

JENNIFER ALLWOOD'S

MASTER PLAN

to 7 figures



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Hey,

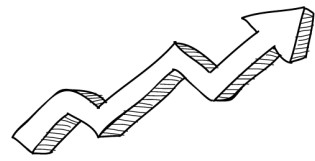
I know you want me to get to the juicy math stuff right away, but the truth is, most of the strategy to get to 7 figures is a mental one. It may not be sexy, but it's absolutely vital. So I'm going to start with first things first.

I encourage you to NOT skip ahead to the graphics as all the important stuff is here first.

Listen, getting to 7 figures a year in your business is sooooooooooooo possible for you. But you can't bypass the boring stuff. The boring stuff is probably the vital stuff. So we're gonna dig in here first! And hold tight.... sexy numerical graphics are ahead! Including by all the best information from other 7-figure business coaches and earners.

-Jennifer Allwood





VITAL STEPS

to taking your income to 7 figures

DEAL WITH YOUR OWN MONEY STORIES

I want to be sure, first of all, that you alleviate any guilt from wanting to make more money. Money, in and of itself, is merely a tool. It's neither good nor bad. It just is. But if you subconsciously believe that money is bad, it's almost certain that you will struggle to get it or at the very least, struggle to KEEP it.

What a powerful tool money is!! Because when you make more, you can give more. When you make more, you can hire more. When you make more, you can just sleep better at night. Money is NOT the enemy. And yet, some people SAY they want to hit 7 figures and yet they feel guilty as heck for having that desire.

Look when you make more money, you can have such a bigger impact on the world. You can donate to charities that matter to you. You can bring your spouse home from a job they hate. You can buy a larger home that is used for family and community. It's NOT just about having a cushion in the bank, it's about using that money to have real impact.

I think that most of us have unhealthy money stories in us somewhere. If you feel anxious when you pay the bills, that's a money story. If you feel ok at making \$100K a year, but start to self sabotage at \$200K a year, that's a money story. If you look at wealthy people with disdain or skepticism, that's a money story too.

I used to think I didn't have a money story, until I interviewed my friend Dr. Samantha Madhosingh. ([Listen to Episode 029 here.](#)) But at one point I had put an invisible ceiling on my earnings. I had a mark that I was comfortable earning and felt as though I was worthy of... but when I began making over that..... I freaked out a little. I also was reallllly nervous about letting people know how much money I was making. I was raised in a home where this sort of thing just was not discussed. But Dr. Madhosingh helped me get over many of my money stories. And, I also opted for some good old-fashioned therapy. Lol.

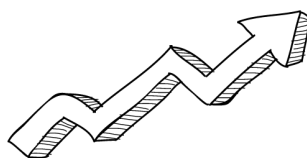
GET THERAPY IF NEEDED

Now before you poo-poo off therapy, I will tell you that I think EVERYONE and I mean EVERYONE needs therapy on occasion. I think it's so vital to have someone to walk you through mental situations.... especially the mental mountains that we seem to go around over and over.

About 4 years ago I had some painful things transpire in my business. I was hurt and betrayed by people in my business and deeply wounded from the experience. Perhaps you can relate? I knew I needed to "talk to someone" in order to help me process my pain, so I went to see a Christian counselor from my church. Well, that was 4 years ago and I am still meeting with Lori on a regular basis. Lol.

She helped me process that particular business issue, but other business issues continued to pop up on occasion. My fear of speaking on stage, my fear of losing everything I had built and my inability to break through the income cap that I had put on my myself.

Therapy is never easy, but it's always worth it. Breaking through the 7-figure mark is as much mental as it is numerical. So I encourage you, if you find yourself STUCK, to maybe find someone to walk you through the mental piece of your struggle. You will NOT regret doing the hard head work.



HANG OUT WITH OTHER BIG EARNERS

I love how Jim Rohn says, “You are the average of the 5 people you spend the most time with.” This goes for all areas of life: your health, your spirituality, your fitness and your income. If you want to make more money, I encourage you to get around other people who are making more than you or who are seeing dramatic increases in their income.

