

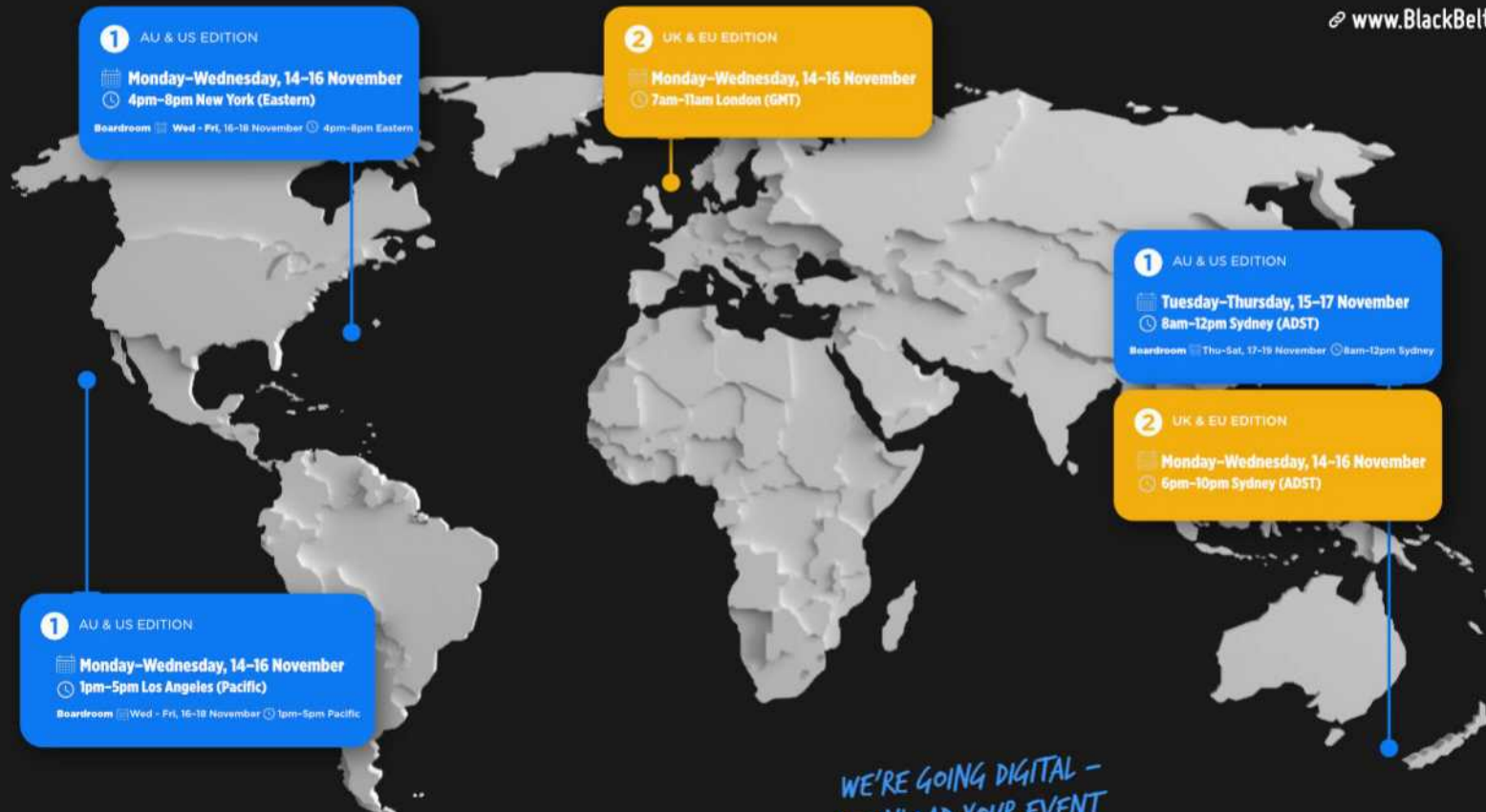
The November Intensive

#MONEY #MEANING #FREEDOM



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Intensive • November 2022

1

Australia, New Zealand, and USA

The Momentum Snapshot

Season '23

Sensei Sessions

The Cash Campaign

The Mastermind

#1#2#3#4

The Belt Breakouts

Your 6-Week Gameplan

Your 6-Week Gameplan

\$10-30K

\$40-60K

\$70K+

Boardroom

THE BLACK BELT INTENSIVE KICKS OFF MONDAY IN THE US, UK & EUROPE, TUESDAY IN AUSTRALIA

2

UK and Europe

Welcome

Season '23

Sensei Sessions

The Cash Campaign

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#1#2#3#4

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AUS/NZ/US EDITION IS THE SAME AS UK/EUROPE EDITION - COME TO WHICHEVER ONES WORK BEST FOR YOU

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The State Of The Union

Been	At	Going

The Insight Snapshot™

The Momentum Snapshot™			
The Cash Campaign™			
The Belt Breakout™			

The Insight Snapshot™

Season '23			
The Mastermind™			
The Sensei Sessions™			



Intensive • **November 2022**

Past	Present	Future
<div>What are you most proud of?</div> <div><div>Wins</div><div>Why</div></div>	<div>What are you most confident about?</div> <div><div></div><div></div><div></div><div></div><div></div></div>	<div>What are you most excited about?</div> <div><div></div><div></div><div></div><div></div><div></div></div>
<div>This 6-Week Cycle What 5 things do you want from this next 6 weeks?</div> <div><div>1</div><div>2</div><div>3</div><div>4</div><div>5</div></div>		





