

Move TO MILLIONS[®]

THE PROVEN FRAMEWORK TO BECOME A MILLION DOLLAR CEO
WITH **GRACE & EASE** INSTEAD OF **HUSTLE & GRIND**



**DR. DARNYELLE
JERVEY HARMON**

MOVE TO MILLIONS®

ADVANCED PRAISE FOR *Move* TO MILLIONS

“Darnyelle’s previous books covered a variety of business success tips. *Move to Millions* is the in-depth comprehensive game plan that takes you from amateur level to being a professional entrepreneur ready to unleash your full potential.”

—**Omar Tyree**, *New York Times* Bestselling Author
and NAACP Image Award Winner

“*Move to Millions* is a must read whether you’re already a million-dollar earner or have millions on your mind. Darnyelle is divinely anointed to help purpose-driven entrepreneurs elevate exponentially both financially and spiritually.”

—**Patrice Washington**, Host, Award-Winning *Redefining Wealth Podcast*

“I loved this book! If you are a business owner, or want to become one someday, you need to read this book and follow Darnyelle’s directions. She’s sharing what she’s learned on her way to becoming a millionaire, and you can’t help but increase your success as a result.”

—**Leisa Peterson**, Author, *The Mindful Millionaire*

“Your grandchildren say ‘thank you’ for changing your life by picking up this book. This book is necessary reading for anyone who wants to scale their business to the million-dollar mark with joy and ease. In this book, Darnyelle flawlessly packages her radical honesty, incredible insight, and sharp ability to coach you from where you are to seven figures and beyond.”

—**Charreah K. Jackson**, Founder, Shine Army
Media and former *Essence* Senior Editor

“Less than 2 percent of all women entrepreneurs have revenues that exceed one million dollars a year. For the millions of women entrepreneurs who have yet to reach that revenue goal, Darnyelle offers inspiration and sound advice on how to get there. It’s a must-read!”

—**Monica S. Smiley**, Editor & Publisher, *Enterprising Women Magazine*

“Darnyelle poured her heart and soul into this book. She knows the principles because she lived them. *Move to Millions* is a transformative guide for small business owners and entrepreneurs looking to take their companies to the highest heights they’ve ever achieved. This book is a must-read for anyone looking to elevate their business.”

—**Raoul Davis**, CEO, Ascendant Group Branding,
the #1 Ranked Minority Owned PR Firm 2021 and 2022

“There is no better person to talk about moving to millions than Dr. Darnyelle Jervey Harmon. *Move to Millions: The Proven Framework to Become a Million Dollar CEO with Grace & Ease Instead of Hustle & Grind* is the book I wish existed before I ever started my entrepreneurship journey! A MUST READ!”

—**Shawn Anthony**, Host of *School’s Over . . . Now What? Podcast*,
CEO of *Shawn Anthony Enterprises LLC*

“*Move to Millions* is one of those books where you can instantly tell the author has walked the walk. Darnyelle has earned the right to write this book and we are the beneficiaries.”

—**Dov Gordon**, ProfitableRelationships.com

“The information in this book is gold! I believed I could have a million-dollar business then I implemented the strategies shared in this book. Now, I have a million-dollar business. This book is a must-read.”

—**Attyah Blair**, CEO, The Real Estate Reset

“*Move to Millions* is the truth entrepreneurs didn’t know they needed. What I love about this book is that it will have you gasping for air with clarity. Darnyelle is proven, her clients are real, and *Move to Millions* is a diary of entrepreneurial truth!”

—**Aprille Franks**, Aprille & Co | Epic Woman

“Put down all the other self-help books piled on your nightstand and READ THIS NOW! Read it fast, then read it slow—and DO the work! Darnyelle has given you a soup-to-nuts roadmap to become spiritually and financially

rich. She shares profound principles and practical strategies for building a business that serves the world AND leaves a legacy for your family.”

—**Caitlin Cogan Doemner**, MBA, Founder of the Ecstatic Way

“This book embodies the intersectionality of faith, business strategy, and inspired implementation. It won’t just leave you a better business owner, it will leave you a better person.”

—**Amy Walker**, CEO, Walker Consulting

“Darnyelle has been given the anointing of magnifying one’s potential greatness into financial success. So, if you want to balance that success while maintaining your sanity, this book will give you some of the metrics needed in a transparent and fresh way.”

—**Dr. Jatali Bellanton**, PhD, in Neuropsychology

“With many business coaches and mentors spouting the importance of hustle culture, *Move to Millions* is a refreshingly insightful framework that proves that you can make millions without sacrificing what’s most important to you. Add this book to your strategic business plan now.”

—**Towanna Burrous**, CEO, Coach Diversity

“Darnyelle seamlessly weaves together real-life experiences and real-world experiences to provide a surefooted blueprint to genuine success. As someone who personally knows Darnyelle, and is intimately familiar with the efficacy that her work has in bringing real results to the lives of those blessed to know her, I am excited to see more people able to tap her wisdom and create real lasting legacy in the world.”

