



MOVE *to*
MILLIONS®
LIVE EVENT



BUSINESS SUCCESS COACHES



EXPERT COACHES



OTHER KEY TEAM



MOVE TO MILLIONS®

HUDDLE LEADERS & AMBASSADORS

Check the **WORD** on your badge for your Huddle Leader.
Check for one of 6 **COLORS** on your badge for your Ambassador.

MANDATE



Ashleigh (pink)

MASTERY



Kelly (green)

MAVERICK



Fred (orange)

MERIT



Shinika (purple)

MESSAGE



Holly (blue)

METRICS



Jill

MILLIONS



Lakisha

MISSION



Bridgett

MONUMENTAL



Nefateria

MOMENTUM



Veronica

MONEY



Sherrell

MOXIE



Crystal



GET THE MOST OUT OF MTM LIVE

- Be fully present
- Avoid making casual covenants
- Participate, share, laugh
- Be open to each move
- Avoid the IAKT Syndrome
- Ask your questions in the room
- Leverage this powerful community



EVENT LOGISTICS

- Be on time to each session
- Social Media Hashtag:
 - #MovetoMillions2024 or #MTM24
 - **The person who posts and tags me the most will win a prize on day 3**
- 20-30-minute breaks following every session
- Lunch 12:30 - 2 pm Days 1 & 2
- If you need help, ask my team



MY INTENTIONS FOR YOU

- Build a long-term relationship with you
- Have fun, laugh and make MOVES together
- To create even more success stories
- Partner with you so you stop compromising & settling
- Radically dismantle your fear and limiting beliefs
- To show you how to make the millions God has pre-ordained for you



MY INTENTIONS FOR YOU

- Expose your gap(s)
- Give you permission to surrender so you can access all you desire
- Help you to align to the multi-millionaire in you
- Move you confidently & courageously to the multi-million-dollar CEO and multi-millionaire calls on your life
- Show you how to expand your capacity for wealth and abundance



MY PROMISE TO YOU

- This is a safe space
- My team and I will be fully transparent
- I have been praying and fasting for you
- I'm holding the space for your biggest MOVE yet



WHAT YOU NEED TO LEAVE BEHIND

- Doubt
- Fear
- Toxic friends & family who can't imagine life at the next level
- Lack of focus
- Lack of effort
- Desperation Energy

IT'S ALL LACK

WHAT WOULD
ABUNDANCE
DO?

WE DON'T CREATE ABUNDANCE.
ABUNDANCE IS ALWAYS PRESENT.
WE CREATE LIMITATION.
ARNOLD PATENT

WHY WE ARE HERE

- Black women entrepreneurs are the fastest growing segment of business owners in the US
- They have the most advanced education and degrees
- YET they are making the least...
- Avg Black Woman Owned Biz Does \$47,000/ Year
Vs \$192,600 For White Women (Wells Fargo)

WHY WE ARE HERE

- 4.2% Of All Businesses Do 7 Figures A Year (SBA)
- 2.35% Of Service-Based Businesses Hit 7 Figures (SBA)
- 1.9% of ALL Women Hit 7 Figures (Amex)
- .5% Of Black Women Hit 7 Figures (Amex)
- 80% of black owned businesses fail in the first 18 months (Pew)

WHY WE ARE HERE

- 52.1% of black owned businesses are run by women (Wells Fargo)
- Only 3% of black women owned companies mature and survive longer than 5 years (Forbes)
- 14.8% of all women-owned businesses are run by black women
- 44% of black women owned businesses use their own money to start or grow their venture
- 7% of black owned businesses have 6-10 employees compared to the national average of 12% (Fundera)



WHY WE ARE HERE

- 58% of black owned businesses consider the health of their business “at risk or distressed”
- Less than 1% of black businesses get access to capital and funding to grow and scale
- 17% of black owned businesses do not have employees
- 78% Of Those Who Hit 7 Figures Can’t Sustain It Year Over Year

THAT STOPS NOW



WHY WE ARE HERE

- 100% of our clients make MORE than \$47,000 in a year. Most do it in a quarter, month, week, day and/or hour
- 100% of our clients shift the trajectory of their life and business in our community
- 88% of our clients grow by 50-200% in a year
- 10-20% of our clients cross the million-dollar mark each year

WHO'S GOT
NEXT?!

