

# Millionaire STARTER KIT



## □ CONTENTS

Contents.....	02
Introduction .....	04
Chapter 1: Are You an Eventual Millionaire .....	05
Quiz: Are You an Eventual Millionaire? .....	06
Let's Get Started! .....	08
Chapter 2: Start Working With the Money You Have Now.....	09
Finding What You Value.....	10
Debt-Free Rules Summary.....	11
Monthly Spending Form .....	12
Sample Budget.....	13
Your Net Worth .....	14
Chapter 3: Millionaires Have Fears, Make Excuses, and Have Confidence Issues .....	15
Tough Love Feedback.....	16
Focus.....	19
Investing.....	20
Take Action.....	21
Fears.....	22
Comfort Zone .....	23
Manage Fear.....	24
Chapter 4: Finding and Evaluating Your Ideas for Your New Business.....	25
Life Plan .....	26
Get Your Right Idea.....	27
Ideal Day.....	30
Your Idea List Lifestyle Evaluation.....	31
Eliminate Ideas .....	32
SWOT.....	33
Start Now! .....	34

## □ CONTENTS

Chapter 5: Mentors, Masterminds, and Networking .....	35
Mastermind.....	36
Mastermind Email Template.....	37
Create a List.....	38
Action Item: Mentor List.....	39
Mentor Email Template.....	41
Increase Your Network .....	42
Mastermind Outline .....	43
Mastermind Guidelines.....	44
Chapter 6: Long Business Plans are for the Bank.....	45
Your Why.....	46
Performance Indicators.....	47
Launch Strategy.....	48
Finding Your Avatar.....	50
Square Business Plan Ideas .....	52
Final Square Business Plan .....	54
Chapter 7: Your Success is a Series of Small Wins.....	55
Create Your Vision.....	56
Crystal-Clear Vision.....	58
COVENANT.....	59
Action Plan Worksheet .....	66
Chapter 8: Continuous Motion Forward.....	73
Responsibilities.....	74
Focus.....	76
Millionaire Routine.....	77

## □ INTRODUCTION

Welcome to The Eventual Millionaire: How Anyone Can Be an Entrepreneur and Successfully Grow Their Startup companion Starter Kit.

This Kit is designed to help you take the actions outlined in the book and start using them today. Every Action Item is included with additional text and formatted as a workbook to help you take action and start your journey on becoming an Eventual Millionaire

# CHAPTER 1:

## ARE YOU AN EVENTUAL MILLIONAIRE?

An Eventual Millionaire is someone with a goal to become a millionaire, eventually. But Eventual Millionaires want to do it on their own terms, with an enjoyable life and an enjoyable business.

Eventual Millionaires put the process of making money into perspective. Usually overachievers, they are willing to work hard. But they don't want to sacrifice their daily lives for their goals. Eventual Millionaires are smart. They want to enjoy the process of making money, not just the end goal (that is, the money).

So, are you an Eventual Millionaire? Take the Eventual Millionaire Quiz and do the Let's Get Started Exercise to find out!

## □ QUIZ : ARE YOU AN EVENTUAL MILLIONAIRE?

1. Do you consistently think of ideas to earn more money?

Yes / No

2. Do you usually care about value and spend less than you earn?

Yes / No

3. Do you already feel successful in many things, but aren't sure if you can do something on your own?

Yes / No

4. Do you know you are destined for great things, but feel like things aren't moving fast enough?

Yes / No

5. Have you always wanted to be in control of your own time and experiences, but right now feel like you are just trying to get by?

Yes / No

6. Have you tried business ideas that didn't work out before, but still have the passion to try new ones?

Yes / No

7. Does the idea of working for someone else the rest of your life scare you?

Yes / No

8. Does having a boss feel constricting, and you don't want someone telling you what to do?

Yes / No

9. Do you hate the idea of waiting until retirement to enjoy your life and the world?

Yes / No

10. Do you believe that success and wealth are in your power, but don't want to rely on others?

Yes / No

## ☐ QUIZ : ARE YOU AN EVENTUAL MILLIONAIRE?

11. Do you want to travel more but don't have enough vacation days?

Yes / No

12. Are you able to daydream about what you want to be when you grow up, no matter how old you are?

Yes / No

13. Do you only sleep four to five hours per night because you are too excited about your new ideas or business?

Yes / No

14. Do you read success stories and think, "What made them so successful? How come I haven't made it yet?"

Yes / No

15. Do you want to do work that matters, not just something that pays well?

Yes / No

16. Do you want to become a better person through personal growth, even if it's hard?

Yes / No

17. Do you want to leave a legacy?

Yes / No

18. Do you want to give more, but feel unable to right now?

Yes / No

If you answered yes to at least half of the questions above, you are most likely an Eventual Millionaire! You want to forge your own path, and have the freedom of time and money. Most importantly you want to be doing something you truly enjoy, too! You are already successful in many areas of your life, even if you don't feel like it. (Eventual Millionaires tend to have high expectations!)

