



PROFIT IN
PURPOSE



ACADEMY
WORKBOOK



Welcome to

the **Profit in Purpose Academy** course!

ABOUT THIS COURSE

Jamal Miller's J7 signature framework will take you step by step through the most effective way for you to turn your purpose and passion into massive impact and income. The course's 5 modules will walk you through identifying the who behind your business (audience), the why behind your business (strategy), the what behind your business (offer creation), and the how behind your business (sales generation).

MEET YOUR INSTRUCTOR

Jamal Miller is the CEO of Miller Media Global, a multi-million dollar media company that creates online brands and helps thousands of people transform their lives from the inside out through faith-based education. Miller Media has produced online schools such as The One University, Dr. Matthew Stevenson's LeaderSchool, and Dr. Dharius Daniels' Everyday Seminary. Jamal has been featured in BET, JET Magazine, FORBES Magazine, and the 700 Club.

THIS COURSE IS PERFECT FOR YOU IF...

You are ready to experience more financial abundance through the creation of an additional revenue stream...spend more time with your family...travel when you want...take back control of your time...enjoy life more fully...and create a legacy of generational wealth for your family.

COURSE COMMITMENT PLAN

I started this course because

Pick an affirmation or create your own to motivate you through this journey

I will not be intimidated by my weaknesses because in them I see God's strength. 2 Corinthians 12:9

Who do you want to be as a result of your transformation through this course?

I have the faith to believe that my transformation is possible. Mark 9:23

I am confident that I can do all things through He who strengthens me. Philippians 4:13

What obstacles do you foresee prohibiting you from completing this course and how do you plan to overcome them?

Peace is my portion as I continue to lay all of my fear and anxiety at God's feet. Philippians 4:6

I will continue to trust in the perfect and prosperous plan that God has for my life. Jeremiah 29:11

I will not give up on this journey because

Or Write Your Own

I have reviewed my schedule and will commit at least one hour a week to completing this course at the pace of
intensive (1 month)
steady (3 months)
relaxed (6 months)

I am committing to completing my coursework on: (which day and time)

Dear Lord,
Thank you for giving me the opportunity to grow through this course. I know that with you all things are possible, including my personal transformation. Please give me the **(insert what you need: focus, discipline, patience, energy, time, clarity, time-management skills, etc.)** that I need to complete this course. Give me strategies to overcome the obstacle of **(obstacle mentioned in previous question)**, so that I may see this journey through to the end. Thank you, in advance, for all that you plan to do within me in the coming weeks. In Jesus' name, Amen.

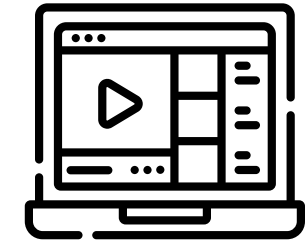
Identify an accountability partner who can help you along this journey (anyone or U+)

Or Write Your Own

1/23	<i>New Student Welcome Week</i>
	<i>Module 1 - Intro</i>
	<i>Module 1 - Lesson 1</i> People: The Who Behind Your Business
1/30	<i>Module 1 - Lesson 2</i> Promise: The Why Behind Your Business
	<i>Module 1 - Lesson 3</i> Profit in Purpose: The What Behind Your Business?
	<i>Module 1 - Outro</i>
	<i>Module 2 - Lesson 1</i> The Fish For Men Framework
	<i>Module 2 - Lesson 2</i> How to Turn Followers Into Family
2/6	<i>Module 2 - Lesson 3</i> How to Write Perfect Content and Copy For Your People
	<i>Module 2 - Lesson 4</i> 12 Ways to Build Your Email List
	<i>Module 2 - Lesson 5</i> #1 Key To Moving Your People to Action
	<i>Module 2 - Outro</i>
2/13	<i>Module 3 - Content Week</i>
2/20	<i>Module 3 - Lesson 3</i> Building Your School
2/27	<i>Module 3 - Build Week</i>
3/6	<i>Module 3 - Lesson 4</i> Crafting Your School Experience
3/13	<i>Module 3 - Experience Week</i>
3/20	<i>Module 3 - Lesson 5</i> Launching Your School
	<i>Module 4 - Intro</i>
3/27	<i>Module 4 - Lesson 1</i> Your Purpose Webinar Title (Big Idea)
	<i>Module 4 - Lesson 2</i> Your Purpose Webinar Funnel (Campaign)
	<i>Module 4 - Lesson 3</i> Your Purpose Webinar Content
4/3	<i>Webinar Work Week</i>
	<i>Module 4 - Lesson 4</i> Your Purpose Webinar Pitch
4/10	<i>Module 4 - Lesson 5</i> Your Purpose Webinar Follow Up
	<i>Module 4 - Outro</i>
4/17	<i>Webinar Work Week</i>
4/24	<i>Launch Week</i>
5/2	<i>PIPA Graduation</i>
	<i>Module 5 - Intro</i>
	<i>Module 5 - Lesson 1</i> The 5 Stages of Business Growth
	<i>Module 5 - Lesson 2</i> How to Hire a Team Without Hiring a Team
	<i>Module 5 - Lesson 3</i> How to Set Revenue Goals For Your Business
	<i>Module 5 - Lesson 4</i> How to Steward Your Revenue for More Growth

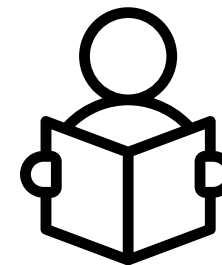
**BONUS
MODULE**

FOLLOW THESE 3 STEPS TO GET THE MOST OUT OF THIS LEARNING EXPERIENCE



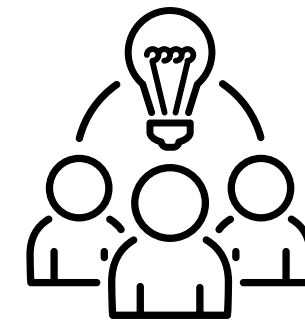
WATCH THE LESSON

Each lesson is no more than 15 minutes. Focus in, follow along, and take notes. Research says that taking notes improves focus, boosts comprehension and retention, and engages active learning.



DO THE HOMEWORK

Complete worksheets following each lesson to apply the principles to your business. Make sure to do them in real time to ensure that the information is the freshest in your memory.



ENGAGE IN THE COMMUNITY

Two brains, or ten, are better than one. Take full advantage of the access that you have to other kingdom-minded entrepreneurs, through the Facebook Group. Ask for help, make connections and provide support where you can!

COURSE OVERVIEW



MODULE

1

Purpose

LESSON 1 · PEOPLE: THE WHO BEHIND YOUR BUSINESS

LESSON 2 · PROMISE: THE WHY BEHIND YOUR BUSINESS

LESSON 3 · PROFIT: THE WHAT BEHIND YOUR BUSINESS?

YOU'RE NOT FOR EVERYONE...

AND THAT'S OKAY

Welcome to Module 1 of PIPA. Everyone has a different opinion on where the road to profit begins. But if you ask me the foundation is all about being clear on your why, what and who.

In this module, we're going to break some limiting beliefs and objections you may have to the statement "you're not for everyone."

Can we get really clear on one thing? There are billions of people around the world and you're not meant to create a product or service that will connect to each one of them. Wanting to serve everyone sounds great on a meme but doesn't work well in practice.

As you heard me say in this lesson, even Jesus knew that he was here for a specific purpose and a specific market.

You may be saying "but Jamal, I don't want to limit my audience, what I'm offering could work for all women/all men" and I'm here to give you the hard truth, your offer is NOT for everyone and you shouldn't want it to be.

In this module we're going to uncover the who, why and what behind your business or as we like to call it in PIPA, your alignment, strategy and measurement.

We all have a universal call to love people and to love God but we also have a specific call that is unique to each one of us. Your specific call is inline with your distinct gifts, talents and abilities that will be used to fulfill the greater universal call.

When I first started my business, I was missing the significance of these three elements and I want you to learn from my experiences so you don't flounder in confusion and burn yourself out trying to serve too large of a market.

As I was developing the curriculum, I did a lot of reflecting on all the mistakes I made in the start up phase. Lucky for you, I've taken all the valuable lessons and packed them into this course so that you don't have to learn them the hard way.

It's time to get specific and discern the who, why and what behind your business.