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Intensive • **November 2022**



Intensive • **November 2022**

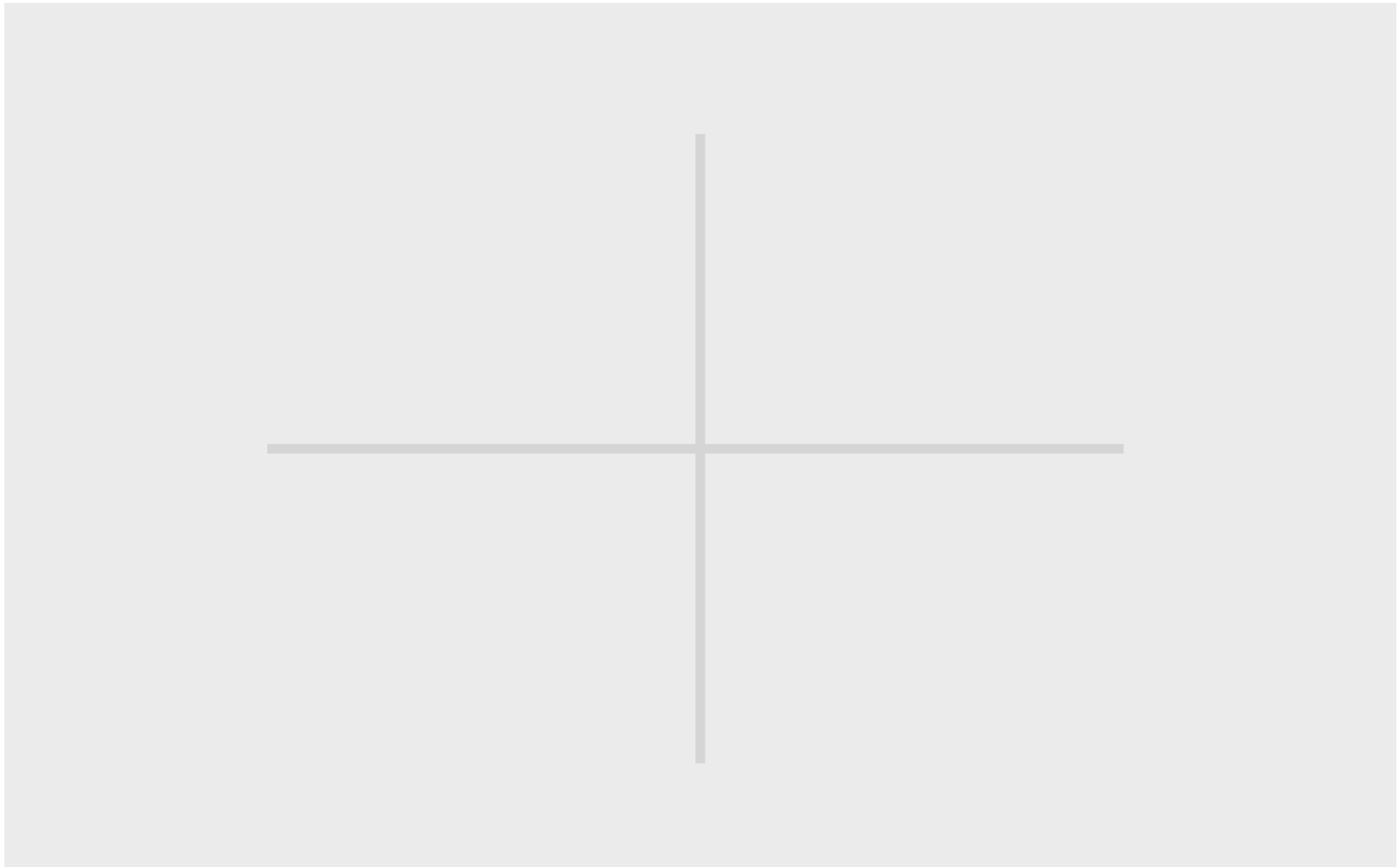
The Cash Campaign™

HOW TO MAKE A MONTH'S WORTH OF SALES IN 5 DAYS



Attract • Fill Funnel™

The Campaign Cadence™





Attract • Fill Funnel • **The Cash Campaign™**



The Offer Audit™

	Promise	Urgency	Bonuses	Guarantee
Powerful	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Strong	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Weak	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>
Problem	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>	<div><div></div></div>



Attract • Fill Funnel • **The Cash Campaign™**

The Countdown Campaign™

	Theme	Key Message	Ideas
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			



Attract • Fill Funnel • **The Cash Campaign™**

Email 1 — Post Download

Subject: Welcome

First off I want to say thanks for picking up my book.

I know there are lots of other "gurus" and marketers who promise the latest and greatest tactic or hack to get you to the promised land. This is not one of those lists and I'll prove it to you over the next couple days.

I'm stoked you got the book.

It's already having a HUGE impact on the business owners using it.

Over the next week or so I'm gonna be explaining to you, in detail, the major shift that's happening. And, how we've already helped services business transition into the new model and earn more money than they could have ever expected.

I'm just going to show you by showing the results our clients are getting everyday.

We have client results coming out our ears and much easier to SHOW you what works rather than TELL you..

You've probably got all sorts of questions.!



