

WELCOME TO YOUR
OFFICIAL WORKBOOK



DIGITAL BUSINESS EVOLUTION

Live Experience

LAUNCH A PROFITABLE GROUP
COACHING PROGRAM &
FINALLY STOP TRADING TIME
FOR MONEY.

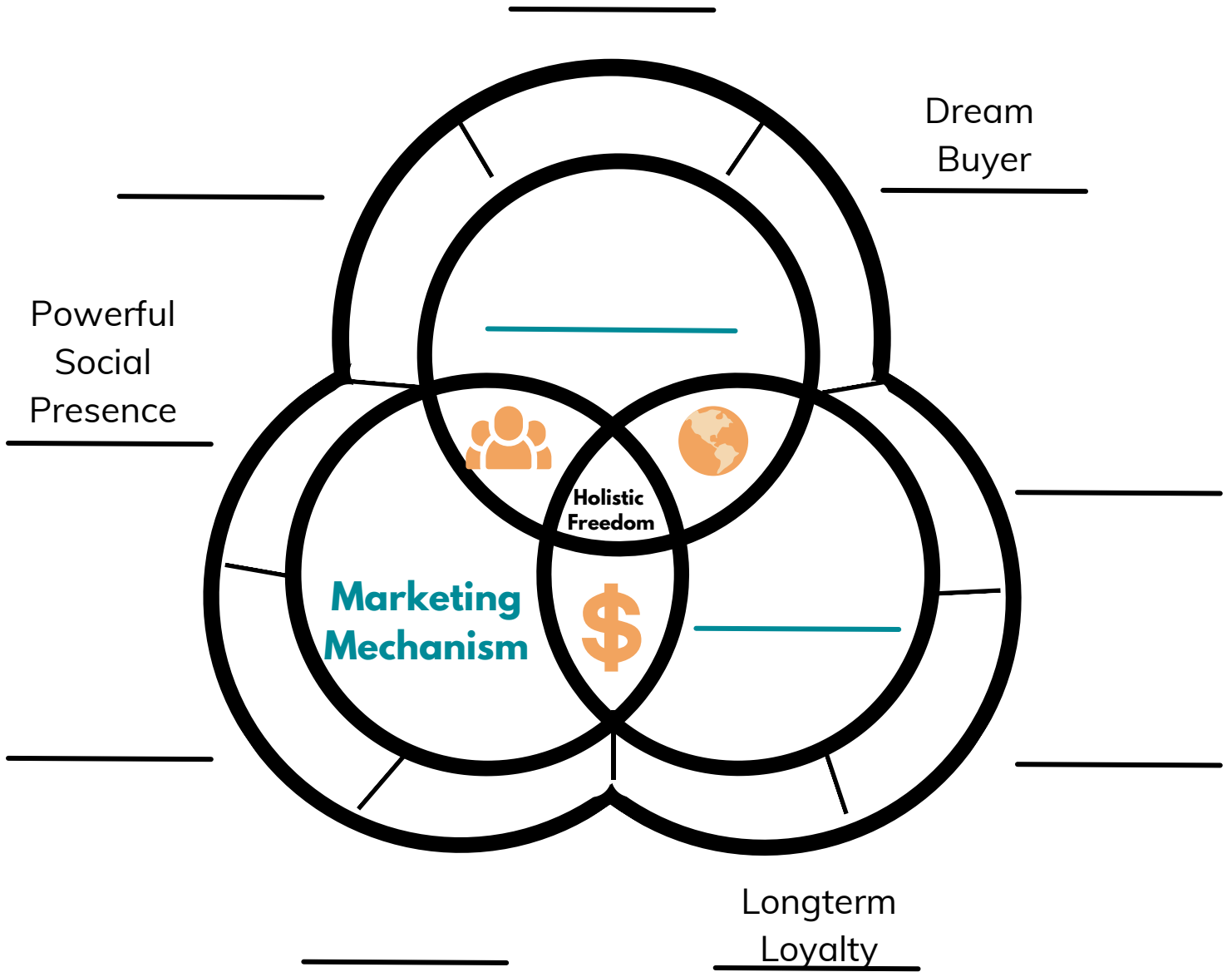
3-DAY LIVE EXPERIENCE



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 2022:

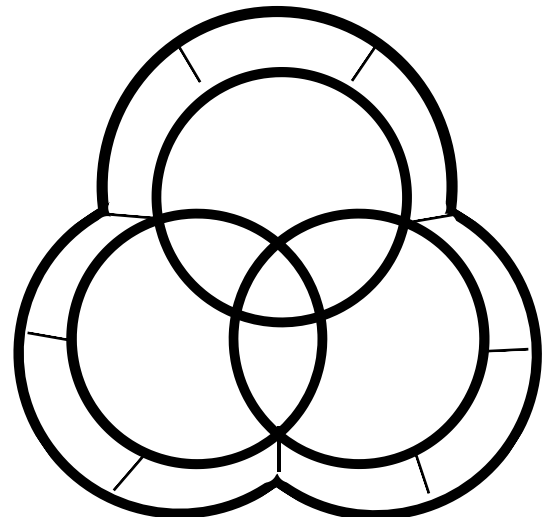
REVENUE GOAL FOR 2023:

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?**

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)

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?



Tune into the podcast! Is fear holding you back?

[DBE_podcast/fear](#)

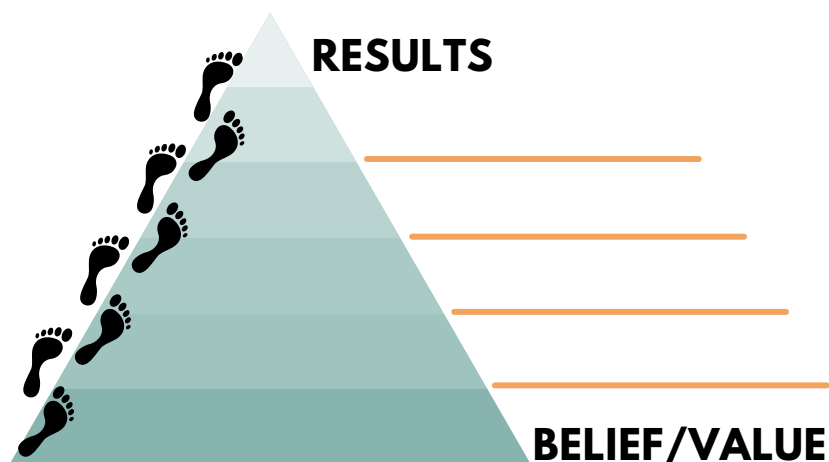


DIGITAL BUSINESS *Roadmap*

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

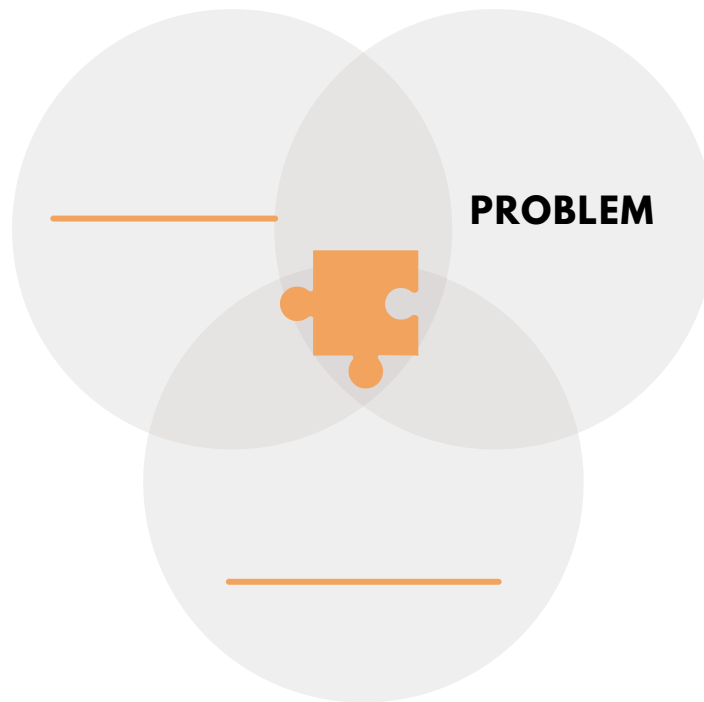
1. _____
2. _____
3. Decision to take messy action _____

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

< soji.james1  ...