Even if you said no to more than half of these, keep reading. Maybe you haven't thought about owning your own business yet, but you'll soon discover why becoming a millionaire through business might be your best bet! And don't worry if you don't feel like you can do it yet. Many millionaires felt the same way.

## □ LET'S GET STARTED!

You can start right where you are. First circle each answer for these questions:

- Are you happy with your current work, but struggling with your finances?  
Yes / No
- Do you have a good business idea, but need help with implementing it?  
Yes / No
- Do you need to find a new type of work—something that makes you feel really alive?  
Yes / No
- Do you need to get more connected with others in your line of work?  
Yes / No
- Do you need help finding a mentor?  
Yes / No
- Do you have fears that keep you from taking the next step in building your business?  
Yes / No

If any of the above questions apply to you, please keep reading! In the following chapters, I show you how millionaires have dealt with challenges such as the ones listed above, and I'll help you deal with yours, too.

Let's do it!



# CHAPTER 2:

## START WORKING WITH THE MONEY YOU HAVE NOW

Your money and your choices make up your life. You may not want to admit how much control money has, but the choices you make with your money determine what you accomplish. Money can give you freedom, or make you stuck. You have the power to change your future, and it all begins with your money. You want your money to work for you; you don't want to work for your money. I know, because I learned the hard way.

Use this chapter's worksheets to figure out what you value, how much money you really have, how to get out of debt, and how to start budgeting that money successfully.

## □ FINDING WHAT YOU VALUE

Think of the last 10 items you bought. Write them down (including things like going out to eat, entertainment, or material items):

01. \_\_\_\_\_
02. \_\_\_\_\_
03. \_\_\_\_\_
04. \_\_\_\_\_
05. \_\_\_\_\_
06. \_\_\_\_\_
07. \_\_\_\_\_
08. \_\_\_\_\_
09. \_\_\_\_\_
10. \_\_\_\_\_

After you purchased each of these, you probably had a feeling about whether it was worth it. You probably had a feeling in your gut about it. Think about that feeling. Was there guilt for spending so much on something that wasn't really worth it? Or are you still elated with the purchase?

Mark an X next to the items you are still happy to have bought. Now look at those items. If you have more than three, narrow them down to the top three. Now, this isn't an exhaustive list, but it starts to give you an idea of the things you value. How will you cut out or cut down those items on your list that you bought but don't value?

## □ DEBT FREE RULES SUMMARY

**Rule #1: Get Honest**

**Rule #2: Be Value-Conscious**

Principle 1: Buy Experiences Instead of Things

Principle 2: Help Others Instead of Yourself

Principle 3: Buy Many Small Pleasures Instead of a Few Big Ones

**Rule #3: Numbers in Your Head Don't Count**

**Rule #4: Control Your Money**

# □ MONTHLY SPENDING FORM

Out to Eat	Groceries	Gas	Jack	Jill	Kids	Pets	Entertainment	Extras
\$	\$	\$	\$	\$	\$	\$	\$	\$

## □ SAMPLE BUDGET

### GIVING

\_\_\_\_\_ Giving  
\_\_\_\_\_ Other

### FUNDS

\_\_\_\_\_ Kids Fund  
\_\_\_\_\_ Jack Fund  
\_\_\_\_\_ Jill Fund  
\_\_\_\_\_ Pet Fund

### HOUSING

\_\_\_\_\_ First Mortgage  
\_\_\_\_\_ Taxes  
\_\_\_\_\_ Property Taxes  
\_\_\_\_\_ Homeowner Ins  
\_\_\_\_\_ Repairs or Maint  
\_\_\_\_\_ Other (taxes)

### UTILITIES

\_\_\_\_\_ Electricity  
\_\_\_\_\_ Water  
\_\_\_\_\_ Gas/Heat  
\_\_\_\_\_ Internet  
\_\_\_\_\_ Cable TV  
\_\_\_\_\_ Cell

### AUTO

\_\_\_\_\_ Car Payment  
\_\_\_\_\_ Car Payment  
\_\_\_\_\_ Gas and Oil  
\_\_\_\_\_ Repairs and Tires  
\_\_\_\_\_ Car Insurance  
\_\_\_\_\_ License and Taxes  
\_\_\_\_\_ Car Replacement

### FOOD

\_\_\_\_\_ Grocery  
\_\_\_\_\_ Restaurants

### MEDICAL

\_\_\_\_\_ Health Insurance  
\_\_\_\_\_ Doctor's Bills  
\_\_\_\_\_ Dentist  
\_\_\_\_\_ Optometrist