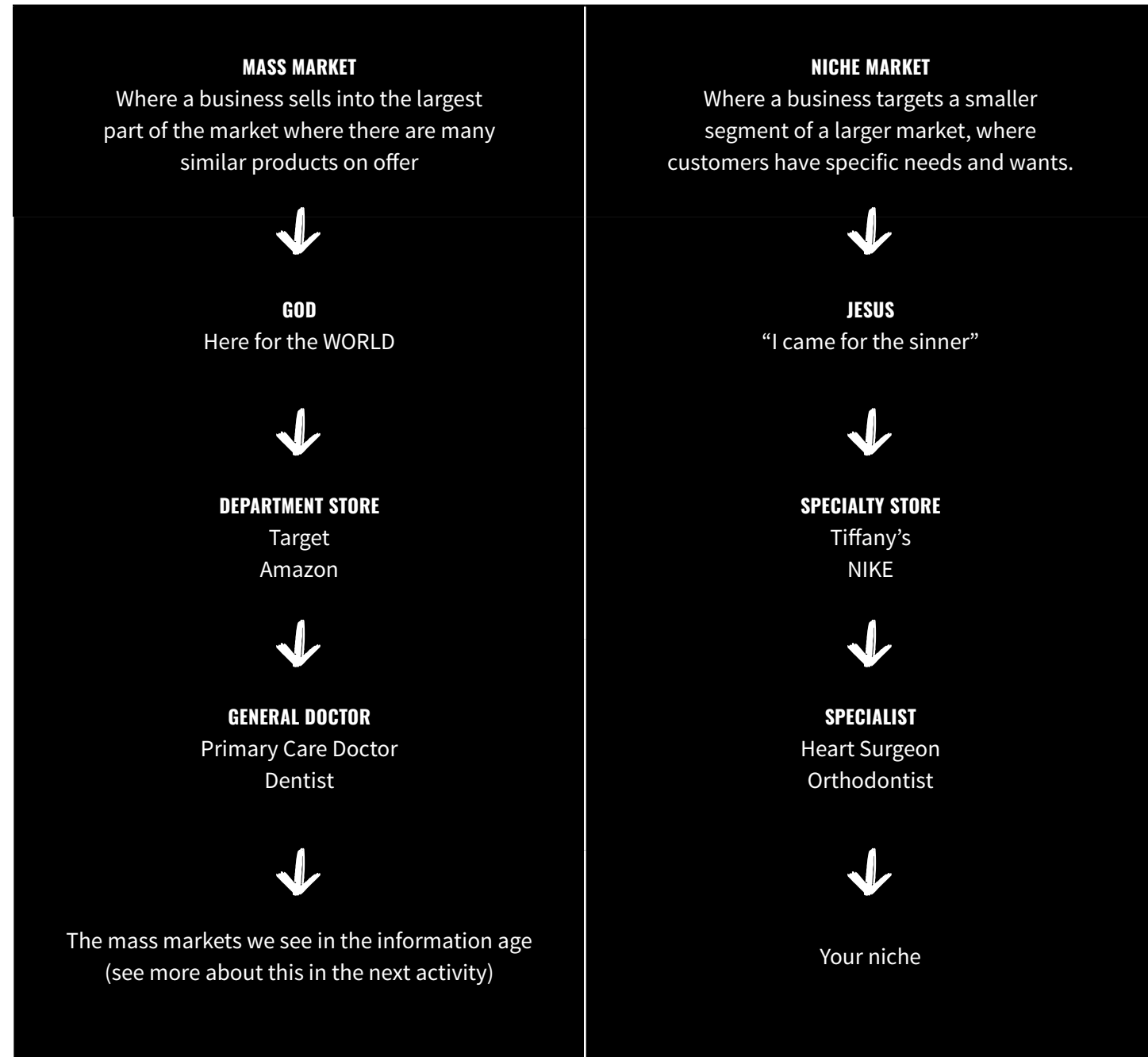
I'll see you in there!

LESSON 1
PEOPLE:
THE WHO
BEHIND
YOUR
BUSINESS



MASS MARKETS VS NICHE MARKETS

In John 3:16 it says *for God so loved the WORLD that He...*, you know the rest of the story. God serves the ULTIMATE Mass Market. He came to love all people and then He sent His son, Jesus, to serve the sinner, the sick and the hurting. Sometimes young entrepreneurs try to become God and serve the masses when they aren't ready for that yet. Let's look at this breakdown from what we learned in lesson one around the concept of Mass and Niche Markets.



Why do you think it's important to niche down and not try to create products or services for a mass market?

What is the benefit of catering to a target audience?

What are your fears about niching down?

If I told you that I could guarantee you would make 1 million if you niched down into THE most SPECIFIC group of people, what VERY specific group of people would you want to serve?

THE TOP 3 MARKETS IN THE INFORMATION AGE

There are 3 very popular markets that are booming in the information age right now. To give you a hint one has to do with \$\$, one reminds me of broccoli and the other is all about love.

Fill in each market with their descriptions based on the video lesson and list some of your favorite companies in each one.

Check the market that you think your business falls under. Being a part of a larger market means that there is substantial proof of a large customer base.

*As a reference there are additional markets below that are also popular in the information age.

W	
H	
R	



ADDITIONAL MASS MARKETS:

SELF-IMPROVEMENT	TECH + GADGETS	
EDUCATION	PETS	
BEAUTY	COOKING + FOOD	
TRAVEL		

PIPWORKSHEET 1

SPECIFIC CALL GENERATOR

This activity is designed to get your juices flowing and to help you brainstorm all the potential ways that you can define and discover your specific call. Our universal call is all the same, it's to love God and love our neighbors as we love ourselves. Now our specific call is where things get interesting.

Starting the right business to serve the right "who" is crucial to your success, because if you start a business that caters to the wrong people then not only will you feel the struggle, but your clients will as well. Today's activity will begin to unlock the first level to understanding who you are called to.

STEP 1 - NAME YOUR DESIRE

1. When I ask you the question "What do you want to help people with?" , what comes to mind?

Below write down at least 10 things that come to your mind. *Don't overthink it, just write from the heart...*

I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	
I want to help people	

STEP 2 - REVIEW YOUR HISTORY

Now a few clarifying questions to take this a step further. You may want to grab a journal and work through these answers if you want more space:

2. Who do you feel called/connected to serve in a deep way?

3. Have you been through something and wished you would have done it differently?

4. What problems in life have you overcome?

5. What tools have you developed because of the problems you had to overcome?

6. What burdens your heart?

STEP 3 - SURVEY A FRIEND

Take time in your schedule to survey two of your closest friends and get them to answer the following questions and write down their results. .

7. What do people come to you for again and again?

8. What could you talk about for hours?

STEP 4 - DETERMINING SPECIFIC CALL

After completing Steps 1-3, it's time to analyze what you learned about yourself.

9. Summarize what you have uncovered in 3 sentences.

10. What topics came up for you in all three steps, this would be considered your specific call.

BUSINESS IDEA MATRIX

The biggest question I get asked as a successful entrepreneur is...Is this a good business idea?

What people really mean by that question is: Do you think my business idea will work? I get it, no one likes to waste time or build something that wasn't going to work to begin with.

I have found that a great business idea has five specific components: passion, people, proficiency, profitability and personal. I designed something called the Business Idea Matrix as a way for you to determine the validity of your business idea by measuring it through each of the five categories.

Let's break down the 5 P's of a well rounded business concept.

First, it has to be something that you are passionate about.

If you don't really love teaching it, not only will you feel drained, your clients will also feel that lack of passion from you. Just because you're good at something doesn't mean you'll love doing it day in and day out. So my question for you here is, are you passionate about the idea?

Next, is the people.

Are there people out there that NEED this? Do you have a solution to help people get out of debt? The majority of Americans are in debt, SO you would have people to serve!

The third P is proficiency.

Is this an area that you have expertise in? Do you have your degree in Accounting or Finance? Have you taken courses, or purchased half of the Barnes & Noble finance section?

The fourth P stands for profitability.

Is it proven that people will pay to get help with this? Are there businesses that provide services to this target market? Don't be afraid of "competition" because what you bring to the table is different because YOU are different. When other businesses are flourishing it means there is a mass market that needs to be served.

The final P represents the concept of it being personal to you.

Did you get into debt and struggle your way out of it? Do you have a story that says to your customer "I know exactly how you feel, I was once in your shoes and now I'm living a life where I no longer stress about money." This one is important! If you can speak from this place you will build trust with your audience. The power of "me too" is invaluable.

Passion Are you passionate about it?

People Do people you want to serve need this?

Proficiency Do you have expertise in this?

Profitability Is it proven that people will pay to get help with this?

Personal Do you have relatable experience with it?

A great business idea has these 5 P's and the BIM can help you determine which of your many ideas is the best one to run with. Start by writing down at least 5 ways that you can help people and then check off if it meets each criteria. There are questions at the end to help you dive further into the validity of your top picks.