879 Posts 2,445 Followers 1,866 Following

Fitness | Nutrition | Mindset
Coach
I help burnt out dieters lose fat & feel confident AF by ditching quick fixes for a new relationship with food & fitness
@1and1life
Workout with me 
bit.ly/36GCXpS

- 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

< dylanayala  ...



306 Posts 31.2K Followers 769 Following

Dylan Pro Wakesurfer/Coach
Athlete
 Pro Wakesurfer/Coach
 I help wakesurfers learn proper fundamentals so they can achieve constant progression
[@wakesurf_school](https://www.instagram.com/wakesurf_school)
wakesurfschool.mykajabi.com/onlinecourseinfo

- Endurance
- Bio-hacking
- Sleep
- Retreats
- Sport specific

< deborahlangleyyoga  ...



767 Posts 3,207 Followers 1,166 Following

Law Of Attraction Coach | Yoga
Public figure
Sharing tools of alignment to support daily, practical, conscious application of Law of Attraction teachings. It's a sacred law with a sacred toolbox 🙏
linktr.ee/deborahlangleyyoga



YOUR DIGITAL BUSINESS

Niche Guide

< wellbybridgitte 🔔 ...



407 Posts 4,786 Followers 3,157 Following

Founder ✨ Business Growth Coach
 🚀 Helping wellness entrepreneurs build their dream life & 7 fig business
 🥂 First \$1M in 16 months
 🙌 FREE BIZ TRAINING 🙌
 🔥 CEO @gut.personal @the.gut.fix

< prettyhealthyfoods ...



340 Posts 1,389 Followers 1,070 Following

Kelsey Leland, Founder & Chef
 Personal Chef
 We help busy people eat and live well through personal cheffing, nutrition counseling, and culinary coaching 🌱
linkin.bio/prettyhealthyfoods
 Los Angeles, California

< upcloseandhealthy 🔔 ...



822 Posts 13K Followers 790 Following

Zeina -Functional Nutritionist
 Health & wellness website
 ✨ Helping you optimize health & increase energy
 - Heal your Gut
 - Balance your Hormones
 - Lose Weight Naturally
www.upcloseandhealthy.com

NUTRITION


- Gut health
- Macros
- Anti-diet
- Cooking/meal prep
- Weight loss
- Intermittent fasting
- Vegan
- Keto
- Paleo
- Weight loss
- Muscle gain
- Food relationship
- Diabetes
- Hashimoto
- PCOS
- Eating disorder
- Hormone health
- Functional nutrition
- Supplements


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

< **drnevinhussion**  ...



44 Posts **6,229** Followers **835** Following

Dr. Nevin Hussion
 Helping women & couples create healthy, fulfilling life & relationships. Offering an integrative approach.
 ALIGNED WOMAN starts 3/28
linktr.ee/drnevinramona


< **beau.whitman**  ...



1,052 Posts **5,447** Followers **5,156** Following

CANCER SURVIVOR-RECOVERY COACH
 Sports & Fitness Instruction
 OWN YOUR VULNERABILITY ✨
 9 Reconstruction Surgeries & Cancer Survivor
 Helping the Cancer Community take back their lives during and after Cancer.
linktr.ee/beauvault

- Fertility
- Sexuality
- Relationship coach
- Divorce coach
- Lactation consultant
- Midwife

< **dinara.mukh**  ...



372 Posts **2,389** Followers **660** Following

Dinara | Women's Health Coach
 Entrepreneur
 ➔ I help women balance their hormones so that they can eat well & feel good in their body
 ✨ TEDx Speaker
 ↓ Book consultation call with me ↓
calendly.com/dinara-mukh/discovery



YOUR DIGITAL BUSINESS

Niche Guide

< shannonkweinstein 🔔 ...