You will see that big earners probably think VERY differently than other people in your world. Seven-figure entrepreneurs don't focus on the small stuff. They don't worry about drama that entangles others. They are always hyper-focused. They focus on the needle movers in their business and not the tasks, the details and the stuff that doesn't matter. Seven-figure earners look at things through a different lens. They just do. And like anything else.... MINDSET is CONTAGIOUS.

So, how do you find other big earners to hang out with?

You probably have a few in your world. And if not, find entrepreneurs who are bigger than you. online.

Join a mastermind.
Join a business group.
Join a Facebook group.



HANG OUT WITH OTHER BIG EARNERS (CONT.)

Look when I used to train for triathlons, I always had an interesting situation. I have always been an average athlete, so training was always interesting. We'd get to triathlon trainings and I would always be "in the middle" of the beginners and the true athletes. And I would have to pick where to train.

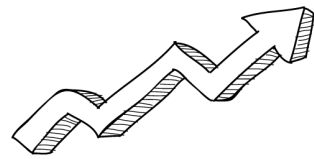
Now I knew I couldn't keep up with the real athletes. These women were born with some athletic gene that I didn't have. They were running 8-minute miles and had legs for days. They were born swimming and I just learned to swim at age 40. They had bikes that cost more than my truck at the time. There was no way I could keep up. But I also knew that I was faster than the beginners. I did 9 triathlons in 5 years, so it wasn't my first rodeo.

So where should I train? With the people I could always beat so I'd feel good about myself or with the people I could never beat who would push me out of my comfort zone? I always, always, always chose to train with the rockstars. I may have finished last in their group.... but I pushed myself way harder than I would have in the other group.

Now think about the other entrepreneurs you are hanging out with? Are you hanging out with people at your level or who have businesses smaller than yours? This is not going to help you grow. I want you to stretch yourself into hanging out with entrepreneurs who are doing better than you and study what they do and how they do it. Then you do the same and watch what happens!



DELEGATE, DELEGATE AND DELEGATE



Part of the 7-figure strategy also involves giving up the things in your business and life that are eating up your time and not contributing to your bottom dollar. When you decide that 7 figures is your goal, you have to quit doing the things that 6-figure earners are doing.

Years ago, Mr. Magic and I hired a house cleaner. And I have told the entrepreneurs I coach for years.... "When you run a business, you can't be messing around cleaning toilets.... not because it is beneath you, but because it's not the best use of your time." And getting to the 7-figure mark means you need to be super strategic with your time. You need to delegate/outsource/hire. ([Listen to Episode 27 here.](#))

So... here are some of the other things you need to consider giving up:

- Cleaning
- Cooking
- Administrative Work
- Yard work
- Laundry
- Bookkeeping
- Grocery shopping
- Running errands
- Website work

If you were to add up the number of hours you spend doing these tasks weekly, you would be shocked at how much time you are spending working on things that will NOT boost your income. Now I know what you are going to say... "Jennifer, I can't hire someone to cook for me yet." Well maybe not today, but you can ask your teenage to go pick up your dry cleaning. Boom.... you just saved 30 minutes a week. You can have your family members begin to start doing their own laundry. Boom, that's 2 hours a week. You can hire a house cleaner twice a month and give yourself 2 more FULL days of work. This time adds up soooooooo quickly.

If you really want to freak yourself out, I want you to print out the form on the next page that breaks your workday into 30-minute segments. Use this for a week and you will be shocked at how much time you spend doing tasks that will NOT help you get to 7 figures.

Delegation is going to be something that is NECESSARY in order for you to hit the 7-figure mark. I guarantee you that Joanna Gaines (our hero!) and Oprah are not still doing all of their own things. The reason they are so successful is because they focus on the things that only they can do... and have given up the rest of the things to everyone else. You're going to need to do the same.

Time Management Tool

What does your work day really look like



Print this out and keep track of how you're spending your day in the 30-minute increments. I think you may be surprised how much time we spend doing things that aren't "needle movers" in our business. Have you ever went to find something on Pinterest and found yourself an hour later wondering what in the heck happened? Or spent 30 minutes trying to arrange your photo folders but for what? Tracking your time for a few days will help! Print this out!