I WANT TO HELP PEOPLE...	PASSION	PEOPLE	PROFICIENCY	PROFITABILITY	PERSONAL
ex. Get out of debt		✓	✓	✓	✓

Which business idea(s) has all of the boxes checked off?

Is there one that lights your heart on fire the most?

Which one do you feel like the world needs the most? Here's another thought, if this concept were to never be created, what would the world be missing?

PURPOSE CUSTOMER AVATAR



Now you might be thinking...What is a Customer Avatar? Or as I like to call it a Purpose Customer Avatar? I like to think of your PCA as the lead character starring in a movie aka your business.

The lead characters are the most pivotal part - because let's be honest, if you watched a movie and knew NOTHING about the main actor by the end, would it be seen as a blockbuster hit? NO!

You would get to the end of the movie and think "that was a waste of my time." Not knowing your customer avatar is like starting a business with no main character in your movie - and let's be honest, we know that every story needs that main character's energy.

And now that you're a part of the PIPA family, we are going to build you yours so that you have no excuse but to thrive!

While the concept of "customer avatar" is used by everyone under the entrepreneurial sun, I'd venture to say that Jesus was the first. He may not have used the term "customer avatar" in the bible but he did coin the phrase "follower."

Jesus was very clear that he was here for the sinner, the hurting, the poor and those in need of peace. In Mark 2:17 Jesus says "**Healthy people don't need a doctor—sick people do. I have come to call not those who think they are righteous, but those who know they are sinners.**" (NLT)

Jesus knew how they communicated, how they learned, what they were frustrated by, what kept them up at night, what made them smile and just about everything else you can imagine. He taught through parables and stories because he knew that was the best way to break down complex ideas for them to be able to understand.

Do you know your customers that well? Do you know what they're reading, what conferences they're attending, what's in their Amazon cart, what their fears and frustrations are? If you answer no to any of these questions, it doesn't matter if you have the world's greatest idea, you won't be able to turn it into a thriving business.

This may seem like a tedious task but let me shoot something straight. If you don't take the time on the front end to know your customer like the back of your hand, you will have to take a lot MORE time on the back end to fix the mistakes (and inevitable lack of success), by not knowing your people.



PURPOSE CUSTOMER AVATAR

STEP 1: PREPARE

Before you dive into this exercise, I think it's crucial to prepare your heart, mind and environment. This may be one of the most foundational activities you do here in PIPA.

Remember, knowing your customer unlocks your purpose AND essentially your profit.

I don't want you to rush this one so here are a few things I'd recommend doing to help you make it through this like the champion that you are

- Pray and invite God into the process.
- Schedule time into your planner for this worksheet. It's going to require your full attention so give it a good chunk of time. I'd recommend an hour to 90 minutes.
- Commit to being focused.
- Set the environment. Clear your space and remove distractions. Put your phone on DND, turn off notifications on your computer, and maybe even put on a "focus music" playlist
- Commit to finishing!

STEP 2: BRAIN DUMP WHAT YOU ALREADY KNOW ABOUT HIM/HER

Think of Your PCA. What do they have in common? What are their hopes and dreams? What does their daily routine look like? What are their common interests, traits, hobbies etc.

Try not to overthink this but rather step into their shoes and act as if you are filling out this questionnaire AS them. This is meant to be a creative activity to help you truly connect to them.

GENDER:		MARITAL STATUS:	
INCOME:		OCCUPATION:	
WHAT ARE THEIR CORE LIFE VALUES?			

WHO MOTIVATES THEM THE MOST?

SOCIAL MEDIA ACCOUNTS THEY LOVE TO FOLLOW:

TOP 3 NETFLIX SHOWS THEY'RE WATCHING:

WHAT PODCASTS ARE THEY LISTENING TO RIGHT NOW?

WHAT ROLE MODELS DO THEY LOOK UP TO?

WHAT DO THEY DO IN THEIR FREE TIME?

WHAT IS IN THEIR AMAZON CART AS WE SPEAK?

DO THEY READ BOOKS? IF SO, WHICH ONES? IF NOT, WHY?

WHAT ARE THEIR FEARS?

WHAT KEEPS THEM UP AT NIGHT? WHAT DO THEY WORRY ABOUT OFTEN?

WHAT DO THEY WISH THEY HAD MORE OF IN THEIR LIFE?

WHAT DO THEY WISH THEY HAD LESS OF IN THEIR LIFE?

WHAT DO THEY NOT WANT TO FACE BECAUSE IT FEELS TOO OVERWHELMING TO THEM?

STEP 3: INTERVIEW YOUR PCA

Now that you have worked through steps 1 and 2, it's time to interview people that could possibly fit your PCA. I recommend setting a goal to interview 5-10 people but if you only get to 3, I want you to celebrate that too! Every step along the way matters, but I'm not afraid to challenge you to hit that bigger number.

You may be asking yourself "what if I don't know 10 people that fit my PCA?" or "What do I ask them when I find them?" Listed below is a brainstorming section to help you think of some people that might not have originally popped into your mind. AND we also have a ton of sample questions for you to ask during your interview.

NOTE: You do NOT have to ask all these questions listed. You don't want to overwhelm your PCA's, so just pick three to four that resonate with you the most. You can also switch them up based on how your conversation is going in each interview.

5 PLACES TO FIND POTENTIAL PCA'S TO INTERVIEW:

- **Start with your current customers.** Do you have any favorite customers that you can honestly say "if all my customers were like _____ my business would be THRIVING" *If you don't have any customers yet, who would you LOVE to be a customer?
- **Go through your IG followers.** Who engages with your content? *If you aren't producing content yet, who views your IG stories regularly?
- **Check LinkedIn groups.** Search for keyword groups that would have your PCA in it. For example: "Women in Entrepreneurship" "Entrepreneurs in Tech".
- **Ask your friends.** Who of your friends could potentially fit within your PCA?
- **Ask your network for referrals.** Do you have any friends that seem to know everyone in town? No matter what you need they know who to call. You may already call them the "mayor" as a nickname.

After checking those spaces, brainstorm who to ask:

Schedule Your Interviews:

NAME	CONTACT INFORMATION	DATE + TIME	LOCATION

CONGRATULATIONS ON HAVING YOUR FIRST FEW INTERVIEWS SCHEDULED!

PCA SAMPLE INTERVIEW QUESTIONS:

If you're anything like me, you like things that take the guesswork out of the process. Here is a list of exceptional questions to ask so that you feel prepared and ready to take on this challenge:

- What do your days typically consist of?
- What are you most proud of?
- What is your biggest frustration around _____?
- When it comes to _____, are there any products you've used in the past or things you're doing now that are helping you _____?
- What do you like about *(their current attempt at a solution)*?
- What do you not like about *(their current attempt at a solution)*?
- What would your dream life look like?
- What is holding you back from that right now?
- I'm working on a new idea for _____ and I'm curious _____
- What would it mean to you if you had *(their dream outcome)*?

What else would you love to know about your PCA? Write YOUR questions in the boxes below:

Once you've spoken to your people, you'll sum up your findings in a single place like the example below. This PCA card is a brief overview that includes major information like:

- Their name (with some description)
- Describe their dream outcome
- Age
- Their biggest obstacle to get to their D/O
- Job title
- Their second biggest obstacle
- Income
- Describe their goals
- List their core values

EXAMPLE PCA CARD *for Purpose in Profit*

Target Audience

Scared Steve
(Hasn't Started Yet)



Steve has been back and forth on whether or not he should move into the entrepreneurial space. Every time he tries to take the leap, fear stops him in his tracks. He's worried about whether his idea is valid enough to profit. He stresses over how he can ensure that he has a vision that is clear enough. He hears stories of people with big teams and wonders how he will ever be able to build something from the ground up. Steve is searching for someone who has a successful business to help him get out of his own way and launch.

USE THIS GUIDE AND FILL IN THE BLANKS TO CREATE YOUR OWN PCA CARD

AVATAR 1

is . She/He really wants
 but she/he . Plus,
 .
 She/He their job as a , and
 their pay of .
 They're motivated to because they really want to live a life
 where .

SAMPLE FILL IN THE BLANK PCA CARD

(ADJECTIVE) (NAME OF CUSTOMER)

(Name of Customer) is (describe their frustration, questions, limitations). She/He really wants (describe their dream outcome) but she/he (describe their biggest obstacle to get to their D/O). Plus, (describe their second biggest obstacle).

She/He (insert how they feel about work) their job as a (job title), and (insert how they feel about their pay) their pay of (income).