Email 1 — Post Download

I'm excited to share this transition with you. And like I said before, I promise it's different than other stuff you've heard.

Why is it different? And why should you listen to me?

Well, most gurus and theorists who claim to grow your business work in 1 core function of your business. They don't actually operate in all 3 functions. They don't constantly increase the profitability AND enjoyment.

There's more to "growing a business" than 'getting new clients'. The game changer and lifestyle changes come from leveraged delivery and profitable cash flow.

The others don't do that.

I do.

This is the part that may sound a little salesy but it's necessary to tell you my background so you know that I actually know what I'm talking about.

I'm a business owner like you.

I developed these strategies for MYSELF so I could travel and bring my family up while still hitting big numbers.



Email 1 — Post Download

In fact I didn't share it for ages. But the processes and systems I had built made my business predictable cash cows.

My clients noticed and I helped them do it.

My first stint consulting and delivering services almost tipped me over the edge. We did 'ok' but the hours and complexity that developed flat out sucked.. Needless to say, I paid the ignorance tax and learned a thing or two.

Through months and years of costly trial and error, I created processes and systems that allowed me to always have new leads, clients getting results, maximize every bit of knowledge and IP I had.

I used those processes and systems to create a step-by-step process that anyone could use to scale fast AND leverage what you already have, but most importantly give you your time back.

Over the past 6 years, I've helped over 1000 businesses scale fast and generate over \$20m in sales

The market is still trying to figure out what we do...

And it's about to change.



Email 1 — Post Download

I recommend you set aside some time right now to go to work out exactly what kind of business you want right now.

I'm confident you'll love the outcome

Tomorrow we'll get into the good stuff.

For now, I have one favor to ask. Can you just quickly hit "reply" and let me know what your #1 roadblock is with scaling your business?

I read every answer and it helps me give you the content you want and need most.

It could literally be a one sentence reply or a full story.

Just take a few seconds to do that now.

To your success,

James 'who?' Kemp



Email 1 — Monthly Opening The Doors

Subject: Doors Open Soon"
"

I'll be opening the doors to The 2k Code, where we show coaches how to generate \$2000 in sales using a program they already have - fast.

I'm making it super accessible to get started for only \$100.

But before you decide I'm going to show you what kind of RESULTS the folks inside are getting.

Stay tuned over the next few days where I give you a peak behind the curtain.

James

PS; if you want to skip the line and come inside before the rush, reply 'skip' and I'll get you all the details.



Email 2

Case Study: How Andy Went From Retainers To An Online Program

Retainers are great.

Until they aren't.

It's the common path and business model in creative and digital businesses.

But what happens when you hit the ceiling?

The client services become a bit of a grind and there is no obvious path to grow without adding more retainer clients, cost and time.

Andy is a video marketing expert and I talked to him about how joining The 2k Code has transformed the way he does business and his income.

If you're serving customers on retainer or one to one there are plenty of gold nuggets in this interview:

{Kartra case study page link}

To your success

James 'value extractor' Kemp



Email 3

Subject: Case Study: How Natalie Made \$7500 On Her Launch

I'm a sad panda.

I got some replies after my first email and it made me sad.

But I get it.

The day I realised my business model was keeping me stuck, I wasn't sure if I could change..

It was me, it was the unknown.

Despite YEARS of experience and actually doing it with clients I was still riddled with doubt.

And that's what I'm seeing in these emails.

People literally selling me on why they couldn't be successful because of this and that.

Despite some having years of experience, despite solving painful problems for themselves, despite other people encouraging them to set their knowledge free.

They don't believe in themselves.



Email 3

My first reaction to these people writing in was: "They're kinda screwed".

Because in client serving businesses if you are reluctant to believe and adapt then prospects are reluctant to believe and invest in YOU.

But I realised that many of our clients felt the same way before they came onboard and invested in themselves..

Like Natalie.

After 10 years working in the advertising industry she wanted her own business.

And she also wanted to be a single mum.

She wasn't prepared to compromise her daughter OR her dreams.

Natalie joined our program, dusted off her pricing spreadsheets and quickly developed an online program helping female entrepreneurs nail their pricing.

She launched it with no following, email list or paid advertising and made \$7,500 with her online program.

I interviewed Natalie to get the full story of her journey.

[CMM case study link]



Email 3

If you're currently faced with fear of any kind and want to stand up and defeat it then this video is for you and you need to watch it right now. Natalie has an awesome story.

[CMM case study link]

To your success.

James



Email 4

Subject: How A Coach Transformed His Business
in 5 Weeks"

Last year we kicked off a pilot program with 31 people.

Our goal was simple.

Help them package their knowledge into an online program and make their first \$2000 with it.

This milestone is significant.

Because when you've done it once and you have a framework to do it again the path in front of you is clear.

For many this is the first time clarity has been reached.

They have tried a lot of different tactics to get their business moving forward.

They either didn't work or didn't; work for long enough.

When Matt joined the program things were going 'ok'.



Email 4

But he knew he needed to focus in on exactly who he wanted to work with and deliver them results without burning out.

He joined the program and set to work.

His journey has a ton of lessons for you.

These are the 8 steps he took to design and launch his new program, get 16 calls in his calendar, 5 new clients worth \$9500 with just 2 pieces of content:

{image}

8 Steps:

1 - Connect with the Deep Problem - Matt's clients are healers, facilitators and coaches. When we dug into it some simple questions revealed the pain they felt was lack of alignment with their clients. They want more than money. They want to feel connected with the people they serve. Lots of people promise to show them how to get more clients but these people want the right clients. In a sea of sameness you must connect with the true challenges your ideal client is facing, not just surface level problems you decide they have.

