

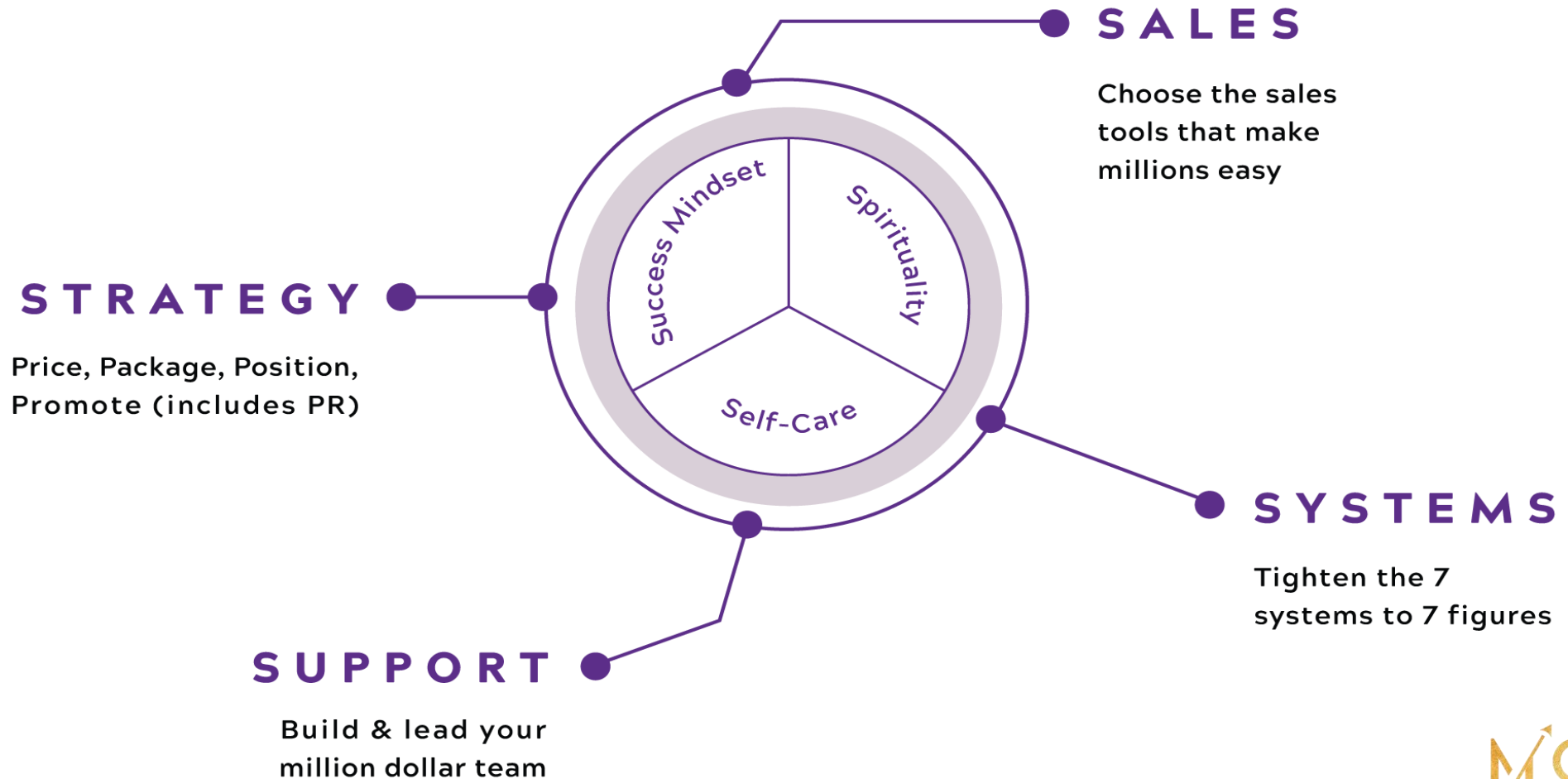


**MOVE** *to*  
**MILLIONS**®  
LIVE EVENT

**MILLION DOLLAR BUSINESS BLUEPRINT**

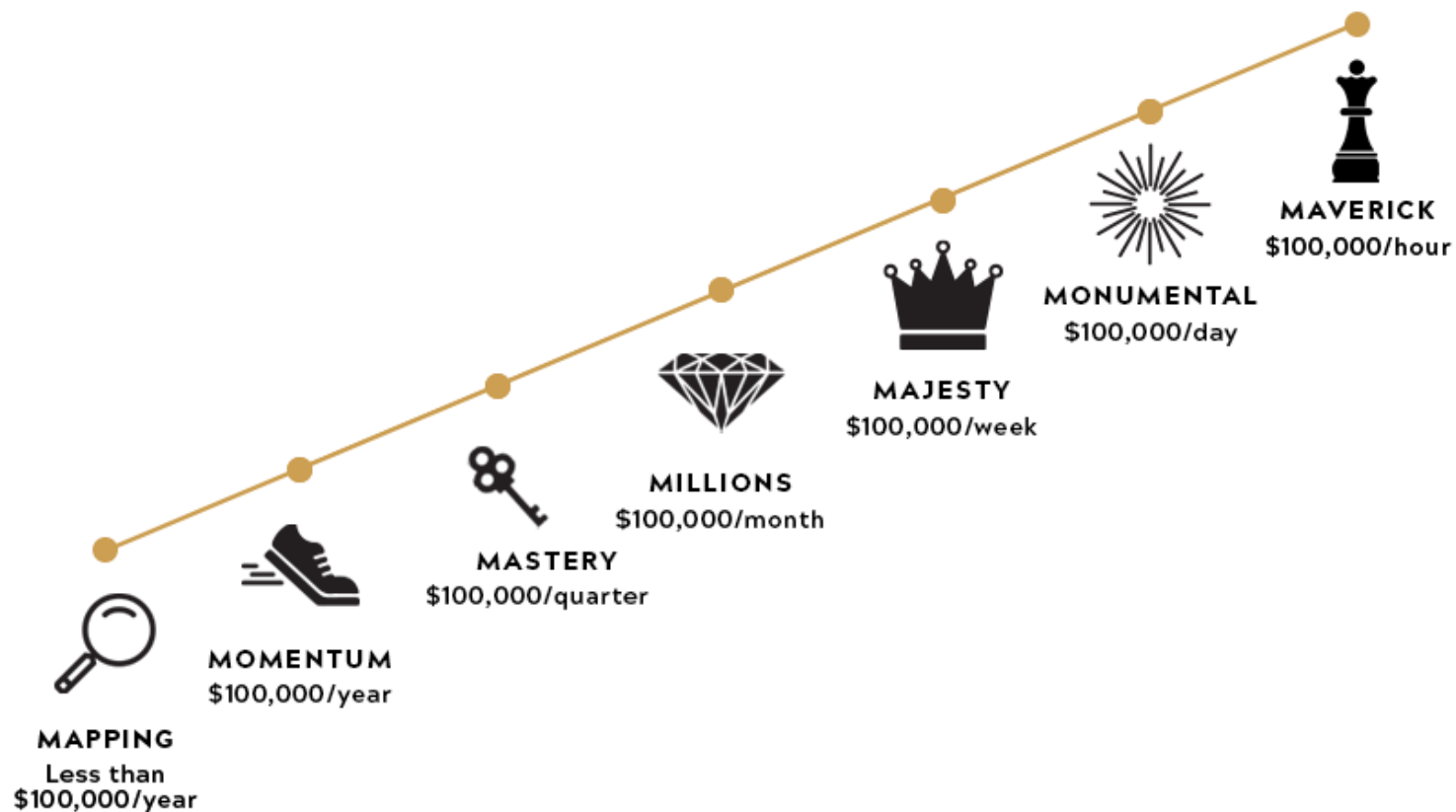


# THE MOVE TO MILLIONS® METHOD: *A proven formula to scale to 7 figures and BEYOND*



WHAT'S YOUR MOVE TO MILLIONS

# MILESTONE *marker?*



# MAPPING - <\$100K/YEAR

## WHERE YOU ARE

- You are trying to figure it out
- You are likely not yet full-time and struggle with consistency - of revenue, of opportunities, of leads, etc
- You are summoning the courage to go all in on your business idea
- Some might say it's not quite a business YET

## YOUR NEXT MOVE

- DECIDE
- Clarify your person, problem, promise, package, price, positioning and promotion
- Set aside time to establish the basics
- Bring on your first clients that demonstrate that you can do this

# MOMENTUM - \$100K/YEAR

## WHERE YOU ARE

- YOU are the business
- You're still trying to find your groove
- You're doing too much, with too many offers in too many price points (i.e. hustle)
- You likely experience some feast or famine energy in your business
- You spend time in limiting beliefs

## YOUR NEXT MOVE

- Clear strategy and offers
- The INCREDIBLE ONES
- Upleveled pricing
- Tighter messaging
- Consistent marketing
- Focus on sales activities
- Community to minimize the lulls and lonelies