They're motivated to (describe their goals) because they really want to live a life where (list their core values).

AVATAR 2

is . She/He really wants
 but she/he . Plus,
 .
 She/He their job as a , and
 their pay of .
 They're motivated to because they really want to live a life
 where .

LESSON 2
PROMISE:
THE WHY
BEHIND
YOUR
BUSINESS

DREAM OUTCOME

We are going to be discussing your customers' Dream Outcome a lot in this lesson and the coming lessons here in PIPA. A D/O is a clearly defined ideal end goal your client is craving, that your product or service will provide a unique solution for. When it comes to creating value: it's ALL built on the D/O.

The D/O is crucial to the success of your business for two reasons:

First, if your PCA feels that you know them and what they want inside and out, if they know you understand their pain points better than they even do, they will assume you know how to get them to their D/O. By showing them the path to success, they will become a raving fan .

Second, by creating raving fans you're creating the best form of marketing there is, word of mouth marketing. Your customers WILL help you grow your business when they are well taken care of and living out their D/O because of your product or services.

So pause, breathe, and step into their shoes for a moment.

As a CEO, you have to dream for them! You should know them better than they know themselves. You should be able to give them language for the outcome they have been wanting their whole lives. The next few PIP Worksheets will help you do just that!

PCA DREAM BOARD

There is immense power in visualizing what you want to be true in your life. Why? Well according to Dr. Maxwell Maltz, "Mental pictures offer us an opportunity to practice new traits and attitudes, which otherwise we could not do. This is possible because your nervous system cannot tell the difference between an actual experience and one that is vividly imagined."

A dream board is designed to be a daily exercise that results in major transformations in the mind. Now you may be asking "Jamal, are you asking me to do a dream board?" To that question I say, yes you absolutely should BUT I'm coming at this from a different perspective.

I want you to step into the shoes of your PCA and create a vision board or dream board FOR them. Grab a magazine and clip out pictures of dream vacations, or jump on Pinterest and find pictures that depict what freedom would look like for them, write words that describe WHO they want to BECOME.

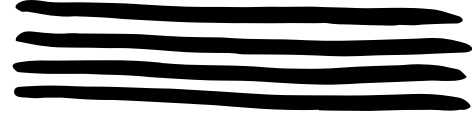
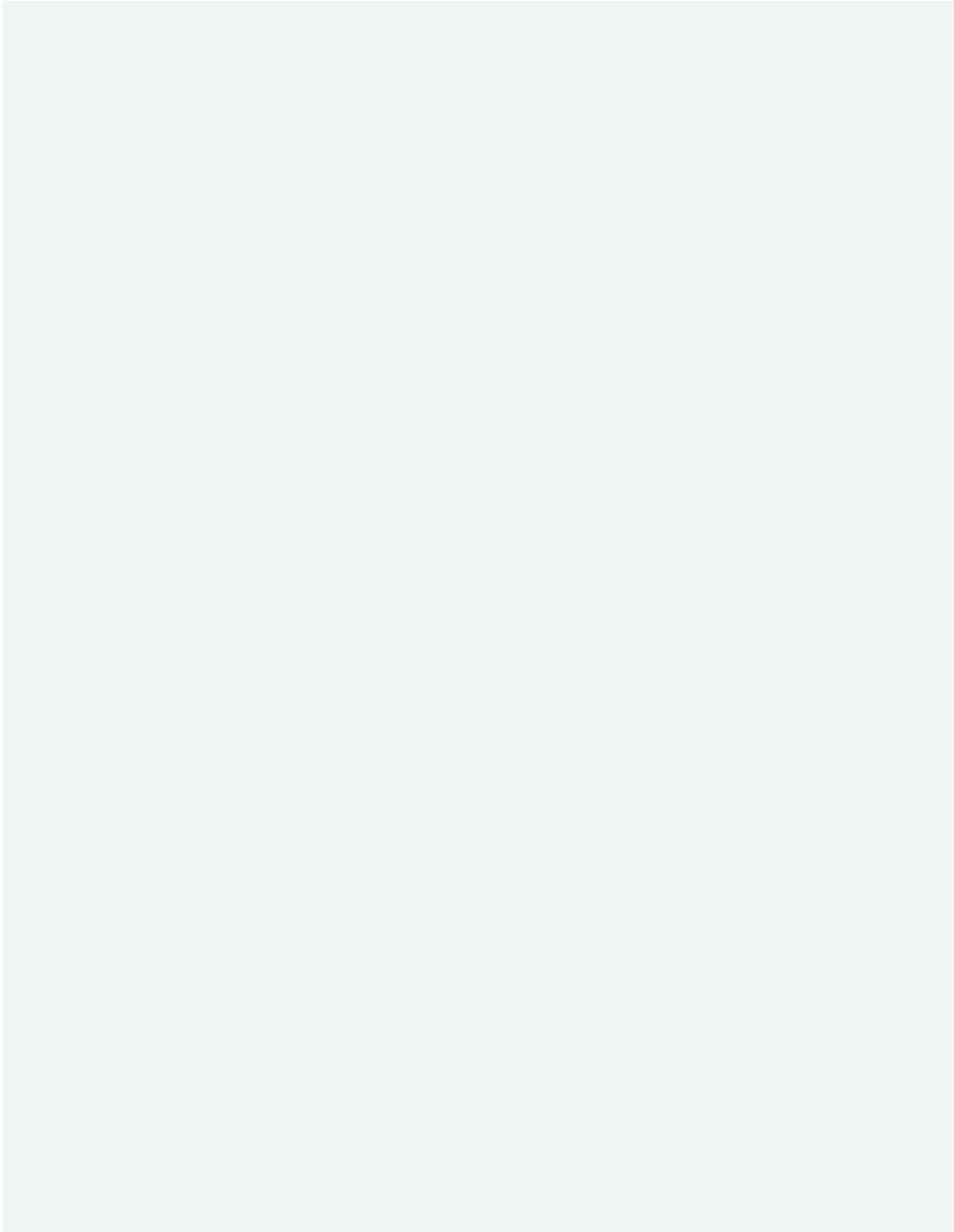
This exercise will help you to fully understand the life they desire to have. It will guide you to major revelations because to walk a mile in someone else's shoes, will give you all the insight into what they see, how they feel, and what they want.

Before you can effectively change their lives, you must DREAM for them!

If a friend of yours is your ideal customer avatar, ask to see their board. Here's a sample.



CREATE YOUR OWN PCA DREAM BOARD AND PLACE IT HERE!



PIPWORKSHEET 5

PROBLEM IDENTIFIER

Nobody achieves their dream outcome without first solving the problems that are standing in their way.

Every great business solves a problem, do you know which one's you solve?

Your goal is to show your customer that you know how to uniquely solve their exact problems, but first let's make sure you're certain on what they are. **Your PCA Interviews speak directly into this exercise so refer back to your notes from your interviews for an inside look into their problems.

There are 2 types of problems that I discussed in today's lesson, so let's determine the external AND internal problems that your customer is struggling with. Bonus points if you remember why it's key to know both!

Use the chart below to outline the External and Internal problems of your PCA.

EXTERNAL PROBLEMS	INTERNAL PROBLEMS
the physical problem that impedes the journey to the dream outcome	the internal conflict that's stopping them from getting their dream outcome
Ex. TOU • Doesn't have the time to date • Lacks communication skills, they don't know how to talk to people on a date	Ex. TOU • Doesn't think she's pretty enough • Lacks confidence

LESSON 3
PROFIT:
THE WHAT
BEHIND
YOUR
BUSINESS?

IMMEASURABLE VS. MEASURABLE GOALS

I'm all about dreaming BIG with God but I've also learned that I can dream as big as I want to but without some measurable goals, the bigger dreams will never happen.

God is the God of miracles but He will also throw you the shovel and ask you to do some hard work. We were designed to work. When we are first introduced to God in the Bible we first see Him creating the world. When He designed Adam what was the first thing He did with him? He put him to work!

In order for you to live out your dream life you need to establish 2 types of goals, immeasurable goals and measurable goals. Sometimes as new entrepreneurs we skip the ever so important measurable goals. But NOT you!

We're going to clearly define both!

