Move to MILLIONS®

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

RESOURCE GUIDE *and* ACTION PLAN

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MOVE *to* MILLIONS®

Book Resources

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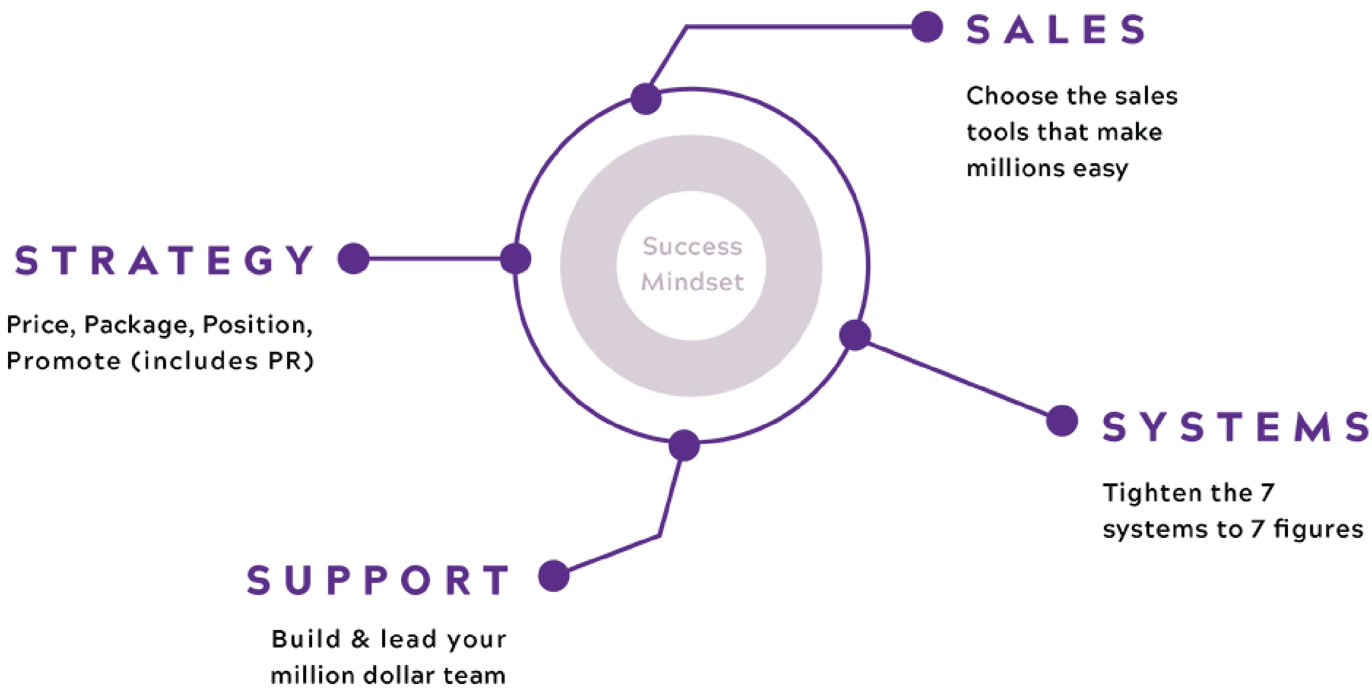
Hello, Incredible One!

Thank you so much for investing in yourself through a copy of *Move to Millions: The Proven Framework to Become a Million-Dollar CEO with Grace & Ease Instead of Hustle & Grind*.

I am grateful for you.

Through this book, it is my prayer that you experience Mastery, Operational Obedience, Vision, and Execution to and beyond the million-dollar mark. As I share in the book, there is more than one way to get to the million-dollar mark - this book is not about which way you choose. ALL THE WAYS WORK.

This book is about the framework that must accompany your MOVE - The Move to Millions Method®. When you have the right strategy, sales infrastructure, systems, support and success mindset, the route you choose to make the move will happen with grace and ease.



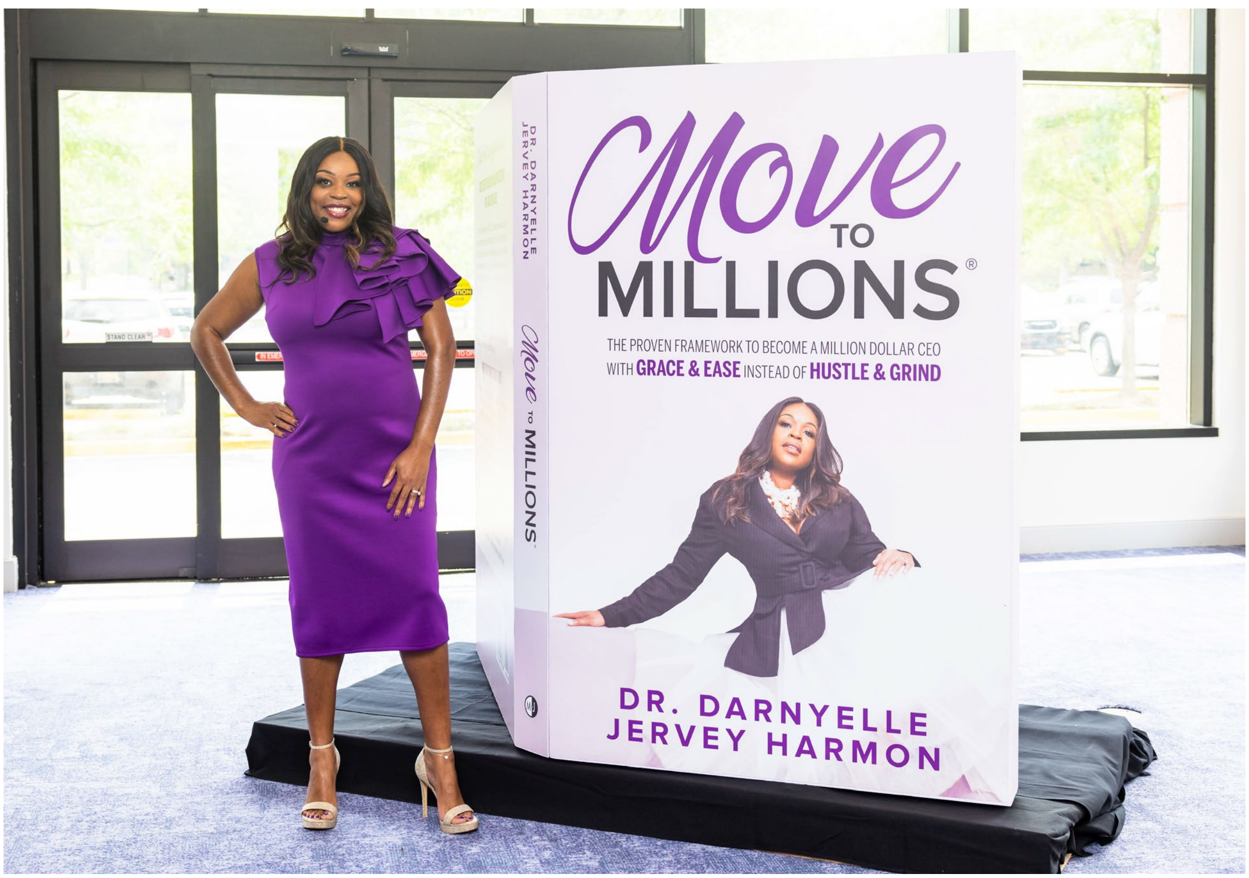
This companion workbook and resource guide was designed to help you to take what is in the book and get into execution of the concepts so that you move closer to your million-dollar company.

As you embark on this journey, you are likely to desire some additional support. When you do, I invite you to check out the various resources we have designed to support you, listed on Page 81 in this booklet.

If you're ready to MOVE - let's get started complementing your reading experience with this powerful companion guide.

Here's to making, moving and leaving millions!

Be Incredible,



MOVE TO MILLIONS®

Commitment

I, __________, am making a commitment to leveraging the concepts, strategies and actions recommended in this book and resource guide in an effort to make the Move to Millions in my own company. I am committed to becoming a million-dollar CEO with grace & ease instead of hustle & grind. I recognize that if I am going to accomplish my goal, I must focus on implementation. Implementation is what separates 7 figure earners from those who do not achieve the income goals for their business. Therefore, for the next twelve (12) months, I commit to focusing my time and attention on the strategies and concepts laid out in *Move to Millions: The Proven Framework to Become a Million Dollar CEO with Grace & Ease Instead of Hustle & Grind*.