1,330 Posts 4,240 Followers 644 Following

Shannon: CPA | CFO | Tax Pro
Accountant
Helping growing business owners @keepwhatyouearn & avoid expensive mistakes
⚠️ Judgment & jargon-free zone
Join the KWYE community! 📌
sayhey.to/shannonkweinstein/

PROFESSIONAL

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

< brad.nemzer 🔔 ...



6 Posts 114 Followers 277 Following

Brad
➔ Helping you build wealth by mastering the foundations of financial literacy
* Students
* Young Professionals
* Entrepreneurs

PERSONAL GROWTH

- Therapy
- Personal Development
- Productivity
- Confidence
- Self Love
- Habits
- Breath work
- Hypnotherapy
- High Performance
- Mid Life Mentor
- Money Mindset
- Human design
- Enneagram
- Myers Briggs
- Manifestation
- Communication
- Trapped emotion
- EFT tapping
- Substance abuse
- Mental health

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

< mindyourmess ...



604 Posts 2,308 Followers 703 Following

Home Organizing + Design
In-Home Service
Ashley + Team
We take the overwhelm out of organizing and make it look good.
Houston, Tx
Consult here
www.mindyourmess.com/links

SOCIAL MEDIA

- Marketing
- Branding
- Influencer
- Social Media Strategist
- Reels Coach

< lissettecalv ...



2,592 Posts 68.4K Followers 2,659 Following

Lissette | Influencer Coach she/they
Building a biz from your influence & cultivating human connection on social | 9+ yrs in the biz
Latina CEO @influencerwithimpact®
HOW TO COLLAB
lat.gr/3q6bEMN

YOUR DIGITAL BUSINESS

Niche Guide

< **jera.bean** 🔔 ...



3,274 Posts **187K** Followers **2,095** Following

JERA ★ SOCIAL MEDIA EDUCATOR she/her
 Entrepreneur
 Transforming how you show up on social media
 Creator @thesocialmediasaloon
 Speaker + Coach + TikTok Expert
 Clients: Estée Lauder, MAC, Adobe
link.snipfeed.co/jerabean
 Austin, Texas

EDUCATION

- Tutoring
- Exam review
- Curriculum writing
- Accreditation/CEU
- Extra curricular
- Resume/College acceptance

< **radiatewithlaura** 🔔 ...



50 Posts **601** Followers **223** Following

Laura - Radiation Therapist
 Tutor/Teacher
 Laura Nappi
 Author & Course Creator
 I help RTT students pass the registry on the first attempt
www.rttexamprep.com

< **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

REAL ESTATE

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

< **andreaxcasanova** 🔔 ...



75 Posts **77K** Followers **2,021** Following

Andrea ⚡ CELEBRITY PRODUCER she/her
 🏆 2021 TikTok Latinx Creative
 💡 Turning brands into influencers
 🚀 Work: Tiësto, TikTok, The Russo Bros, Tencent, UMG & more.
 ❤️ andrea@weshapethis.com
theandreacasanova.com



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


< **jakekelfer**  ...





1,047 Posts **5,220** Followers **1,296** Following


Jake: Book Coach & Speaker

Entrepreneur

 3x Bestseller

 Helping entrepreneurs turn their dream of writing a book into a reality!

 Forbes, ESPN, NBC

Write & launch a bestseller in 1 hr a day 

bit.ly/bibbookwebinar

< **brandi.d.jackson**  ...



252 Posts **1,151** Followers **2,540** Following

Performance & Leadership Coach she/her/hers

Coach

Helping you approach each season of your life and career with purpose and confidence.

[Austin, Texas](#)

< **stef.pinsley**  ...





184 Posts **9,827** Followers **317** Following


Marketing | Personal Branding

Entrepreneur

 Google dropout | Cornell Grad | 65K+ TikTok

 I help you elevate your influence, impact & income

 Marketing | Branding | Mindset

 Find your niche!

bit.ly/3lhOE4G

< **_jasonlew_**  ...



280 Posts **1,982** Followers **1,019** Following

Business Coach

Entrepreneur

I guide entrepreneurs to position and scale businesses around what they were meant to do.