—**Dan Mangena**, CEO, Dream with Dan

“Darnyelle makes the *Move to Millions* as easy as following her simple, step-by-step recipe. This book reveals degrees of knowledge and wisdom I have rarely seen in writing before.

If you’re an entrepreneur, and you read only one book this year, let it be *Move to Millions: The Proven Framework to Build a Million Dollar Company with Grace & Ease Instead of Hustle & Grind.*”

—**Allyson Byrd**, CEO, Money Movers International

“Darnyelle is the long-time go-to source for wealth creation. *Move to Millions* is her blueprint of success, which everyone can follow. *Move to Millions* is about creating wealth the smart way. Darnyelle has proven that it’s possible with persistent and purposeful actions.”

—**Ramon Ray**, Publisher, Zone of Genius.com

“Everyone has a *Move to Millions* story inside of them. Yours will be revealed in the pages of this book. Open it and discover your personal blueprint to your next M.O.V.E.”

—**Natasha Joan Haughton**, Business, Life, and Sales Strategist,
Vision Manifest, LLC

“Millions-minded leads to millions manifested. This is what Darnyelle so eloquently unearths through principle, process, and practice in this must-have manual for entrepreneurs. Without gatekeeping or watering down what’s required, *Move to Millions* is a business blueprint that teaches how to gain leverage and leave legacy without sacrificing or selling your soul.”

—**Janice Anderson**, CEO of Significant Life

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NEW YORK

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ISBN 9781636981666 paperback
ISBN 9781636981673 ebook
Library of Congress Control Number:
2023933869

Cover and Interior Design by:

Chris Treccani

Author Photos by:

Dave Bullen

Edited by:

Tenita Johnson and Melissa Stevens

Interior Illustrations by:

Rachel Dunham



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To my father, the late Robert Joseph Jervey
(September 21, 1952–August 7, 2022),

I will always remember your excitement
for this book in your final days.

FOREWORD

M*ove to Millions* is the only book that helps you unite God with your birthright. This book guides you through the process of making millions of dollars by impacting countless lives while creating a legacy for generations to come.

I'm Lucinda Cross, President of Activate Worldwide and Activate Your Life™, motivational superstar, and bestselling author. Darnyelle, the queen of powerful messages, asked me to write this foreword. I could not be more honored or thrilled to inspire you to read her book.

Move to Millions is a book of enlightenment and alignment around success in your life and business. It has four parts: the mastery, the operational obedience, the vision, and the execution. Each part is a standalone blueprint for your best life and business ever. It includes data, Scriptures, and her own musings to illuminate the path of making millions of dollars in your business.

What spoke to me the most is how this book relates to my life. I understand the correlation between my business success and faith in God. In order to gain financial success, I had to be spiritually aligned. Any disconnect manifests itself as a lack of confidence.

When you are just starting out as an entrepreneur, if you are disconnected from and lack confidence in yourself, it will be difficult to succeed. The connection you have with God, and the confidence you have in your-

self, are directly related to one another. When they align, spiritual abundance is unlocked.

What struck me while reading *Move to Millions* is how intertwined your connection with God and your confidence are, and how they impact your brilliance and competence in your messaging. If you are struggling to convey your message and if the words just aren't flowing, you don't have writer's block. You have a confidence problem. To move back to a place of spiritual abundance, you must repair the disconnect. Otherwise, you can't move forward.

Move to Millions is going to transform your outlook on making millions and impacting the lives of others. This book helps you understand how to surrender to the outcome of your actions and let God lead in order to move toward financial abundance.

We are all gifted. We all have talents to share with the world. I highly recommend *Move to Millions* so you can use your spiritual abundance to next-level your business and change the way you move through the world—with confidence in yourself and a strong connection with God.

While this book is called *Move to Millions*, it's not solely about money and birthright. It's about impacting the lives of others with words. Darnyelle realized God designed her to gather people and foster an environment that unleashes their biggest breakthroughs. And she does just that in this book.

One of the biggest breakthroughs I want you to prepare for while reading this book is the collaboration between your financial success and spiritual alignment.

Darnyelle believes making millions is less about strategy and more about surrender, which is a form of faith and one of the main principles in this book. She has expert knowledge about success speeding up when faith meets business.

Move to Millions is a literary masterpiece, full of enlightenment and alignment around success in your life and business. Darnyelle's "confessions" help guide you through the process of making millions of dollars in one year by impacting countless lives of people and creating a legacy for generations to come. Her stories illuminate the path of understanding so you can truly

grasp the idea that “if you didn’t come from millions, millions ought to come from you. When businesses make more, the impact is felt by millions.”

A book can change your life. The door to movement and alignment only opens from within. This information cannot be taught, only caught. Make a conscious decision to open the door to wealth! Make a conscious decision to make yourself better by finding reasons to increase your value, instead of finding reasons not to. That, my *Move to Millions* partner, has made a world of a difference in my life and in my business.

Who has the next move? Checkmate!