If, at any time, I get stuck or need community or support, I will connect directly with one of the many resources shared in this complimentary resource guide so that Darnyelle, her team, and community can help me to achieve my goal.

I am committed to leveraging the Move to Millions Method® so that I can show up in the world in a big way, living my passion, fully committed to solving the problems of my ideal clients. I will review all my time obligations and reassess if they are getting me closer to achieving my million-dollar goal. I will hire the team I need from my vision point and not my vantage point to take all non-essential business tasks and responsibilities off my plate. I know that I must shift my mindset to be able to pull it off, but I am committed and therefore I will do whatever it takes.

______________________________ _______________

Signature Date

THE MOVE TO MILLIONS® Method

A proven formula to scale to 7 figures and BEYOND.

Which pillar is my biggest gap?

____

What will I do to turn this gap into a gateway?

____

____

____

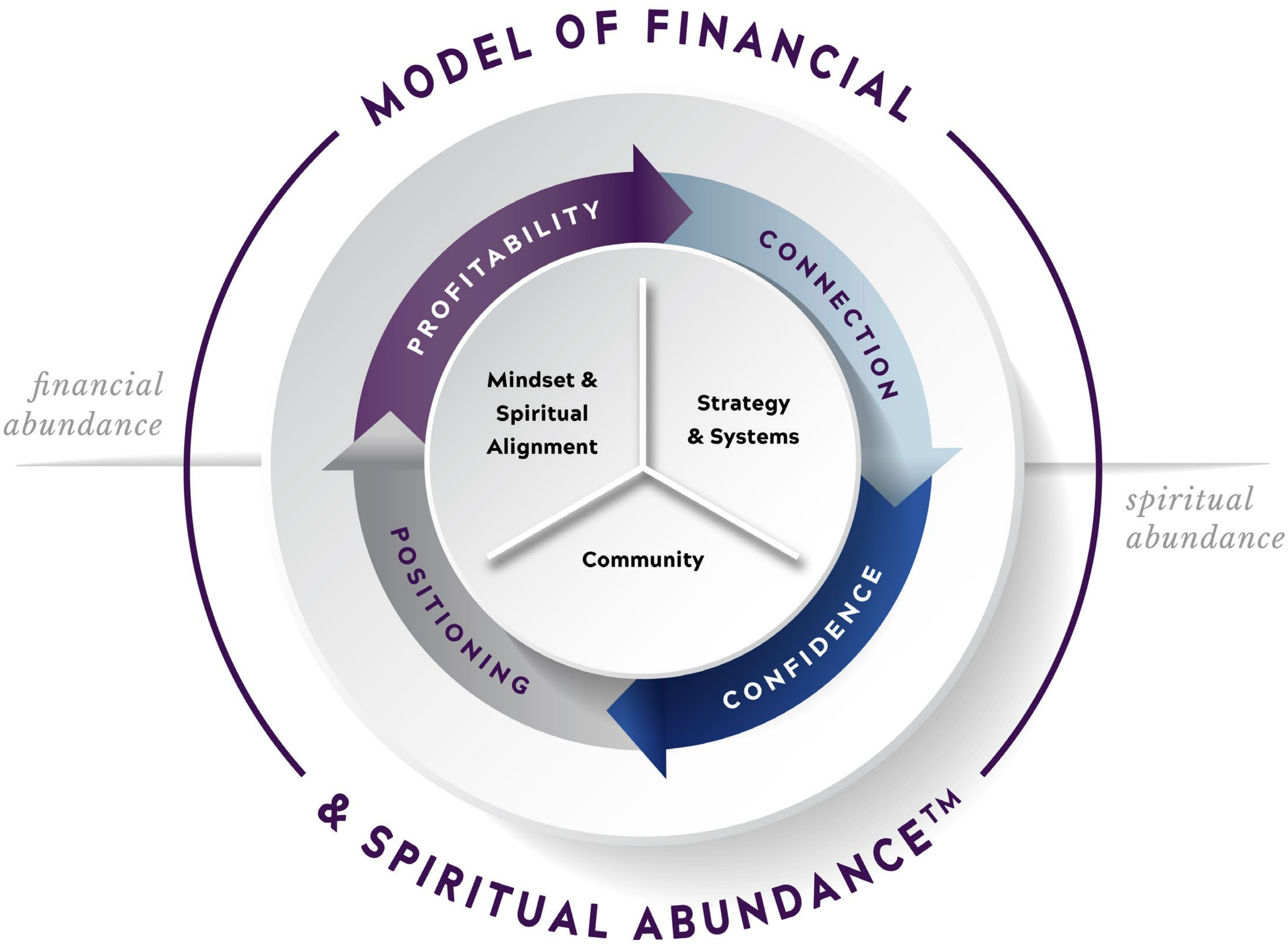
____

____

____

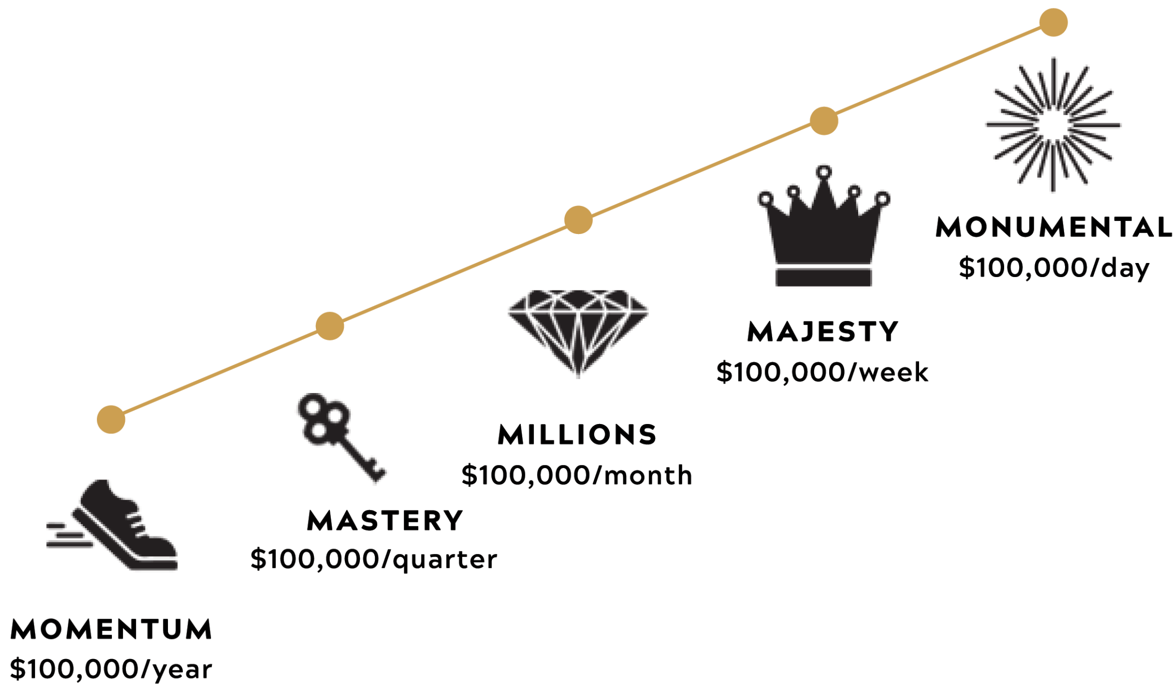
THE MODEL OF

FINANCIAL & SPIRITUAL *Abundance*



GENERAL NOTES

THE MOVE TO MILLIONS®
Continuum



My current level is __________________________.

My next level is _____________________________.

What do I need to get to the next level?

Chapter 4

Mindset for Millions

ACTION PLAN

- ☐ Identify your definition and, therefore, your relationship with money.
- ☐ Journal about how money has impacted your life and shadowed your beliefs, especially in your own business.
- ☐ Determine what you desire to believe and what you decide to hold true about what money is instead.
- ☐ Create your money beliefs.
- ☐ Confirm your biggest money block.
- ☐ Write your new money story.
- ☐ Celebrate by making a purchase of something that makes you feel wealthy.

YOUR MONEY MAP

Use this worksheet to determine how much money you need to make each month to live the life you dream of.

Part One: Figure out your financial goal.

Step 1:
Add up all of your known annual expenses.

How much money do you need to make each month to live the life you want?

Instead of guessing, take the time to get crystal clear on what your life costs.

Step 2:
Add new purchases you'd like to make in the next 12 months.