2 - Brand and Own the Solution - After uncovering the problem he wanted to solve his



Email 4

next step was owning it. In crowded markets, which almost all are, there are a lot of people offering to solutions. To stand out you need to give the market a framework that spells out how you're different and how they will achieve the result. Matt's Bright Light Client Attraction Process boldly stands out compared to other people who are just offering a solution of 'more clients'.

3 - Give them just what they need - when you have a desire to help people, the urge is to give them everything you know and hope they get a result. Matt distilled his program down to a single promise - Attract their first bright light client. He will give them everything they need to achieve that result. Simple promises leave no room for interpretation and make it easier for someone to commit.

4 - Illuminate their pain - the single most effective element your marketing can convey is empathy. Displaying you truly understand their pains, problems and experience. Matt used the first part of our IPO method to create a piece of content 'Illuminates' the frustration that his clients feel when they work with the 'wrong' clients. By displaying he understood this little talked about factor he had huge engagement on his first piece of content posted organically.



Email 4

5 - Offer them a solution to their problem - after he got their attention he offered to solve this problem with a 30 minute call. This simple offer is low risk and the first step to you making the final offer.

6 - Offer to only the right people - a good sales process really uncovers two things, are they a fit for you and can you help them. Now Matt has crystal clarity on the right person and what his program he can simply filter out the people this offer is suboptimal for. In client serving businesses you are defined by the results you get for people. Selling to only those who meet your criteria should be let through the gate. One bad apple can curtail your ability to generate the results required to become 'known'.

7 - Repeat the process - once you've cracked the code of attracting generating sales so effortlessly it's tempting to think about what's next. New offer? new program? entrepreneurs are serial creators. The next step is sticking to process, mastering it and repeating until you've hit big milestones. Consistency is under rated. Matt will continue to publish Illumination content and applying the winners using paid ads to drive more bookings in his calendar.

8 - Deliver via a Community driven MVP - Matt will put his clients into a Facebook group and



Email 4

deliver the curriculum there. Watching how your clients interact, engage, thrive and get stuck is crucial to evolving your program and getting people better results. Tech can get in the way at the beginning. It can come later when your program is tuned to deliver the best possible result and scale demands beefier tech.

All these steps are simple but few find them easy.

At every step there is a decision.

Who do I serve?

What do I want my framework to stand for?

How do I deliver to them?

What do I say?

How do I sell?

Matt's results aren't typical because most people let themselves get stuck at each decision without appreciating you can't be 'wrong'.

That decisions and action trump perfection EVERY single time.

I guarantee that following even half of these steps will quickly show an uplift in your business and results.



Email 4

If you want the exact steps and our help implementing them I'm opening a Case Study group for 10 next week where we will help you design, build and sell your knowledge online and make your first \$2000 online."

You can get started for just \$100.

Hit reply with 'case study' and I'll get you on the early bird list.

To your success

James 'transform' Kemp



Email 5

Subject: Speed Wins

Bill Gates is the world's richest man.

He started Microsoft in 1975 and grew it into the worlds largest software company and created a fortune of \$81 billion.

In 1999 he wrote a book.

"Business at the speed of thought"

The book's premise: Thanks to technology, the speed of business is accelerating at an ever-increasing rate, and to survive, it must develop an infrastructure--a "digital nervous system"--that allows for the unfettered movement of information.!

Gates writes that "The most meaningful way to differentiate your company from your competition ... is to do an outstanding job with information. How you gather, manage, and use information will determine whether you win or lose."

Gates was referring to companies but this equally could be applied to people.

Speed is everything.



Email 5

Delays in making decisions and delays in taking action leads to delays in getting results.

Yet every week I speak to a handful of business owners who are proud of how slowly they make decisions. They see it as considered, measured, analytical.

If you have identified a problem like lack of sales, been presented a solution and that solution meets obvious criteria.

Commit to the solution and implement it.

As fast as you can.

When Kursten came to me he wanted help growing sales of his valuable service.!

He decided quickly.

He committed quickly.

He took action quickly.

He got results quickly.

6 hours after he launched his fresh marketing he got a \$5000 client and had another lined up.

He messaged me:

{image}

While his competition are still:!



Email 5

"Thinking about it"

"Looking at all their options"

He's getting results.

and he's only just getting started.

Are you ready to jump into the fast lane or are you in the slow lane on the road to nowhere?

We can get you going in The 2k Code today."

"

Hit reply and I'll get you all the details.

To your success

James 'Fast Lane' Kemp



Email 6

Subject: Your Invitation Inside

Here's the down low.

Next week, I'm putting together 10 good folks and showing them exactly how to take their existing services and generate \$2000.

It's called The 2K Code because we create a simple outcome.!

I'm going to guide you to create an online offer, get your first customer(s) and create \$2,000.

Then I'm going to give you the tools to turn it into 5 figure paydays with stuff you've already got and WITHOUT needing paid ads, proposals or trading time for money.

These results are NOT typical but clients who've gone through this:

An agency who generated \$90,000 in 45 days without delivering any services

A consultant who added \$5000 days to his existing hourly rates

A freelancer who stopped doing proposals and now gets paid to sell to his clients



Email 6

A coach who transitioned from 1:1 to group consulting and dropped her client delivery time by 27 hours a week

They got this by bringing together ideas and IP they already had and created ONE offer.