Lucinda Cross

Chief Activator

*Forbes Next 1000 | Motivational Speaker & Women Leadership Trainer
| Verizon’s Comeback Coach for Small Business | Media Personality | at
Activate Worldwide, LLC*

BONUS CHAPTER:

The Model of Financial and Spiritual Abundance

“When you’re connected to God, you’ll be confident, and that confidence will position your business for profitability.”

—**DARNELLE JERVEY HARMON, MBA**

Back in 2007 when I was just about to earn my second pink Cadillac, you couldn’t have told me that I would one day run an award-winning company whose unique value proposition would hinge on combining spiritual principles with business growth strategy. Or that the combination of those two things would be the catalyst for me to become a millionaire and multimillion-dollar CEO who now calls herself a millionaire spiritual business mentor.

Admittedly, one of the things that almost kept me from joining Mary Kay in the beginning was their “God, Family, Career” mantra. Don’t get me

wrong; the premise was great. But as I shared earlier, it just so happened I was introduced to Mary Kay Cosmetics after my first ex-fiancé confessed that he had gotten an older trustee in our church pregnant three months before my wedding. Initially, the last thing I wanted was to be affiliated with anything that put God first. Once my energy around my trauma softened and I realized that God had nothing to do with my ex-fiancé stepping out on me, I decided that being part of a company that put God first was just what I needed to get myself back on track. The thought of being part of a company that put God first started to excite me. However, the way I saw it putting God first didn't mean putting God out front. So when I sent my pink Cadillac back to the company and started Incredible One Enterprises, I didn't see any reason to change the way I was looking to approach my business.

Now don't get me wrong. I have been a God girl for years. I just wasn't a God girl who was open and out there about her spirituality. And in my early years of adulthood, I really didn't have a relationship with God. The aftermath of that first failed engagement is what nudged me toward building a personal relationship with Him; but even then, He had His place, and that place was separate from my career. My relationship with God was my business, and that meant it was personal and not for public consumption or marketing strategy. God was God, and business was business, and seldom did the two meet. I honestly didn't see what one had to do with the other because I was more concerned about religion than relationship. I opened my Bible on Sunday and Tuesday when I made it to Bible study, but I never prayed about my business. I never invited God into my business. Asking God to be the head of my business didn't even enter into my mind as a strategy during those early years. And I honestly didn't think there was anything wrong with that.

Looking back now, it seems so silly—I mean how can you compartmentalize your spirituality? We are spiritual beings having a human experience, after all. Once I started to seek and get to know God for myself, without the religious filters, I started to realize that God was my unique value proposition, and my relationship with Him was my secret sauce. Since I saw how inviting God into my business substantially changed my life *and* my business, I started to realize that businesses that have a spiritual foundation

go much further much faster. As I saw my focus on faith intensify the results I received in my business, I realized it couldn't be a fluke. There was something about inviting God to be part of your whole life. Matthew 6:33 says, "Seek first the kingdom of God and His righteousness and all things shall be added." And Psalm 24 states that the "Earth is the Lord's and the fullness thereof." But I hadn't read either of those scriptures for *myself*. Through a lens of understanding the relationship God was inviting me to develop with Him, it started to make sense and chip away at the trauma on my heart. Church hurt is the worst. But once I got it, I got it. And it became my lifeline. It didn't take long for me to decide that I needed to share this with anyone who would listen. As a result, I looked for ways to integrate these findings into my business coaching, training, and consulting. I wanted to help everyone find the secret sauce of God and leverage it in their business.

When I received that prophetic word in 2013, it was the confirmation that I needed to go big with what I now knew to be the key to business growth and success. My bold stand for God wasn't about religion. It was about understanding the principles because God is principled, and when you follow them, you get the success you crave. It didn't take long to integrate that realization into my business strategy. I think in frameworks, so identifying the best way to illustrate for clients the correlation between their business success and their faith source came easily to me. I literally created the model of financial and spiritual abundance in one sitting after having an intense moment of praise and fellowship with the Lord.

Let's face it. Life and business are congruent. I already told you that you cannot have a booming business when you have a busted life. If there is something wrong in your life, it will affect your business and vice versa. It's foolish to attempt to separate faith and business. Look at it this way: In business, it's hard to close new clients when you are struggling to understand the value of your contribution and are questioning if you deserve it. And equally, it's easy to close new clients when your confidence is high. Faith and finance should be together. How else can you explain that the Bible talks about money more than 2,300 times, and 39 percent of the parables taught by Jesus were about wealth or money.

Just as I laid out in the chapter on sales in the mastery section of this book, I have always believed that your confidence will close more sales than your skills. And your confidence comes from alignment and connection with the Father. I remember a discovery session I had with a potential client Amanda. Amanda said she hired me because I was so confident that I could help her grow her business. That she couldn't chance that I was right and she was wrong. So, she borrowed my confidence to invest in herself through my coaching program. Thirty days into our work together, Amanda had generated \$40,000 in new revenue, a first for her at the time. That success enabled her to take an entire month off in Hawaii. To this day, you could ask Amanda and she'd tell you that she is grateful that I was right!