Step 3:
Add in your 15% to cover your taxes, plus an amount for insurance payments, healthcare costs, and everything you must account for.

Step 4:
Add in your profit %. This is to make sure that you generate MORE THAN NEEDED to live your best life. This amount can be anything from 5-80% to make sure that you have more than enough money to fund the life you crave.

Step 5:
Divide your grand total by 12 to get your new monthly income goal.

(CONTINUED ON NEXT PAGE)

EXPENSE	ANNUAL AMOUNT

Total Annual Amount: ______________________

(divide by 12)

Monthly Financial Goal: ______________________

Part Two: Determine how many clients you'd like to work with on a monthly basis.

In order to clarify your ideal number of clients per month, we have to start looking at how many private clients, private or group, you want to work with each week.

(A private client is anyone you are working with in a one-to-one environment, this doesn't include group related programs.)

- How many 1:1 individual client sessions/meeting would you like to hold each week?

  ____

- How long will your sessions be? 30 minutes, 45 minutes, 60 minutes

  ____

Please note: I do not recommend over-extending yourself. You want to make sure that you leave time for business development as well.

Once you have the ideal number of private client sessions/meetings you'd like to hold per week, multiply the number by 52.

Then, determine how many actual clients will make up your total client sessions.

To be considered:
How often do you need to talk to your clients? Every week, every other week, or once per month?

- If you say monthly that means you need a larger volume of clients
- If twice per month, divide number needed in 2
- If every week, divide number by 4

Part Three: Set your prices.

You are priceless; your work is NOT.

At this point, you are ready to take your monthly financial goal and divide it by your ideal number of clients that you'd like to work with each month. Monthly Financial Goal / Ideal Number of Clients = Your Raw Package Price

Example: If your monthly financial goal is $100,000 and your ideal number of clients is 20, then your ideal package price is $5,000. Ask yourself, what do I need to put in a package in order to have people invest $5,000 for it?

When you set your actual price, consider this formula:

(Fixed Costs) + (General & Administrative Costs) + (Overhead) + (Base Earnings Target * Active Hours Serving Clients/# of Clients Served in Program) + Profit %

Part Four: Ensure that you offer value that EXCEEDS the investment level of your packages.

1. What will your clients gain from working with you?
    a. How will their lives/careers/businesses/relationships be changed?
    b. How will you add value to their life?

2. What do you need to ensure is included in your program so that your clients have every opportunity to experience a life changing encounter with your work?
    a. Should you include an intensive or VIP session?
    b. How much support will they need from you? Email? Phone? In person?
    c. What bonuses can you include to support them in their work with you?

3. How much time will it REALLY take for them to experience transformation from you?
    a. 3 months, 6 months, 9 months, 12 months?

4. Does the value you offer and your clients receive EXCEED the investment you are asking them to make?
    a. Remember – you are NOT selling your time, you are selling the results you can deliver.

In closing, secure your confidence in your offering and avoid discounting or lowering your process out of fear of rejection. **YOU ARE WORTH IT!**

MILLION DOLLAR ASSETS

There are seven core assets your business needs to Move to Millions®.

Leverage + Scale Offer Suite

Your packaged, priced, and positioned high-end solutions for your ideal client.

Leverage + Scale Messaging Suite

Your key messages for copy, web pages, speaking, video scripts, storytelling, sales conversations, and social media.

Leverage + Scale Marketing Suite

Your business success formula which charts your client progression plan.

Leverage + Scale Sales Suite

Your chosen sales tool to enroll clients consistently into your high-end programs.

Leverage + Scale Systems Suite

Your Standard Operating Procedures, systems, and automation plan for consistently scaling your company.

Leverage + Scale Talent Suite

Your hiring and team management policies, processes, and procedures.

Leverage + Scale Legacy Suite

Your key to building wealth and leaving an Inheritance for your children's children.

MILLION DOLLAR ASSETS
Checklist

Your ability to MOVE to Millions® hinges on your development of the **Million Dollar Assets**. Each asset plays an important role in getting to the million-dollar mark.

Million Dollar Asset One: Leverage + Scale Offer Suite

- ☐ Scalable Offer under $5,000 [only after you hit your milestone]
- ☐ Superb Offer $5,000 - $9,999 [optional]
- ☐ Signature Offer $10,000 – $29,999 [mandatory]
- ☐ Select Offer $30,000 - $99,999 [optional]
- ☐ Significant Offer $100,000+ [optional]

Million Dollar Asset Two: Leverage + Scale Messaging Suite

- ☐ Must Have Marketing Messages
- ☐ Key Messages Document
- ☐ Email Sequences
- ☐ Sales Page Copy
- ☐ Deepening the SPICE Messaging
- ☐ Signature Story
  - ☐ Robert Frost Moment
  - ☐ Sam Cooke Moment
  - ☐ Harriet Tubman Moment
- ☐ Positioning Stories
  - ☐ Value Proposition Story
  - ☐ Connection Story
  - ☐ Offer/Product Story
  - ☐ Purpose Story
  - ☐ Founder Story
  - ☐ Customer Story

Million Dollar Asset Three: Leverage + Scale Marketing Suite

- ☐ Business Success Formula
- ☐ Lead Magnets
- ☐ Marketing/ Content Calendar
- ☐ Software
- ☐ Speaker Assets
  - ☐ Speaker Demo

- ☐ Electronic Press Kit (EPK)
- ☐ Signature Talk Topics

☐ Marketing KPIs

☐ Marketing Sequences Automated
- ☐ Nurture + Convert
- ☐ Promotion
- ☐ Follow Up
- ☐ Onboarding
- ☐ Offboarding

Million Dollar Asset Four: Leverage + Scale Sales Suite

☐ Software

☐ KPIs

☐ Sales Scripts

☐ Sales Tool
- ☐ Enrollment Webinar
- ☐ RFP
- ☐ Live Events
- ☐ Traditional Sales Team
- ☐ Open/Closed Cart Launches

Million Dollar Asset Five: Leverage + Scale Systems Suite

☐ Operational Management

☐ Client Management

☐ Financial Management

☐ Marketing Management

☐ Sales Management

☐ Talent Management

☐ Legal Management

Million Dollar Asset Six: Leverage + Scale Hiring Suite

☐ Org Chart
- ☐ Talent Team
- ☐ Operations Team
- ☐ Marketing/Sales Team

☐ Job Descriptions

☐ Compensation Plan

☐ Onboarding Process

☐ Training & Development Plan

☐ HR Support

Million Dollar Asset Seven: Leverage + Scale Legacy Suite

☐ Financial Management Team
- ☐ CPA

- ☐ Tax Strategist
    - ☐ Estate Attorney
    - ☐ IP Attorney
    - ☐ Financial Advisor
- ☐ Intellectual Property Protection Plan
- ☐ Wealth Plan
- ☐ Investment Portfolio
- ☐ Insurance Portfolio
- ☐ Estate Plan
- ☐ Business Succession Plan

CHAPTER NOTES

Chapter 5

Leverage + Scale Offer Suite

ACTION PLAN

- ☐ Create your Leverage & Scale Offer Suite.
- ☐ Price your Leverage & Scale Offer Suite using the formula in this chapter.
- ☐ Think of ten people who have expressed interest in working with you that you can call to share your new offer suite with.

LEVERAGE + SCALE OFFER SUITE

SUPERB	SIGNATURE	SELECT

CHAPTER NOTES

Chapter 6

Leverage + Scale Messaging Suite

ACTION PLAN

- ☐ Confirm that you solve a SPICE problem by running that problem through the SPICE filter.
- ☐ Write your scenarios that deepen the SPICE problem.
- ☐ Start your messaging suite.
- ☐ Post a message from your suite on the social media platform where your pinnacle client spends the most time to see if you get traction.

BRAND MESSAGING AUDIT

IS MY MESSAGE READY FOR LEVERAGE + SCALE?	YES	NO
Can you state your company key message/tagline easily and succinctly?		
When thinking in terms of your Incredible Factor - Your H.U.G. (Hot Undeniable Gift) + Your S.B.M. (Signature Business Move) + Your U.V.P. (Unique Value Proposition) can you to encapsulate your Incredible Factor in 3 sentences or less?		
Can you state your five most relevant and compelling brand attributes? *(adjectives that describe your core message)*		
Are you crystal clear on your SPICE Audience of One (ideal client)?		
Do you offer a SPICE Solution™?		
Can you clearly articulate the SPICE Problem™ you solve?		
When you share your message, is it accompanied by a SPICE Call to Action that gets traction, generates leads and gets you closer to new sales?		
Is your marketing claim important to your Audience of One™?		
Do you share your marketing message consistently?		
Do you have a brand positioning statement that describes: what you offer, to whom and the value you create?		
Do you have a compelling lead magnet?		
Do new people opt in to your free offer/lead magnet each week?		
Is your messaging consistent across all social media platforms?		
When prospects visit your website, is the problem you solve obvious?		
Does your chosen social media platform yield results that convert to new clients based on the messages you post?		
Do you have a clear and compelling results-oriented benefit statement for each program you offer?		
Do you communicate your message regularly with members of your network? (i.e. email, phone calls, etc.)		
Can your team articulate your message with confidence?		

