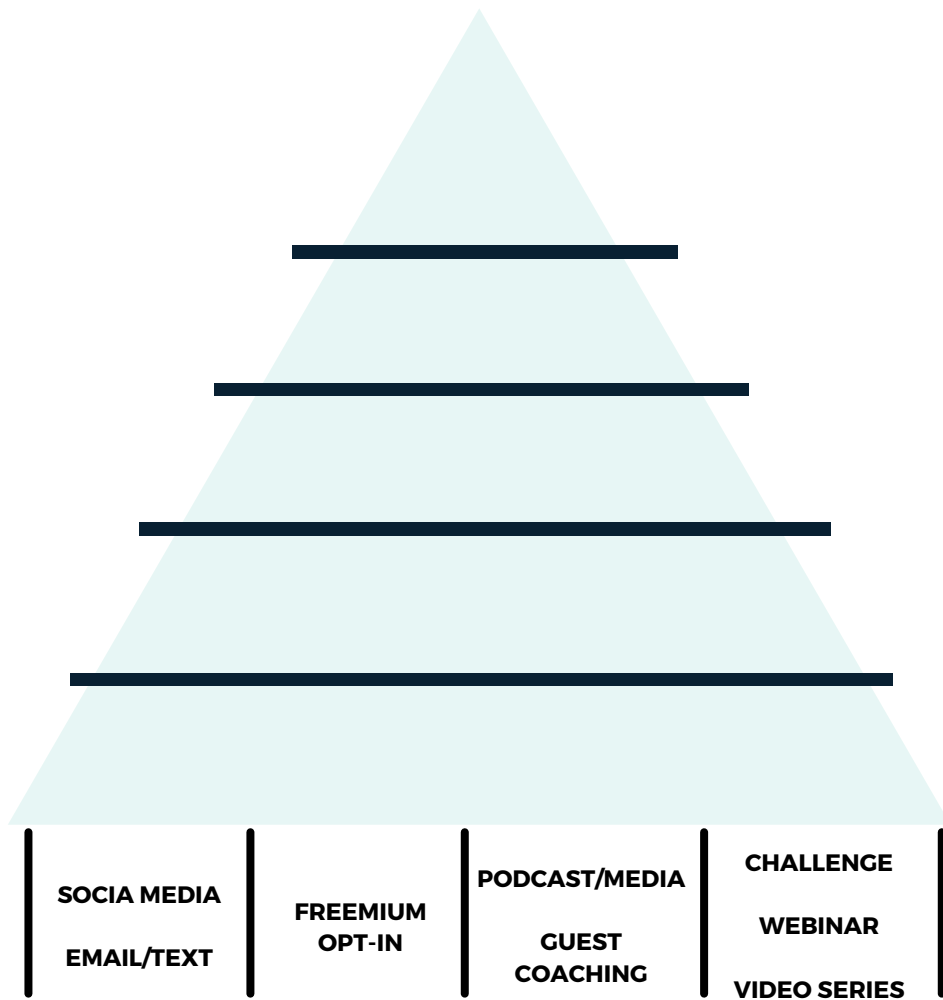


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# CRAFTING YOUR IRRESISTIBLE Offer

**Based on this very simple/broad ascension model, fill your own model in below as best you can.**

- What offers do you currently have?
- What would you like to add?
- Is there anything you want to delete?
- Circle the 'runway' you're using.



**Why group coaching is the best place to start!**

[DBE podcast/group coaching](#)