I learned firsthand that when you are in connection with God, your confidence is high, which enables you to position yourself for maximum profitability. That realization became the basis of the model of financial and spiritual abundance. I was clear that if I could help an entrepreneur shift the way they saw themselves, I could help them become more confident, and that confidence would be the gateway to the right positioning and ultimately increase their profitability. One of the first times I saw this in real life in someone other than myself was with my client Kim.

Unlike Amanda who borrowed my confidence to invest in herself, Kim strengthened her own confidence through our coaching work together. Kim was brilliant and talented; she just didn't believe it on a consistent basis. It was almost like she was running her business and living her life with one foot on the brake and the other on the gas. For every step forward in confidence, there were five back in fear and misplaced underestimation of her gifts and talents. Kim claimed to know God, but she didn't really know God for herself until I helped her work through the model of financial and spiritual abundance.

**Your prospects will have to borrow your confidence
to invest in themselves through you.**

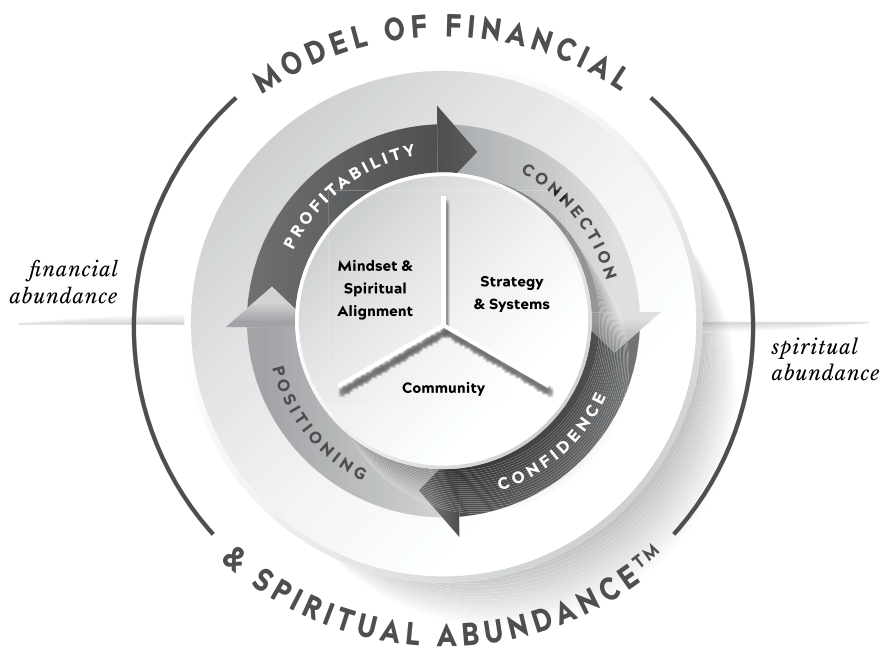
Once we did significant coaching around mindset and spiritual alignment, Kim started to shift the way she saw herself. She actually had a big

breakdown that became the breakthrough that catapulted her confidence and cashflow. When we started working together, she was generating \$4,000 to \$6,000 a month, which tons of entrepreneurs would love to have; but Kim and I both knew that she should be making more because her work was out of this world. Through our private coaching calls with an emphasis on mindset and her spiritual alignment, I saw her confidence increase and her fear dissipate. Those low numbers were replaced with \$40,000 to \$60,000 months consistently, and it didn't take a long time for the shift to come. The truth is once the model is the center of your life and business, shifts happen quickly.

I cannot recall any situation where if you are truly in connection, alignment, and relationship with God that you wouldn't have high confidence and self-esteem. Not one. That goes against what a relationship with God is. His word tells us on so many accounts what we are, who we are, and what we receive when we are in a relationship with Him. The Bible tells us more than 365 times—once for each day—not to fear, because there is no fear in a true relationship with Him.

Once I realized that this was the disconnect, I knew exactly what I would have to work on with clients to help them get into alignment so that their connection with God would match their confidence in themselves. Confidence has never been my problem; even during my corporate career when I progressed from 217-entry-level representative in customer service to vice president in three years, my connection and confidence positioned me to profit.

My confidence is because of Him. When I look at the story of my life—the barriers I've broken, the odds I've defied despite everything being stacked against me—it's all because of my connection to God and my confidence as a result. Even when I didn't know it was a result of my connection to God, it was. There was a purpose for my life before I knew it, and that purpose made room for me to become the first high school graduate, college graduate, master's degree recipient, honorary doctorate, and millionaire in my family. And before it was called the model of financial and spiritual abundance, my connection created my confidence, and my confidence elevated my positioning, and my positioning made me profitable.



The model has four phases: connection, confidence, positioning, and profitability. Connection and confidence establish spiritual abundance; positioning and profitability establish financial abundance. You need all four in direct proportion to one another. And no, you don't have to choose which is more important—they are all equally important. In fact, choosing or trying to pick one over another would negate the whole model.