# MASTERY - \$100K/QUARTER

## WHERE YOU ARE

- Running too many programs (you only need ONE to make the move to millions)/ misaligned offers & pricing
- When things get stale, you create something new
- Too much time in the business
- Tired and the money isn't worth how exhausted you are
- Some cash flow challenges because your pricing is off

## YOUR NEXT MOVE

- Focus on internal development
- Emphasis on mindset and embodiment
- Streamline your offer suite to focus on a signature offer ONLY (and raise rates)
- Dial in messaging and up-level ideal client. Put marketing, sales and onboarding automations in place
- Hiring a fulltime Exec Assistant and talent team member

# MILLIONS - \$100K/MONTH

## WHERE YOU ARE

- Money is not your problem, leadership and team are
- Missing upsells, down-sells and cross sells
- Still the main service provider for your program
- Too much time IN your business
- Only person driving strategy and key decisions

## YOUR NEXT MOVE

- Hiring management team and talent team
- Tighten messaging, marketing and sales (again)
- More leverage
- Systems, systems, systems
- Diversify client mix
- A new community

# MAJESTY - \$100K/WEEK

## WHERE YOU ARE

- Your systems are tight
- You are launching once or twice a month
- Leaky bucket syndrome
- You still have to show up to earn
- "Payroll" and operating expenses are high
- Only person driving strategy and key decisions

## YOUR NEXT MOVE

- More leadership so that things can run without you and your money is not tied to you being present
- Evaluate your offers - have they gone WIDE again?
- Shift team from contractors to employees for more ownership stake and leverage
- IP Protection and Licensing



# MONUMENTAL - \$100K/DAY

## WHERE YOU ARE

- Systems are tight
- Team is strong
- Brand is strong
- Still likely the face of your brand (which can be ok as long as team is doing the heavy lifting)
- Finetuning leadership team and bring on more VP or above team members

## YOUR NEXT MOVE

- Refine your systems
- Evaluate what is next
- Continue to develop your team
- Diversify your investments
- Tighten your financial management
- A new community
- Your legacy play



# MAVERICK - \$100K/HOUR

## WHERE YOU ARE

- You have the credibility, influence and impact to make money at any time
- Producing 6-7 launches each time w/o you
- Systems are tight
- Team is strong and handling the day to day
- Practicing self-care, taking sabbaticals

## YOUR NEXT MOVE

- Strengthening leadership and leaders
- Continue to develop your team
- Focusing on wealth plays and investment diversification
- Tighten your financial management
- A passion project or nonprofit
- Your legacy play
- New community