Time/Task

6:00 _____
6:30 _____
7:00 _____
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Time/Task

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TIGHTEN UP YOUR WORK BOUNDARIES

Many of you work from home. And I want to encourage you to guard your work time at home like a hawk.

Many years ago I had to tell my husband and kiddos that just because mom is working from home, this doesn't mean she is available to do other things. For instance, I told my husband that he doesn't unload the dishwasher when he is at work.... and neither do I. I may be working from home, but I'm still working. He doesn't run errands during his work day.... and neither do I. He doesn't flip laundry while at work and I can't either.

Now listen, I know this sounds harsh, but making 7 figures requires BOUNDARIES. You must be able to put big boundaries into place or you will never get to the 7-figure mark.

I guard my work day. I am not having lunch with friends. I am not taking phone calls just to chat. I'm not doing housework and I'm not being pulled in a million directions during my work day. When I am working, I am working. Period.

This is going to be a 2-step process for you to implement. First, you need to train yourself. And next, you need to train your family and friends. No, you're not available to watch their kids, to go pick up your kiddos' things or have a 45-minute chit chat about your family vacation in the middle of the day. You are working and it has to wait until after hours.

Are there exceptions? Of course! But when you begin to guard your work time, amazing things will happen in your bank account!



QUIT WORRYING ABOUT WHAT OTHER PEOPLE THINK

I had a mentor tell me years ago that she, "Never (and I mean never) responds to her haters. Ever." And she meant it. And I agree with her thinking.

Listen, part of moving up in salary is usually moving up in responsibility. It is Biblical that "to whom much is given; much will be required", Luke 12:48. And unfortunately, with more income and a bigger platform usually comes more "junk".

*7-figure earners don't get stuck
focusing on the junk.*

If you're hoping on hitting 7 figures... you will most definitely have to get thicker skin. This has been a process for me, but one definitely worth going through! I know years ago, drama with a client or an unhappy follower could cripple me internally. Also as a natural people pleaser, I hated knowing not everyone loved me or what I was doing.

And what I know about 7-figure earners is that they just understand this is part of the gig. People won't always love what you're up to. They won't understand it. They may even try to sabotage it... but at the end of the day..... 7-figure earners keep focused on their mission. They don't lose sight of the 99 people who are for them and worry about the 1 who is against them.



TURN OFF YOUR PHONE

Listen, don't shoot the messenger here, but like most of us, your phone is probably a distraction. That thing is dinging all day, isn't it? Look.... same here. I totally get it.

But in a world where our Twitter and IG and Facebook are dinging us like crazy... we really need to put our phones in their rightful places. They are a tool.... but it's both freeing and invigorating when you realize, your phone doesn't have to be in your hand all the time.

A Few Tips:

- First, turn off notifications. I guarantee you, other 7-figure earners do not have their phones glued to their hand. They are not distracted by Facebook messages. They are laser focused.
- Also, turn off your ringer. For real. The world will not stop rotating if you go dark for an hour to finally write that syllabus for an e-course in un-interrupted time. Put your phone in your desk drawer or another room if you have to... but GET.OFF.OF.IT. It's NOT going to get you to 7 figures and people.can.wait. Laser focused, remember? I know you're twitching right now, but you can totally do it!
- And finally, if you can't seem to focus in your office or at home, go to the library. That's right. The old-fashioned library. Phones are not welcome there but quiet and heads down are. Whenever I have a new course to lay out or need to wrap my head around a project, I go to the library. My local library is old and quiet. Perfect. Old concrete walls mean terrible wifi, which means I can focus! Phone in my purse, head down.... the library becomes a war room for my business.

You should totally try this!!!

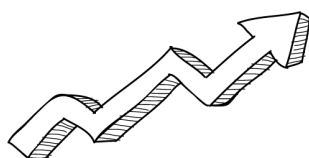


MOMS, GET HELP

Listen, I built my business with a baby on my hip. I literally have no idea what it's like to work without a kiddo at home. But I also know that working alllllllll the time with small kiddos around is virtually impossible if you are looking to see substantial growth.