I stumbled onto this principle after cataloging coaching calls and conversations with nearly one hundred clients. At first, I wasn't paying attention. Then all of a sudden it was so obvious. The reason they were struggling was because of how they saw themselves. There was a lack of connection. Once I began to edify them and show them how God has always seen them, their confidence increased and their results ensued.

When I finally visualized what is now the model, I was blown away. It was so clear. Darnyelle, spend your time coaching them on getting into connection, and that connection will make their confidence grow. When their confidence grows, they will not think you're crazy for suggesting that they

charge more. In fact, they will start to see that what they have been charging is the reason they're struggling. Once they see who they really are and what they really bring to the table, they will want to make sure they position (market) themselves as the brilliance personified that God created them to be. Once they're properly positioned and seen as the thought leaders and experts they are for solving the problems they do in the way they do, people will happily invest at the level required to access their solution. That investment will lead them to profit at the transaction level, thereby growing their company's revenue and putting them into a position to hire teams, build companies, and establish wealth for their family.

It was brilliant. No, scratch that. It *is* brilliant. And so I had it—the principle that's necessary for making and moving millions. In order to help you fully understand the model, let's break each component down.

Connection

Connection, as I have already shared, is based on your relationship with your Creator. Psalm 24:1 makes it plain: “The earth is the Lord's and the fullness thereof.” Let me repeat that. *The earth is the Lord's and the fullness thereof.* That means that each and every one of us, whether we believe it or not, are God's workmanship and creation. The principle is the principle whether you believe it or not. It's kinda like gravity. You can act like it doesn't exist, but what goes up will still come down.

The way I see it your connection is what gives you the courage to start and sustain a business. According to the Small Business Administration, every year on average, four million businesses are started; and approximately 20 percent of those will fail in the same year.¹ In my opinion, the difference is a lack of connection—connection to God, connection to purpose, connection to their identity, connection to a problem that people will willingly pay to solve (better known as the universal law of business), and connection to the right solution. It's all about connection for the founder of the business. I think people start businesses with the best of intentions, but a lack of connection prevents a business from taking off. It produces fear, doubt, overwhelm, and lack of activity. Time spent in inactivity decreases the likelihood that the business can continue on the path it's on.

To make and move millions, you're going to have to focus on your connection. There are several ways to do it, and I don't recommend one way or another. The important part is the personal connection to the Creator. So, achieving it could be done through traditional methods, like church, prayer, and meditation, or through nontraditional avenues, like yoga, music, or anything else that allows you to sit in the significance of your creation and think about the fact that before you came into the earth realm, you were known, approved, and given a purpose to fulfill. For those of us called to entrepreneurship, the fulfillment of our purpose comes through business ownership. To become an entrepreneur, your connection is what produces enough confidence to keep going when it's not working; and trust me, there will be days, weeks, and perhaps months when it's not working.

Confidence

Confidence is a level of trust in yourself, or someone or something else, that is unparalleled and undisputed. Confidence is the byproduct of connection. One of the compliments I hear from the line of people waiting for me every time I come down off a stage is about my confidence. They always want to know how they can get confidence like mine. I like to define my confidence as a realization that I accept what God said about me is true, and I walk boldly in it without fear, doubt, or disbelief. I am also often asked where my confidence comes from. My answer, without question, is it comes from God. Knowing and understanding my many stories of breaking belief barriers and defying odds tells me that God had to be in it from the beginning.

In the first chapter of the book of Ephesians, one of the most edifying books of the Bible, God gives us a clear definition of who we are when we are in connection with Him. That definition is confidence personified. Confidence is a clear knowing that you are:

- Chosen
- Predestined
- Purposed
- Included
- Set apart
- Promised

- Abundant
- Worthy

These are just a few adjectives that God uses to describe you in Ephesians. As you read them, again I ask how in the world can you be aware that God sees you this way and still question your value or worth?

I ask you that, but the truth is every entrepreneur was once a little boy or girl being raised by parents who likely didn't edify and equip them with confidence. The truth is that, as a result, most entrepreneurs struggle with their confidence and suffer from imposter syndrome. According to the Harvard Business Review, imposter syndrome is loosely defined as doubting your abilities and feeling like a fraud. It disproportionately affects high-achieving people, who find it difficult to accept their accomplishments, and many question whether they're deserving of accolades.² I have heard that 84 percent of entrepreneurs struggle with this syndrome. Originally termed "imposter phenomenon," psychologists Pauline Rose Clance and Suzanne Imes developed the concept as a part of their 1978 founding study, which focused specifically on high-achieving women.³ They found that "despite outstanding academic and professional accomplishments, women who experience the imposter phenomenon persist in believing that they are really not bright and have fooled anyone who thinks otherwise."⁴ Their findings have led to decades of thought leadership, programs, and initiatives to help women address imposter syndrome. It's been said that even famous women—from Hollywood superstars such as Charlize Theron and Viola Davis, to business leaders such as Sheryl Sandberg, and even former First Lady Michelle Obama and Supreme Court Justice Sonia Sotomayor—have confessed to experiencing it.⁵

Imposter syndrome kills confidence. And a lack of confidence depresses results. The truth is, as my client Natalie says, fear and doubt don't close five-figure deals. And while confidence shouldn't be confused with competence, these studies have found a questioning of competence when women in particular aren't feeling confident.