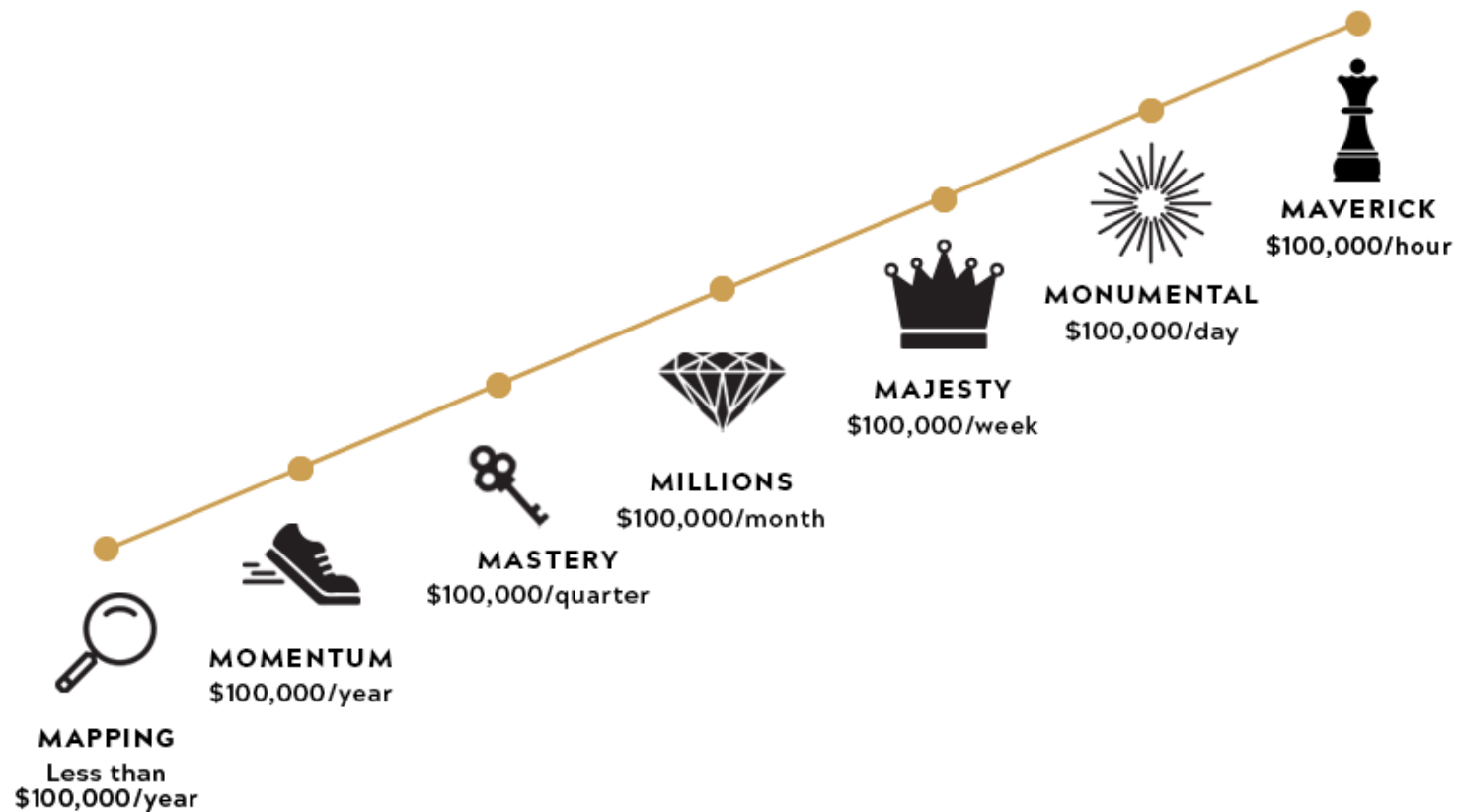
LET'S REVIEW

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# WHICH IS YOUR NEXT BEST MOVE?

WHAT'S YOUR MOVE TO MILLIONS

# MILESTONE *marker?*



FIRST, STEP

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Before You Make The Move,  
You Have To Make The Plan



# BEFORE YOU MAKE THE MOVE

- Why do I want to have a \$1M business/company?
- Is my money mindset in order? Does my mindset support my goal to make millions?
- Do I have a clear SPICE offer to solve a SPICE Problem?
- Do I have the support I need to make this move without hustle and grind? At home and at work?
- Have I thought through my financial plan?
- Am I already BEING the \$1M+ CEO

FIRST, DECIDE

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# MILLION DOLLAR BUSINESS VS MILLION DOLLAR COMPANY





# MILLION DOLLAR BUSINESS

- Serving 50 Clients Or Less
- One Signature/Select Offer That Is \$25,000 - \$50,000
- Clear Automated Business Success Formula
- Tight Operations, Systems & Automation
- One PT Service Provider On Team (plus you)
- Executive Assistant for Admin & Operations
- You Are Marketing, Sales & Service
- You Have A Great Paying Job With Flexibility

# MILLION DOLLAR COMPANY

- Serving 100s Of Clients
- Two Offers in Your Suite
- One Service Provider Per 30-40 Clients (you are not needed to serve clients)
- Executive Personal Assistant
- Marketing & Sales Team
- Operations Manager / Director of Ops
- Working Yourself Out Of A Job
- Free To Start New Projects, Thought Lead, Etc

WHICH DO YOU CHOOSE?

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# MILLION DOLLAR BUSINESS VS MILLION DOLLAR COMPANY



# BEFORE YOU MAKE THE MOVE

- Mentally
- Financially
- Operationally
- Personally

# MENTALLY

- Think, Act & Decide Like A Million-Dollar CEO Starting Now
- Continued Work On Mindset/Embodiment, Alignment, Surrender, Forgiveness
- Constant Reminders That You Are Worthy And Deserving
- Nervous System Support

# FINANCIALLY

- Tax Entity Review
- Family Meeting
- Financial Management Team
- Business Credit for Leverage / Access to Capital/OPM
- Business & Estate Attorney
- Insurance & Succession Plan
- Increasing rates and service delivery

ACCESS TO CAPITAL  
(FUNDING) GIVES YOU  
LEVERAGE TO USE TO  
POSITION YOUR BUSINESS  
FOR MILLIONS

# DEBT VS FUNDING

## Debt

- Liability
- What you buy doesn't make you money (i.e. cable, TV, car, handbags, etc)
- “Poor” people accumulate debt

## Funding/Access to Capital

- Asset/Tool
- Investment - what you invest in makes you more money. (real estate, art, business assets, mentorship, etc)
- Wealthy people/successful entrepreneurs leverage funding
- Other Peoples Money