If someone asks you why they should hire you and what makes you different, can you answer effortlessly?		
My messaging highlights that I hit all six categories for SPICE Problems. *(health/wellness, identity/purpose, love/relationships/communication, money/career/business, time/life balance, happiness and fulfillment)*		
My messaging takes the motivators into consideration. *(make, save, reduce, increase, protect, improve)*		
I have developed my Must Have Marketing Messages. *(Power Statement, 30 Second "Commercial", HUG Statement, SBM Statement, Industry Leader Statement, Benefits Statement)*		

In what ways is my messaging on point?

In what ways is my messaging missing the mark?

What steps can I take to improve my marketing message?

CHAPTER NOTES

Chapter 7

Leverage + Scale Marketing Suite

ACTION PLAN

- ☐ Clarify your pinnacle client.
- ☐ Determine your Business Success Formula (identify each element in the formula).

Ideal Client *(who my offer is best for)*	**Traffic Source** *(how you get consistent leads)*	**Lead Generator** *(how am I going to get their attention)*	**Marketing Opt-In** *(how will I capture their info)*	**Nurture Sequence** *(build KLT)*	**Sales Tool** *(how will I convert them to a client)*	**Offer/ Money** *(my solution to their problem & investment)*	**Follow Up Sequence** *(how will I stay top of mind until they close)*	**On-Boarding** *(how you welcome new clients with ease)*

- ☐ Narrow your five to seven marketing streams.
- ☐ Craft the assets in your marketing suite.
- ☐ Start testing your sequences.

CHAPTER NOTES

Chapter 8

Leverage + Scale Sales Suite

ACTION PLAN

- ☐ Determine your chosen sales tool.
- ☐ Develop your sales process with that tool.
- ☐ Craft your sales scripts for the various scenarios that are possible for your clients to get themselves into and to need your help.
- ☐ Craft the assets in your sales suite.
- ☐ Hold sales conversations.

CHAPTER NOTES

Chapter 9

Leverage + Scale Systems Suite

ACTION PLAN

- ☐ Map out each of your systems.
- ☐ Capture the processes and procedures you use to complete key tasks in your company.
- ☐ Organize them, as indicated in this chapter, by making them living, breathing documents that you can continue to update and add to as needed.

OPERATIONS MANAGEMENT
Checklist

When completing your general operational management system and manual, ensure that you have the following items accounted for to ensure optimal performance of your company.

The purpose of this manual is to make sure that everyone responsible for aiding in the daily operation of moving the company forward has all of the pertinent information at their fingertips to do so.

- ☐ Introduction to your Operations Manual
- ☐ Company Overview
- ☐ Company Mission
- ☐ Company Vision
- ☐ Core Values
- ☐ Core Offerings (Leverage + Scale Offer Suite)
- ☐ Company Ideal Client Description
- ☐ Company Brands
- ☐ Company Divisions
- ☐ Company Product and Services
    - ☐ General Price Sheet
- ☐ Company Client Schedule per offering (if you hold client events)
    - ☐ VIP Days
    - ☐ Client Retreats
    - ☐ One-Day Workshop
    - ☐ Three Day Event
- ☐ Yearly Offerings Non-Clients/ Live Events
- ☐ Speaking Engagements Request
    - ☐ How to handle
    - ☐ Deposit process
- ☐ Company Management Manuals
    - ☐ Client Management
    - ☐ Event Management

- ☐ Financial Management
  - ☐ Legal Management
  - ☐ Marketing Management
  - ☐ Sales Management
  - ☐ Hiring/Talent Management
- ☐ General Operations Information
  - ☐ Company Operations Hours
  - ☐ Office Phone/Toll Free Services/Faxes
  - ☐ Key Company Information
  - ☐ Company Owned URL's
  - ☐ Key Contacts
  - ☐ Environment and Structure
  - ☐ Company Holidays Observed
  - ☐ Organizational Chart
  - ☐ Company Files
  - ☐ Equipment and Inventory
  - ☐ Logistics
- ☐ Company Operational Procedure
  - ☐ Account Log-Ins and Passwords
  - ☐ Business Development Day
  - ☐ Communication: Office Phone/Email/Faxes
  - ☐ How to respond to email and email response library
  - ☐ Email Signature Standardization
  - ☐ Brand Messaging Cheat Sheet
  - ☐ Company URL's Currently in Use
  - ☐ Daily/Weekly Meetings/Team Report
  - ☐ KPIs/Key Metrics Tracked
  - ☐ Passwords
  - ☐ Print Newsletters Procedure
  - ☐ Systems and Software We Use and Why
  - ☐ Warm Letters Procedure
- ☐ Weekly Office Activity (what happens each day of the week)
- ☐ Company Employees and Contractors Information
- ☐ Company Team Daily Responsibility
  - ☐ Executive Assistant
  - ☐ Director of Operations

- ☐ Virtual Assistant (s)
- ☐ Client Care Specialist
- ☐ Business Development / Sales Team
- ☐ Marketing Team

☐ Website Maintenance

- ☐ How to log in
- ☐ How to replace or update info
- ☐ Who is the lead

☐ Travel Procedure for CEO

FINANCIAL MANAGEMENT *Checklist*

Combine your procedures for each of the following financial items and matters into a binder or file folder labeled: **Financial Management System**. This system governs your financial management and accounting procedures to ensure you are effectively running your business.

- ☐ Contact Info for Bookkeeper
- ☐ Contact Info for Accountant
- ☐ Budget/Financial Plan
- ☐ Services Pricing Sheet
- ☐ Petty Cash Procedure
- ☐ Client Invoicing Process
- ☐ Company Credit Cards
    - ☐ Limits and Usage
    - ☐ Who has access and approval
    - ☐ Spending Authority
- ☐ Daily Money Tracking Worksheet
- ☐ Purchase Requests Procedure
- ☐ Financial Recording Capturing
- ☐ Financial Coding for Bookkeeping Accuracy
- ☐ Financial Reports Process and Review Procedure
    - ☐ Profit and Loss
    - ☐ Cash Flow Analysis
    - ☐ Expense Reports
    - ☐ Break Even Analysis
- ☐ Credit Card Processing and Management
- ☐ Collections Procedure
    - ☐ Declining payments
    - ☐ Defaulting clients
    - ☐ Process for sending to Collections or Attorney
    - ☐ Letter Templates
- ☐ Profit Margins

    - ☐ By Product
    - ☐ In General
- ☐ Support Software
    - ☐ QuickBooks or equivalent
    - ☐ Ecommerce in your CRM (Keap, Ontraport, etc.)
- ☐ Tax Management
    - ☐ Quarterly Tax Payment Process
    - ☐ Monthly procedure to save for quarterly taxes (Profit First)
    - ☐ Meetings with Financial Management Team
- ☐ Financial Friday Process
    - ☐ Review all sales
    - ☐ Review all cash in
    - ☐ Review all cash out
    - ☐ Determine profit for the week
- ☐ Profit First Process
- ☐ Tithing Process
- ☐ Bank Accounts
    - ☐ Expense Checking (monies going out)
    - ☐ Income Checking (monies coming in)
    - ☐ Savings/Profit (for savings and cash flow)
    - ☐ Tax Account (for quarterly estimate payments)
    - ☐ Payroll checking (optional if you have employees)
    - ☐ Drip (For pay in full client payments)
- ☐ Merchant Account Usage and Procedures
    - ☐ Traditional
    - ☐ PayPal
    - ☐ Square
    - ☐ Stripe
    - ☐ Other
- ☐ Payment Via Check or Bank Transfer Procedure
- ☐ Owner Draw Procedure
- ☐ Team Payroll Procedure

LEGAL MANAGEMENT *Checklist*

Combine your procedures for each of the following legal items and matters into a binder or file folder labeled: **Legal Management System**. This system governs your legal management and procedures to ensure you are effectively running your business.