YOUR DIGITAL BUSINESS

Niche Guide



274 Posts 1,711 Followers 913 Following

Lia - Spiritual Mentor

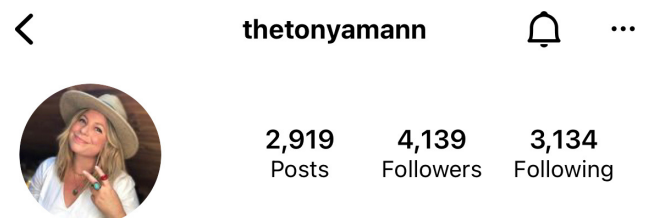
- ✦ Quantum Energy Healer
 - ✦ Spiritual & Mindset Coach
 - ✦ Manifestation Expert
 - ✦ Psychic Intuitive
 - ✦ Activator
 - ✦ Akashic Reader
- linktr.ee/liamehmetoglu

ANIMAL

- Pet photography
- Obedience training
- Boarding
- Veterinary
- Accessories
- Breeding
- House training
- Crate training

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



2,919 Posts 4,139 Followers 3,134 Following

Health & Beauty Expert, MUA

Health/beauty

I help women unleash instant confidence with insider beauty secrets 💋

•

📖 Oprah | 📺 Macy's Beauty Expert

•

Join me for WTH is a Health Coach? 🧐❤️👉

www.tonyamann.com/pl/2147573653

Hear what's possible!

[DBE podcast/success in all niches](https://www.dbepodcast.com/success-in-all-niches)



DIGITAL BUSINESS *Roadmap*

MACRO to MICRO content (before content pillars)

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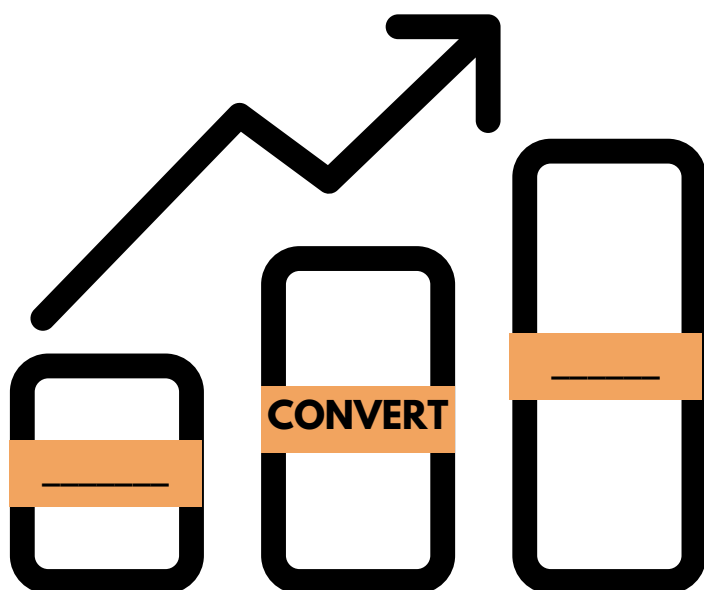
The 3 main solutions that I offer/problems that my content solves are:

**"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



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](#)

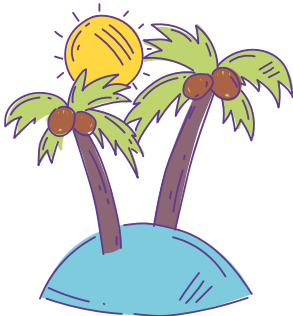


They are trying to sell the _____ rather than the _____.

CRAFTING YOUR IRRESISTIBLE Offer



BREAKDOWN OF ISLAND "A"



BREAKDOWN OF ISLAND "B"



How should you "handle" objections?