# WHAT TO LOOK FOR IN FUNDING

- No pre-payment penalty
- Longer terms to pay back (2+ years)
- Quick access to funds
- Reasonable monthly payments
- Because of no pre-payment penalty, interest rate should not be a deal breaker

# OPERATIONALLY

- Infrastructure/Org Chart
- Business Success Formula
- Million Dollar Blueprint
- Systems and Software
- Standard Operation Procedures
- Work and Process Flows

# PERSONALLY

- Personal Belief/Raised Deserve Level
- Holistic support (internal and external)
- Community and/or Mastermind(s)
- Increase annual investments for personal and leadership development
- Invest 10% of your annual goal for mentorship and guidance to get to goal



# WHERE TO START

- Get clear on your WHY
- Hire a financial management team (CPA, Tax accountant/strategist, estate attorney, CFP/wealth strategist, business consultant)
- Create a strategic business plan
- Create a strategic financial plan
- Get clear about how you will leverage your business to become a millionaire

# HOW TO LEVERAGE YOUR BUSINESS

- Follow the *Move to Millions*® Method from your vision point not your vantage point
- Charge enough to create 10-30% profit that you can put into investments (we teach our clients to have a 60-80% profit margin)

EVERY MONTH

## EXAMPLE

- Signature Program that is \$35,000 (Select Offer)
- Costs to fulfill the program is \$15,000
- Profit on Program is \$20,000
- \$10,000 per program is investable
- 100 clients = \$1,000,000 in profit (leveraged to build assets and wealth in the next 1-3 years)

LET'S TALK ABOUT IT

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*What will you offer to charge substantially more than it costs to be able to profit big on every sale in your company?*



# HOW

- Up-level your ideal client & the SPICE Problem you solve
- Streamline your offer
- Keep expenses manageable
- Don't over inflate the program without raising the price to keep your profit in line
- Have process in place to move that money out of the business ASAP into investments
- Once the foundation is set, rinse and repeat





ARE YOU READY TO  
PREPARE TO MAKE THE  
MOVE?

(SHARE WITH YOUR  
NEIGHBOR)

# FOCUS

# 7 FIGURES THIS YEAR

- 2023 YTD Actual =
- 2023 Remaining To Hit 7 Figures =
- 12 Months June 1, 2023 - May 31, 2024
- Your Signature Offer Investment =
- Monthly Goal = (Remaining / 6 or /12)
- Daily Goal = (Remaining / 217.5 or 365)



# BACKING INTO YOUR GOAL

- # Leads/RFPs Per Week
- # Qualified Leads/RFPs Per Week
- # Qualified Leads/RFPs Turned Prospects
- # Prospects/Proposals to Complete Sales Tool
- # Sales Tool Conversions Per Week