So I'm gonna go out on a limb here and make a few suggestions if you have littles on the home front:

- 1) Play dates. Play dates will save your sanity. My friend Shauna used to take Ava at least once a week for me for a few hours to play with her son so I could in her words "get some crap done". I am forever grateful for those chunks of time to work!
- 2) Mom's Day Out. I get that you may not want to put your kids in day care.... we didn't either. But we did do mom's day out twice a week until our kids were old enough to start preschool. And I would somehow fit a 40-hour workload into 12 hours of MDOs. It is soooooooooooooooooo possible. Some of you may be feeling this incredible guilt over wanting to work but also wanting to stay at home with your kids. MDO was a lifesaver for me. My kids all loved it. They were able to see mommy building her dream business. And everyone was happy.
- 3) Grab a sitter. What would happen if you could bring a sitter into your house for just 2 hours a day? Instead of sticking your kiddos in front of a movie on the iPad, what if you just had a neighbor home from college take the kids to the park for 2 hours instead? Doesn't that sound glorious?



MOMS, GET HELP (CONT.)

Moms are some of the most creative, multi-tasking people on the planet... but hitting 7 figures is more than likely require you to have chunks of un-interrupted time. Be creative in your solution!

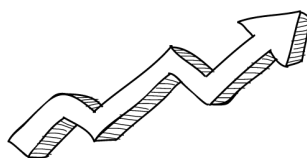
I know some of your stories well enough to know that some of you use your little ones as the reason why you can't grow your business. But it's often just an excuse. The reality is many moms feel guilty for working and guilty for wanting to work and they've fallen for the same lie that I did... "the mom who spends the most time with her kids is the best mom". It's just not true.

Look you can't be telling little Sally or little Johnny over dinner to "be brave" and "try new things" and "pray big" and all the things.... and then you momma are hiding from your own dreams and future. When it comes to kids... "more is caught than taught".

Your kids will be FINE if they see you working on your business. They will watch what you are building and be encouraged to work on THEIR dreams one day. Give them the gift of a good-example Mom. You've got this!



Read: [Reasons Why Stay-at-home Moms Make Great Entrepreneurs](#)



DO BIG THINGS FIRST

Seven-figure entrepreneurs understand that the hard stuff has to be done first. So many people get stuck in the trap of looking at their daily to-do list and busting through the easy stuff first.

Called the dentist – check
Posted on Facebook – check
Email that client – check

But the big stuff.... the HARD stuff tends to stay on the to-do list.

Seven-figure earners do the absolute reverse of that. They do the hard things FIRST. The important things FIRST. The big, hard and scary things FIRST. Because these are the things that they KNOW will most impact their business. They make the hard calls. They start the hard thing. They learn the hard stuff.

First things FIRST.



DON'T BE AFRAID OF FAILING

(DO THE STUFF THAT SCARES THE CRAP OUT OF YOU)

Every single 7-figure earner I know forces themselves to consistently put themselves in situations that are out of their comfort zone. They try new things. They try old things new ways. They try speaking, they try writing, they try blogging, they try Facebook lives. THEY TRY THINGS.

And they already know, many of the things they try will fail. They won't be a good fit. The market will change. They will like it for a short time and then hate it (typical creative!). They will find it's not revenue generating. So they will let it go. It was a flop. But who cares!!!

Listen every flop leads you closer to a win and every successful entrepreneur knows this.

You must be willing to step outside of your comfort zone if you want to see your income skyrocket. Old ways will not produce new results. And new ways are scary. Get used to it. There is no way around it, but to only go through it.



DON'T GET CAUGHT UP ON PERFECTION

Seven-figure earners are not perfectionists. They understand that perfectionism is a way of stalling and stands in the way of real progress. They believe “done and good enough” always trumps “waiting to perfect it”. Ain't no one got time to wait on perfect.

Listen, that course you want to launch? It's never gonna be perfect. That eBook you are still trying to get laid out perfectly? What would happen if you released it anyway????

Honestly, trying to get things perfect is killing your business. Seven-figure earners don't get stuck here.

Get it done. Get it out the door. Get it into the world... you have real live people WAITING ON YOU TO SHOW UP FOR YOUR LIFE. They need the knowledge you have and every day you are stalling by trying to perfect it, you are robbing them of what they need.