[DBE_podcast/objections](#)

CRAFTING YOUR IRRESISTIBLE *Offer*

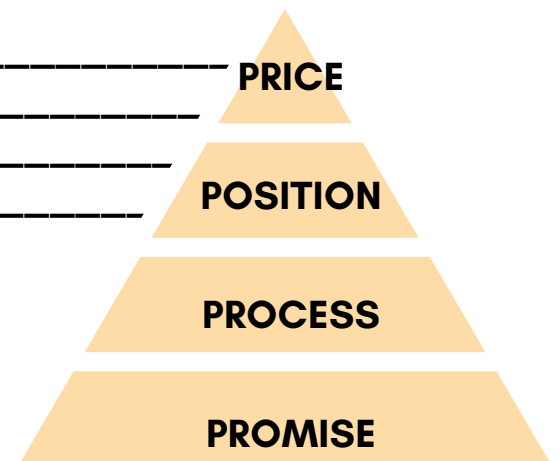
Breaking down the 4 P's to a profitable offer.

Promise: _____

Process: _____

Position: _____

Price: _____



CRAFTING YOUR IRRESISTIBLE Offer

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

1. What problem do you solve? (transformation)

2.

3. What is the _____ for them?



CRAFTING YOUR IRRESISTIBLE Offer

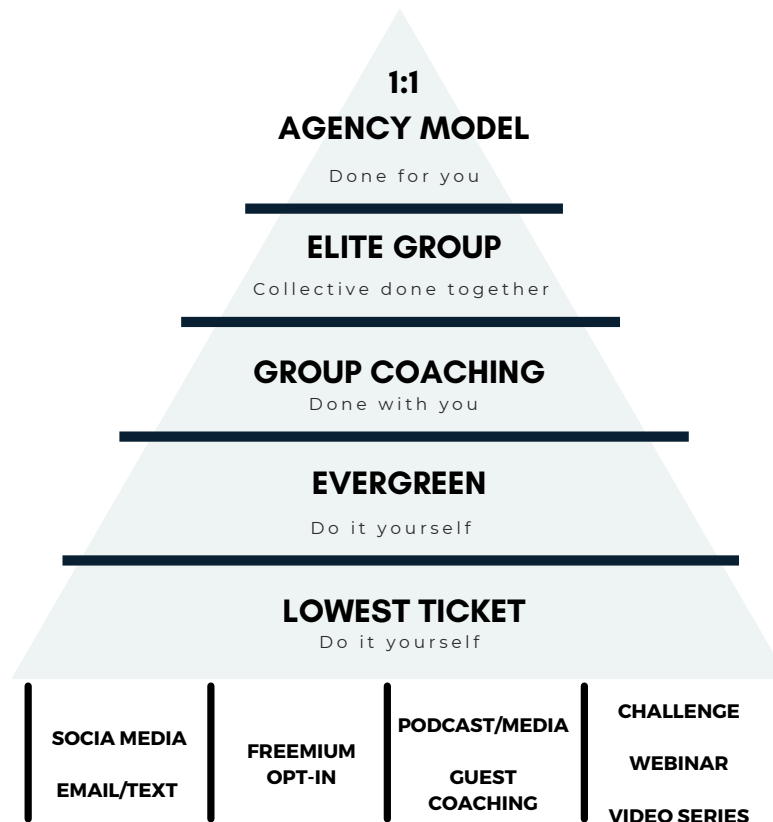
4.

5. Add a zero.

6.