I have no scientific proof that a relationship with God can cure imposter syndrome, but I do know of many examples where the imposter left the

building because a connection with God created a reminder of who a person really is. I often stop and think and then conclude that imposter syndrome is not real, because when you know who you are and whose you are, there are no imposters. There is only confidence, and that confidence bridges any gaps that could possibly exist.

I have often referred to the Incredible SNATCHERS—those sent to negate all talent and confidence that has been earmarked and reserved for your success. I don't have any research or anecdotal data to reflect on how Incredible Snatchers wreak havoc on confidence, but I can tell you that these inner gremlins are at their height when your connection to God is at its lowest.

And if we want to keep it real, you are your biggest Incredible Snatcher. Just saying.

Positioning

Positioning is a fancy way to say marketing. Or better still, positioning is about your messaging—the words you use to convey your brilliance and competence in the marketplace. When you have a messaging problem, you have a confidence problem. Because of the way the model works, all four pieces are interconnected, so a lack of confidence produces a mediocre message. I think it may be obvious that these principles cover both life and business. The way you position yourself in your life impacts the way you show up in business and vice versa. How you're positioned determines how you are perceived. Positioning can be the difference between your phone ringing off the hook and hearing crickets instead of cash registers.

And let's be clear: positioning happens in life too. The way you position yourself determines how long you're a wallflower or if your dance card is always filled. It determines how long you'll stay in that relationship that doesn't fulfill you because you don't want to start over or be alone instead of going to get what you deserve to experience—a love that fills your cup.

At Incredible Factor University, my company's suite of coaching and consulting programs, we work with a lot of professional women who struggle with highlighting themselves and their accomplishments. Before our work together, many of them have held limiting beliefs stemming back to

their childhood when they were told that girls (women) should be seen but not heard and that being boastful or bragging is not ladylike. Even in the movie *King Richard*, where Will Smith played the father of the tennis phenoms Venus and Serena Williams, there was a scene in which he chastised them and their sisters because they were bragging about their tennis wins that day. He went so far as to threaten to leave them at the store and then forced the family to watch *Cinderella* to demonstrate how they should act—meek and demure. I know firsthand that meek and demure doesn't scale a business. Remember when I shared the story one of my clients, Marissa, told of her three-year-old niece who was asked to perform the ABCs? Because the way she performed them didn't meet her mother's approval, she was told to "do it right" as if her way of being fully expressive was wrong. Our positioning is often tainted by what those who raised us said to us to dull our shine. It wasn't done purposely of course, but it was damaging nonetheless. These scoldings spill over into our businesses because we don't realize how that scolding limits us. Again, this goes back to connection and confidence. Since the hypothesis is that when your connection to God is high, your confidence is high, then we can deduce that when your confidence is high, your positioning will be strong.

I remember when I was working with Sarah a few years back. Sarah had two advanced degrees, but she just didn't feel confident sharing her success with other people. No matter how I coached her to see herself differently, in the beginning she was convinced that she wasn't supposed to brag about what she had accomplished. She was not confident that doing so would yield the result she desired. She felt like it was bragging. A little digging uncovered that she was constantly scolded as a child for "being too big for her britches." It took about six sessions for Sarah to let her guard down enough to consider the model of financial and spiritual abundance, but once she leaned into it, we started to see shift after shift in the way she viewed what she had accomplished. Sarah had her sights on a speaking engagement on the largest stage she would have ever spoken on. The speaker application required that she list all of her accolades that were relevant to the topic and theme of the conference. To the credit of the model, Sarah wrote her pitch as a part of her application without hesitation, and confidence oozed out of

her with every accolade she added. Needless to say, not only did Sarah get the gig but she got her first ever five-figure speaking fee to boot!

It wasn't simply that Sarah shared her accolades; it was that she believed that her accolades were worthy of being shared. See the difference? This principle is so important to your ability to make and move millions. You have to believe you are worthy of experiencing the life of a million-dollar CEO and millionaire before you will ever earn it. I wholeheartedly believe that you have to see it before you see it so that you get to experience it. Connection and confidence allow positioning to be the outward expression of that inner connection and confidence.

One of the things I have noticed with clients and students at the onset of working together is that their confidence to position themselves is often connected to how credible they feel. As a result, many entrepreneurs consider positioning and credibility as one in the same. I can see why this happens, because the more credible an entrepreneur feels, the more apt they will be to position their products and services for others to invest in. Their credibility gives them the confidence to show up fully for their business and brand. And while I know that you don't need credibility but you do need connection, I will still offer some insight into how to increase your credibility.

For the sake of this section, let's assume that your confidence will be in direct proportion to your credibility, shall we? And if that is true, I'd like to share my favorite ways to raise your credibility so that you are more confident about positioning yourself to move your business forward.