Seven-figure earners understand perfectionism isn't even possible and don't get stuck working towards it.

Watch: [How Perfectionism is Killing your Business](#)



BE SUPER SELECTIVE

ABOUT WHAT AND TO WHOM YOU SAY YES TO

Not every opportunity is a right opportunity. Seven-figure earners understand that a lot of answers need to be “no”.

The more your platform grows, the more opportunities will probably come your way. Requests to be on podcasts. Requests for interviews. Invites to speaking events, etc.

Although a lot of the opportunities will seem good on the outside, many of them will also pull you from your focus. Or they will be things that you think you should do, that honestly don't line up with where you are going.

Learn to say no. A lot. Learn it well and learn it early in your business.



CONCLUSION

So I know you are still itching for the mathematic strategy and I promise you.... that's coming. But I want to share one other fun thing that I thought would be helpful to you. I know many, many people who run or coach 7-figure businesses. (See back top to where I talk about hanging out with the people you want to be like!))

And so I interviewed them. And I asked them about their best advice, most-impactful changes, and mindset strategies to making money online. I asked each of them their 3 top tips for anyone trying to hit 7 figures in their business. Their answers are fascinating!

I want to share them with you next:



Rachel Miller

FACEBOOK MARKETER

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BEST ADVICE



Change the stories we tell ourselves. The stories we tell ourselves or the way we think about the hurdles we face totally shapes our ability to reach our goals. Instead of saying, "I can't do that" when you face something that seems impossible, take ownership of the situation. Saying "can't" implies that someone else is putting you into a jail or handicapping you; when the reality is we are doing this to ourselves.

When I started my business I was stuck in the mental world of "I can't:"
"I can't start a business - I am just a school teacher."
"I can't work full-time on my business, I have six kids."

Instead of saying I can't, say: "I can own my own business, but it will be a lot of work." "I can work full time, but my six kids have a LOT of orthodontist appointments... so I could work a 9 to 5 but instead I am going to work early in the morning and late at night."

Tell yourself that your goals are possible and give yourself the gift of "I can".

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BEST ADVICE



Duplicate yourself. Seriously, we need to! We are not the “saviors” of our businesses. There is nothing in our business that absolutely needs us.

When we begin our businesses too often we are doing everything - we are wearing all the hats, doing all the tasks. As entrepreneurs, we become so vested in our businesses and their success that lines get blurred, we become our business and our business becomes us. The reality though is we can only grow as big as our skills and time allow. We will forever be handicapped if we depend on ourselves. When you start to feel pulled in 15 different directions, stop and ask yourself, "Which task is the most repeatable?" Give that task away to an assistant first. Keep looking for tasks to give to others - next thing you know you will become less of an entrepreneur and more of a business and company owner.



Love your audience and the money will follow. We make our money when someone else pays us, right? We all need customers, we all need future customers. Those future customers are our audience and they truly need to be the heart-and-center in our business. When we love them, we serve them, we ask then what their needs are, we listen, we provide massive value for them, our own value and our own net worth rises. Love people and your business will grow.



Nicholas Wilton

FINE ARTIST

art2life.com

JUMP TO 7 FIGURES

- ✓ I learned to always ask myself before I begin a task, "Is this absolute best use of my time? Could someone else do this for me?" This way I only tend to stay in a zone of my highest competence. Begin by asking for a little bit of help each day from your team 'till it becomes a habit.
- ✓ Find the most talented people in your industry and if possible pay for coaching. Getting the correct answers and getting them quickly will save you time and thousands, if not hundreds of thousands, of dollars getting it right the first time. You must, however, implement their advice.
- ✓ Spend time daily getting to know and relate to your audience. Do this by posting on your FB Page, doing FB Lives or just answering their questions. Try to understand their concerns, challenges and wins. Once you do, get in the habit of asking yourself, "How can I help them?" Then do it.



James Wedmore

ONLINE MARKETER

jameswedmoretraining.com

LET GO

- ✓ Of the fear of being judged. Spoiler Alert: they're already judging you!
- ✓ Of the fear of spending money. You can't build a 7-figure business with a BROKE attitude.
- ✓ Of the wheel. Great businesses are built with GREAT teams. And a team can't ever be GREAT until you let go of the wheel and let them drive.