- ☐ Legal Entity (LLC, S-Corp, C-Corp)
- ☐ Legal Counsel
- ☐ Client Agreements
- ☐ Non-Disclosure/Confidentiality Agreements
- ☐ Joint Venture Agreement
- ☐ Legal Compliance Policies
- ☐ Trademarks
- ☐ Intellectual Property Protection & Management
- ☐ Privacy Policy
- ☐ Business License/Permits
- ☐ Licensing
- ☐ Contracts
- ☐ Speaker Contract
- ☐ Consulting Contract
- ☐ General Releases and Income Statement for Events
- ☐ Business Insurance (General Liability)
- ☐ File Protection Process
- ☐ Employment/Work for Hire Agreements (cross reference the Talent Management System)

Be sure to get at least general counsel. A service like Legal Shield is great for guidance and advice or reviewing documents. You should have an attorney create any agreements that you use or plan to use and ensure that they:

1. Understand the nature of your business.
2. Are clear about what your business does and how you work.
3. Ensure that your business is protected in any and all situations.

MARKETING MANAGEMENT
Checklist

Combine your procedures for each of the following marketing items into a binder or file folder labeled: **Marketing Management System**. This system governs your marketing management and procedures to ensure you are effectively running your business' marketing engine so that you can get found by your ideal clients.

- ☐ Primary Market Research
- ☐ Secondary Market Research
- ☐ Audience(s) of One / Pinnacle Client
    - ☐ Ideal Client Worksheet
- ☐ SPICE Problem Description
- ☐ SPICE Problem Cheat Sheet
- ☐ Lead Generation Tool(s)
    - ☐ Awareness Generating
    - ☐ Revenue Generating
- ☐ Marketing Opt-In Tool(s) (one per program/offer)
- ☐ Marketing Sequencing per program/offer
    - ☐ Nurture Sequence
    - ☐ Click No Action Sequence
    - ☐ Follow Up
    - ☐ After Sales Sequence
- ☐ Customer Relationship Management Software
    - ☐ Manage all marketing
    - ☐ Manage all client relations
    - ☐ Manage all sales and pipeline
- ☐ Viable and Working Marketing Streams
    - ☐ Online Marketing Streams
    - ☐ Offline Marketing Streams
    - ☐ Marketing Streams that Work Both Online and Offline
- ☐ Websites and Website Management Plan
    - ☐ Database of all owned URLs and their purpose

- ☐ Marketing Calendar (includes all marketing activities in a centralized place for entire team to view)
- ☐ Tool to Measure Marketing Campaign Effectiveness
    - ☐ KPIs
- ☐ Product Launch Calendar (per monthly or quarterly launch)
- ☐ Product Launch Checklist
- ☐ Content Creation/Calendar
- ☐ Social Media Management Plan
    - ☐ Facebook
    - ☐ Instagram
    - ☐ LinkedIn
    - ☐ YouTube
    - ☐ Twitter
    - ☐ TikTok
    - ☐ Other
- ☐ Marketing JV and Affiliate Partners
    - ☐ Swipe Copy
    - ☐ Launch Plan
    - ☐ Webinar for swaps
- ☐ Copy Writer
- ☐ Email Marketing Campaigns and Sequences
    - ☐ New Opt In
    - ☐ Client Entry
    - ☐ Follow Up
    - ☐ New Purchase
    - ☐ After Purchase
    - ☐ Previous Client
    - ☐ Click No Buy
    - ☐ Case Study Sequence
- ☐ Advertising Budget
- ☐ Advertising Campaigns
    - ☐ Warm audiences
    - ☐ Cold audiences
    - ☐ Retargeting campaigns
- ☐ Event Marketing Strategy
- ☐ Marketing Map

- ☐ Marketing KPIs – how you know your marketing is working
  - ☐ Daily Leads
  - ☐ Daily qualified leads
  - ☐ Daily Sales
  - ☐ Daily Revenue
  - ☐ Daily Opportunities/Collaborations/Partnerships/Speaking
  - ☐ Daily Speak Applications
  - ☐ Daily/Weekly Speaking Pitches
  - ☐ Speaking Engagements
  - ☐ Daily Client Renewals
  - ☐ Daily Text Messages (If You Have a Service Set Up)
  - ☐ New Opt Ins to Free Gift
  - ☐ New Submissions on Website Contact Form
  - ☐ New Live Chat Messages on Your Website Daily (ie. Drift, ZenDesk, etc.)
  - ☐ New Applications or Appointments Daily
    - Calls Booked
    - Calls Held
    - Applications Approved
    - Applicants Enrolled
  - ☐ Social Media (get them off of the platform and onto your list)
    - Daily Direct Messages
    - New Comments on Your Posts Daily
    - Daily Podcast Downloads
    - New Requests to Join Your Group or Club
    - Daily New LinkedIn Requests
    - Social Media Followers for your primary platform
  - ☐ Get them off of the platform and onto your list
- ☐ Marketing Materials
  - ☐ Website
  - ☐ Business Card
  - ☐ Social Media Images
  - ☐ Rack Card
  - ☐ Client Success Story Graphics
  - ☐ Case Studies
  - ☐ Direct Mail Post Card
  - ☐ Landing Page(s)

- ☐ Media Kit
- ☐ Speaker Outline
- ☐ Speaker Kit
- ☐ Speaker Video
- ☐ Impact Video
- ☐ Interview Style Video
- ☐ Email Sequences

Without marketing, your business will not be found by those who can hire you. Remember that marketing governs how you get found. So be clear and document everything, especially if you intend to hire someone else to handle the marketing function on your behalf.

SALES MANAGEMENT *Checklist*

Combine your procedures for each of the following sales items and matters into a binder or file folder labeled: **Sales Management System**. This systems governs your sales management and procedures to ensure you are effectively running your business and having consistent sales. As Mary Kay Ash says, "nothing happens until somebody sells something."

- ☐ Business Model Review (Think Deep not Wide)
- ☐ Sales Process (Business Success Formula)
- ☐ Sales Management System
- ☐ Ideal Client
- ☐ Traffic Source
- ☐ Lead Generation
- ☐ Marketing Opt In
- ☐ Nurture Sequence
- ☐ Sales Tool
- ☐ Offer
- ☐ Client Onboarding
- ☐ Leverage + Scale Offer Suite
- ☐ Superb Offer
- ☐ Signature Offer
- ☐ Select Offer
- ☐ Scalable Offer - Optional
- ☐ Problem Progression Plan
- ☐ Compelling Free Offers (one for every program/problem)
- ☐ Pricing Strategy and Plan
- ☐ Customer Relationship Management Software with Sales Functionality
- ☐ Pipeline Management Tool (if not in CRM)
- ☐ Sales Process Flow Chart
- ☐ Sales Activity Plan
- ☐ Daily Sales Goal
- ☐ Weekly Sales Goal

- ☐ Monthly Sales Goal
- ☐ Quarterly Sales Goal
- ☐ Sales Qualification Process
- ☐ Leverage + Scale Sales Suite
- ☐ Discovery Session Process
- ☐ Enrollment Webinar Process
- ☐ Live Event Process
- ☐ RFP Process
- ☐ Sales KPI Tracking/Development System
- ☐ Sales
- ☐ Revenue
- ☐ Client Acquisition Cost
- ☐ Pipeline Value (should be 4x your goal at all times)
- ☐ Average Conversion Time
- ☐ Conversion Rate
- ☐ Cart Abandoned Rate
- ☐ Revenue on Advertising Spend
- ☐ Monthly Onboarding Calls
- ☐ Profit Margin by Program
- ☐ Revenue Growth Rate
- ☐ Reporting Tools and Protocols
- ☐ Sales Scripts
- ☐ Cold Call
- ☐ Warm Call
- ☐ Discovery Session
- ☐ Follow Up Call
- ☐ Sales Procedures for Team
- ☐ Inbound
- ☐ Outbound
- ☐ Hire, Train, Incentive Plan for Sales Team
- ☐ Sales Team Compensation Model
- ☐ Sales Team Skills Development
- ☐ QA process for sales calls
- ☐ Direct Messaging Process/Procedure and Response Library
- ☐ Overcoming Objections Process
    - ☐ Cheat Sheet

- ☐ Frequent Response Library
- ☐ Follow up Process for Leads/Prospects
- ☐ Sales Follow Up Campaigns
- ☐ Client Entry Campaign
- ☐ After Purchase Campaign
- ☐ Client Renewal Campaign

Without sales, your business will not last. Remember that sales govern how you get paid. So be clear and document everything, especially if you intend to hire someone else to sell on your behalf.