### PERSONAL

\_\_\_\_\_ Child Care  
\_\_\_\_\_ Babysitting  
\_\_\_\_\_ Toiletries  
\_\_\_\_\_ Pool  
\_\_\_\_\_ Hair Care  
\_\_\_\_\_ Education Adult  
\_\_\_\_\_ Subscriptions  
\_\_\_\_\_ Birthday  
\_\_\_\_\_ Christmas  
\_\_\_\_\_ Hosting

### RECREATION

\_\_\_\_\_ Entertainment  
\_\_\_\_\_ Misc

### DEBT

\_\_\_\_\_ Student Loan #1  
\_\_\_\_\_ Student Loan #2  
\_\_\_\_\_ Credit Card #1  
\_\_\_\_\_ Credit Card #2  
\_\_\_\_\_ Medical Bills

TOTAL: \_\_\_\_\_

## □ YOUR NET WORTH

### Liquid Assets

Checking account balance		Medical Bills	
Saving/Money Markets		Credit card balances	
Cash value of life insurance		Balance due on auto loan	
<b>Total Liquid Assets</b>	<b>\$0.00</b>	<b>Total Current Liabilities</b>	<b>\$0.00</b>

### Current Liabilities

### Real Estate

Current Market Value of Home		Mortgage	
		Home Improvement Loan	
		Student Loan	
		<b>Total Long Term Liabilities</b>	<b>\$0.00</b>

### Long term Liabilities

### Personal Possessions

Market Value of Autos			
Furniture and Appliances			
Stereo and Video Equipment			
Home Computers			
Jewelry			
<b>Total Household Assets</b>	<b>\$0.00</b>	<b>Total Other Liabilities</b>	<b>\$0.00</b>

### Other Liabilities

### Investment Assets

Retirement Accounts		<b>Total Liabilities</b>	<b>\$0.00</b>
Mutual Funds		<b>Total Debt*</b>	<b>\$0.00</b>
<b>Total Investment assets</b>	<b>\$0.00</b>		
		<b>Total Net Worth</b>	<b>\$0.00</b>
<b>Total Assets</b>	<b>\$0.00</b>		
		<b>Goal Net Worth</b>	<b>\$1,000,000.00</b>

\*Total debt excluding mortgage

# CHAPTER 3:

## MILLIONAIRES HAVE FEARS, MAKE EXCUSES, AND HAVE CONFIDENCE ISSUES

It's time to break down those forces. You see, it's easy to compare our internal thoughts of fear, lack of confidence, and struggle to the external images of amazingly successful people. Let's put millionaires and all successful people on a level playing field.

This chapter's worksheets help you identify your strengths and your fears and how to take action to push yourself out of your comfort zone and manage those fears.

## □ TOUGH LOVE FEEDBACK

Ask a trusted friend to call you out and give you honest, tough-love feedback and constructive criticism on your presence or work habits. Or have a mentor or fellow business owner call you out. This part might be painful to hear, but it will be one of the fastest ways to get you to notice them. (I know from experience!)

- 1-does not display trait
- 2-only occasionally displays trait
- 3-usually displays trait
- 4-always displays trait
- 5-goes above and beyond to display trait

### Work Habits / Professionalism

Appearance

1 2 3 4 5

Professionalism

1 2 3 4 5

Initiative

1 2 3 4 5

Dependability

1 2 3 4 5

Commitment

1 2 3 4 5

Judgement

1 2 3 4 5

Safety

1 2 3 4 5

Flexibility

1 2 3 4 5

Care of Resources

1 2 3 4 5

Please provide any additional feedback to your answers.

---

---

---



# ☐ TOUGH LOVE FEEDBACK

## Leadership Practices / Potential

Decision Making

1 2 3 4 5

Efficiency

1 2 3 4 5

Planning

1 2 3 4 5

Fraternization

1 2 3 4 5

Prioritization

1 2 3 4 5

Achievement

1 2 3 4 5

Please provide any additional feedback to your answers.

---

---

---

## Technical Aptitude / Productivity

Job Knowledge

1 2 3 4 5

Problem Analysis

1 2 3 4 5

Physical Competence

1 2 3 4 5

Communication

1 2 3 4 5

Work Quantity

1 2 3 4 5

Work Quality

1 2 3 4 5

Please provide any additional feedback to your answers.

---

---

---

## ☐ TOUGH LOVE FEEDBACK

### Supervisory Skills

Goal Setting

1 2 3 4 5

Goal Accomplishment

1 2 3 4 5

Responsibility

1 2 3 4 5

Supervision

1 2 3 4 5

Credibility

1 2 3 4 5

Coaching

1 2 3 4 5

Budget

1 2 3 4 5

Please provide any additional feedback to your answers.