Christy Wright

ONLINE MARKETER

bousinesboutique.com

**HELPS THOUSANDS OF WOMEN
MAKE MONEY DOING WHAT THEY LOVE**

CHANGE

- ✓ **Change your mindset.** If you don't believe you are worth making a certain amount of money, whether that's \$100,000 or \$1 million or \$100 million, you'll never try to. Start with your beliefs about money and what you deserve.
- ✓ **Change your words.** Stop apologizing for your success and trying to make yourself smaller to make people more comfortable. Words have power, so start using them to move you forward instead of hold you back.
- ✓ **Change your actions.** Your time has value, so stop wasting it on people and projects that don't have ROI. Just because someone needs you, doesn't obligate you. Your time and your life are just that - YOURS! Start spending them on things that get you to where you want to be.

Christy shares more business wisdom in my podcast: **Episode 062**



Suzi Dafnis

CEO

herbusiness.com

FOR SUCCESS

- ✓ **Grow your team.** Business is a team sport. If you can do it on your own, you're self employed, but not really growing a business.
- ✓ **Develop systems.** Systems are how to leverage your time, money and resources on a daily basis and how you get the best possible return on your effort and avoid wasting emotional and mental energy. One of the reasons a business feels chaotic is because of lack of systems.
- ✓ **Having a plan.** "Create a plan and then work the plan" is one of the most fundamental secrets to the success of any project or venture. It doesn't mean everything goes to plan, but I've always found that HAVING a plan got me a lot closer to the outcome I wanted than NOT having a plan



Sandi Krakowski

BUSINESS COACH

arealchange.com

TOP TIPS

- ✓ Knowing how to multiply your effort without more work or stress.
- ✓ Not having anything to prove (not caring what people think).
- ✓ Knowing when to act and when to ignore opportunities!

Sandi shares more wisdom in my podcast: [Episode 045](#)



Rachel Hollis
MEDIA & LIFESTYLE EXPERT
thechicsite.com

BIZ DIRECTION

- ✓ **Don't you dare compare your beginning with my middle!** Building this company has been a decade of hard work and focus and standing back up every time I got knocked down. You don't have connections? Or money? Or access?? I didn't either! I had work ethic and a dream. It's all you need. Put your head down and get back to work!
- ✓ If this is a business it will make money. Consistently. And not on accident. **Take yourself, and your work and your time seriously so others will too.** Even if it's just something you do on the side, a business demands respect.
- ✓ When I'm unsure of myself, I read books and listen to podcasts and take classes and go to conferences to learn more. **I keep working on myself and my industry** and when my peers get tired, I'm still here, working.

Rachel shares more wisdom in my podcast: **Episode 039**



Stu McLaren
MEMBERSHIP SITE EXPERT
stu.me

PHILOSOPHY SHIFTS

- ✓ Value time. One of the major shifts is how a 7-figure business owner values time. No longer will they spend time on the “little things”. Now it’s about focusing the time they have on the highest leveraged opportunities. So they double down on their strengths and they hire out the rest. They realize that the time they spend on the few things they do really well is far more valuable to the business than trying to do everything themselves to “save a few bucks”.
- ✓ They value progress. The second major shift is how a 7-figure business owner approaches new projects. Now, it’s all about progress over perfection. Too many great ideas have died because someone was wanting to get them “perfect”. The reality is, you’ll make WAY MORE progress doing something than you ever will trying to get it perfect. PLUS, you learn so much more. The 7-figure business owner loves new ideas. But they love taking action on their ideas even more. They know, that momentum is a powerful force and the only way to get it on your side is to get in motion. Progress over perfection.

(CONTINUED ON NEXT PAGE.)

PHILOSOPHY SHIFTS

Stu McLaren (CONT.)



They value themselves. Running a business isn't easy. There are many highs and many lows. And the business owner is constantly tested mentally, emotionally and many times physically. That's why the 7-figure business owner doesn't mess around when it comes to taking care of themselves. They are the biggest asset to their business - and they take care of themselves accordingly. They know they can't run a highly profitable business if they're always running on fumes. So they take care of themselves. They get the rest they need and they eat well. Taking care of their body becomes a high importance because if it breaks down, their business will likely follow.