CLIENT MANAGEMENT *Checklist*

Combine your procedures for each of the following sales items and matters into a binder labeled (or a tab in a larger binder for the whole company's operations: **Client Management System**. This system governs your client management and procedures to ensure you are effectively managing your client delivery process.

- ☐ Customer vs Client Defined
    - ☐ Customers buy products that don't include access to you & your team
    - ☐ Clients work directly with you & your team
- ☐ Core Offerings
- ☐ Client Events and Hours
- ☐ Clients Service Policies
    - ☐ Product Cancellation
    - ☐ Event Cancellation
    - ☐ No Show Policy
    - ☐ Event Guarantee
    - ☐ Refunds
    - ☐ Company Credits
- ☐ Customer Service Policies
    - ☐ Product Cancellation
    - ☐ Event Cancellation
    - ☐ No Show Policy
    - ☐ Event Guarantee
    - ☐ Refund Requests
    - ☐ Company Credits
    - ☐ Client Terminations
    - ☐ Client Addendums
- ☐ Client Management
    - ☐ Client Programs
    - ☐ New Client Procedure
        - ▪ Client Checklists

- ☐ Adding a Client in CRM system
- ☐ Client Assessments
- ☐ Client Scheduling
- ☐ Client Scheduling Reminders
- ☐ Client Session Prep and Recordings
- ☐ How to Hold a Coaching Call
- ☐ How to Do a Client Critique
- ☐ How to Host a Client Retreat
- ☐ Client Training Modules
- ☐ Client Renewal Process
- ☐ Policies and Procedures
- ☐ Welcome Package
  - What's Included
  - Welcome Gift Process and Standardization
  - How to Mail
  - How To Document in CRM that Package was Mailed
- ☐ Facebook Process
  - How to Add
  - How to Remove
  - How to Post
  - Posting Schedule
  - How to Post Call Recordings and Critiques

- ☐ Prospective Client Discovery Sessions Process
  - ☐ Process Flow Chart
  - ☐ Application Process
  - ☐ Who you Approve
  - ☐ Who you Decline
  - ☐ How to Hold the Session
  - ☐ How to Take a Deposit Payment
- ☐ Complaints, Commendations
  - ☐ How to Respond / Response Library
  - ☐ How to Resolve
  - ☐ When to Escalate
- ☐ Service Delivery Standards
  - ☐ Email
  - ☐ Phone call/ Voicemail

- ☐ Text Message/ Direct Message
- ☐ Critiques/Reviews

☐ Client Relationship Management (CRM) Tools

- ☐ Which CRM
- ☐ How To Perform Major Functions in the CRM

☐ Privacy Policy

☐ Technology And Software For Other Client Delivery Functions

☐ Dropbox Files – how to access

- ☐ What Gets Stored and What Gets Deleted

☐ Client Issues and Challenges

- ☐ How to Handle Declined Payments
- ☐ How to Handle IP Violations
- ☐ How to Handle Morale Issues
- ☐ How to Handle Facebook Group Infractions

☐ Client folders Online and Offline

- ☐ Standardization

TALENT MANAGEMENT *Checklist*

Combine your procedures for each of the following sales items and matters into a binder or file folder labeled: **Talent Management System**. This system governs your talent management and procedures to ensure you are building a strong team to help you expand your brand.

Overall

- ☐ Employee Manual
- ☐ Hiring/Firing Policies and Procedures
- ☐ Organizational Chart by Team (Operations, Talent, Sales)
- ☐ Accountability Agreement
- ☐ Company Accountability Agreement
- ☐ Vacation Procedures
- ☐ Time Away from Work Policies
- ☐ Process to connect with HR support

Hiring

- ☐ Job Descriptions (One Per Job Function)
- ☐ Hiring Assessments
- ☐ Skills Assessment and Administration Process for each position
- ☐ Work for Hires/Employment Agreements

Meetings

- ☐ Team Meetings Template
- ☐ Daily Team Meetings Outline and Procedure
- ☐ Team Updates Procedure
- ☐ New Hire One On One Meetings Template and Procedure

Onboarding/Training

- ☐ New Hire Checklists
- ☐ New Hire Orientation

- ☐ New Hire Training Plan
- ☐ New Hire Onboarding Manual

Corrective Action

- ☐ Corrective Action Procedure
- ☐ First Warning Template
- ☐ Note to File Template
- ☐ Final Warning Template

Management

- ☐ Employee File Standards

Other Talent

- ☐ Support/Project Management Software catalog with definitions and uses
- ☐ Joint Ventures and Strategic Partners

END OF YEAR *Checklist*

As the CEO of a company preparing and nearing the million-dollar mark, it is essential that you are on top of every key area and function of your company (even if you have an operations manager). As the end of each year approaches, my recommendation is that you leverage this checklist to finalize the current year and prepare for the new one that is coming.

Ideally, begin working through this checklist late quarter 3/early quarter 4 so that you have enough time to get everything done and set your business up for your best year yet.

Having the right systems and processes in place in your business will reduce your effort, maximize your income, and increase your overall impact.

Here's to your best year yet as you Move to Millions!

- ☐ SWOT Analysis on current year's operations, programs, systems, team, etc
- ☐ Meet with CPA
    - ☐ Finalize New Year Budget
- ☐ Meet with Tax strategist to discuss current year final tax strategies and prepare tax strategy for new year
- ☐ Meet with Small Business Attorney to review contracts, agreements, business valuation, core processes and ensure compliance
- ☐ Review/Update ops manuals and SOPs for each function
- ☐ Review/Update company operating agreement
- ☐ Review past due clients and collections and assign to attorney or collections agency to end the year with all past due accounts moving to the next stage
- ☐ Review Org Chart to determine critical roles/vendors for New Year
- ☐ Review/Update offer suite
- ☐ Review/Update messaging suite
- ☐ Review/Update business success formula
- ☐ Review lead magnets

- ☐ Review nurture + convert sequences
- ☐ Audit sales process and refine
- ☐ Review/Update websites for cohesion, brand focus and functionality
- ☐ Finalize Next Year's Strategic Plan by Quarter
    - ☐ Q 1 Complete
    - ☐ Q2 Complete
    - ☐ Q3 Complete
    - ☐ Q4 Complete
- ☐ Enact Q1 Campaigns and Plans
    - ☐ Lead magnets
    - ☐ Nurture sequences
    - ☐ Launches (live or evergreen)
    - ☐ Events
    - ☐ Sales plan
- ☐ Finalize content calendar
- ☐ Finalize marketing calendar
- ☐ Map key dates on company calendar (online and big in office)
- ☐ Create spreadsheets, folders and tracking documents for the New Year for each area of the business
- ☐ Create New Year focus statement
- ☐ Order company equipment, office supplies and service delivery materials for new year
- ☐ Hold Year End Meeting with team