IMMEASURABLE GOALS	MEASURABLE GOALS
This is where you <i>dream</i> with God. The sky's the limit because anything is possible for Him.	This is how you <i>measure</i> success, where we clearly define the nitty gritty of what will help us get there.
This is your <i>dream</i> .	This is your <i>destination</i> . This is your <i>path</i>
<ul style="list-style-type: none"> • General and BIG • Prayerful • Created by time with God • Unrealistic outside of God's help 	<ul style="list-style-type: none"> • Specific and defined • Measurable • Action oriented • Realistic
<i>I want to be healthy</i>	<i>I will lose 20 lbs by going to the gym 5 days a week, hiring a nutritionist and hiring a Personal trainer.</i>

DREAM BIG WITH GOD, BUT DON'T FORGET TO BE INTENTIONAL ABOUT SETTING MEASURABLE GOALS

OWNERS PURPOSE STATEMENT

It's time to work through your first Owner's Purpose Statement! The big question we will answer is "What is my business doing for me??"

In case you haven't watched today's live or you need a refresher, your OPS asks the big question of "What is my business doing for me?" What will your business allow you to do? What kind of lifestyle do you desire to have? What do you want your income to be?

I love this statement because it puts your "why" in front of you in plain sight. The reason I'm indicating this as your "first" OPS is because this is a statement that will change as your business evolves and grows. My OPS has dramatically changed from season to season.

The OPS is composed of three main components: desire, revenue and lifestyle.

D Desire This is all about why are you starting this business? Do you want to be able to stay home with your children? Is it your dream to start an investment real estate business? Does your wife or husband want to be home with your kids? This is where you get to dream!

R Revenue How much money would you need to make in order for your "DESIRE" to be possible? I want you to make this a realistic goal. Yes, your goal may be to make a million dollars but we're talking about what you need that could help you achieve your initial desire. If you want to stay home with your daughter, what does your revenue need to be to cover your expenses?

L Lifestyle How does your life look? Do you want more harmony in your day to day? Do you see yourself creating passive income through your investment properties? Are you dreaming of a lifestyle that doesn't include being in an office and you being able to make your office any coffee shop in town? If you achieve your desire and your revenue goal, what will life be like?

I own my business so I can (D) by generating (R) so that (L).

Here are some examples:

- I own my business so I can stay home with my daughter by generating \$5,000/month in income, so that I can have a balanced life on my own terms.
- I own my business so it can free my wife up from working by generating \$3,000/month in income, so that I can create the family lifestyle I always desired.
- I own my business so I can buy my first investment property by generating \$2,000/month in income, so that I can start creating passive income through real estate.

Now it's your turn...

I own my business so I can

by generating

so that

BUSINESS PURPOSE STATEMENT

Earlier this week you constructed your first Owner's Purpose Statement. It is important to establish what your business can do for you but it is just as crucial for you to clearly define what your business will do for your customers. After all, without customers you my friend do NOT have a business.

(Business Name) is a (identify the type) that helps (describe who you serve) solve (x problem) so they can (name their dream outcome)

Now let's take a look at the puzzle pieces that make up your Business Purpose Statement:



Examples:

- **PIPA** is an online business that helps faith based entrepreneurs unlock their god given expertise so they can create a business that is purposeful and profitable.
- **Etsy** is an online marketplace that helps artists turn their creative passions into a business so they can bring their gifts to the world.
- **Nike** is an athletic apparel company that helps athletes make groundbreaking strides so they can expand human potential.

BRAINSTORM YOUR BLANKS HERE

IDENTITY	PEOPLE YOU SERVE	PROBLEM YOU SOLVE	YOUR CUSTOMER'S DREAM

NOW, BOIL IT DOWN AND COMPILE YOUR FIRST BUSINESS PURPOSE STATEMENT

_____ is a _____ that helps _____ solve _____ so they can _____

MODULE

2

People

LESSON 1 · THE FISH FOR MEN FRAMEWORK

LESSON 2 · HOW TO TURN FOLLOWERS INTO FAMILY

LESSON 3 · HOW TO WRITE PERFECT CONTENT AND COPY FOR YOUR PEOPLE

LESSON 4 · 12 WAYS TO BUILD YOUR EMAIL LIST

LESSON 5 · #1 KEY TO MOVING YOUR PEOPLE TO ACTION

HEY FRIENDS, WELCOME TO MODULE TWO!

This is one of the most critical modules in Profit in Purpose Academy.

Why, you ask?

From the moment Jesus came to the Earth to the moment He ascended to Heaven, He had one focus! This one focus was the key theme throughout His entire ministry that I believe was the reason for His success.

He was obsessed with serving people.

He made people the central focus of everything He did.

When He came to earth — It was about the people

Every miracle He performed — It was about the people

Every parable shared — It was about the people

Laying down His life to save ours... Yep, you guessed it

IT WAS ABOUT THE PEOPLE

It's paramount for you to truly understand the value in serving people and the practical tactics to doing it with excellence.

You have already done so much work in the last module to uncover your business identity and purpose and in this module we're going to continue the journey.

Over the next few lessons, I'm going to be walking you through the exact strategies that we've used in our business to make sure that every single day we are finding the right people, converting them into customers, and causing them to ascend up our value ladder. This is how you move people from fans, to followers, and then to family!

I can't wait to take you through this process, so let's get ready to dive into Module Two.

See you there!

Jamal

LESSON 1
THE FISH
FOR MEN
FRAME
WORK

THE FISH FOR MEN FRAMEWORK

Don't you love how the word of God gives us insight into how to do things in every area of our lives? We find in Matthew 4:18-20, Jesus doing something very groundbreaking. He says to his disciples, "Hey, you've learned how to fish, but now I want to teach you how to fish for men." And within this breakdown, we can begin to gain insight into what it's going to take to have the mindset that you need to build a successful audience of people who are going to become your customers. The first thing that we see when Jesus invited



these men to become fishers of men is **He knew that they understood delayed gratification.** You have to be okay with not having immediate rewards. See, when the fishermen were fishing in Jesus's day, they knew when they cast their nets, that they may not catch anything immediately. They already had the mindset of perseverance. The same goes with building an audience. You have to have the mindset that "I'm in this to win it. I'm not gonna stop until I catch something." When you first start showing up on social media, or start building an email list, persevering is important. So the first point, the first mindset you have to have is "I am okay with not having an immediate reward. I am okay with delayed gratification." And number two, you must understand that **the fishermen were already used to working long days and long nights.** They were not in it for convenience. As you begin building your audience, I'm going to tell you right now, it's not going to be easy and there will be long days. I remember the days of working my 9-5 and then coming home and going live on Facebook, or creating content sitting in my little office when I would rather be doing something else. It's getting hot in here but I know you can handle the heat! This second mindset is embracing long days. The sacrifice

will be worth it and God sees your effort! When Jesus walked up to the fishermen in this story, **they were mending their nets.** What does that give us an indicator of? They understood the



value system in repairing their nets in between casting. Number three in the fish for men framework is the importance of the mindset in mending your nets. See, when you're going through the process of creating emails, copy, and content you should expect that everything will not land perfectly. No, you're gonna do what the disciples did. You're going to mend your nets — you're gonna tweak your content, learn from what works and what doesn't and bring it back each time to "mend" it. You have to have a mind of experimentation and remain curious. If at first you don't succeed, try, and try again. When I first started creating content in my business, I wasn't getting any likes. I wasn't getting any shares. I wasn't getting any follows. But over the course of the years, as I dialed in my content, as I learned how to speak to the pain of my audience now, many years later, I don't have a post that doesn't have thousands of likes and hundreds of comments, but that's not where I started. It took me, mending my nets, improving my content and really paying attention to people's responses.

You have to be okay in the very beginning that potentially you will suck. I know you may say "Jamal, but I don't wanna suck." As Brené Brown so eloquently says, "embrace the suck!" Going and growing through this process is going to make you better and a better you results in better content. And finally number four, **go where the people are.** The last thing that we can learn from the fish for men framework is that they did not wait for the fish to come to them. They went to where the fish were. They scheduled their days around the fishes schedules. This is so key and you've already begun to do this by choosing

to have a business on the internet. The internet is the perfect place, because there are millions of people spending millions of hours there every single day. Now it's your turn to find out where on the internet they are spending their time. What social media platforms are they using? This is very key that you find where



your people are and you go to them and you do what is necessary to be able to attract them so you can serve them. I don't care how good your product or service is, if nobody knows about it, it's not actually helping anyone. Now, these points are all about mindset to make sure you are having the correct perspective each step of the way. You can draw back on these points to help you keep going. Don't quit. Don't give up, you got this!

FISHERMAN HABITS

BUSINESS CONCEPT

EXPECT DELAYED GRATIFICATION

Fisherman were acquainted with the idea that after casting their line or net, that it may be silent for a while. They may or may not catch anything that day. They may have to wait but eventually they will catch something if they continue to show up.



Give your business time before expecting results.