IT TAKES MONEY,
POWER & RESPECT
TO SHAKE THE
PLANET

STARTED FROM THE
BOTTOM...

DECEMBER 17, 2004

SEPTEMBER 30, 2007



DECEMBER 1, 2008

JANUARY 24, 2009

2009: \$88,000

OCTOBER 10, 2010

JANUARY 1, 2011

\$145,672.89



2012

\$273,286.66



2013

\$569,794.25



MAY 6, 2014

\$1,301,587 IN 3 DAYS
\$1,869,794.25 AT YEAR END



2015



\$2,309,194.85

LIQUID NET WORTH > \$1M

2016



\$609,437.22



2019

\$959,127.38

2020



\$1,097,182.64
NET WORTH > \$5M

2021

\$2,000,342.40

INC. 5000 #1209

2022

\$3,700,342.88

INC 5000 #1103

NET WORTH > \$10M

2023

\$3,200,342.88

MORE PROFIT DESPITE
LESS REVENUE



MINDSETS I MOVED TO

- I am worthy + created in God's image
- I was created to be an answer / I am the answer people are seeking
- God desires wealth for me
- Stopped thinking like an employee
- I don't have to work hard to make money
- Find the shortcut
- Work on my whole self
- Business growth is not linear or all financial

EXPANDED MY
CAPACITY



IT'S TIME TO MOVE

- Into alignment & seeing yourself as God sees you
- Into your abundant birthright
- Into confidently articulating who you are & why no one does it better
- Into a streamlined high-end brand
- Into earning more without sacrificing anything

ARE YOU READY TO
MOVE?!