# WAYS TO GROW YOUR BUSINESS

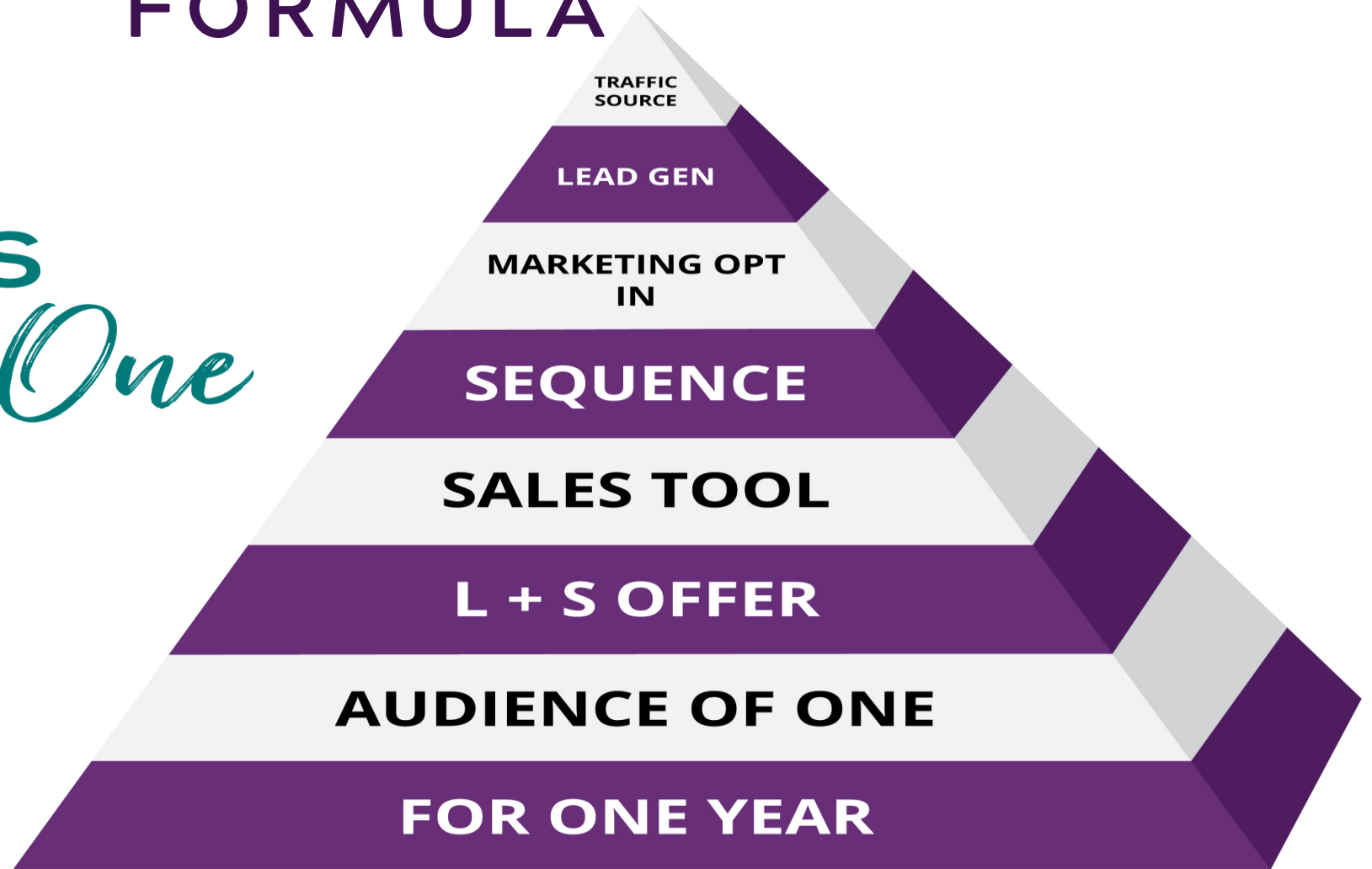
- Sell more to current clients
- Revitalize previous clients
- Enroll new clients

# LEVERAGE + SCALE BUSINESS LIFECYCLE

- LEAD GENERATION
- SALES CONVERSION
- FULFILLMENT & SUPPORT
- SYSTEMS & AUTOMATION
- OPERATIONS

# MILLION-DOLLAR BUSINESS SUCCESS FORMULA

**THE L + S**  
*Incredible One*



# THE STAGES OF SMALL BUSINESS

STAGES	1 MAPPING		2 MOMENTUM	3 MASTERY	4 MILLIONS	5 MAJESTY
	SIDE JOB	SELF-EMPLOYED				
EMPLOYEES	1	1	2-3	4-10	11-25	26-100
REVENUE	\$0-4K <small>monthly</small>	\$4-7.5K <small>monthly</small>	\$100-\$250K <small>Annual</small>	\$250-\$999K <small>Annual</small>	\$1-3M <small>Annual</small>	\$3-10M <small>Annual</small>
IN U.S.	16M	6M	1.7M	1.9M	700K	300K
TEAM	OWNER	OWNER+ CONTRACTOR(S)	PARTNER OR ASSISTANT	ONE TEAM	MULTIPLE TEAMS & LEADERS	MANAGEMENT TEAM
BIGGEST HURDLE	TIME	LEADS	SALES	MARKETING & SERVICE	PEOPLE & SYSTEMS	LEADERSHIP & CULTURE
	START 1 \$0-100K		GROW 2-10 \$100K-1M		SCALE 11-100 \$1-10M	

1

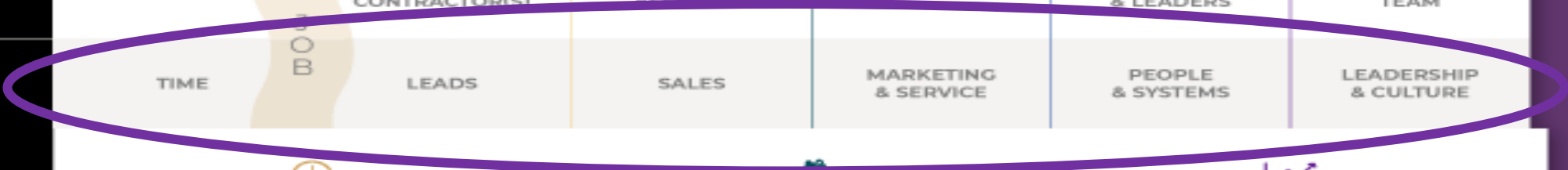
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5