---

---

### Attitude / Character

Job Attitude

1 2 3 4 5

Character

1 2 3 4 5

Public Relations

1 2 3 4 5

Co-Worker Relations

1 2 3 4 5

Stress

1 2 3 4 5

Motivation

1 2 3 4 5

Please provide any additional feedback to your answers.

---

---

---





## □ TAKE ACTION

Just take a single action on your next step toward becoming an eventual millionaire, and for now, let go of what might happen after that step. Just start moving forward. Once you make it a habit to recognize your excuses and see them as small hurdles to overcome, you will move forward. You can start to laugh at the silly excuses your brain comes up with to stop you from moving out of your comfort zone. What is more important: excuses or living the life you want?

List your single action.

---

---

---

## □ FEARS

Write down what truly scares you. You don't have to show it to anyone, in fact, you can burn it. But it needs to be brought into the light. If you can't even pinpoint it, you don't know what you are dealing with. Our imaginations are a powerful thing. If you are in a pitch black cave, and hear a scratching noise but don't know what is causing it, your mind will most likely go to a scary place. It automatically thinks worst case. But what if it's a little mouse? Shining a flashlight on your fears will help you understand how to move past them.

What truly scares you?

---

---

---



## □ MANAGE FEAR

Choose one Action to commit to the next time you are feeling fear. Use these tools to manage the fear. Test them and find out which tool works best for you!

Action Tips to Get Past Your Fear and Move Out of Your Comfort Zone

- Accept it
- Reappraisal
- Commit in advance
- Worst-case scenario
- Put things in perspective

Choose one action tip to use next time you are feeling fear.

---

---



# CHAPTER 4:

## FINDING AND EVALUATING YOUR IDEAS FOR YOUR NEW BUSINESS

Because one of your goals is to live life on your own terms, this chapter seems inevitable! Plus the data shows that the majority of millionaires created their wealth with their own business. Now the question is, “Have you ever thought of owning your own business?”

When you own your own business you control your own destiny, you control the work/life balance, and you take the risk but also reap the rewards.

Worksheets will guide you through writing down your Life Plan, figuring out what your Ideal Day would look like, and even figuring the strengths and weaknesses of a business idea with a SWOT analysis.





## □ GET YOUR RIGHT IDEA

3. List 10 industries you might want to work in, have a passion for, or want to learn.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

4. Take these lists and ideas, and grab a journal. Start to think about these industries and areas and see if there are any opportunities to solve a problem. Start to talk to others in the industry and see if you can come up with your business idea. Write down a list of at least 10 problems that you can solve.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## □ GET YOUR RIGHT IDEA

This step may take some time. That's okay, but give yourself a deadline on when you will need it complete by! Try it for about a week. Otherwise you will never actually pick an idea!

Finding problems to solve becomes easier as you tune into it more. Ideas can come out of the blue! So make sure you have that journal with you everywhere. (Or use your smartphone to keep track of the ideas.) I find the best ideas often come at night, just as I'm trying to go to sleep, or in the morning when I wake up. I also love thinking over ideas in the shower, or when I'm running. I've found the best places are when your body is busy but your mind can be quiet.

This is a process, and if you don't feel like you like any of the ideas you have come up with, start asking other people where they see a problem to be solved. I'm sure that will start to spark many ideas!



## □ YOUR IDEA LIST LIFESTYLE EVALUATION

Now it's time to grab that idea list. We want to check through each idea and figure out how it matches up to what your ideal lifestyle is like. There can be a big difference between offline businesses, or owning a physical location, and an online virtual business. These three steps help you figure out what side of things you like best.

1. Write down the ideas on the left.
2. Write down a quick synopsis of what your lifestyle might look like.
3. On a scale of 1 to 10 rate how close this lifestyle comes to your perfect lifestyle.

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

## □ CROSS OFF IDEAS THAT DON'T FIT

1. Cross out any idea that is a rating of less than 7.
2. Then go through the list of ideas you have and cross out the ones that don't fit with your lifestyle.

## □ ELIMINATE IDEAS

Go through and eliminate the business ideas you have that do not fit with your ability to fund the start-up costs. If you have an amazing idea but the upfront costs are high, that doesn't mean you shouldn't do it if you think it's going to be huge. That just means you might need to get creative on funding it. We are so lucky to have websites like kickstarter.com or indiegogo.com that are crowd-funding platforms. Websites like these can not only provide you with the start-up costs, but can also validate your idea! It's one of the best ways to start a new business that needs funding.



## □ SWOT

Create a SWOT analysis for the top three business ideas you have. Delve into the competition that exists so you can see a clear picture of what you are up against.

A SWOT analysis (strengths, weaknesses, opportunities, threats) is a tool to really determine what the industry looks like for your start-up business. It will go over your strengths, weaknesses, opportunities, and threats to give you a better picture of what you might be dealing with when you start.

