

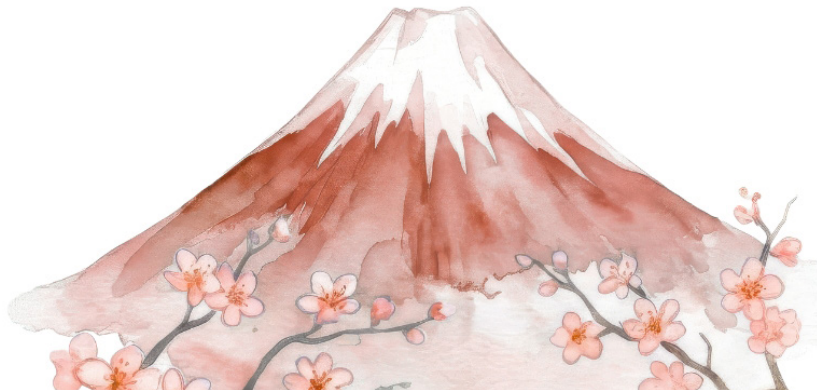


The
BIG MONEY
Online Business Blueprint



BY BRENDA L. TURNER

THE TALE OF TWO TRAVELERS



Once upon a time, on a mountain far away, there stood two people. Both stood at the bottom of the mountain looking at the peak with wonder and awe. Both felt a knowing that the mountaintop called to them. Both wanted, very much, to journey up the mountain. Both were excited and scared about the idea.

The mountain scraped through the clouds in the sky, and was lined with endless piles of wildflowers. The sun beamed happy rays of warmth behind the mountain peaks, and the music of the wind blowing through the valley sang a gentle song.

The idea of climbing the mountain was both intimidating and exhilarating to these two travelers. The journey seemed arduous, but also looked very fun. Others who had climbed this mountain told stories of miraculous wonder, treacherous pitfalls, and riches beyond anything the human mind could fathom. They were both standing in silence, soaking in the glory of this sacred place of “starting”. And they both had very different journeys ahead.

The first person had what was known as “mountain fever”. They wanted nothing more than to get to the top, and they wanted to get there as quickly as possible. So harried their approach, that they didn’t plan at all for the journey. They did not know the mountain terrain. They did not know the possible pitfalls of the mountain. They did not understand, either, their own motivations of why they wanted to climb the mountain. They did not reflect on what getting to the top of the mountain might look like for them. They also didn’t clearly map out the way to the top. They had no connection with either an inner nor outer vision. They decided to proceed up the mountain with no provisions nor planning nor clarity about the journey.

They were out of breath in within one hour, and cursing the mountain for being so steep. “This is hard”, they said. “Why am I even doing this?”. By the second day, they were lost and miserable. Even worse, they labeled themselves a failure for not reaching the top of the mountain by the second day. They had no idea this mountain took even the best climbers many days to summit.

THE TALE OF TWO TRAVELERS

They gave up, shot their flare gun in the air, and never tried to climb another mountain again.

The second person also had an intense desire to climb the mountain, but they wanted to enjoy the entire journey. Not just the top of the mountain. They understood the mountain could be challenging, and filled with brambles and unsavory caverns. To make sure they enjoyed the entire journey while making their way to the top, they knew some planning was in order. They knew that while you can't plan every little detail of a once-in-a-lifetime adventure, you CAN use common sense, and pack the basic provisions. They knew that just a little bit of vision was enough to guide them to the top.

They journeyed up the mountain. As the mountain got steeper, they enjoyed the challenge. They planned for this and savored the crisp air. When they felt unsure of their location, they consulted their mountain blueprint and compass to keep them on track. Every day they enjoyed the beautiful journey up the mountain, and every night they ate the delicious goods they'd packed for themselves. They arrived to the top of the mountain and gave thanks to their inner compass. Their clarity and vision had guided them the entire way, and so they got to enjoy the journey as well as arrive to the mountaintop at precisely the right time!



This training is going to provide you with everything you need to enjoy your own journey up the “mountain” of building your online business. More importantly, this training will give you the clarity to shine your light in this world.

With Love,

Brenda Turner

A STRONG VISION = *A Strong Business*

My business is best known for.....

The Core Purpose of This Business Is...

The core values of this business are...

What makes this business unique in the marketplace is...

STRONG TARGETS = *Strong Action*

12 Month Targets | Date -

<i>Profits:</i>	<i>GOALS</i>
<i>List:</i>	1.
<i>Subscribers:</i>	2.
	3.

24 Month Targets | Date -

<i>Profits:</i>	<i>What does it look like?</i>
<i>List:</i>	-
<i>Subscribers:</i>	-
	-

5 Year Targets | Date -

<i>Profits:</i>	<i>5 Year description</i>
<i>List:</i>	
<i>Subscribers:</i>	

CLEAR DIRECTION LEADS TO *Views & Growth*...This is Your Brand's North Star

Who do you help? Paint a very vivid picture

How do you make them FEEL?

When people think of you, what do you want them to associate you with?

What are the primary solutions you offer? What is your "lane"?

WITH CLARITY COMES *Profits...* This is the Clarity Quadrant

who is your hero?

what do they struggle with?

what do they want?

how can you help them?