Leading their companies means they first have to lead themselves. That's why they also fuel their mind by continuously learning. They invest in themselves. Whether it's courses, seminars, membership sites, podcasts, coaching or consulting - they are always looking to get better personally and professionally. Because they know, the more they grow, the more the business will too.

So if you want to make a big leap in your business, be sure you value your time. We all have the same amount but the question is, are you using yours on the highest leveraged activities? Next, shift your mind and remember, progress over perfection. Mike Litman once shared a great quote when he said, "You don't have to get it right, you just have to get it going". You can do this, but you've got to get moving.

Finally, take care of yourself. If you're operating at a fraction of your abilities, you're crippling your business. Eat well, get the rest you need and constantly feed your mind.

If you do these things, it's only a matter of time before you make the leap to become a 7-figure business owner.

Stu shares more business wisdom in my podcast: [Episode 061](#)



Levi Kujala

CO-FOUNDER

tonysacousticchallenge.com

3 THINGS

✓ Focus. I had tons of irons in the fire and was proud of it. I hired a business coach. On our first call I told him about all of the different things I had going on. Two bands making and launching new records, a music crowdfunding business, a full-time job, and a small side hustle business where people would pay us monthly for online guitar lessons.

He was dumbfounded, and probably hiding his disgust. That first coaching meeting changed my life. He said, "Man, you need to decide which ONE of those you want to do. You can take 5 things each an inch, or you can take one thing a mile. You decide."

✓ I removed people who were not in perfect alignment with my mission. I was in an environment that kept me surrounded by people who were small thinkers and whose default was negativity. Although I knew the power of gratitude and positivity, I had to over-optimize my mindset to compensate for having these people in my life. I'd struggled with this for years but I had to admit that these people were keeping me down.

(CONTINUED ON NEXT PAGE.)

3 THINGS

- ✔ Go all in out of fear, it was really hard for me to quit the job with the regular pay check. I had a wife and kids and didn't want anything to go wrong so I kept holding on to this job that I should have quit years ago (that's where all the negative people were too!).

When I finally quit, it was the most amazing thing that had ever happened to me. Full brain power on just ONE thing. I didn't have to compensate for things in my life that weren't in full alignment with reaching my 7-figure goal.

When these three things were in place, I was unstoppable and it was simply inevitable that we'd hit the 7-figure mark.