<p>STRENGTHS</p> <p>New concept to the industry Advanced technology</p>	<p>WEAKNESSES</p> <p>Lack of experinece in industry little startup capital</p>
<p>OPPORTUNITIES</p> <p>Industry is rapidly growing Big distribution network</p>	<p>THREATS</p> <p>Low barriers to entry Competitors have huge market share</p>

Now you fill out one.

<p>STRENGTHS</p>	<p>WEAKNESSES</p>
<p>OPPORTUNITIES</p>	<p>THREATS</p>

## □ START NOW!

Just start the idea that looks the best right now. List the one item you are going to start working on today.

---

---

---

---

---

# CHAPTER 5:

## MENTORS, MASTERMINDS, AND NETWORKING

Every successful person I have spoken to has had help of some kind. We cannot create amazing businesses or lifestyles all on our own. Nor should we! You have probably heard this before, but surrounding yourself with successful people is critical. When I first started online I didn't have a great network and one of my goals was, "Gain a high-quality network of friends."

The idea of reaching out to strangers is daunting but don't worry. This chapter's worksheets take you step by step on how to find a mentor or mastermind including email templates to get you started. You will also learn how to start expanding your social network.

## □ MASTERMIND

1. List 10 people in your extended network or peers that you do not know yet but would be great for your mastermind group.

---

---

---

---

---

---

---

---

---

---

---

---

2. Right now choose one person on the list and craft a simple, short e-mail to that person. *Use the Mastermind Email Template below.*

3. Send out crafted e-mails to at least five of the people on your list this week. List the five that you are sending e-mails to:

NAME

EMAIL ADDRESS

---

---

---

---

---

Make sure to follow up promptly with each response. Also make a note in your calendar to e-mail at least three or four mentors or possible mastermind participants each week until you have the support you need. It's only an e-mail. It's very simple. You never know what could come from it. Many of my key relationships came from this exact method.

## □ MASTERMIND EMAIL TEMPLATE

Hello \_\_\_\_\_,

Qualifying sentence. (Example: I love your site, or I found you via my friend Joe on LinkedIn.)

Tell them about the group you are putting together and tell them you think they would be a great addition. (Example: I'm putting together a new mastermind group of like-minded business owners to help each other grow our businesses. I think you would be a great fit for the group.)

You can also include a bit more about a mastermind group, mention you have a document with the guidelines if they wanted more information, or actually include the document attached.

Your quick bio listing achievements and successes, or other members of the group's bios listing their achievements. (Example: I own a publishing business and I've been able to get clients on the Amazon best seller list.)

Once you start to have amazing people say yes, use their great achievements to get even bigger businesses in the group.

Write an end greeting explaining how great it would be to keep in touch. (Example: I understand if you can't fit it into your packed schedule but I just wanted to offer it to you since you have a great business.)

Your name

Your URL

Your social media links (if you have them!)



## □ ACTION ITEM: MENTOR LIST

1. Create a list of 10 possible mentors. Find their e-mail addresses and e-mail them!

NAME

EMAIL ADDRESS

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

2. List 10 people in your extended network that would make a good mentor. (Think of acquaintances, old friends, friends of friends, people on LinkedIn or Facebook.)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

## □ ACTION ITEM: MENTOR LIST

3. List 10 people you admire that have done exactly what you want to do and might seem out of reach. (Smaller book authors, business owners, search LinkedIn, Facebook, and your industry's magazines.)

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

4. Choose one person on the list and craft a simple, short e-mail to that person.

5. Using the Mentor Email Template below, send out crafted e-mails to at least five of the people on your list this week. List the five people you are going to email.

NAME

EMAIL ADDRESS

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## □ MENTOR EMAIL TEMPLATE

Hello \_\_\_\_\_,

Qualifying sentence. (Example: I'm a huge fan of your books or you know my friend Joe and he said you might have experience in this that could help me.)

A simple direct question in a sentence or two that you could not find out online easily (Example: But I have one question— “Do you feel that a business should split into multiple parts once it gets more than 50 employees or do you feel that that was just in your case only?)

Write an end greeting reinstating how thankful you are.  
(Example: Any reply appreciated, or thank you in advance.)

Your name

Your URL

Your social media links (if you have them!)



## □ MASTERMIND OUTLINE

**12:00** - Welcome/Agenda

**12:05** - Sharing a “win” from the previous week

**12:20** - Hot Seat – One Member

What are you working on?

What’s working for you?

With what do you need help?

**12:40** - Last Questions

Who can help (member) with their problem?

**12:50** - Resource

**12:55** - State your goal for next week

**1:00** - End

## □ MASTERMIND GUIDELINES

Each meeting will be held on Monday at 12:00 p.m. Eastern (9 a.m. Pacific) for 60 minutes. (Choose a time that works for everyone.)