SIMPLE LANGUAGE LEADS TO *Sales...* This is your money language matrix

what problems are they thinking about...list ACTUAL thoughts.

write out the exact opposite in this column, in PLAIN english.

DELEGATION LEADS TO *Scale*... This is Your *Resistance Release Sheet*

Step 1 - List the immediate tasks that come to mind regarding your online business

Step 2 - In the box above, circle the tasks that make you feel unpleasant.

Step 3 - List the things from the box above that you are good at & that you enjoy doing

A RELAXED SCHEDULE LEADS TO *Action*...This is Your *Minimal Content* Calendar

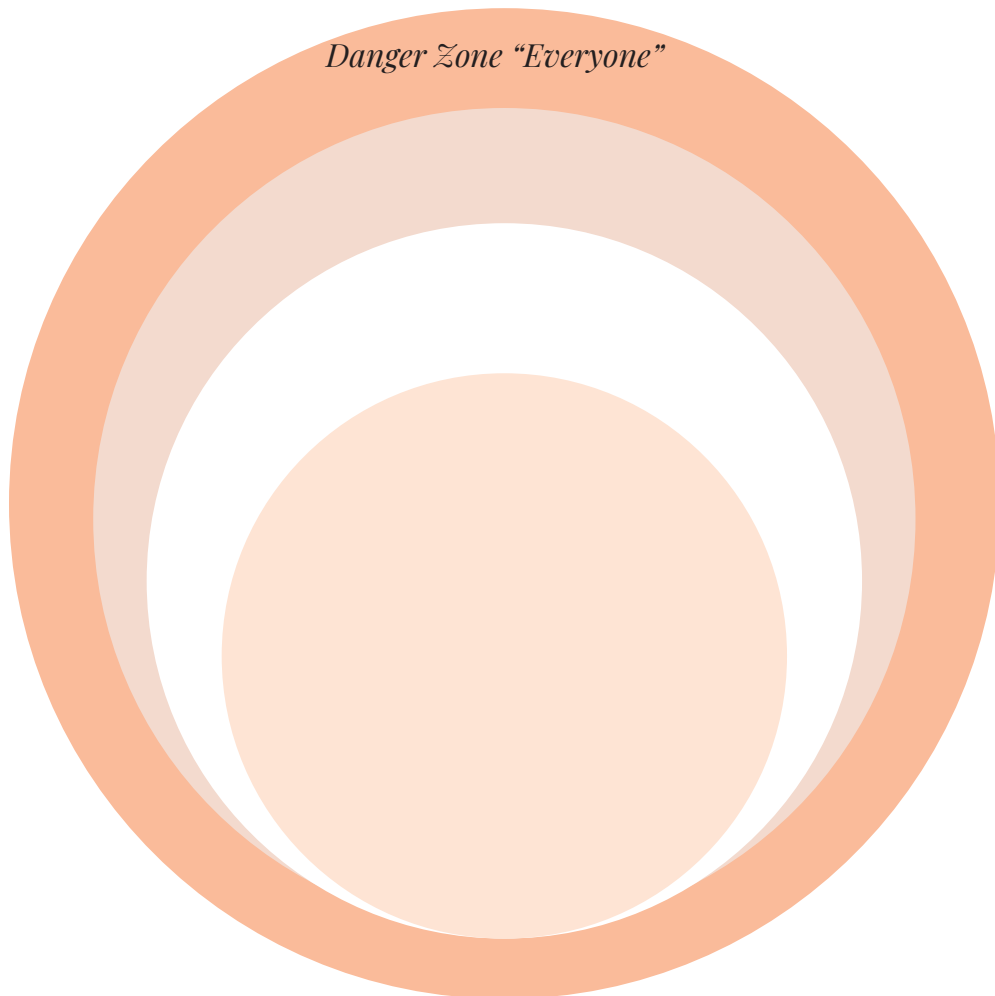
- 1. *Video Production Days - Choose up to three*
- 2. *Batch Podcast Days - Choose up to three*
- 3. *Write Email Days - Choose up to Three*
- 4. *Publish Days - Mapped Below*

Schedule Boundaries | Raising Your Standards | List your standards below & mark them above

CLEAR TRANSFORMATION = *Good Sales...* This is your Key Transformation

*In plain english, what is your key transformation?
After encountering any one of your touch points, what will they experience?*

CLEAR CLIENT TARGET = *Good Sales...* This is who you're speaking to



GOOD MENU = *Consistent Profits...* This is your offer menu

Low-Ticket | Under \$100 Offerings | Lead Generation

Mid -Ticket | Under \$500 Offerings | Consistent Revenue

Higher-Ticket | Over \$1k Offerings | Cash Infusions

HIGH QUALITY CONTENT = *Legal Customers*...This is your Content Jump Start

*Keeping your hero & key transformation in mind, we ask the question:
“What are they going through TODAY that I can help them with?”*

*If you were paid \$10k to deliver a talk to a group of people that need your help,
what talk would you deliver? What topic & solution would you offer this crowd?*

ALIGNED PROMOTION = *Peaceful Sales...* This is Your Cohesive Content Strategy

*To scale your business, you must let go of 100% of whatever isn't working,
and commit to going DEEP with just a FEW of things that actually DO work.
Follow the instructions from the training to create a low-stress content strategy!*

You Tube

Email

Podcast

Live or Recorded Events