7. Remove the _____.

CRAFTING YOUR IRRESISTIBLE Offer

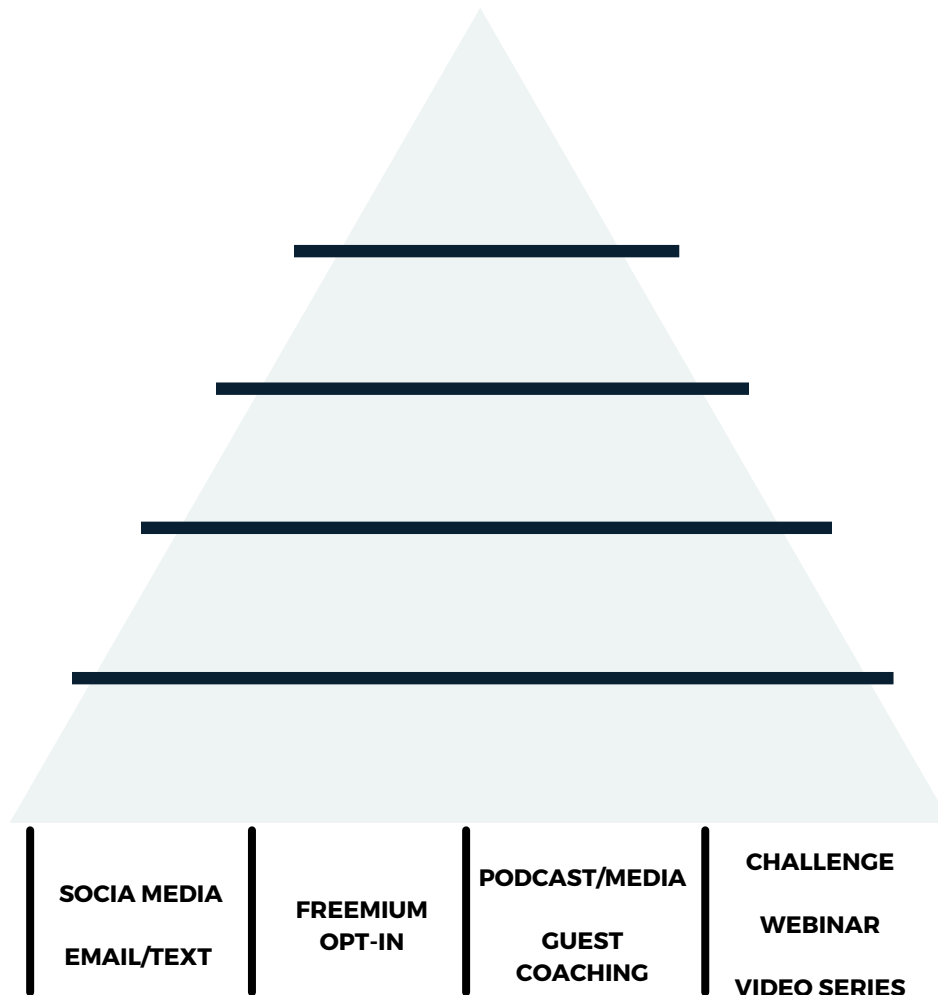


Use this space to jot notes/thoughts down about your own ascension model/offers.

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!

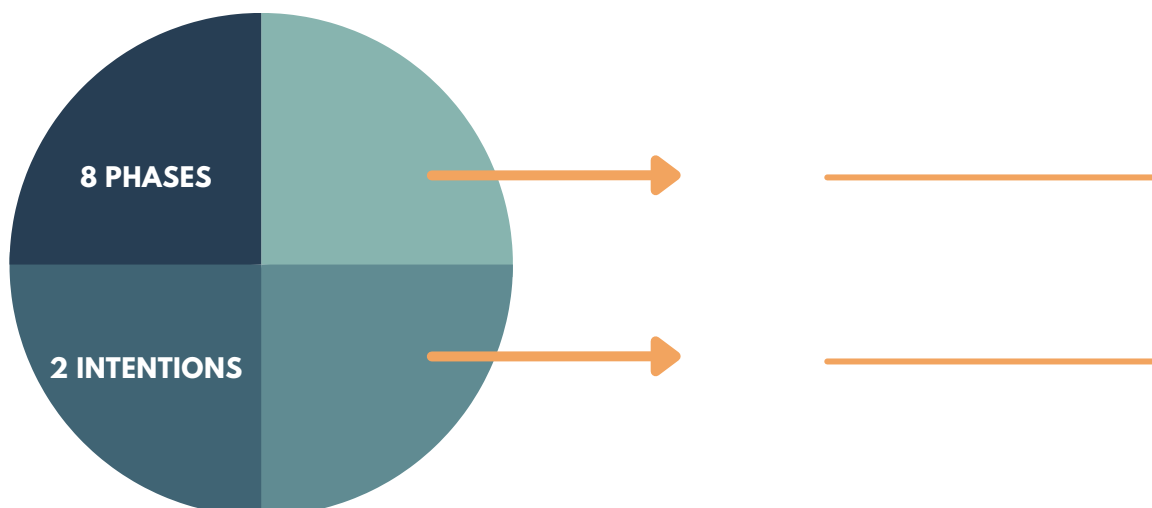
[DBE podcast/10 steps to 10k](#)

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?