Gaining momentum can be difficult sometimes. Building a business, requires experimentation. Your people may not come immediately, figuring out your process, or striking gold on your offer may take some time but you will figure it out if you continue to show up.

COMMIT TO LONG DAYS AND NIGHTS

Fisherman were used to working for long hours at a time, often at night as it was harder for the fish to see the net, which led to bigger catches.



Pace yourself for the days ahead.

While building your business, you may have to work your main job for income until maximizing the cash flow on your business. You may have to invest extra time learning or practicing your craft — or serving your people.

MEND YOUR NET

Mending their net was a daily task that fisherman did in order to make sure their tools were in good condition. Rocks, debris, and overall wear and tear could cause weaknesses in the nets that without close examination, might be overlooked.



Examine what is working and what isn't working.

It's easy to turn on autopilot and continue doing the things that seem to be working but it's important to factor in time to check in with your people, look at your processes, check the data and the industry to make sure you're maximizing your

GO WHERE THE PEOPLE ARE

Fisherman went where the fish were. If they saw that the fish were not biting in a particular area, they would move around, going further or casting deeper in order to reach where they were.



Show up in the spaces where you're people are instead of only doing what's most convenient for you.

The fish weren't looking for the fishermen, but the fishermen were looking for the fish — so they had to make themselves available to wherever the catch was.

On their preferred social media platforms

Maybe moms with school-aged children are on Pinterest more than Facebook

At their events

Maybe corporate partnerships are better served in person or through a direct point of contact over LinkedIn

LESSON 2
HOW TO
TURN
FOLLOWERS
INTO FAMILY



FIND. CONVERT. KEEP

I've mentioned this before but it's worth mentioning again because it's the truth...*It doesn't matter how amazing you, your products or your business is if nobody knows that the business exists!*

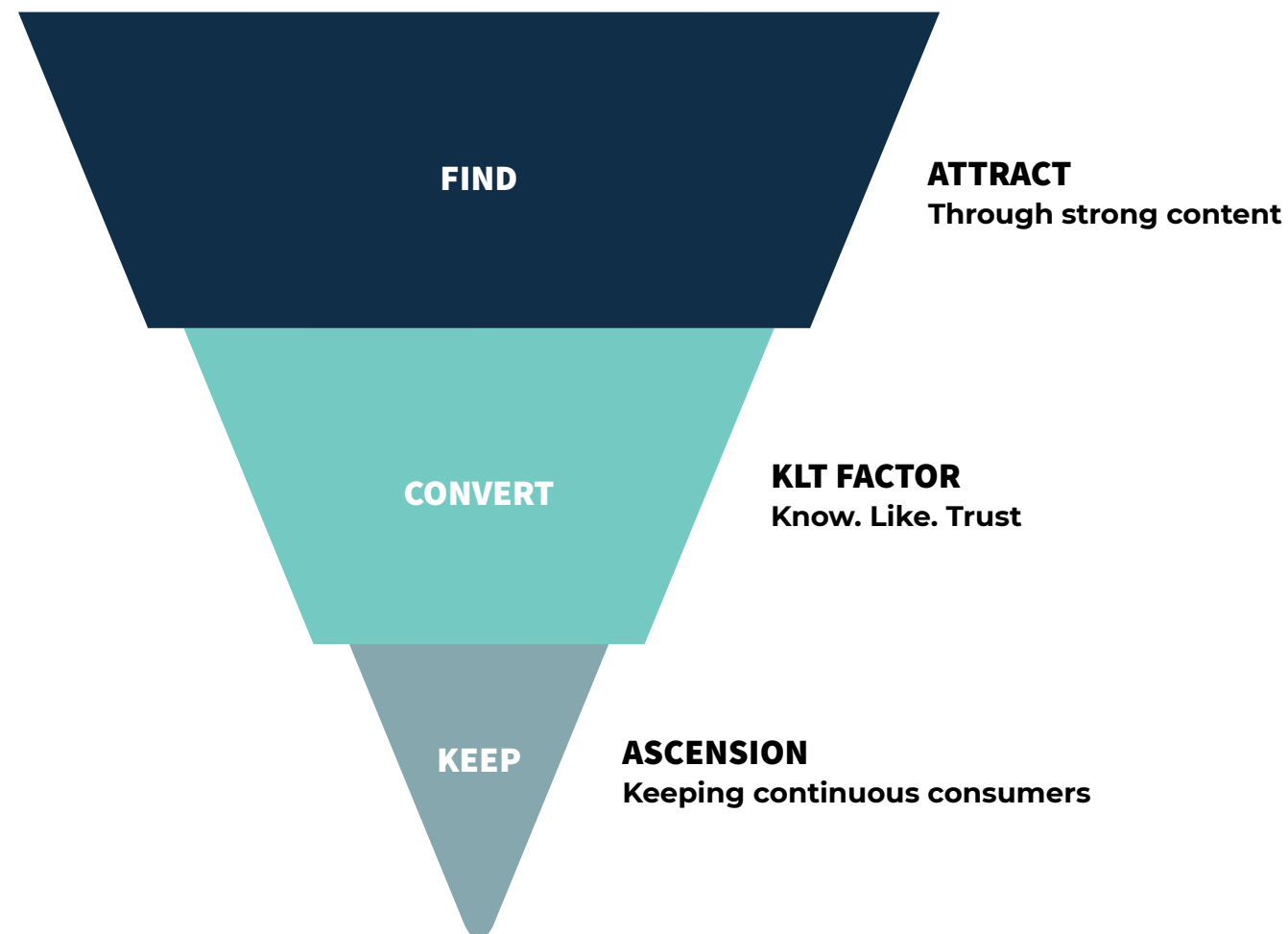
In the next few activities we're going to be addressing how to fix that problem.

In Lesson 2, I introduced the concept of Find → Convert → Keep.

Our example of that is Jesus. He was the King of attraction marketing. Wherever He went, people were attracted to what He was doing and saying. Why is that?

- 1** He showed up where they were, performed miracles, and served their needs. He was **finding them** by attracting them to Himself.
- 2** He was **converting them** to followers as they continued to spend more time with Him and consume His content.
- 3** He made the really committed ones His disciples and they were faithful to Him for life. He was able to **keep them** and they became family.

Let's take a deeper look at each one of these concepts in the next few activities



PILLAR CONTENT GENERATOR

How do I know what my PILLAR content is??? Lucky for you, you're in PIPA and we got you covered. We're going to generate your pillar content in three simple steps.

First, we will list out 10 topics or ideas that you LOVE to talk about. These are the things that you could go on and on for hours about, you don't need a script or an outline, you just flow.

Second, we will take that list of 10 and see if we can batch them together into 3 main categories. So if you have a business teaching on how to build generational wealth maybe you're noticing that you focus on 3 concepts like mindset, investment strategies, and financial literacy. Those would be your main pillars and areas of focus.

Third, we will take each of those 3 pillars and create sub pillars for each one. Let's take the investment strategy pillar for example. Maybe some of the concepts you could teach would be stocks and bonds, how to work with a FA or FP, tools for strategy, the best companies to invest in etc.

From these 3 simple steps you'll have clarity on your pillars AND countless ideas for content on your website, email campaigns, social media, podcasts and youtube channels.

List 10 things you love to talk about (within the context of your business)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____



What are the 3 main categories you see represented in your list of 10?

1.

2.

3.

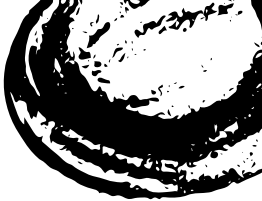
Within these 3 categories (now let's label them pillars) what are some subcategories or sub pillars under each category?

PILLAR 1	PILLAR 2	PILLAR 3
SUBCATEGORIES		

And just like that you have your PURPOSE PILLAR content!



KLT



What does it take to convert? It's all in your KLT!

Once you spend the time to attract people to you, it's then your job to walk them into the next phase of the journey. It's time to convert them by focusing on the Know, Like and Trust factors.

If your potential customers are following you on Instagram, or wherever they uniquely are, you have to make them feel like they know you so that they can like you and eventually trust you. This is a process — and one that doesn't happen overnight.



KNOW

Your customers need to know you exist. Show up on platforms they spend time on. Be consistent.



LIKE

Offer a masterclass or challenge so they go to the next level with you. Nurture the relationship with your emails



TRUST

This happens after they have followed you, liked what you had to say attended your webinar and are buying your core offer.

Is there a brand you love so much that whenever they release a new product, you don't even need to know all the details you just hand over your credit card? That's how I am with Apple products, which is the Lord's phone. He would not be showing up green in my text messages. (4 of y'all just unfollowed me on Instagram)

You can learn a lot from examining *Find* → *Convert* → *Keep* examples in your own life.