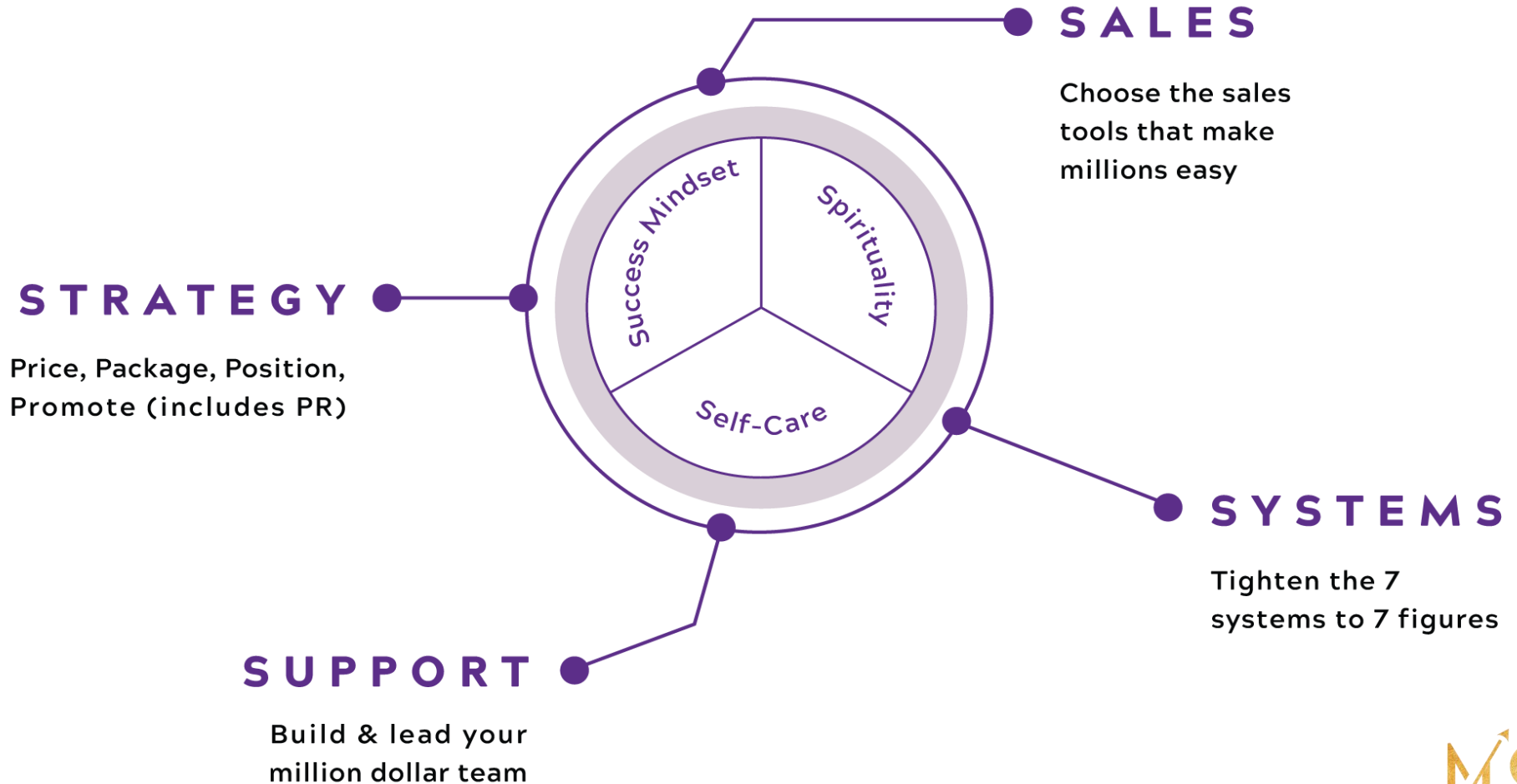


MILLION-DOLLAR INTENSIVES

- MINDSET OF A \$10M CEO
- Million Dollar Launch
- Sales Pivots for ANY Economy
- Million Dollar Systems Makeover
- Million Dollar Lean Team

THE MOVE TO MILLIONS® METHOD:

A proven formula to scale to 7 figures and BEYOND





MILLION-DOLLAR STRATEGY

- **Person** - your pinnacle client that you love to serve
- **Problem** - the challenge they have been unsuccessful solving on their own
- **Promise** - the solution you bring to market that gives them access to what they desire
- **Packaging** - developing the right high end offers that deliver powerful transformation to your clients
- **Pricing** - strategically pricing your services so that they are both compelling and profitable
- **Positioning** - crafting the right message so that you rise above the noise in the crowded marketplace
- **Promotion** - employing the right evergreen marketing and sales system to make your success predictable each and every month
- **Profitability** - setting your business up to make profit at the program level vs at the end of the year

QUESTIONS YOU'LL NEED TO ANSWER

- Have I up-leveled my ideal client?
- Do I understand their problem and greatest desires?
- Is my UVP clear?
- Do I have an offer suite that is highly leveraged and scalable?
- Is the foundation of my business (packaging, pricing, positioning, promoting, profiting) strong enough to start my move?
- Does my messaging consistently attract and convert my pinnacle clients?
- Which marketing strategy can I credit for 85% of my lead generation?

MILLION-DOLLAR MARKETING & SALES

SPICE
Audience
of One

Traffic
Source

Lead
Generatio
n

Marketin
g Opt-in

Nurture +
Convert
Sequence

Sales Tool

Offer

Enrollme
nt +/-or
Follow Up

Onboardi
ng

MILLION-DOLLAR SALES

- **Sales Tools** - your chosen way of closing sales
- **Sales Optimization** - automation and analysis to continue to strengthen the process
- **Sales Conversations** - the phases of the conversation that lead to conversion
- **Sales Follow Up** - your process when they don't close on the first interaction
- **Sales Analytics** - the data that helps you to project
- **Cash Flow** - the amount of excess cash each sale produces
- **Financial KPIs** - understanding the correlation between sales and financial indicators in a way that drives action in your company

QUESTIONS YOU'LL NEED TO ANSWER

- Which sales tool gets the greatest conversion?
- Have we optimized our sales process and infrastructure that supports new sales every week?
- Do I have a sales script that when leveraged in my sales suite brings me new clients consistently?
- Does my follow up system lead to sales in the suggested 5-12 attempts?
- What does our sales data offer to project sales and revenue?
- Do we have enough cash for the next 3-6 months if no new sales come in?