This is perfect if you're already delivering in workshops, 1:1, on hourly rates or in-person and want to get the same result online.

An online offer is simply something you deliver to a client that doesn't require you swapping your time for money and can be delivered online from anywhere.

And sell it without paid ads or fancy marketing.

You and I will go over everything you need to run this for yourself...

You'll also walk away knowing:

How to turn your network into super-referrers (I've mastered the messaging, earned millions and have helped many others crush with with tiny little networks- NOBODY teaches this.)

If you WANT to sell by phone: Secrets to getting more applications than you can handle for high ticket clients and services. (Not kidding, I've had clients that have to STOP executing so their calendar can catch up.)



Email 6

How to turn your existing products and services into....cash. Because good businesses don't need to make more 'stuff' it's much easier (and cheaper) to use what you've already got than you might imagine.

The tweak you can make and immediately apply what you learn here to Facebook and LinkedIn. I and some of my clients do 6 figures plus using FB WITHOUT paying for ads.

Frameworks, examples and templates galore and more.

Now...if I were you...

I'd imagine you've gotta buncha questions.

Where and When?

We kick off next week.

I recommend allotting at least 2 hours a week.

I put you inside a private Facebook group with me and a fulltime coach.

Give you access to a step-by-step system.

We're there daily.

Twice a month we jump on a live workshop.

How Does It Work:!



Email 6

I only want to work with 10 people who can implement, test and report back on the results!

I'm taking people today and I'm inviting YOU to join the crew..!

This ain't a 'course' where you gotta find loads of time in your busy schedule and watch endless generic videos.

I'll give you bite sized chunks you can knock out in a few minutes a day.

During our time together we hang together in a private group to talk about it and brainstorm specific strategies for YOUR business so you can put it into action and report on your results.!

I really want to create some great case studies from this so me and the team will be spending time with you to make sure we maximise your results.!

I even give you bonuses for implementing.

What Do I Need To Bring?!

We're going to be working closely together but it ain't going to be drawn out, 4-5 hours in the whole month is plenty.



Email 6

Groups thrive on contribution. When you are getting wins we need you to share the success so others can learn from you.!

At the risk of writing War and Peace I'm going to answer some other questions I'm sure you have below.

Do I need to be a great marketer?

You don't. In fact, if you already know how to market, it can hurt more than it help.!

My methods are so devilishly simple that they can stop you in your tracks. If you can work a keyboard and a cellphone you will fit right in.

Do I need to bring?

You need to have a monetisable skill you're already delivering. We find great results for consultants, coaches and agencies with offers anywhere between \$500 to \$100,000.

I'll work with you to come up with a \$500 to \$5000 offer.!

Will The 2k Code WORK in my industry?

I've built online offers across dozens of industries and had tremendous success.

As long as there are PEOPLE with problems in your network, The 2k Code



Email 6

will work because we simply tap into psychology which really never changes.

Are there any bonuses?

You bet,!

I'm going to give you a Private 1:1 coaching call two weeks in when you're getting solid traction. The going rate for an hour is \$5000 because I have a knack for spotting \$10k, \$20k and up opportunities hiding in plain site and gift wrapping them for folks. We'll do that together on a Zoom call.

I'm also going to give you The Daily Client Machine Funnel and get one of my team to install it for you. This magical little book funnel enables me to get my marketing spend back everyday and get free leads. Our usual done-for-you funnel service runs up to \$15,000 and this will save you hours of tech headache trying to do it yourself.

Ever wondered how people get those Facebook groups rolling and turned into leads. Plenty of them used my 1000 True Fans training that gives you the 13 step by step scripts to start, monetise and grow a Facebook group without spending a dollar on ads. This is the same sequence that generated \$126,000 last time I rolled it out.



Email 6

There's also a big ole bonus when you tap in your first \$2000 but I'll leave that as a nice surprise :)

What's The Investment?!

If you're already delivering to clients it will cost you a FORTUNE to miss.!

With that said...

Your investment for The 2k Code uses my Pay As You Godel that makes it ridiculously easy to get started.

\$100 now then 14 payments of \$100 USD every week.!

...most of my students make their first payments back in one sale give or take as long as they've got the goods.

Is there a guarantee?

There is.!

I believe in earning my keep and keeping my promises to people.

I will work with you until you've made at LEAST \$10k no matter how long it takes AS LONG AS you are actually making offers to your market.



Email 6

In other words, you can't not take any action and come back 7 years from now and

ask me to work with you.

But, come in, send the emails/messages/posts if we don't hit your \$10k on your first offer,

I'm happy to help you dial in your offer or troubleshoot - whatever it takes

until you do hit \$10k.

Then, you'll have the SKILL and ABILITY to create cash flow at will from just about any audience regardless of what the economy is doing or how Facebook changes, etc.

You gotta fire some bullets but I will give you the gun.

Fair?

How do I get a spot?

You don't need to send me any money now.

If you've read the questions above and meet the requirements just reply back...

"I'M IN!"

Then I'll get you set up.

First come...first served.



Email 7

Subject: Questions NAME?"
"

NAME, Yesterday I sent you all the details on
The 2k Code.

They're below in case you missed it.

Just following up to see if you have any
questions?

James!

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and showing them exactly how to take their
existing services and generate \$2000.

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"I'M IN!"

Then I'll get you set up.

First come...first served.

