

# The curriculum overview



# Extraordinary Impact Curriculum

## Here's our step-by-step strategy to create your unique brand message.

We take the complexity out of creating your message with our simple, four-step formula, the Extraordinary Impact Equation: **Mission + Market + Messaging + Momentum.**

Each module has a distinct focus and results in an essential building block of your brand to be implemented immediately.

### Clarify your mission:

You'll develop your unique market position so you can pull away from the pack as a thought leader.

#### CLARIFY YOUR MISSION

We'll hone in on the change you want to create in the world and the why behind your work because your mission is where your message starts.

**Results:** your Mission, to center your business and give you a guiding star to keep you on track to the business of your dreams.

#### POLISH YOUR POSITIONING

We'll carve out your unique market position, calling out to your perfect people in a way that is instantly recognizable and totally irresistible. We'll get them thinking, "I want HER."

**Results:** your Positioning Statement and Brand Promise detailing exactly what makes you oh-so-different from your cookie-cutter competitors, clogging up the internet with their sameness.

### Connect with your market:

You'll hone in on your truly ideal clients and what they want to hear so they buy whatever you're selling.

#### DEFINE YOUR IDEAL CLIENTS

We'll solidify your target market so that you know *exactly* who you want to work with and what results genuinely matter to them.

**Results:** your Client Description-not the ever popular BS "avatar" focused on demographics and fantasy, but understanding your client in a real, deep way based on psychographics and buying triggers.

#### SORT THE PROBLEM YOU SOLVE

We'll deep dive into what your prospects actually want, and the only thing you should be selling: transformation. By focusing on what is important to them, you convert crickets into clients.

**Results:** your Client Before & After, clarifying what they most want to hear from you, so you can always offer them precisely what they really want to buy.

## **Craft come-hither messaging:**

You'll create the building blocks of all your sales & marketing communications: unique & compelling copy that's the special sauce you sprinkle everywhere-on every sales page, in networking conversations, all over social media, and, yes, even in your TEDtalk.

### **HEAD TO HEAVEN & HELL**

We'll build the foundations of your copy, a bank of unique, creative wording showing your prospects that you see them, understand them, and can help them in a way no one else can.

**Results:** Client Heaven & Hell: vivid, enticing messaging that has them nodding wildly and saying things like "YES, YES THAT'S ME!"

### **CREATE COMPELLING COPY**

We'll develop powerful & persuasive messaging establishing your unique voice and forming the basis for all your sales & marketing communications for years to come. These lessons span three modules.

**Results:** your Offers-an abundance of come-hither copy that speaks right to the hearts & wallets of your audience so you can spread your message and win the most craveworthy clients.

### **MAKE AN INSTANT IMPACT**

We'll nail exactly how to concisely & confidently explain what you do so you can say goodbye forever to cringing, confusion, and coming off cookie cutter and say hello with a variety of introductions that make an instant impact.

**Results:** the unique & intriguing introduction you *must* have as a thought leader.

## **Create momentum:**

You'll make sales quickly, simply, and consistently with services they want to buy and smart client-getting strategies so you can step away from all those giant Rube Goldberg marketing machines of doom.

### **START SMALL, START NOW**

We'll use my proven process to get clients right away, bringing you results, testimonials, and so much more confidence (*not to mention money, honey*) in under a month.

**Results:** a Simple Speedy Starter Offer that scores you clients immediately so you can launch your new business, new direction, or build a bridge service to high ticket programs, courses, and signature services.

### **DESIGN A SIGNATURE SERVICE**

We'll figure out your process and produce a program delivering the transformation your ideal clients are seeking, doing the work you're here on the planet to do.

**Results:** a premium price, signature service designed to be irresistible to your ideal clients, creating

extraordinary results that get you talked about and a Program Pitch to start selling it.

### **CULTIVATE SMART CLIENT-GETTING STRATEGIES**

We'll focus on making sales to your truly ideal clients quickly, simply, and consistently by getting your genius and offers out into the world right away without all the hullabaloo.

**Results:** you'll change your approach to client-getting forever, leaving behind building complex schemes in the batcave in favor of the simplest, speediest path to sales so you always know how to bring in the income you need to sustain your dreams.