MILLION-DOLLAR SYSTEMS

- **Standard Operating Procedures**- process flows, procedures and roadmaps for every key task in your business
- **Standard Automation Procedures**- automation and analysis for every task that can be done by software
- **Client Management/Onboarding**- step by step how you bring on and end a client agreement
- **Operational Management** - your day-to-day management processes and actions
- **Legal Management** - the compliance and legal management processes
- **Financial Management**- overseeing all financial systems
- **Marketing Management** - overseeing full blown marketing campaigns
- **Sales Management** - overseeing your sales processes and systems
- **Talent Management** - your team development processes and systems

QUESTIONS YOU'LL NEED TO ANSWER

- Have I already begun to create the processes, playbooks and procedures that make our success predictable and duplicatable?
- Are any of the 7 systems nonexistent in my business?
- Do I have SOPs (written, audio, process flow and video) for each system?
- Have I determined where I can automate systems to save time?
- What tools am I leveraging to shorten my systems development?
- Do I systems reduce the amount of take required to perform any task?

MILLION-DOLLAR SUPPORT

- **Hiring & Onboarding** - process flows for building your lean dream team
- **Team Building/Development**- developing your team to perform at peak
- **Leadership** - both your development as a leader and finding leaders to run your company
- **Execution of Vision** - how you manage the vision and implementation
- **Cohesion and Culture** - creating an environment that is conducive to your goal achievement
- **Productivity**- get the most from your team without burning them out
- **HR Support** - bringing on expertise to help you manage the efforts of those in your employ

QUESTIONS YOU'LL NEED TO ANSWER

- Do I have the right support so that I am not the bottleneck in the business?
- Have I developed leadership skills to effectively manage the efforts of others?
- Have I thought through my org chart from my vision point to have a sustainable million-dollar company?
- For the team I have, are they clear about their role and KPIs?

MILLION-DOLLAR SELF-CARE

- **Mental Health & Wellbeing**- exercising your mind through various modalities
- **Diet/Exercise**- taking care of the only vessel you'll have in this life
- **Fun/Recreation** - creating an outlet that raises your vibration
- **Rest & Reflection**- taking time away to rejuvenate
- **Boundary Development and Adherence**- creating and enforcing boundaries that serve you
- **Physical, Emotional, Social, Spiritual, Psychological, Environmental, Financial Pillar Development** - making sure every area of your life is feeding your soul and not settling for anything less than God's desire for your design