Email 8"

Subject: Proof

"Does working with you get results?"

That's an excellent question.

Rather than telling you The 2k Code gets results.

I'd rather let my clients tell you: [https://
impact.jameskemp.co/results](https://impact.jameskemp.co/results)

Collectively, our clients have sold over \$20,000,000 with programs we helped create.

If you want the same results, hit reply and we'll get you started.

To your success

James 'results' Kemp



Email 8

Subject: Proof

"Does working with you get results?"

That's an excellent question.

Rather than telling you The 2k Code gets results.

I'd rather let my clients tell you: [https://
impact.jameskemp.co/results](https://impact.jameskemp.co/results)

Collectively, our clients have sold over
\$20,000,000 with programs we helped create.

If you want the same results, hit reply and
we'll get you started.

To your success

James 'results' Kemp



Email 9

Subject: I Have To End This

All good things come to an end.

Today, the \$100 Pay As You Go Plan and all the Bonuses are coming down.

The program will return to it's full price minus the bonuses like a private coaching from me and my team setting up your funnel for you (full details below)

You've seen all the results and I've made it as easy as possible to get started with pay as you go pricing.

If you've waited until the last minute then reply with IN and I'll get you setup before the clock strikes zero."

"
If you're not IN, I'd love to know why. I create offers that are as close to a no brainer as possible so you're reply would mean a lot to me.

To your success

James 'last day' Kemp

Here's the down low.



Email 9

Next week, I'm putting together 10 good folks and showing them exactly how to take their existing services and generate \$2000.

It's called The 2K Code because we create a simple outcome.!

I'm going to guide you to create an online offer, get your first customer(s) and create \$2,000.

Then I'm going to give you the tools to turn it into 5 figure paydays with stuff you've already got and WITHOUT needing paid ads, proposals or trading time for money.

These results are NOT typical but clients who've gone through this:

An agency who generated \$90,000 in 45 days without delivering any services

A consultant who added \$5000 days to his existing hourly rates

A freelancer who stopped doing proposals and now gets paid to sell to his clients

A coach who transitioned from 1:1 to group consulting and dropped her client delivery time by 27 hours a week

They got this by bringing together ideas and IP they already had and created ONE offer.



Email 9

This is perfect if you're already delivering in workshops, 1:1, on hourly rates or in-person and want to get the same result online.

An online offer is simply something you deliver to a client that doesn't require you swapping your time for money and can be delivered online from anywhere.

And sell it without paid ads or fancy marketing.

You and I will go over everything you need to run this for yourself...

You'll also walk away knowing:

How to turn your network into super-referrers (I've mastered the messaging, earned millions and have helped many others crush with tiny little networks- NOBODY teaches this.)

If you WANT to sell by phone: Secrets to getting more applications than you can handle for high ticket clients and services. (Not kidding, I've had clients that have to STOP executing so their calendar can catch up.)

How to turn your existing products and services into....cash. Because good businesses don't need to make more 'stuff' it's much easier (and cheaper) to use what you've already got than you might imagine.



Email 9

The tweak you can make and immediately apply what you learn here to Facebook and LinkedIn. I and some of my clients do 6 figures plus using FB WITHOUT paying for ads.

Frameworks, examples and templates galore and more.

Now...if I were you...

I'd imagine you've gotta buncha questions.

Where and When?

We kick off next week.

I recommend allotting at least 2 hours a week.

I put you inside a private Facebook group with me and a fulltime coach.

Give you access to a step-by-step system.

We're there daily.

Twice a month we jump on a live workshop.

How Does It Work:!

I only want to work with 10 people who can implement, test and report back on the results!

I'm taking people today and I'm inviting YOU to join the crew..!



Email 9

This ain't a 'course' where you gotta find loads of time in your busy schedule and watch endless generic videos.

I'll give you bite sized chunks you can knock out in a few minutes a day.

During our time together we hang together in a private group to talk about it and brainstorm specific strategies for YOUR business so you can put it into action and report on your results.!

I really want to create some great case studies from this so me and the team will be spending time with you to make sure we maximise your results.!

I even give you bonuses for implementing.

What Do I Need To Bring?!

We're going to be working closely together but it ain't going to be drawn out, 4-5 hours in the whole month is plenty.

Groups thrive on contribution. When you are getting wins we need you to share the success so others can learn from you.!

At the risk of writing War and Peace I'm going to answer some other questions I'm sure you have below.



Email 9

Do I need to be a great marketer?

You don't. In fact, if you already know how to market, it can hurt more than it help.!

My methods are so devilishly simple that they can stop you in your tracks. If you can work a keyboard and a cellphone you will fit right in.

Do I need to bring?

You need to have a monetisable skill you're already delivering. We find great results for consultants, coaches and agencies with offers anywhere between \$500 to \$100,000.

I'll work with you to come up with a \$500 to \$5000 offer.!

Will The 2k Code WORK in my industry?

I've built online offers across dozens of industries and had tremendous success.

As long as there are PEOPLE with problems in your network, The 2k Code

will work because we simply tap into psychology which really never changes.

Are there any bonuses?

You bet,!



Email 9

I'm going to give you a Private 1:1 coaching call two weeks in when you're getting solid traction. The going rate for an hour is \$5000 because I have a knack for spotting \$10k, \$20k and up opportunities hiding in plain site and gift wrapping them for folks. We'll do that together on a Zoom call.