CHAPTER NOTES

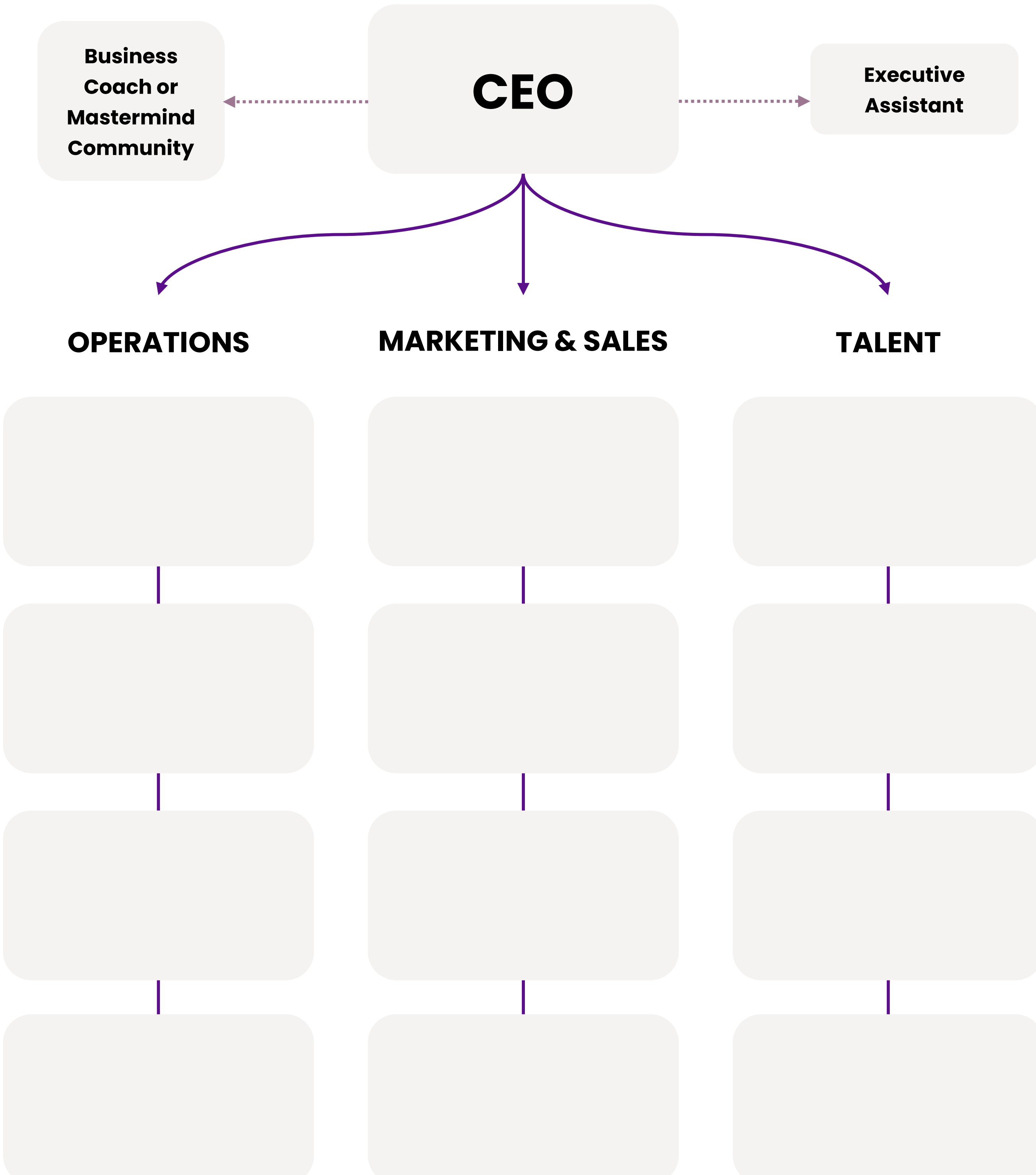
Chapter 10

Leverage + Scale Talent Suite

ACTION PLAN

- ☐ Create your current organizational chart. (Yes, fill your name in for every job you're currently doing. We all start where you are now.)
- ☐ Create your ideal organizational chart using the examples we share with you in this chapter. We need to know what we are working toward.
- ☐ Create key job descriptions by completing the Change the Way You Work activity.
- ☐ Meet with your financial management team to verify that you can begin the hiring process.
- ☐ Design your hiring process and start hiring for your future million-dollar team.

ORG CHART



Business Coach or Mastermind Community
CEO
Executive Assistant
OPERATIONS
MARKETING & SALES
TALENT

CHAPTER NOTES

Chapter 11

Move to Millions Confidence

ACTION PLAN

- ☐ Write down every client you've ever helped to get results.
- ☐ Write down the results you helped them to achieve and what they paid you to achieve those results.
- ☐ Knowing what you know and realize now, are you confidently articulating your value in the marketplace? If not, start showing up more confidently.
- ☐ Write down a minimum of five ways you can show up more confidently in the marketplace to boost traction and sales.

CHAPTER NOTES

Chapter 12

Move to Millions Forgiveness

ACTION PLAN

- ☐ Order *Forgiving Forward*.
- ☐ Read it.
- ☐ Live the protocol.
- ☐ Watch abundance come into your life.

THE 10 PROTOCOLS OF *Forgiveness*

Adapted from Forgiving Forward by Bruce and Toni Hebel

1. Thank God for forgiving you.

2. Ask God, "Who do I need to forgive and for what?"

3. Write down each person that enters immediately into your mind.

4. Ask God to forgive you for not forgiving them.

5. Forgive each offense from your heart.
   a. Lord, I choose to forgive ________ from my heart for________.
   b. Lord, is there anything else I need to forgive ________ for?
   c. I declare __________ is no longer in my debt.

6. Ask God to bless them and look for ways to bless them when possible.

7. Commit to "not remember" the offense. When the memory comes…
   a. Say, I specifically remember forgiving that.
   b. Praise God for the freedom forgiveness brought you.
   c. Bless the person you forgive again.
   d. Pray for reconciliation.

8. Make pre-forgiveness a lifestyle.

9. Celebrate your willingness to forgive.

10. Express gratitude that you are beginning the process to forgive and prevent anything from separating you from God's provision for you.

CHAPTER NOTES

Chapter 13

Move to Millions Surrender

ACTION PLAN

As you move forward, here are a few questions to ask yourself:

- ☐ What would it look like to add surrender to my favorite business growth strategies?
- ☐ What would I have to give up in order to allow surrender to become a primary strategy in my life and business?
- ☐ What might I gain if I focus on surrendering consistently in every area of my life?

CHAPTER NOTES

Chapter 14

Vision Point vs. Vantage Point

ACTION PLAN

- ☐ Journal about your current vantage point. How is it serving you? Where is it not serving you? What do you envision instead?

- ☐ Set your vision point by looking ten years ahead, then backing into what would need to happen for you to be living that vision ten years from now.

- ☐ Craft your million-dollar company vision statement.

- ☐ Share that vision with your team (where applicable) and your network.

CHAPTER NOTES

Chapter 15

Navigating the Millions Messy Middle

ACTION PLAN

- ☐ Journal about the other side of your messy middle. Be sure to include what you're grateful for and what your business will be like when you arrive on the other side of this season in your business.

- ☐ Determine what you need to focus on getting back to the basics of in order to navigate this season.

- ☐ Map your next best move during this season in your business.

- ☐ Find a community for support as you navigate (try ours).

CHAPTER NOTES

Chapter 16

The Move to Millions Manifesto
ACTION PLAN

I came into the earth realm as abundance and now I am stepping back into the light.

My name is ________________ and Millions are my birthright. I'm ready to get what God earmarked for me so I am ready to MOVE.

I make millions. I move millions. And because my business serves me financially and spiritually, I'm going to leave millions.

My legacy will be financial. I am prepared for rain and changing the game. I am my ancestors' wildest dream.

It's my time.
It's my turn.
There is a millionaire in me.

I didn't come from millions, but millions will absolutely come from me.

- [ ] Journal about your own movement's manifesto. What would you want to share with those who are part of your movement?

Ten Commandments
of a CEO on the
MOVE TO MILLIONS

1. Thou shalt stop stressing and start surrendering.

2. Thou shalt forgive every day so that nothing keeps you from more abundance than your hand, heart, and bank account can hold.

3. Thou shalt not be all the things; thou shall be the co-CEO and thou shalt know that God is the real CEO of your company.

4. Thou shalt know that you deserve a business that serves you financially, spiritually, and sustainably.

5. Thou shalt make decisions from your vision point, not your vantage point.

6. Thou shalt work the business from the top, not the bottom.

7. Thou shalt not base your prices on your time, but instead on the result you provide to the problem clients can't solve on their own.

8. Thou shalt set strategic sales goals and put the systems and processes in place to achieve them with grace and ease instead of hustle and grind.

9. Thou shalt be confident at all times. Your confidence will close more deals than your skills ever will.

10. Thou shalt focus on strengthening your strategy, systems, sales, support, and success mindset.

CHAPTER NOTES

Chapter 17

Leverage + Scale Legacy Suite

ACTION PLAN

- ☐ Review each area of the Legacy Suite.
- ☐ Craft your Legacy Vision.
- ☐ Get referrals for key professionals to help you: a small business attorney, an estate attorney, an intellectual property attorney, and a certified financial planner.
- ☐ Start thinking about your business as the key to your financial legacy.