QUESTIONS YOU'LL NEED TO ANSWER

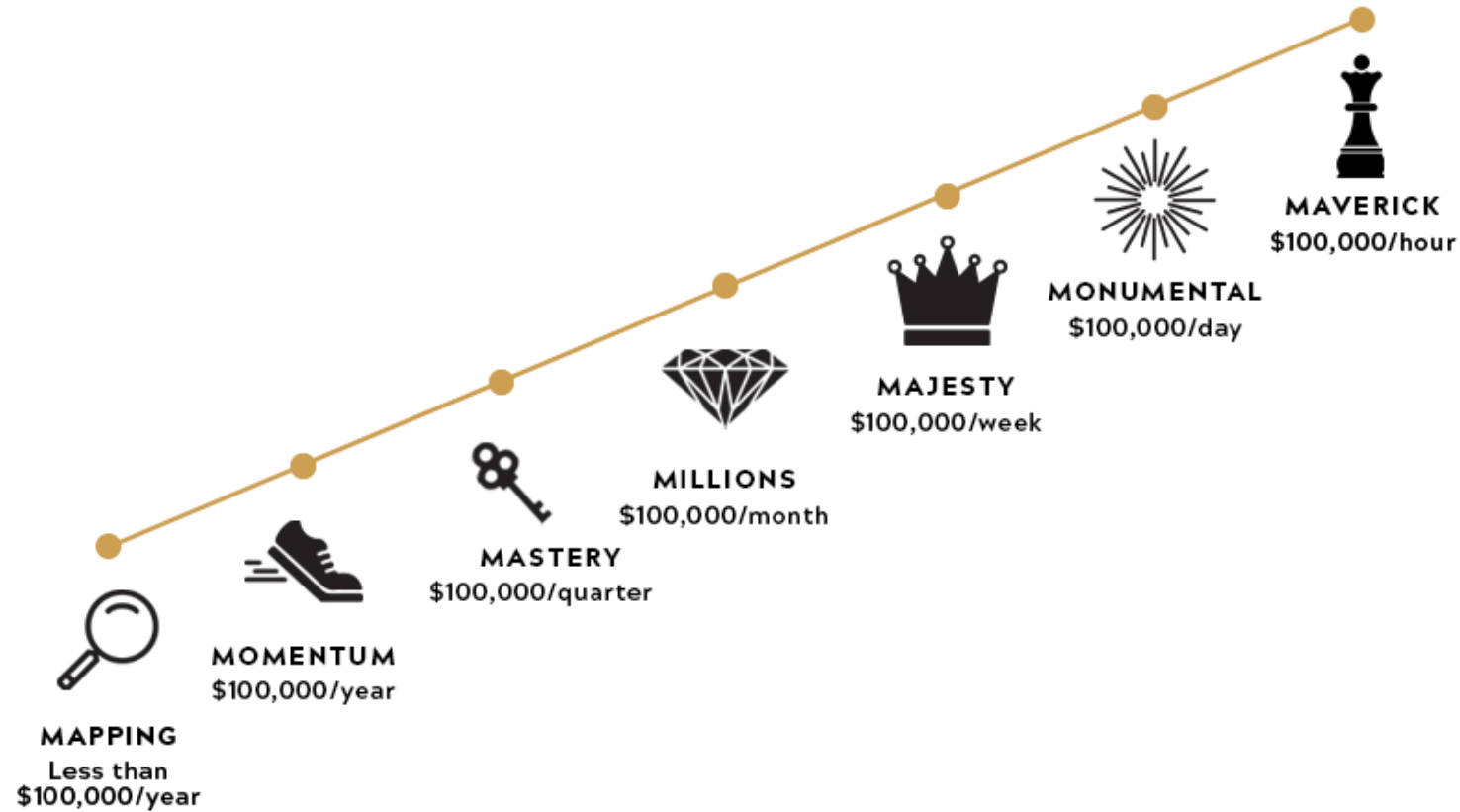
- Do I prioritize my wellbeing over and above my business?
- Do I have pre-determined/scheduled breaks that total a minimum of 6 weeks each year?
- Do I regularly schedule my appointments with healthcare practitioners?
- Do I have and regularly speak with someone about my mental health?
- Am I reinforcing my boundaries and securing my mask FIRST?

WE WILL GO DEEP ON THIS
THROUGHOUT THE EVENT

Success Mindset & Spirituality

WHAT'S YOUR MOVE TO MILLIONS

MILESTONE *marker?*



APPLY FOR YOUR

Live Business Makeovers

INCREDIBLE FACTOR
university[®]

Introduces...

HAUS
OF MILLIONS

MOVE *to*
MILLIONS[®]
LIVE EVENT

BUILD COMMUNITY

HUDDLES

MOVE TO MILLIONS®

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INTRODUCE YOURSELF

- Name
- Where you are from
- Why you're here
- Your big MOVE goal
- Today's covenant... I am

“God will let you live on whatever level you settle for.”

-Dr. Darnyelle Jervey Harmon