I'm also going to give you The Daily Client Machine Funnel and get one of my team to install it for you. This magical little book funnel enables me to get my marketing spend back everyday and get free leads. Our usual done-for-you funnel service runs up to \$15,000 and this will save you hours of tech headache trying to do it yourself.

Ever wondered how people get those Facebook groups rolling and turned into leads. Plenty of them used my 1000 True Fans training that gives you the 13 step by step scripts to start, monetise and grow a Facebook group without spending a dollar on ads. This is the same sequence that generated \$126,000 last time I rolled it out.

There's also a big ole bonus when you tap in your first \$2000 but I'll leave that as a nice surprise :)

What's The Investment?!



Email 9

If you're already delivering to clients it will cost you a FORTUNE to miss.!

With that said...

Your investment for The 2k Code uses my Pay As You Gomodel that makes it ridiculously easy to get started.

\$100 now then 14 payments of \$100 USD every week.!

...most of my students make their first payments back in one sale give or take as long as they've got the goods.

Is there a guarantee?

There is.!

I believe in earning my keep and keeping my promises to people.

I will work with you until you've made at LEAST \$10k no matter how long it takes AS LONG AS you are actually making offers to your market.

In other words, you can't not take any action and come back 7 years from now and

ask me to work with you.

But, come in, send the emails/messages/posts if we don't hit your \$10k on your first offer,



Email 9

I'm happy to help you dial in your offer or troubleshoot - whatever it takes

until you do hit \$10k.

Then, you'll have the SKILL and ABILITY to create cash flow at will from just about any audience regardless of what the economy is doing or how Facebook changes, etc.

You gotta fire some bullets but I will give you the gun.

Fair?

How do I get a spot?

You don't need to send me any money now.

If you've read the questions above and meet the requirements just reply back...

"I'M IN!"

Then I'll get you set up.

First come...first served.





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The Belt Breakout

#RIGHTNEXTTHING



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Season '23

5 WAYS TO KICK YOUR BUSINESS UP A GEAR NEXT YEAR



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TOP SECRET

WWW.BLACKBELTMEMBERS.COM/SEASON23

Download on BlackBeltMembers.com
download



Deliver • Decide Model • **Million Dollar Coach Season '23**



Deliver • Decide Model • **Million Dollar Coach Season '23™**



Deliver • Decide Model • **Million Dollar Coach Season '23™**



Deliver • Decide Model • **Million Dollar Coach Season '23™**



Deliver • Decide Model • **Million Dollar Coach Season '23™**

Next ...

Name

Date _____

Takeaways

Actions

Communications



Deliver • Decide Model • **Million Dollar Coach Season '23™**

The Mastermind

#CONTENT #COACHING #COMMUNITY



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The Mastermind Focuser™

The one thing I could use some help with ...																My specific question is ...																	
Insights																	Actions																



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The Sensei Sessions

#ATTRACT #CONVERT #DELIVER #SCALE

Sensei Session

Name:

Topic:

Notes

Questions and Ideas



Sensei Session

Name:

Topic:

Notes

Questions and Ideas



Sensei Session

Name:

Topic:

Notes

Questions and Ideas

Sensei Session

Name:

Topic:

Notes

Questions and Ideas



My Sensei Session

Name:

Topic:

Notes



My Sensei Session

Name:

Topic:

Notes





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My 6-Week Gameplan™

#RIGHTNEXTTHING
#THEBELTSGOUP

The Roadmap Reset™

Entry	Lead	Lag	Exit
 	Focus My Right Next Thing™ is ...	 \$124K+	 
	Feedback How hard am I playing the game?	 \$84,000  \$70,000  \$60,000  \$50,000  \$40,000  \$30,000  \$20,000	
	<div>     </div> <div> Luggage Backseat Passenger Driver </div>		

The Action Replay™

Worked	Didn't Work	Next Time	Commit To ...



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Compass

CYCLE

BEGINS

ENDS

Vision • What do you see for the year ahead?

Focus • What’s this 6-Week Cycle all about?

Money • My belt target for the next Intensive



\$20,000



\$30,000



\$40,000



\$50,000



\$60,000



\$70,000



\$84,000



\$124K+

Meaning • Impact & Effect • Why is this work important? Who does it impact? How does it effect them?

Freedom

Risk • What’s at stake?

Reward • What do you choose?