- It is expected that each member be present and on time for the meeting. If someone cannot attend please e-mail me ahead of time.
- Everyone will have an opportunity to speak within the framework of the group. It works best if each member participates equally.
- Everyone is here to support each other. Please keep in mind there will be constructive criticism, but there should be no putting down, or criticism of other group members. It should be an open and positive experience for all.
- It is important to note, the mastermind is not just for advice, but it becomes a positive place where you can manifest your goals with a group. Every person makes it their intention to support the individual goals and help manifest them.

# CHAPTER 6:

## LONG BUSINESS PLANS ARE FOR THE BANK

Do you need a business plan? In this chapter you learn a quick way to plan your business, based on how millionaires plan theirs. It can be a bit overwhelming at times to start a business, and know what you need to do first, and what you can save for later. Don't worry, you won't be creating an inch thick report of what you want your business to be!

Figure out your why, learn about performance indicators, develop your launch strategy, and so much more. These worksheets break it all down to make it easy for you.



## □ PERFORMANCE INDICATORS

Choose three performance indicators to start measuring in this new company. If you have an online e-commerce company, it might be visitors, conversion rates, or revenue.

KPIs are key performance indicators. They are numbers that you look at to understand if things are going well in your business, or not so well. These can include quantities like gross profit, or net profit, number of new prospects, number of products sold, plus many more.

---

---

---

---

---

---

---

---

---

---

# □ LAUNCH STRATEGY

## Your Launch Strategy Template

How many do you need to sell the first month? Consider factors such as how much money it takes to produce your good/service, and cost or employees?

How many sales appointments do you need to do before you sell one?

How many prospects do you need to speak with to get a sales appointment?

How many prospects do you need to engage with each week to hit your sales numbers?

## Total Revenue Needed

Marketing Ideas and Budget

---

---

---

---

---

---

---

---

---

---

## Your Launch Strategy Template

Marketing Tactic

Cost

Revenue Generated

---

---

---

---

---



## □ LAUNCH STRATEGY

### **Top Three Marketing Strategies**

Marketing Ideas and Budget

---

---

---

### **Launch Action Plan**

Month One:

---

---

---

---

Month Two:

---

---

---

---

Month Three:

---

---

---

---

## □ FINDING YOUR AVATAR

What are the benefits of your product or service?

---

---

Who would benefit most from it?

---

---

What are some of their characteristics?

---

---

Age \_\_\_\_\_

Gender \_\_\_\_\_

Occupation \_\_\_\_\_

Location \_\_\_\_\_

Education \_\_\_\_\_

Family Status \_\_\_\_\_

## □ FINDING YOUR AVATAR

### What are their psychographics?

Values

---

---

Behavior

---

---

Lifestyle

---

---

Attitude

---

---

Hobbies

---

---

Finding your target market is a process, too! Not everyone does their research before they jump into a business. Even millionaires! Do your best at this point.

## □ SQUARE BUSINESS PLAN IDEAS

Start working out ideas for your Square Business Plan.

Mission Statement ideas:

---

---

---

---

---

---

---

---

USP/Key Differentiator ideas:

---

---

---

---

---

---

---

---

Avatar ideas:

---

---

---

---

---

---

---

---

## □ SQUARE BUSINESS PLAN IDEAS

Resources Available ideas:

---

---

---

---

---

---

---

Business Metric ideas:

---

---

---

---

---

---

---

Launch Strategy ideas:

---

---

---

---

---

---

---

## □ FINAL SQUARE BUSINESS PLAN

Mission Statement	USP/Key Differentiator
Avatar	Resources Available
Business Metric #1 Business Metric #2 Business Metric #3	Launch Strategy

# CHAPTER 7:

## YOUR SUCCESS IS A SERIES OF SMALL WINS

We've all enjoyed success in life. It can range from finishing a college degree to paying off a credit card. It can even be deciding that you will be a millionaire and taking that first action toward that goal. It all adds up to the life you are living now.

Worksheets will guide you on creating your Vision, becoming more focused, and creating a COVENANT.

## □ CREATE YOUR VISION

### **Step 1: The Future of Your Creating a Vision Is Experiencing What Your Life Will Be Like Long Term—Think about Yourself 10 Years or Even 20 Years in the Future**

Who are you in your vision? Are you confident and conquering the world? Is that how you act now? Write a list of 10 characteristics that describe you in the future.

---

---

---

---

---

---

---

---

If you are having a hard time with this, find someone who you respect now and embodies the characteristics you want and write those down.

You can use these characteristics to grow. Daily work on each of these characteristics will move you forward fast. You can make amazing changes in a year to become the person that runs the company and the life you want.

### **Step 2: The Future of Your Business—Think about Your Business Long Term**

Where is the industry going?

---

---

---

Will you be on the cutting edge?