Damon Oates

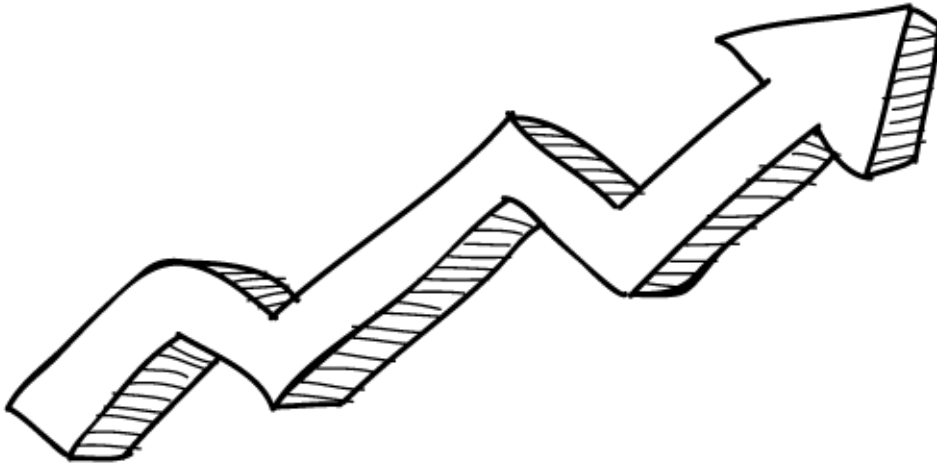
WREATH MAKER

damonoates.com

BEST CHANGES

- ✔ Community over competition - Embracing our community and helping them grow their business was the first step of seeing our business explode! We will always be grateful to Jen and the lessons brought to us in her Inner Circle that helped explain how we will all benefit from helping each other succeed in their business.
- ✔ Facebook Lives - Hitting the go live button may have been the hardest thing I've done in my business! As a creative introvert who doesn't really like people... the thought of going live made me nauseous! Now we go live with thousands of our best friends and visit for 3 to 4 hours on a live! It's amazing how the reach of Facebook has allowed us to connect with so many around the world!
- ✔ Chat Bots - Embracing Manychat in our business allowed us to quickly connect and give a 'call to action' button right in our fan's inbox! Right now we've got about 13,000 subscribers in Manychat with a 99% open success rate! When we go live, when we share an affiliate link or when we list new items in our store, we are able to let 13,000 friends know instantly causing our products to sell out in minutes! Due to the huge success we've seen using Manychat it has almost completely replaced email in our business.

Now ... let's get to the fun number stuff...



The Product Mix & Sales Estimations

I want to explain the theory of how to scale your business using a diversified product mix at different price points.

- First, you need an entry-level product for sale.
- Then you can estimate that 25% of those customers, who will buy that entry-level product, will also buy the next mid-level product, which will cost 4 times as much money.
- Then you can estimate that 25% of those customers, who will buy the mid-level product, will spend 4 times as much money for your high-level product.

Clearly this is only a loose guide. This scaling equation depends on you getting the maximum number of customers buying your entry-level product, so you can have larger percentages down the line. It also depends on you listening to your customers to see what they want next from you.

Let me show you how it looks so you can scale your way to 6 and 7 figures. Check out my graphic on the next page.



HOW TO DIVERSIFY *your business services*

JENNIFERALLWOOD.COM

Example

$\$47 \times 1,000 \text{ people}$
 $\$47,000$

ENTRY-LEVEL PRICE

SELL AS MANY AS POSSIBLE
<\$50

Ask your clients what
they want next

Upsell

$\$188 \times 250 \text{ people}$
 $\$47,000$

MID-LEVEL PRICE

CHARGE 4 TIMES AS MUCH +
SELL TO AT LEAST 25% OF LAST
PRODUCT

Ask your clients what
they want next

Upsell

$\$752 \times 63 \text{ people}$
 $\$47,376$

HIGH-LEVEL PRICE

CHARGE 4 TIMES AS MUCH +
SELL TO AT LEAST 25% OF LAST
PRODUCT

Earning Potential
= \$141,376

THE BREAKDOWN

to 7 figures

When you see the numbers here, you realize it's doable.
There are many ways to skin a cat and many ways to make a million dollars through products and subscriptions.

THE MANY WAYS TO MAKE A MILLION DOLLARS

Sell a \$50 product to 20,000 people

Sell a \$200 product to 5,000 people

Sell a \$500 product to 2,000 people

Sell a \$1,000 product to 1,000 people

Sell a \$2,000 product to 500 people

Sell a \$4,000 product to 250 people

Have 5,000 people pay \$17/month, for 12 months

Have 2,000 people pay \$42/month, for 12 months

Have 1,000 people pay \$83/month, for 12 months

Have 250 people pay \$333/month, for 12 months

= \$1,000,000

MASTER PLAN

to 7 figures

For me, my best plan to hit one million was a combination of membership site revenue plus two yearly launches. This is what I came up with. This is literally what I stared at by my computer for a year.

MASTERPLAN TO 7 FIGURES:

- 1000 in IC at @\$47: month = \$47,000 a month
- 1000 in PFOTM at @ \$27 a month = \$27,000 a month
- Totals \$74k/month

Also need 2 launches for \$60,000 each a year to hit a MILLION a year

Or \$84k a month = \$1,000,000 a year

I hope this "masterplan" was helpful for you. The truth is there is no magic formula but there are definitely patterns and similarities that I see amongst high-level earners.

If you want to be one, change your thinking. It will change your business and change your life.

And get a numerical plan on paper.... put it physically on your desk or in your office or wherever you need to see it to be reminded every day of your goal.

I want you to know I am rooting wildly for you!

XOXO,

Jen