Scale • **Create Future**

The 6-Week Gameplan™

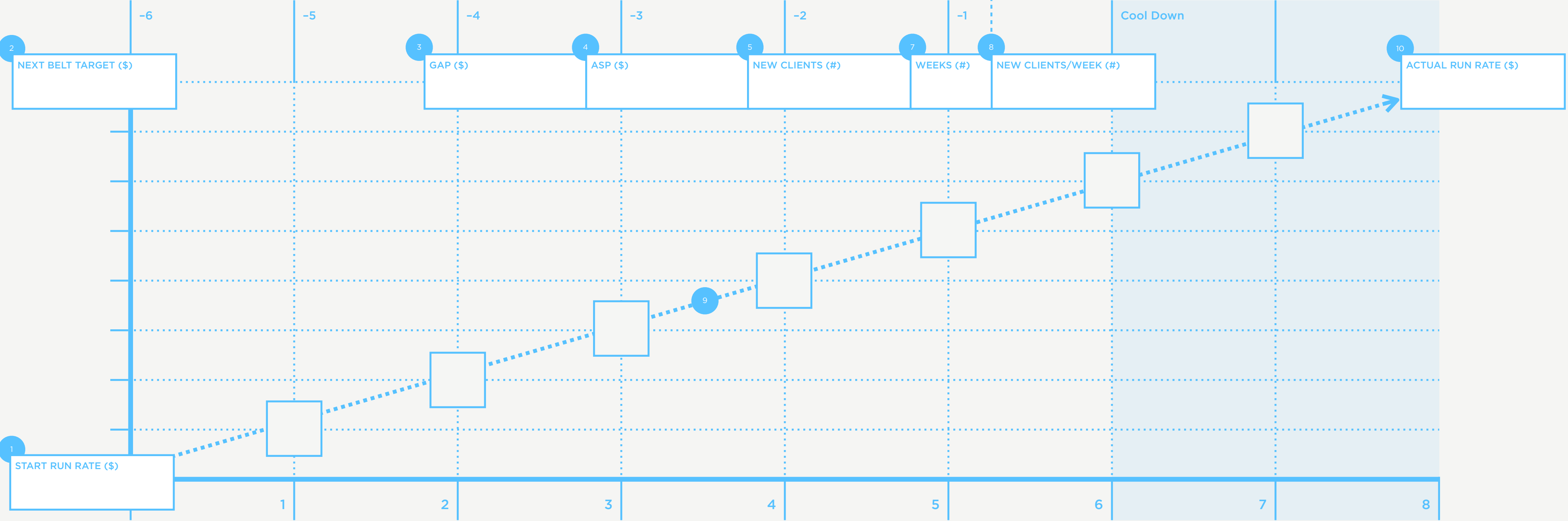
CYCLE

BEGINS

ENDS

STARTS	CHATS	TRIAGE	STRAT
		SALES	

Client Countdown
Post-Its





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The 6-Week Project Filter™

PROJECT NAME:

Problem | What problem are we solving?

Impact | What difference will it make?

Outcome | What does “done” look like?

WHAT ARE THE (1-6) BIG CHUNKS OF WORK TO DO?

WHAT ARE THE (1-3) NEXT ACTIONS TO GET THIS STARTED?

1

2

3



Scale • Create Future™

Inspired by Strategic Coach

The 6-Week Project Filter™

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Scale • Create Future™

Inspired by Strategic Coach

W	Day		Check-in	P1	P2	P3				
-6	28	M								0000
	29	T	<input type="checkbox"/>							0000
	30	W	<input type="checkbox"/>							0000
	1	T	<input type="checkbox"/>							0000
	2	F								0000
	3	S								0000
	4	S								0000
-5	5	M								0000
	6	T	<input type="checkbox"/>							0000
	7	W	<input type="checkbox"/>							0000
	8	T	<input type="checkbox"/>							0000
	9	F								0000
	10	S								0000
	11	S								0000
-4	12	M								0000
	13	T	<input type="checkbox"/>							0000
	14	W	<input type="checkbox"/>							0000
	15	T	<input type="checkbox"/>							0000
	16	F								0000
	17	S								0000
	18	S								0000
-3	19	M								0000
	20	T	<input type="checkbox"/>							0000
	21	W	<input type="checkbox"/>							0000
	22	T	<input type="checkbox"/>							0000
	23	F								0000
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	25	S								0000
-2	26	M								0000
	27	T	<input type="checkbox"/>							0000
	28	W	<input type="checkbox"/>							0000
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	31	S								0000
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	3	T	<input type="checkbox"/>							0000
	4	W	<input type="checkbox"/>							0000
	5	T	<input type="checkbox"/>							0000
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	8	S								0000
JANUARY	9	M								0000
	10	T	<input type="checkbox"/>							0000
	11	W	<input type="checkbox"/>							0000
	12	T	<input type="checkbox"/>							0000
	13	F								0000
	14	S								0000
	15	S								0000
	16	M								0000
	17	T	<input type="checkbox"/>							0000
	18	W	<input type="checkbox"/>							0000
	19	T	<input type="checkbox"/>							0000
	20	F								0000
	21	S								0000
	22	S								0000
-6	23	M								0000
	24	T	<input type="checkbox"/>							0000
	25	W	<input type="checkbox"/>							0000
	26	T	<input type="checkbox"/>							0000
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	29	S								0000
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	31	T	<input type="checkbox"/>							0000
	1	W	<input type="checkbox"/>							0000
	2	T	<input type="checkbox"/>							0000
	3	F								0000
	4	S								0000
	5	S								0000
FEBRUARY										

Meaning • Impact & Effect • Why is this work important? Who does it impact? How does it effect them?

Freedom

Risk • What's at stake?

Reward • What do you choose?



Scale • **Create Future**



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Project cycles	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T			
JANUARY							1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	L	W	GP														
								-6w							-5w							-4w							-3w											
FEBRUARY			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28										
							-2w								-1w																									
MARCH			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21																	
							-6w								-5w							-4w							-3w											
APRIL						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	27	26	27	28	29	30					
	-2w						-1w																																	
MAY	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16																								
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JUNE				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
							-2w								-1w																						-6w			
JULY						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18																	
							-5w								-4w							-3w							-2w											
AUGUST			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31							
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SEPTEMBER						1	2	3	4	5	6	7	8	9	10	11	12																							
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OCTOBER						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
							-1w																																	
NOVEMBER				1	2	3	4	5	6	7	8	9	10	11	12																									
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DECEMBER						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T			



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The Roadmap Cards™



Download on BlackBeltMembers.com
download



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