Planning Seminar June 23. 2021



Story of Joe and Sam



Joe's Schedule

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		Network Monday at Hampton Inn 7:30 - 9am				Bill Wyman - Zoom			_
			Honda appt. 8:15 - 10:15am	Deverte Freemanula Terra		8 - 9am			
				Beverly Freeman via Zoom 9 - 10am					
		Wlater Snow via Zoom 10 - 11am				Andy Hukle - Zoom 10 - 11am	Ben the gar 10am – 1pr	dener n	
Λ				Bryan Yeuller - Zoom 11am - 12pm	Tom Waite HERE 11am - 12pm				
1			Mark Manville - Zoom	i i ani - izpin					
1			12 – 1pm			1			
				Mary Penworth - at her office 1 - 2pm					
л —		Phil Hancock in person 2 – 3pm			Call Sherri Lewis 707 555-9478 2 - 3pm	Golf wtih Jimmy 2 – 6:15pm			
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					Lyndsay Allison - Zoom 5 - 6pm				
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6				Coaching seminar 6:30 - 8:30pm			o spin		-
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Being Your Own Boss

Being in business is about your ability to replace less than useful behaviors with habits that are highly useful, strategic and targeted to a goal.

Sam's Schedule

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Vision informs goals

Vision informs goals Goals lead to planning

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Vision informs goals **Goals lead to planning Planning requires resources Resources drive execution Execution brings results** Then **Results require analysis Analysis creates intelligence** Intelligence makes better results.

Meet Sally



Sally's Vision to Save the World

VIFP Health

Your building blocks for a vibrant life!

Sally's Vision

Bring people to vibrant aliveness through healing and nutritious food! All people on earth and Gaia herself deserve robust health and nutrition. Diet plans that combine organic science, Ayurvedic wisdom and Yum!

Sally's Vision to Save the World

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1) Feed the people

With individualized diet plans from Sally people feel more vibrantly alive bringing them to want ever-more of her yummy organic recipes.

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2) Protect the planet

Going organic is great for the planet as it offsets the avalanche of toxic chemicals now used in food production. As people eat more organic food the increasing market demand saves our world from toxic implosion.

Vision to Goals

Vision informs goals

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Sally's Goals

Short Term – Local foothold with \$40,000 to \$80,000 revenue

(Year 1) Beta Program Launch: 10 @ \$50 = \$500

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(Year 1)

Beta Program Launch: 10 @ \$50 = \$500 Consultations: 60 @ \$175 = \$10,500 Base Menu Plans 85 @ \$450 = \$39,250 Advanced Menu Plans 35 @ \$775 = \$27,125

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Client work (450 hours) + Admin (200 hours)
Total Hours = 650 • Total Revenue = \$77,375

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Marketing Activity - Year One Ten hours a week on social media (500) Five hours a week on promotional PR (250) \$50 week in Facebook ads (\$50 x 50 = \$2,500) Set up nurture program (7 x 50 = 350) Total Hours = 1,100 Expenditure Total = \$2,500

VIFFP Health

Your building blocks for a vibrant life!

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Sally's Goals
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(Year 1)
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Client Hours = 650	Total Revenue =	= \$77,375
Marketing Total Hours = 1,100	Expenditure Total	= \$2,500
650 Clients/Adn		\$77,375
+1,100 Marketing		- \$2,500
1,750 Total		\$74,875

VIFFP Health

Your building blocks for a vibrant life!

Sally's Goals

Immediate – Local foothold with \$40,000 to \$80,000 revenue (Year 1)

- Short Term Regional presence \$400,000 to \$800,000 revenue (2-3 years)
- Med Term National presence \$4,000,000 to \$12,000,000 revenue (3-6 years)
- Long Term International \$50,000,000 to \$100,000,000 revenue (7 12 years)

Extended – Her company spurs a cooperative response in the market to (2 decades) accelerate shifting to 99% organic food production by 2040.

Sally saves the world

VIFP Health

Your building blocks for a vibrant life!