**"WHEN YOU CHANGE  
THE WAY YOU LOOK AT  
THINGS, THE THINGS  
YOU LOOK AT  
CHANGE."**

*-Dr. Wayne Dyer*

# STRATEGIC *Sales*



**Listen to the simple 10 steps to \$10k on the pod!**

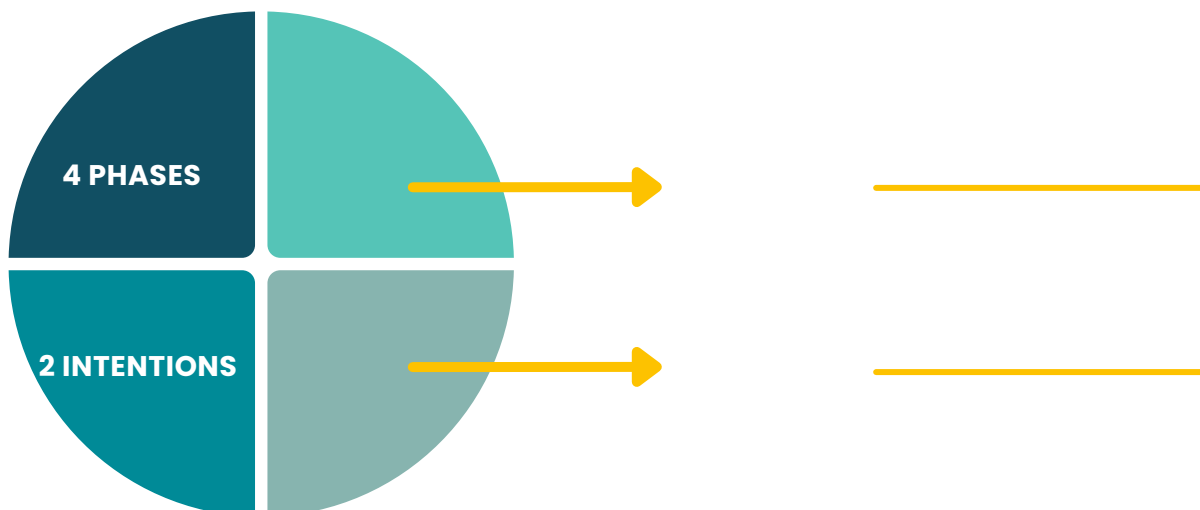
[DBE podcast/10 steps to 10k](#)

**Great marketers are ALWAYS great \_\_\_\_\_.**

**What are 3 things that have to happen before someone says "yes" (in dating & in sales)?**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

**Fill in the 2 missing pieces of what makes up a launch.**





# STRATEGIC *Sales*

List the 4 MAIN phases of launch:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

The 3 critical outcomes of a biz:

- audience growth, \_\_\_\_\_, & \_\_\_\_\_.

The 2 launch intentions are **IMPACT & INCOME**.

Your impact goal:

\_\_\_\_\_

Your income goal:

\_\_\_\_\_

\_\_\_\_\_

Write out the 1 launch formula.

Experience + \_\_\_\_\_ - \_\_\_\_\_ + Deadline = \_\_\_\_\_!



# STRATEGIC *Sales*

## Journal out the following:

### ATTRACTION:

- How are you attracting leads?
- Where are you attracting them?
- Where's the best place?
- Are they qualified?
- What's working?
- What's not?

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### FOLLOWING vs. LEADERSHIP:

- Who do YOU follow?
- Why do you follow them?
- How do they make you feel?
- How/Why are they showing up as a leader?
- What are some leadership qualities?
- Are you demonstrating those leadership qualities?
- What can shift so that you ARE showing up as a leader?

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## 5 Mistakes you may be making with lead gen!

[DBE podcast/leadgeneration](#)

# STRATEGIC *Sales*

Fill in your current lists for both owned/borrowed

**OWNED**

**BORROWED**



**Listen, you do NOT need more certifications!**

DBE podcast/certs are not your answer

## 5 steps to building your email list:

1. Market research

2.