---

---

---



## □ CREATE YOUR VISION

What has your business done in the past 10 or 20 years that has made it remarkable?

---

---

---

---

---

This helps you be ahead of the curve in your business, and we also work with these in the next module.

### **Step 3: Sum It Up!**

Think about your life in 10 years. What do you want your life personally and professionally to look like?

---

---

---

---

---



## □ COVENANT

With this worksheet you will create both long-term and short-term goals that you can achieve. First we will create a goal for your vision and then we'll break it down into 1-year and 3-month goals.

Pull up your vision from the last module and write down a general long-term goal based on your vision.

General Long-term Goal:

---

---

---

Now we want to push that general goal through the COVENANT framework. This is the framework to create a true actionable goal with key millionaire advice built in.

A **COVENANT** is a solemn agreement to engage in a specified action.

This goal is a declaration of what your life will look like in the future. You are making an agreement to yourself that you will take the actions necessary to achieve it.

It's so easy just to write a general goal. It's also easy to forget about it or create too many, and get overwhelmed. Eventual millionaires create a covenant.

## □ COVENANT

### 1. Committed

You need to be dedicated to this goal. A goal is more than a wish or a hope -- it's a pledge to yourself.

So how committed are you to your goal?

Let's say you were to work extremely hard for three months straight and don't really see any progress. Or maybe you see a bit of progress but it isn't like you hoped it would be. You are disheartened. Friends and family are telling you to give it up and move on. Will you give up? Why?

---

---

---

### 2. Organized

Being organized is a recurring theme with millionaires reaching their goals. This means every employee knows what the goals of the company are and knows what systems need to be created to get there. To be truly organized you need to create systems so you aren't doing work twice.

## □ COVENANT

### 3. Vision/Values

The goal needs to fit the rest of your life and the vision of your future. If your number-one priority is your family but your goal requires you to work 80 hours per week, the goal does not align with your vision or values.

Refer back to the True Values Worksheet (if complete) and Visioning Worksheet.

Does this goal align with your top four values? **YES** **NO**

If no, how can you make the goal align with those values?

---

---

---

If you had the choice of achieving your goal but you had to compromise one or more of your values, would you do it? **YES** **NO**

Does this goal bring you one step closer to your complete vision? **YES** **NO**

## □ COVENANT

### 4. Enlightened

Being selfish with your goals is okay, but if you want to take your goals to the next level, you can not only have what you want but also help others in the process. That's when your goal becomes enlightened. It's helping others while you help yourself. Just like Zig Ziglar said:

*“You can have everything you want in life, if you help enough other people get what they want.”*

Most eventual millionaires want to be financially free so they can help others. You can do that even before you become a millionaire, so let's incorporate it into your goal NOW.

How can this goal help others in the process?

---

---

---

For example: You want to hit your revenue goal because you plan on giving 10% back. Or you want to hire two key employees, not only to help your business, but also to provide them an amazing place to work with stability and flexibility for them and their family.

It then becomes a win-win situation.

## □ COVENANT

### 5. Noticeable

Your goal needs to be seen. Once it's complete print it out and put it where you will notice it every single day. (A chart in your office, the whiteboard, on your desk, or make a plaque!)

### 6. Accountable

Use your mastermind group to keep you accountable to your goal. Tell them your goal and get their feedback about it. Then ask them to keep you accountable to that main goal EVERY week.

### 7. Numerical

Create a KPI (Key Performance Indicator). This is a number that will track your progress.

It should be something that you can measure now, view weekly to see your progress and it's how you know you have achieved your goal. It can be revenue, conversion rates, sales, prospecting, units sold etc.

What number do you want to use to track your goal? \_\_\_\_\_

## □ COVENANT

### 8. Time-bound

Pick a date. Determine a reasonable time frame and stick to it. When will this goal be completed?

#### **Write Your Goal/Covenant:**

By This Date: \_\_\_\_\_

My company will: (Use numbers) \_\_\_\_\_

We will keep accountable by: \_\_\_\_\_

And help others by: \_\_\_\_\_

#### **1-Year Goal**

If you were right on target for your goal, what would it look like in one year?

---

---

---

#### **3-Month Goal**

If you were right on target for your one-year goal, what would it look like three months from now?

---

---

---



## COVENANT

Now fill in the next information and print it out!

LONG-TERM GOAL:

---

---

---

---

ONE-YEAR GOAL:

---

---

---

---

THREE-MONTH GOAL:

---

---

---

---

## □ ACTION PLAN WORKSHEET

**“Sow a thought, and you reap an action; Sow an action, and you reap a habit; Sow a habit, and you reap a character; Sow a character, and you reap a destiny.”**

*-Charles Reade*

Now that you've completed the Goals Module you should have a 3 month goal that is measurable. You are ready to jump in.

You need to know at least the next step and a general idea of how you are going to get there, and what resources you might need. This plan will change too, so keep it flexible.