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?



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.

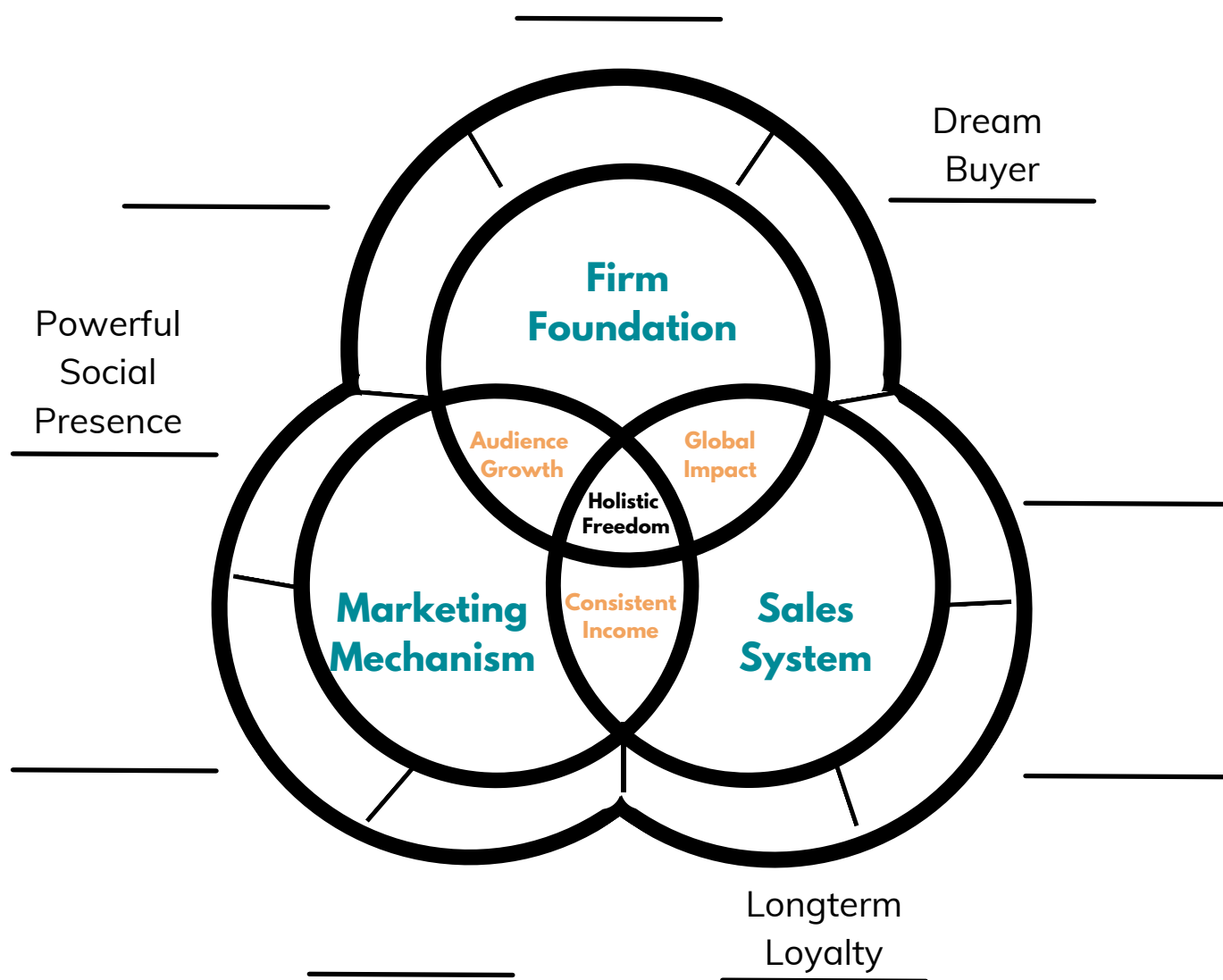
3.

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?

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

**"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