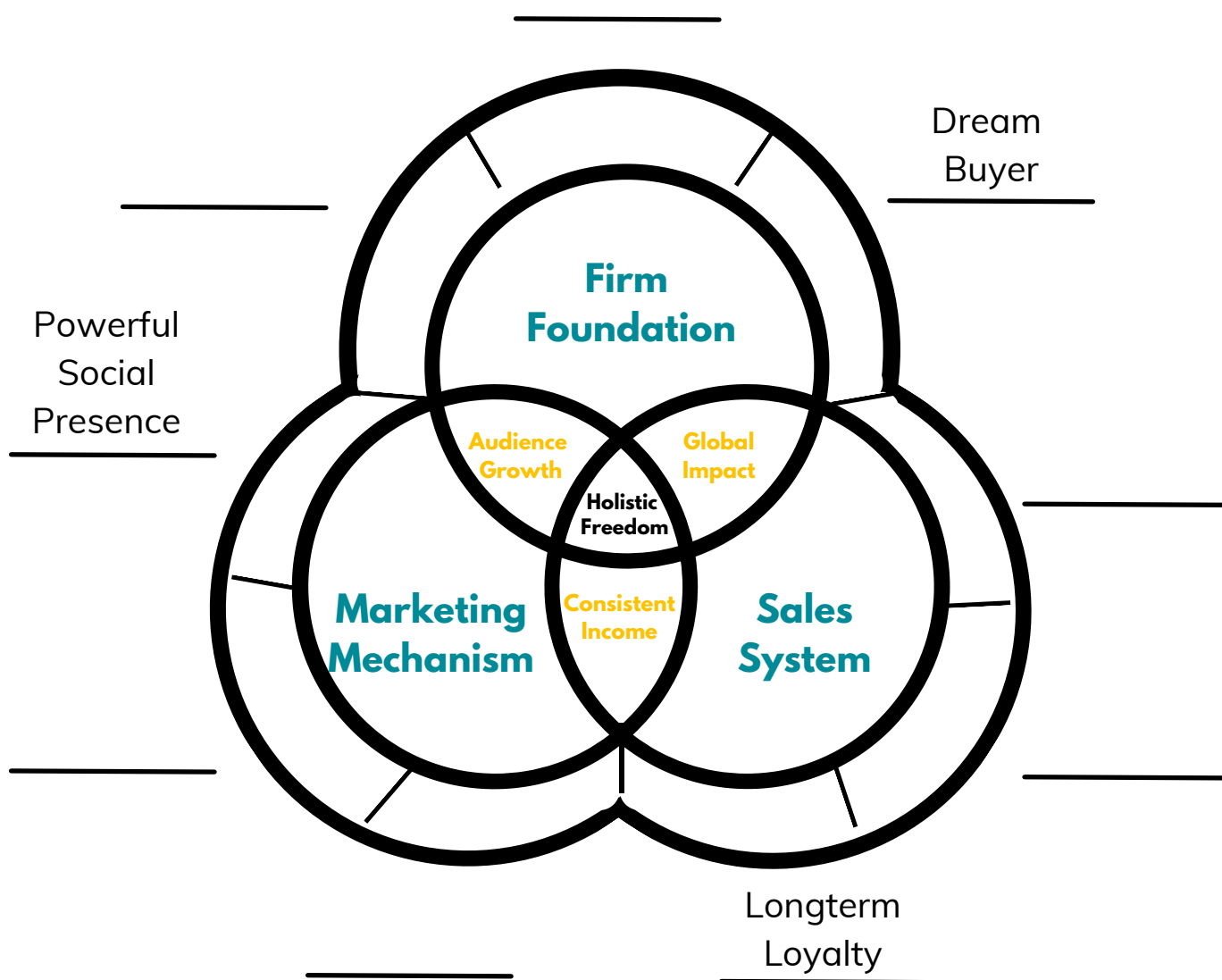
3.

4. Nurture your list

5.

# STRATEGIC *Sales*

## EMPOWERED ORGANIC METHOD™



### TRAFFIC LIGHT GAME

Color in the 9 accelerators as you see fit:

- Red: 1-6
- Yellow: 7 & 8
- Green: 9 & 10



# DIGITAL BUSINESS *Evolution*

**Take a moment to imagine that all of the things you desire are reality. What do you have? What do you see? Who are you with? Who have you become?**

**If you can see the vision, it's meant for you. It's already yours.**

**Lean in, how does it FEEL?**

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**What does your current self need to do to provide your future self w/ the tools & support he/she needs?**

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**"MOST PEOPLE THINK  
THAT 'SELLING' IS THE  
SAME AS 'TALKING'.  
BUT, THE MOST  
EFFECTIVE SALESPEOPLE  
KNOW THAT LISTENING  
IS THE MOST  
IMPORTANT PART OF  
THEIR JOB. "**

*-Ray Bartell*

# Thank You!

**FOR BEING A PART OF OUR  
DIGITAL BUSINESS EVOLUTION  
LIVE EXPERIENCE**



**Please share your biggest  
takeaways & ah-ha  
moments on social media  
& tag us so we can  
celebrate you!**

**@iamjessicaderose**