Focus on the results you get for your clients.

First, you'll have to make sure that you are keeping track of what your clients are accomplishing in your programs. It will require that you have your clients complete some form of assessment at the onset of your relationship. That way, you'll be able to track their before with their after and leverage what working with you has done in that area of their life. To get the word out into the world and establish your credibility, use social media and your weekly communication to your community to highlight the successes your clients have had because of working with you. Your goal should be for every client to create a success story from their work with you. Additionally, I recommend

thinking of an “impression of increase” to ensure that you position yourself as the obvious choice. You will be letting others know what they can expect when they invest in working with you. The impression of increase comes from the book *The Science of Getting Rich* by Wallace Wattles.⁶ I recommend you read it so that as you feel more confident, you know how to position your credibility for maximum results inside of your business.

Apply for an industry award.

Getting recognized for what you do every day is a great way to boost your confidence and credibility. The knowledge that they are working with an award-winning service provider will give your clients a sense of security. I recommend that you have someone reach out to every award that is available to you based on your industry, chart them on a calendar, and submit for all of them. A best demonstrated practice here is to create a template to submit the applications. This will reduce time and effort to maximize your applications and increase the number you actually get considered for. Enter as many contests as you can find in all applicable categories that will speak to your results, skill sets, and thought leadership. I have personally leveraged this strategy. In the last few years, I have received several national awards that have definitely opened doors and brought new clients to our business. In 2022, we added Inc. 5000 company to our long list of accolades. Being ranked number 1209 in the top 25 percent of the list has already shown the value of taking the time to apply for the award.

Brainstorm all of your lifelong accomplishments and ensure that your bio reflects them.

You should review and update your bio at least annually to make sure that it reflects your latest and greatest and positions you as the obvious choice in your industry. Include degrees, certifications, awards, television appearances, national recognition, sports achievements—anything you’ve been acknowledged for.

Create an accomplishments journal.

By taking the time to keep track of all that you have accomplished, for yourself and for your clients, you're going to start feeling really good about yourself. I started one of these journals back when I first launched my company, and it gave me the courage to focus on getting booked on large stages from the beginning of my speaking career. It's hard to feel like you're not up to any good when you're looking at accomplishment after accomplishment. Everything goes into this journal if you achieve it. From something as simple as making your bed, to helping a client have their first whatever—it all counts and it all raises your credibility, first and foremost to yourself, and then in the marketplace.

Get published.

Being an author, whether we are talking about a book or a few blog posts or articles, is one of the best ways to establish credibility. Not everyone is willing to do the work to be published. Putting in the work speaks to your tenacity to be seen as a thought leader in your industry. Remember that we live in a content marketplace—content is the key to creating opportunities for cash. Leveraging your positioning will help you experience more profit in your business. The bottom line is to get your work out there so that others can read and experience your brilliance. Applying to write for popular blogs and online news outlets as well as creating your own platform will massively increase the way you are seen by others. Your company's website is the perfect place to share your ideas, and with the right meta tags you can gain attention from others. Be sure to have Google Analytics on your website to track what people are searching for and how they find your content.

Share your opinion.

Once you identify the industry blogs that are important for you to be affiliated with, share your thoughts. At least monthly, I would peruse their blog, scroll their feed, or watch their YouTube channel. Each time, leave a thoughtful comment in your brand's name so that you can be recognized. Your brand name should also be your handle for each social media outlet—all of this leads to positioning. The more you share your opinion regarding

your topic of expertise, the more your ideal clients will get exposed to you, and you'll increase the number of impressions that will eventually lead to a click on your website.

Get interviewed.

Being interviewed automatically makes you an expert, and experts have credibility. Use webinars, podcasts, television, radio, or print outlets to get interviewed. I recommend submitting a media pitch or applying for podcasts at least twice a month. As a rule of thumb, start local. Those opportunities are often related to relationships you already have in place. Once you have landed a few local opportunities, start to expand your reach. The beauty of social media is everyone is accessible, and producers are always looking for a good story.

Get the best endorsements that you can.

An endorsement is someone else adding their stamp of approval to your brilliance. We see these most readily on LinkedIn, but you can also receive endorsements from influencers. Your goal should be to get endorsed for what you want to be known for in the marketplace. If you have access to celebrities in your field or mainstream celebrities, great. Part of your marketing plan should include attending live events. Whenever you attend an event, if they have larger named speakers, always take a picture with them. When you do get your picture, remember to take your badge off so that it looks like you are hanging out with the speaker instead of just a groupie. Having your photo taken with influencers and speakers becomes an endorsement.

Pitch yourself to share your expertise on podcasts.

Podcasts are the new speaking engagement. There are over 2.4 million podcasts and 61 million episodes.⁷ No matter whose attention you're trying to get, they are listening to a podcast, according to Buzzsprout.com. I love my podcast, and if you don't listen to the *Move to Millions Podcast*, shame on you! Getting booked on podcasts is going to expand your reach, increase your credibility, and position you for thought leadership, expertise, and as an option to solve the problems of your most ideal clients.