QUIT THE DAY JOB



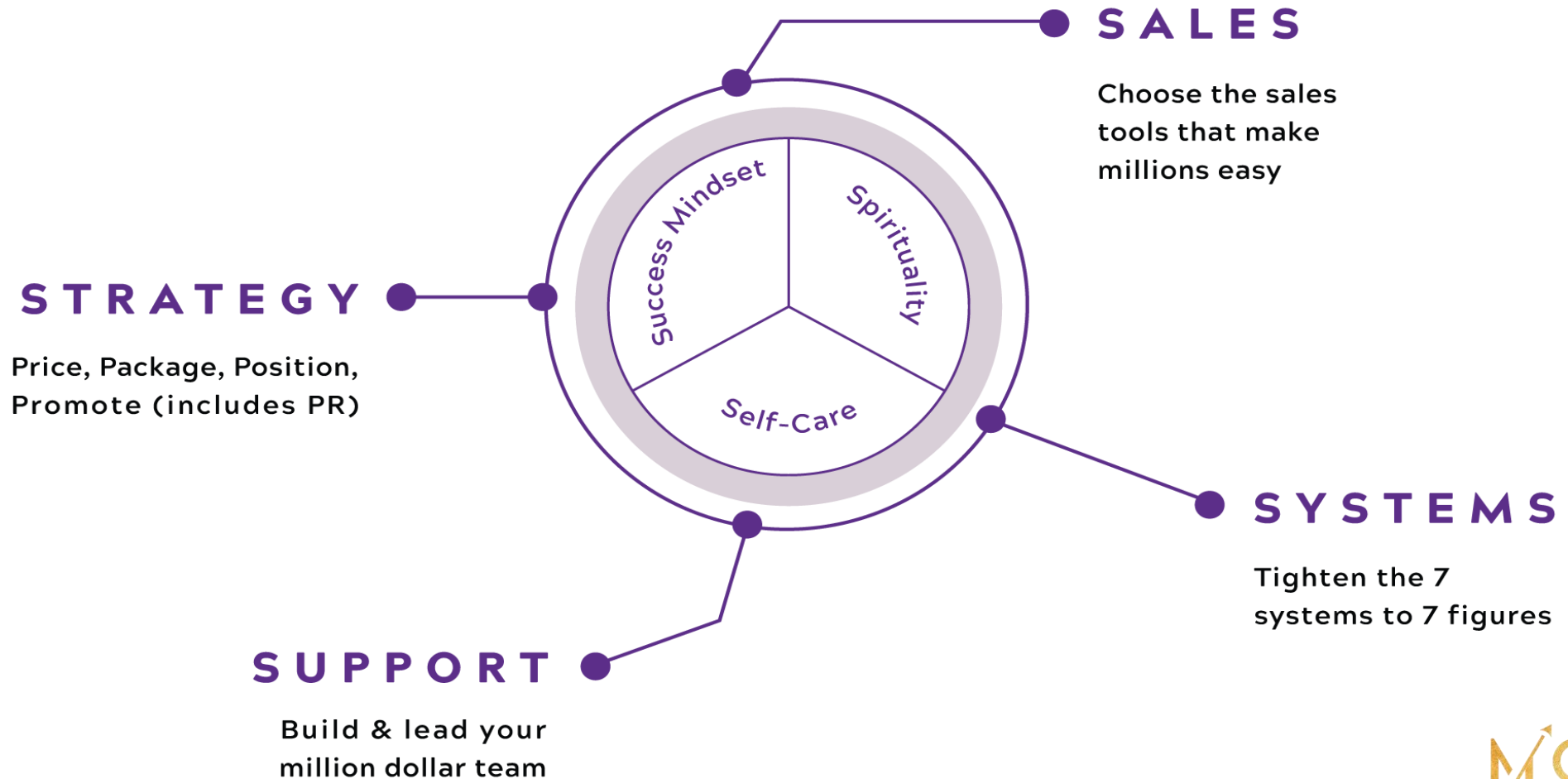


# COMPLETE YOUR MILLION-DOLLAR BUSINESS BLUEPRINT

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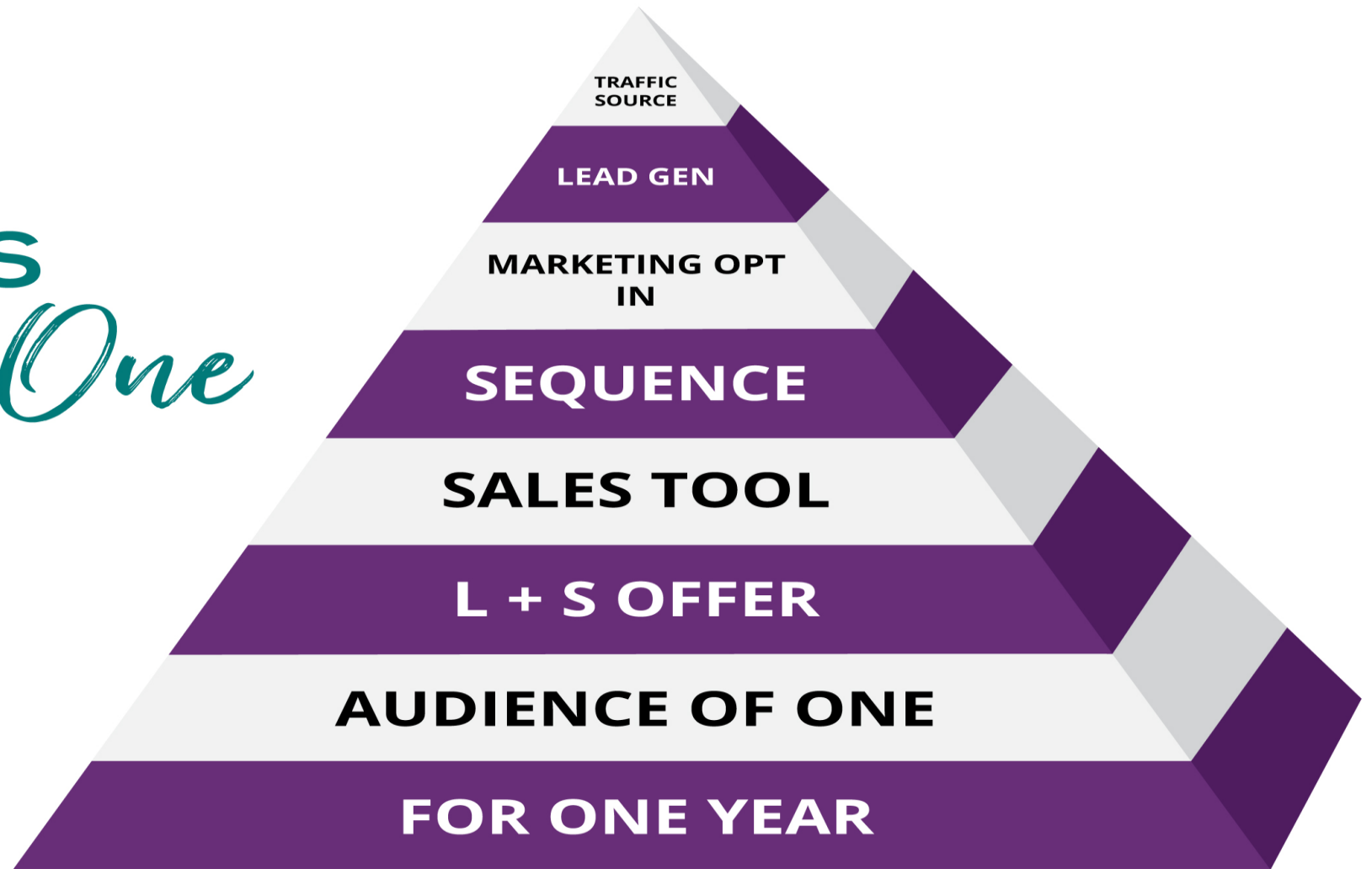
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*A proven formula to scale to 7 figures and BEYOND*





**THE L + S**  
*Incredible One*





# LEVERAGE + SCALE OFFER SUITE

# LEVERAGE + SCALE MESSAGING SUITE

PAGE 47

# LEVERAGE + SCALE MARKETING SUITE

PAGE 47

# LEVERAGE + SCALE SALES SUITE

PAGE 48



# LEVERAGE + SCALE SYSTEMS SUITE

PAGE 48

# LEVERAGE + SCALE TALENT SUITE

PAGE 48

# LEVERAGE + SCALE LEGACY SUITE

PAGE 48

LET'S REVIEW

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WHICH ARE YOU ALREADY  
WORKING ON?

LET'S REVIEW

---

# WHAT'S YOUR BIGGEST GAP?

LET'S REVIEW

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# WHERE ARE YOU GETTING STUCK?

# HUDDLE

Which area (mentally, financially, operationally, personally) represents the most opportunity for you to prepare for your next million-dollar move?

How doable is your goal now that you have backed into the number?



*Developing your Million Dollar Assets  
shorten your Move to Millions<sup>®</sup>*

*-Dr. Darnyelle Jervey Harmon*