Market Analysis

Total Available Market (TAM 2019 US only) 177 Billion - (10% of total food market 1.77 Trillion in USA) (4+% is already organic growing at 16% per year)

How Sally Helps Relieve Pain

A wide assortment of health issues: chronic fatigue, candida, irritable bowel syndrome, obesity, diabetes, arthritis, heart Realize Gain

Elite athletes, health food junkies, environmentalists, aging

Market Advantages

Personalized plans, Organic science, Ayurveda, Delicious

Cooperators (Competitors) Green Chef, Sunbasket, Purple Carrot

Sally's Schedule

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All These Steps Are Linked

Vision informs goals **Goals lead to planning Planning requires resources Resources drive execution Execution brings results** Then **Results require analysis Analysis creates intelligence** Intelligence makes better results.

Three levels of business success:

• Learning the processes and procedures needed to run a business.

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Three levels of business success:

- Learning the processes and procedures needed to run a business.
- Getting good at the skill sets required to put these into play effectively.
- Coming into your own as a conscious, sovereign and creative being with the ability to put your unique stamp on all of the above. Uniqueness sells!

Being in business is about your ability to replace less useful behaviors with habits that are highly useful, strategic and targeted to a goal.

- Look at my Blog
- Watch the replay
- Talk with me

I'm on a mission to help

- 5 7 people who want to build prosperous and enlightened businesses
- 2 3 people who want to Raise their Inner Game

Who's with me?

Double Your Sales in 90 Days

You want to build an enlightened business and you want to prosper! Here's how:

1) Build your foundation

- Create your vision on personal values and the gift that only you can bring to the world. Uniqueness sells!
- Find out who you help most establish your niche(s).
- Research your space, establish proof of concept, hit GO!

2) Generate leads

- Create messaging that attracts people and says how you help.
- Build a systematic approach to get your messaging in front of new people, create calls-to-action that move people.

3) Nurture those leads

- Create communication that helps your audience relieve their pain or realize gain (the bigger the hot-button the better).
- Make a lead-nurturing system where you can track results.

4) Close deals

- Create an irresistible high-ticket offer for your audience.
- Don't be bashful, you know you can help people so be confident without putting on airs and you'll close deals.

5) Make your clients HAPPY

- Create the processes you need to make sure your clients get the full benefit of your program.
- The above creates word of mouth advertising the best kind.

91 percent of your competitors do not have a systematic form of selling.

A study by Dave Kurlan of more than 3,600 business owners.

Program Cost: **\$5,000**



Establishing a simple marketing system puts you miles ahead of your competition!

Paul Hawken:

"The time to change how we do business around the world is **now**. Why? Every living system on this planet is in decline and has been for decades. Not one peer-reviewed scientific article in the last 30 years refutes that point. We need to act!" *Marc Benioff Salesforce* "It's time for a business paradigm where all people and the environment is accounted for."

Build Your Enlightened Business

Fritjof Capra

"Organizations need to undergo fundamental changes to adapt to the new business environment and to become sustainable.

Beta Program Cost: \$500

Raise Your Inner Game!

You want to build an enlightened business but are having trouble with direction and motivation.

You're stuck and you are trying to get unstuck using the habitual patterns that got you here in the first place. This has not worked. You've been to seminars to help you connect with heart and soul, but you still don't feel like you are operating from *Grace*.

There's another way. Use your business as a modern mystery school to reveal blocks and release into serendipity and grace. Here's how:

1) Connect with source

Establish a practice where you create a calm space free from distraction or time constraints to get into a relaxed alpha brain wave state. When you are there ask your subconscious for help and ideas to achieve your goals. Be persistent.

2) Do your work in the world

One of the best ways to tell your subconscious mind that you are serious about attaining your goals — so your deep self knows you are serious — is to make a plan, put it down on paper, and start to implement the steps you've drawn out. All of a sudden doors start to open for you that never would have opened if you had not done work on both sides of the thin veil between this world and the next.

3) Create a new you

When you are in a meditative state plant suggestions of who you want to become into your subconscious mind. Don't take on too much at once. Target an easy habit to change and MAKE SURE any promise you make to yourself is held true. Being in business is about replacing less than useful behaviors with habits that are highly useful, strategic and targeted to goals.

Jeffrey Schmidt

Ten Session Program Cost: **\$1,250**



Change your relationship with yourself and you change your world.

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Reach out to Jeffrey Jeffrey@DeepSkyMarketing.com 707 823-3888