The bottom line is the way you are positioned will determine how profitable your business can be. Find the way that works best for you to focus on your positioning and get started. The world is waiting on you.

Profitability

The final part of the model is all about business. And as an aspiring million-dollar CEO, you solve problems for profit. Profit means you are charging and making more than it costs to perform the service. I believe that as a CEO on the move to millions, you have an obligation to price your services for profitability. Within that obligation, there are a few principles to follow:

- **Your prices are based on your expertise, not what the market can bear or what your “competitors” charge.** It really doesn't matter what others are charging. It matters what you can offer to the client in terms of an outcome that they have been unsuccessful reaching without your help. Your gift is brilliant, and access to brilliance comes at a premium. When you understand this about yourself, it will be easy to charge at the level of profitability.
- **You should determine the percent of profit you desire while setting the price for your program.** I do not advocate for profit being what is left over. To the contrary, I believe in you being able to experience profit at the transaction level from the moment they say yes to themselves through your product or service.
- **Once you determine your price, you will determine your market.** We don't set our prices based on the client; we set prices based on the value and result. Once we are clear on that and price accordingly, we identify the people who are willing and able to invest in themselves at that level, not the other way around.
- **Your prices are based on results and value, not your time.** We've talked about this before. We will not bind your clients to you for a longer time than necessary just to justify the investment. Instead, we will clearly outline the value for them so that they understand what is at stake in not saying yes to get access to the solution.

- **When you charge more, you give your clients permission to level up to be served by you.** Working with you is a game changer, period. As soon as they come into your space there will be an inevitable elevation that will be worth the price of admission. Everything about them will change because of having access to your brilliance.
- **Your pricing will require tighter messaging.** As I shared earlier, positioning is what leads to profitability. When you want to reach a market that can easily make the investment to have their problem solved by you, your message will have to lean into their pain and show them what's possible when they invest in themselves through you.
- **Your pricing does not require apology, and you are not for everyone.** Think about your favorite high-end car that most will never drive—Rolls Royce, Bentley, Maserati, etc. They price their vehicles for exclusivity and never apologize to those who will never afford to drive them.

Today, I can share each of these principles with certainty, but that was not always the case. I remember when I first started my business back in 2007. I spent the first nine months in business struggling to make my first sale. And when I finally did, the money was spent before I could even enjoy it because I didn't charge enough. It seemed like a lot of money at the time to charge \$97 an hour, but the truth was that wasn't nearly enough. I didn't take into consideration that pulling a number out of the air that seemed big when I was an employee was setting myself up to be a broke entrepreneur. This went on for about a year and a half before I finally ran out of money, had to look for a job, and eventually file bankruptcy.

The problem was that I didn't understand the importance of pricing. For the first time in my career, I had to decide the value and price of my services. And I had no clue. I had never been the governing body for setting prices. I literally just picked a number out of the air—\$100 an hour (well, \$3 less because everyone on the internet had a seven on the end of their pricing). It seemed like so much money. There was no rhyme or reason as to why I chose that number except that the thought of earning \$100 for an hour of my time sounded like a lot! The problem is that I set my price with an

employee's mindset and not an entrepreneur's mindset. Employees get paid by the hour, and they seldom realize that they have a say in what their hourly rate is. Entrepreneurs get paid for the result and how fast they can make it available to the client.

I remember the first time I got a good lead on a speaking engagement. To me, \$500 to be a keynote sounded like a lot of money. I would be speaking for thirty minutes, and the only people I knew who made that kind of money swung on poles or got people out of jail. So when Mr. Scott called and said he was interested in having me keynote his next conference, I was beside myself. When he asked my fee, I said, with complete confidence, \$500! As you might expect, Mr. Scott didn't hire me. But he also didn't want to embarrass me, so he just said that he'd get back to me. But he never did. I ended up calling Mr. Scott back a few weeks later when my speaking agreement and deposit still hadn't come. When he got back on the phone, he informed me that while he liked my energy, they had decided to go with someone more experienced.

More experienced.

Ouch.

My eyes got big immediately. I asked him how he knew I wasn't experienced. He informed me that my fee was the dead giveaway that I was brand new to my craft, and he wasn't willing to take a chance that I might not be a good speaker. I also had the courage to ask him what he did end up paying for his keynote speaker. When Mr. Scott told me \$5,000, I nearly bit my tongue. He shared that the perception of a speaker who only charged \$500 versus a speaker who charged \$5,000 was that the latter knew their value, and therefore they were a better fit. No one wants to put an amateur on the stage.

When I finally got my chin off the floor, it dawned on me—\$5,000?! Really? You could make that kind of money speaking for thirty minutes?! And that was in 2009. The fact is what I discovered *then* is how many people act in their businesses *now*. They don't understand profitability. I didn't understand profitability.

In case you missed it the first time I said it, you solve problems for profit. That means you charge more than it costs to perform the service so that you

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ENDNOTES

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