### PLANNING LOOP

I like to imagine this loop in creating an action plan.



**“The great aim of education is not knowledge, but action.”**

*-Herbert Spencer*

**You need knowledge** to make the right decisions on what action to take. But that's it. You don't need information overload. We use that as an excuse to procrastinate. Our brains will tell us we need more information before we can take that next step. It's just fear.

## □ ACTION PLAN WORKSHEET

You take the action. You might like it, dislike it, feel dumb, or feel on top of the world. Whatever you feel is OK, accept it and make note of it.

Because then you get feedback from it. It will work or not, it will give you little details of insight that you can apply in other places. Feedback is amazing. Then you decide what you are going to do differently, how you can get a better result, and what improvements you can make for the next action.

As you complete each action, you will have feedback, and you can decide what knowledge can fill in the gaps where your previous action was lacking. That may or may not change your decision on the next action.

It's all about accomplishing things in small doses, and then gaining the feedback so you can incrementally get bigger and better.





## □ ACTION PLAN WORKSHEET

What strategies and tactics can I use in my business to accomplish these weekly goals?

---

---

---

---

---

Identify people or groups that you might need to work with to achieve the goal.

---

---

---

---

---

Identify what knowledge you will need to complete this goal.

---

---

---

How can I make this happen? How can I make this happen? HOW CAN I MAKE THIS HAPPEN?

---

---

---

## □ ACTION PLAN WORKSHEET

Write down everything you need to do in the next three months to achieve your goal. It can be messy. You can always organize it later. Fill out each section except the Feedback column.

### 3 Month Actions – Knowledge → Action → Feedback

<b>First Month</b>			
What	Who	When	Feedback

<b>Second Month</b>			
What	Who	When	Feedback

## □ ACTION PLAN WORKSHEET

Third Month			
What	Who	When	Feedback

### **Action Plans Work With Accountability**

It's not about creating a plan and never looking at it again. It's about creating a working action plan.

Each week with your mastermind group you will be telling them what your mini-goals are for the week. Use the action plan to get an idea of what is a priority for each week. The action plan will make sure you are on the right path to achieve the goal.



# CHAPTER 8:

## CONTINUOUS MOTION FORWARD

There really is no finishing in life, is there? You're finished when you're dead. Until that day, there is always more to do, more to enjoy, more to be. It's the journey that counts, but remember that this is a never-ending journey. Even as you find success, there is always more.

What I've found foremost of the successful people I've interviewed is that even as they hit their targets, even as they achieve their goals, another new shiny goal will come in its place.

What are your responsibilities? What does your Millionaire Routine look like? The worksheets help you answer these questions and more.

## □ RESPONSIBILITIES

Create a simple list of all of the business pieces you are taking care of. Fill in the list below.

### **Aspects of Your Business**

Sales

---

---

Marketing

---

---

Accounting

---

---

Managing

---

---

Administration

---

---

Customer Service

---

---

Custodial

---

---

Providing the Product or Service

---

---

# □ RESPONSIBILITIES

## Aspects of Your Personal Life

Cleaning

---

---

Maintenance of House

---

---

Feeding Yourself and Your Family

---

---

Hygiene

---

---

Taking Care of Your Children

---

---

Hobbies and Fun

---

---

**Additional Items**

---

---

---

---

## □ FOCUS

Choose your own focus. Since you have your one goal from Chapter 7 this should be a bit easier.

Choose one thing to focus on in business.

---

---

---

---

Choose one thing to focus on personally.

---

---

---

---

## □ MILLIONAIRE ROUTINE

What are the items that you need on your to do list everyday or each week that will achieve your dreams?

We all know plans, and ideas will change. What are those things that will remain constant?

Are you more productive when you exercise?

Do you need to meet 3 prospects per day to hit your sales goals?

Do you have to take one action each day to hit your target of website visitors?

On the following page, detail what your millionaire routine looks like.

## □ MILLIONAIRE ROUTINE

Detail what your millionaire routine looks like:

### Millionaire Routine

- 1 \_\_\_\_\_  
\_\_\_\_\_
- 2 \_\_\_\_\_  
\_\_\_\_\_
- 3 \_\_\_\_\_  
\_\_\_\_\_
- 4 \_\_\_\_\_  
\_\_\_\_\_
- 5 \_\_\_\_\_  
\_\_\_\_\_

I recommend including no more than five items on the list. Then commit to this list. The day isn't complete until you finish this routine.

We tend to let other things, email, distractions, etc. get in our way. Go ahead and get distracted but it will mean you will stay up late to get these done!

One option is to make a calendar. For each day write in the items on this list and check them off as you do them.

It's just to keep track and to work on making this a habit. Knowing what millionaires do doesn't matter. **Do what millionaires do.**