What brand do you KLT and are committed to?

When were you first introduced to them?

What makes you so loyal to them?

Take a moment to brainstorm how you can take your responses and put some ideas down of how to create that kind of loyalty within your brand/business:



PIPWORKSHEET 9
KLT PLANNER

STEP 1 — CREATE A GAME PLAN

I want you to brainstorm 10 ways you can help your potential customers get to know you, 10 ways for them to move into the “like” phase, and 10 ways you can develop trust with them. By the end of this exercise you will have a clear gameplan to take a potential customer to a solid customer.

KNOW		LIKE		TRUST	
1.		1.		1.	
2.		2.		2.	
3.		3.		3.	
4.		4.		4.	
5.		5.		5.	
6.		6.		6.	
7.		7.		7.	
8.		8.		8.	
9.		9.		9.	
10.		10.		10.	

STEP 2 — DISCOVER WHERE THEY ARE

Knowing where your customers are spending the majority of their time will save YOU a ton of time and energy! Are they on Facebook? Instagram? LinkedIN? Pinterest? What type of content can you give them on a weekly basis? Maybe a FB live every week? Or a weekly workout schedule on Pinterest?

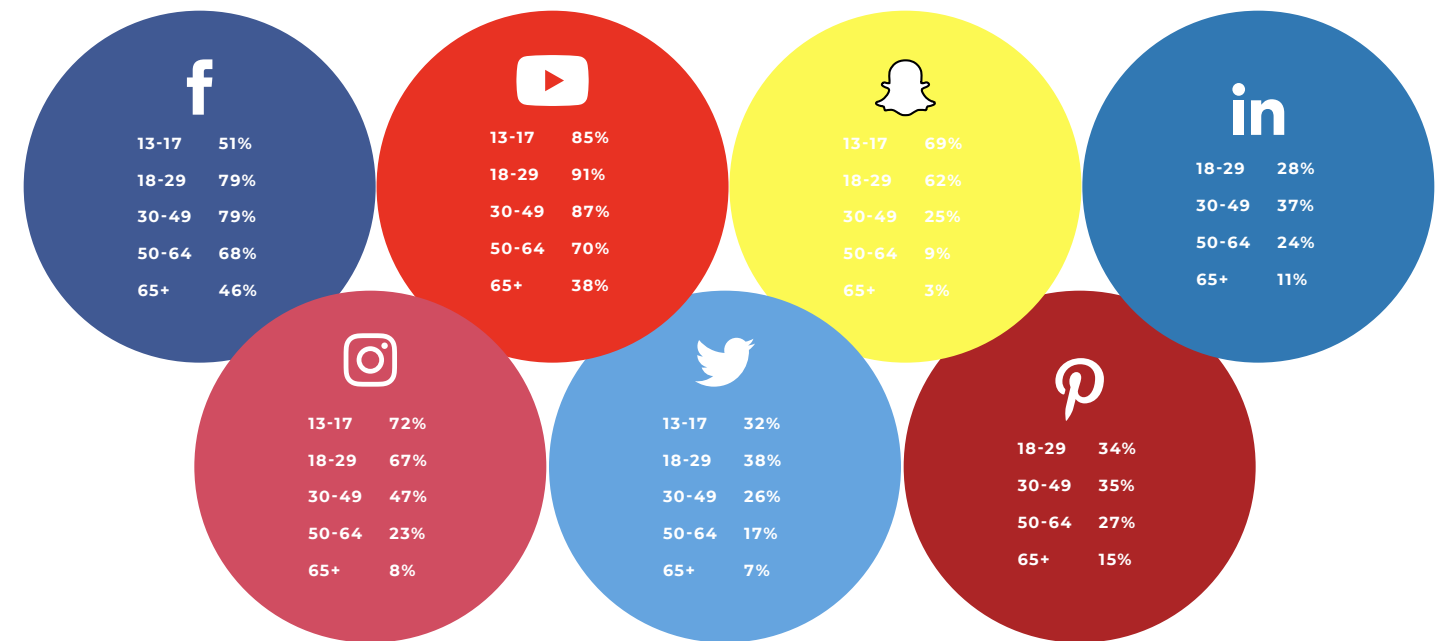
If you are creating content and providing value on Facebook all day every day and your customers are 25 year old females who are single and killing it in their professional lives, you’re missing out on actually serving them. Why? Because their eyes are looking at Instagram all day and haven’t been on Facebook in weeks.

How do you know where they are?

First, you can do some research and ask the prophet Google! He is usually pretty spot on. Second, you can ask them directly when you’re doing your DDS’s or chatting with them on a 1:1 call. Third, you can check out this cool chart we made for you.

Either way, take some time and make sure you’re on the right platforms!

CHECK YOUR GO TO PLATFORMS!



STEP 3 — PUT IT ON THE CALENDAR

Let’s put this into ACTION! Now that you know where you want your pillar content to go, it’s time to put it on the calendar.

Have you ever missed an appointment simply because you didn’t write it down or put it in your phone?

Think of your content calendar in the same way, SCHEDULE IT! Maybe you’re going to go live every Wednesday at 1pm on Instagram. I want you to **grab your physical calendar, or your phone and pop it into your google calendar.**

Put “IG live” on every Wednesday at 1pm, list the topic or guest you would love to have with you.

Keep this simple and make it realistic.

Let us know in the FB group when you are done with scheduling your first 30 days of showing up online.

LESSON 3
HOW TO
WRITE
PERFECT
CONTENT
AND COPY
FOR YOUR
PEOPLE

THE DDS

THE ANSWER TO YOUR CONTENT WRITERS BLOCK

Who's ready for the survey that revolutionized the content creation game for me?

If you said YES, then you're on the right page! Have you ever heard of a technique or tool that someone uses and it's so simple it doesn't seem like it should make THAT big of a difference?

One of my coaches shared this Deep Dive Survey (DDS) with me and when I first saw how straightforward it was, I assumed it wasn't going to be effective. Why do we do that? We think that content creation has to be complicated in order to be valuable. Sometimes the simplest things are the very things that change everything.

This survey brings you to the HEART of your customers' pain points by answering what we call the **Single Most Important Question, your SMIQ.**

Are you ready for it?

WHEN IT COMES TO (DREAM OUTCOME), WHAT'S THE SINGLE BIGGEST CHALLENGE, QUESTION OR FRUSTRATION YOU HAVE?

In the example of TOU, this would sound like "When it comes to finding the one, what is the single biggest challenge, question or frustration you have?"

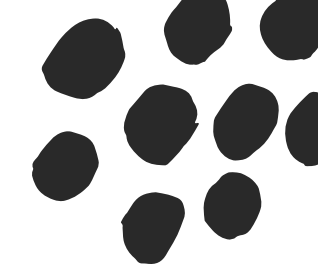
When you can compile hundreds of these surveys you will be shocked at how much content you will be able to produce.

Your content shouldn't come from your mind, it should come from your market.

Are you ready to never say "I don't know what to write" ever again? It's time!

PIPWORKSHEET 10

THE DDS GUIDE



The 4 simple questions of a DDS

- **Age** What is your age range?
- **Gender** What is your gender?
- **SMIQ** When it comes to (dream outcome), what's the single biggest challenge, question or frustration you have?
- **Follow Up** Ask to follow up with the surveys you feel like answered the SMIQ with depth and you'd like to connect further with them. Message them and say "thank you for filling out this survey, would you be willing to jump on a zoom for 15 minutes because I'd love to ask you a few more questions"

STEP 1 — PICK YOUR PLATFORM

I wanted to share my favorite 3 ways to create surveys and get them out to your PCA's. Depending on your aesthetic preferences these are 3 companies that do forms and surveys with ease and simplicity.

Typeform

Typeform

The best solution for those that place a high value on design and aesthetics.

 **Google Forms**

Google Forms

Quick and easy solution for those that may already have a Gmail account.

 **SurveyMonkey**

Survey Monkey

The best solution for creating customized survey options.

STEP 2 — DECIDE ON YOUR CRM

CRM stands for Customer Relationship Management. This could be as simple as an email marketing platform like Flodesk, Mailchimp and Active Campaign OR it could be a more robust platform like Honeybook, Keap or Dubsado.

 **mailchimp**

Mailchimp is a basic email marketing platform and a great option if you like to keep things simple!

flodesk

Flodesk is perfect for the beginning entrepreneur who places a STRONG value on the aesthetics of how your emails look

 **ActiveCampaign**

Active Campaign is a great step above MC and Flodesk because it adds additional features like marketing automations and more robust CRM tools.

These are just a few of the many CRM and email marketing companies out in the marketplace. Youtube is a great search engine full of video tutorials to give you an idea of the user experience for each one.

Your tools are meant to be just unique as you are!

STEP 3 - LAUNCH YOUR SURVEY

After you create your survey, and pick your email marketing platform you are now ready to launch and send your Deep Dive Survey to your list of friends, family, and current customers/subscribers.

But what do you say in the email?

Here's a very simple email template that you can use...You will want to add YOUR FLAIR AND PERSONALITY to it!

SUBJECT: I have a question for you

Hi [name],

I would love to know a little more about your unique situation when it comes to [_____].

I will be creating [new content/a new product/a masterclass/a 3 day challenge/an IG training series] over the next month and I want to tailor it to YOU and help you overcome any barrier or frustration you might be encountering right now.

Please click the link below and take a 4 question survey to help me learn your single biggest challenge when it comes to [_____].

I will read each response with care and will work on developing content customized for you!

[Insert your link to you DDS]

I am so grateful for you and I cannot wait to read your response!

DDS ANALYZER

A tracked number grows and we want to GROW!

Now that your DDS is complete, you're going to start looking for similar answers and create a "bucket" for the most popular responses/frustrations.

What do I mean by buckets? Well let me give you the 4 buckets we developed from our DDS when we sent it out to singles. In their simplest form these were the 4 most common responses and therefore became out 4 key buckets:

TOU BUCKETS	LIST YOUR BUCKETS
<ol style="list-style-type: none">1. Never been in a relationship2. Just got out of a relationship3. No godly potentials around4. Not ready to date	

Once you have at least 50 responses you should be able to start seeing some commonalities. Ideally though, you want closer to 250 responses to truly get a SOLID 4 buckets.

Depending on the software you choose, you can see compiled results of the most common results. Whether a graph, or a spreadsheet, this will give you a good starting point to see the trends amongst your audience.



LESSON 4
12 WAYS
TO BUILD
YOUR
EMAIL
LIST

12 WAYS TO BUILD YOUR EMAIL LIST

WHY EMAIL MARKETING IS STILL THE ANSWER

I'm going to say something you might not want to hear, or read...email marketing is STILL king. Why? Because it's land that you own and not land that you rent. If Facebook or Instagram were to go away tomorrow, would you still have a business? If your answer is no then you have a social media brand, you don't have a business. That hurt! I know, but I only say it because I care. In PIPA we want to see you build something that will last and I can't in good conscience not teach you the importance of building your email list.

It's how I started TOU and how we built the entire Miller Media group. This beast was built on the shoulders of our email list. If I told you your next 7 million was in your list, would you build it? I think so!

HERE ARE 12 DIFFERENT WAYS TO BUILD YOUR LIST

Free eBook



A quick and easy way for you to deliver a chunk of content that speaks to your customer's pain point

Podcast



This could be starting your own or being on someone else's podcast, it allows an audience to connect to your voice. At the end of the episode you offer something of value in return for their email address (you could offer your free ebook)

YouTube Channel



We live in a visually stimulated world and there is so much power and potential in having a YouTube Channel. You don't need fancy equipment to make this happen, if you have an iPhone you can make this happen,

IG/FB



Going live on your social platforms with a call to action. Link on your stories after you share value.

Your Website /Blogs



This may be an obvious route, but having a place for people to get on your email list is crucial to have on your website and any blog posts.

Webinar



This is 60 minute training on a solution you provide. It grows your email list and grows your bank account because you can pitch your product at the end. We have an entire module coming on, because this is how I built my business.

Masterclass



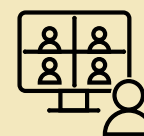
It can be similar to a webinar but you invite your audience into a 3 day masterclass where you sell on day 3, not right after like on the Webinar. (Information driven)

5 Day Challenge



Similar to a master class however its more action driven (example: 5 days of praying for your future spouse)

FB Group



Managing a group or being active in other's Facebook groups.

Be a Guest



On other people's platforms (podcast, stages, blogs). Ask to offer a product or a freebie

Quiz



Create a quiz to draw people in. It's fun and they get their results by signing up for your email list. (example "Are you called to be an entrepreneur quiz" which many of you took)

Bible Study



Host a Bible Study for those that join your list

Important: Am I telling you to do all 12 tomorrow? NO! In fact, on the next page is a quiz to help you decipher what might be the best 3 for you to start with or focus on.

EMAIL LIST BUILDER QUIZ

Do you need some help deciding on where to start with choosing from the 12 ways to build your email list?

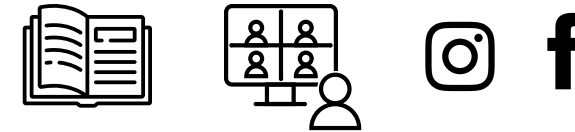
Answer the following 6 questions to narrow down the best 3 ways to start building your list!

ANSWER VALUES	1	2	3	4	5
What is the current size of your email list?	0-100	101-500	501-2K	2,001-5K	5K+
Is your main market 1 of the top 3 in the Information Age? (Wealth, Health, Relationships)	No		Yes		
How many followers do you have on your most used platform? (FB/IG/Pinterest/LinkedIn/Twitter)	Under 1K	1-3K	3-6K	6-10K	10-25K+
Do you already have a Podcast or a Youtube Channel with 100+ subscribers?	No		Yes		
Do you have a product or service already?	No		Yes		
Do you have an online course ready to sell?	No				Yes
TOTAL POINTS FROM YOUR ANSWERS:					

ANSWER KEY

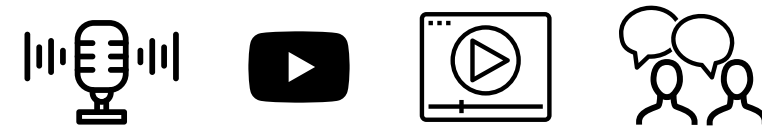
Your best 3 starting options would be:
EBOOK/FB GROUP/IG AND FB

6-10



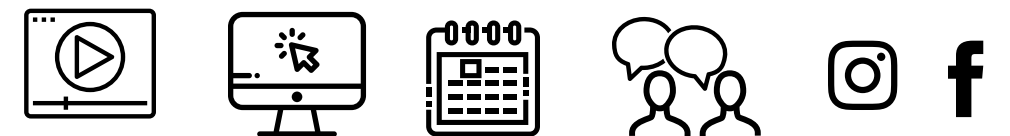
Your best 3 starting options would be:
PODCAST OR YOUTUBE/WEBINAR/BE A GUEST

10-15



Your best 3 starting options would be:
WEBINAR OR MASTERCLASS OR CHALLENGE/ BE A GUEST/IG OR FB

16+



You are not limited to these suggestions. If you want to do a Webinar and you don't have 10 points, do a webinar! Trust your instincts!

LESSON 5
#1 KEY TO
MOVING
YOUR
PEOPLE
TO
ACTION

#1 KEY TO MOVING YOUR PEOPLE TO ACTION

FOUR WORDS THAT TRIGGER AND UNLOCK EMOTION IN MARKETING

1

NEW The emotion of something that is exciting and creates curiosity.
“We have a brand new approach to dating that’s never been heard before”

Additional words that invoke “new”: BREAKTHROUGH, REVOLUTIONARY, GROUND BREAKING, DISCOVERY, GAME CHANGING, REVEALED, EXCLUSIVE, PROPRIETARY, PATENT

2

EASY The emotion of something that is effortless -everyone wants to push a button.
“This is easier than what you’ve been doing”.

Additional words that invoke “easy”: SIMPLE, STRAIGHTFORWARD, EFFORTLESS, PAINLESS, BREEZY, CLEAR, DISTINCT.

3

SAFE creates the desire for something to be guaranteed. How does it create safety?
Testimonials, proof, guarantees.

Additional words that invoke “safe”: THIS IS WHAT HAPPENED BEFORE, WHEN I WORKED WITH ____ THIS IS WHAT HAPPENED WITH THEM., RISK FREE, CERTAIN, GUARANTEE.

4

BIG creates a sense of speed, execution, and quickness. “We just created an event that is one of the BIGGEST gatherings of singles that we’ve ever had before.” The BIGGEST sale we’ve ever done”

Additional words that invoke “big”: NEVER BEFORE, FIRST TIME, YOU’LL NEVER SEE THIS OFFERING AGAIN, ONE DAY ONLY, MONUMENTAL, NEVER BEFORE SEEN!



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