LEGACY SUITE
Checklist

Intellectual Property Protection

- ☐ Key Team Member: IP Attorney
- ☐ Every Trademark – Determine What You Need to Protect
- ☐ Licensing Plan
- ☐ Copyright Registration
- ☐ Every Framework
- ☐ Program Content and Curriculum

Wealth Plan

- ☐ Key Team Member: Financial Advisor/ CFP
- ☐ Determine Your Current Net Worth
- ☐ Completing Your Money Map
- ☐ Your Lifestyle Maximization Number (what you want to leave)
- ☐ Spending Audit
- ☐ Savings Plan
- ☐ Assets, Liabilities, Income and Expenses
- ☐ Long Term and Short Term Goals

Investment Portfolio

- ☐ Key Team Member: Financial Planner/ CFP
- ☐ Real Estate
- ☐ Turnkey Businesses
- ☐ Stocks and Bonds
- ☐ IRAs
- ☐ Crypto Currency
- ☐ Long Term investments
- ☐ Short Term Investments

Insurance Portfolio

- ☐ Key Team Member: Financial Planner/ CFP
- ☐ Term
- ☐ Whole
- ☐ Disability
- ☐ General Liability
- ☐ Professional Liability/Errors + Omissions
- ☐ Health Insurance
- ☐ Car Insurance

Estate Plan

- ☐ Key Team Member: Financial Planner/ CFP/ Estate Attorney
- ☐ Living Wills
- ☐ Healthcare Directives/Power of Attorney
- ☐ Last Will & Testament
- ☐ Financial Power of Attorney
- ☐ Trusts (for relatives who can't manage money well)
- ☐ Beneficiary Designations
- ☐ Letter of Intent

Business Succession Plan Questions

- ☐ Key Team Member: Financial Planner/ CFP/ Estate or Small Business Attorney
- ☐ Will you be able to voluntarily let go?
- ☐ Do you have children who could run the company?
- ☐ Are you grooming someone to run the company in your stead?
- ☐ Are you offering profit sharing to your employees?
- ☐ What is your financial goal at sale?
- ☐ What is the business' vision for the future?
- ☐ What will need to be in place at the time of the sale? What will the sale include?
- ☐ Does your succession plan reflect your business goals?
- ☐ Does the succession plan align with your personal objectives?
- ☐ Who are the potential successors, and do they have the requisite skills — and interest — needed to lead the company?

CHAPTER NOTES

Chapter 18

Accountability & Implementation

ACTION PLAN

- ☐ Determine your implementation path on your own or through taking advantage of one of the resources we propose to make sure that this book doesn't become just another book that you read.

- ☐ Confirm the plan you'll be following to achieve this million-dollar goal for yourself.

- ☐ Put your goals into writing (use the following pages to help)

MOVE TO MILLIONS ACTION PLAN

Putting your goals in writing can help make your dreams a reality.

STATEMENT OF GOAL

Must be specific, measurable, stated positively, and simply. Think BIG.

____

____

____

____

____

____

____

PRIORITY

How does this goal rank compared to your other goals (#1, #2, #3, etc.)?

____

TERM OF GOAL

- ☐ Short Term (within 3 months)
- ☐ Medium Term (within 3 years)
- ☐ Long Term (over 3 years)

LIFE AREA

- ☐ Career
- ☐ Financial
- ☐ Emotional
- ☐ Physical
- ☐ Spiritual
- ☐ Family/Friends
- ☐ Mental
- ☐ Community
- ☐ Self/Life Balance

TARGET DATE

This goal will be accomplished by ____________________

OBSTACLES

What currently and potentially stands between you and this goal? Include both tangible and intangible obstacles such as lack of money, time, support, or education, fear, etc.

SOLUTIONS

How will you overcome the obstacles? Include both tangible and intangible resources you can use to help you pursue your goal, such as self-confidence, support from other people, education, time, money, etc.

ACTION STEPS TO ACHIEVE THIS GOAL

Break your goal down into smaller tasks. Remember to include steps for handling obstacles. List a target date for each step (it may help you to work backwards from your target goal date.) Remember to reward yourself after completing each step in order to positively reinforce your behavior.

STEP #1

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #2

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #3

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #4

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #5

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #6

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #7

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #8

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #9

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #10

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

STEP #1

Description: ______________________________

Target Date: ______________________________

Reward for Completion: ______________________________

Is it worth it?

Are you willing to do what it takes to achieve this goal? ☐ Yes ☐ No

What will achieving this goal mean to you? How will it benefit you?

Include any benefits for you, your family, the people in your life, and the community.

____

____

____

____

CHAPTER NOTES

ADDITIONAL RESOURCES

I am clear that if you have the discipline to focus on the concepts and strategies shared in this book you could make the Move to Millions. However, it's likely that you will want help along your journey.

The moment that you feel you need additional support, check out one of these additional resources:

- **Resource One**: Join our free online community on Facebook, Move to Millions® with Dr. Darnyelle Jervey Harmon. It's a great way to start to establish community with a group of like-minded entrepreneurs and small business owners who also desire to get their businesses to the million-dollar mark. Now, in full transparency, the Facebook group is the first step to get you around your millions-minded peers, but the group alone will hold little implementation value for you. While it is a place for connection, it doesn't come with the other two pieces that are essential: accountability and a space for implementation. At minimum, you should be in this group. Visit www.MoveToMillionsGroup.com to request to join today.

- **Resource Two**: Subscribe and listen weekly to the Move to Millions® Podcast. Each week, listen in for insightful solo episodes, guest interviews and spiritual principles combined with business growth strategy. Subscribe today wherever you listen to your favorite podcasts or at www.MoveToMillionsPodcast.com. When you listen and love the show, please be sure to rate and leave us a review. It helps us to deepen our impact across the globe so that more people can learn about the show.

- **Resource Three**: Order our Move to Millions® 90-Day Planner. I designed this planner for our Move to Millions® Mastermind. We meet every ninety days, and I wanted a way for them to keep track of their Key Performance Indicators (KPIs) and key worksheets all in one place. Because it's so good, our clients were adamant that I couldn't keep this to ourselves. They were certain that I needed to provide this to people as an example of what it would be like to work with me and my team, as well as what it really takes to focus on the business growth activity that moves a business forward. So, we created a training to demonstrate how to use the planner and we sell them one at a time or as a subscription. You can order yours today at www.MoveToMillionsPlanner.com.

- **Resource Four**: Join us at our next Move to Millions® Live Event Experience. The best way to learn the dates for the next event is to visit www.MoveToMillionsEvent.com. This three-day event for million-dollar CEOs and million-dollar CEOs in the making will allow you to experience the content of this book in the flesh (as well as new content that you haven't even begun to envision yet). The whole event will feed your soul. There is not anyone combining business growth strategy with spiritual principles like we do. From the beautiful decor, the lavish attendee gifts, the game-changing content, powerful speakers, and community, everything you have been praying for is waiting for you when you register. It will feel like a homecoming for the version of yourself that you are working to meet. Because you have a copy of this book in your possession, enter **BOOK** at checkout for a small thank you from me for first reading this book and, second, deciding to deepen your knowledge and our connection by joining us at the next event. This event happens once per year in the spring. If you pick up this book after May, go ahead and lock in your ticket for the next year. It will be worth the wait. People come from all over the world to experience an Incredible One event. We bring this saying to life over three days: *"Ain't no party like an Incredible One party cause an Incredible One party don't stop!"* When you secure your seat, you'll get some powerful pre-work not mentioned in this book to keep you until we meet live.

- **Resource Five**: Apply to work with our team in the Move to Millions® Mastermind. Our mastermind will change your life. I know it's a bold claim, but you've read the handful of case studies throughout this book. The mastermind is how we live this book in real life. The Mastermind is a powerful, all-in-one business scaling program that focuses on you, the whole CEO, so you'll get life, spiritual, mental, emotional, and business support. Again, I can boldly declare that there is no program that is as comprehensive as ours on the market. I made it that way on purpose. You will become better in every way. You will become a better spouse, parent, leader, sibling, friend, and CEO. Upon enrolling, we will create your custom million-dollar road map. As you have read, this is the formula for sustainability. You can learn more and apply today at www.MoveToMillionsMastermind.com.

- **Resource Six**: If you're just interested in leveraging the power of live events to make, move, and leave millions, we have our Leverage & Scale Enrollment Events aka Million Dollar Events course for you. As I have shared, live events are how I made the move personally. Live events are my favorite leveraged sales system. I created a powerful course that we have recently expanded into a coaching program that could be great for you if leveraging the power of events is your next best step. So, you can decide to enroll in just the course or the full coaching program. You can learn more and at www.ProfitFromLiveEvents.com.

- **Resource Seven**: If you are a woman who is already making millions, and you are looking for a new community to support you, you might love God Girls Making Millions®. GGMM, for short, is a three-day luxurious retreat experience for women who know they don't have to choose. They can love God and make millions, and they don't have to sacrifice their freedom, family, funds, or fun in the process. Each fall, we meet in a luxurious location for three days of powerful conversations, collaborations, and community. We also open the doors to our Legacy Collective® during this experience. To join the Legacy Collective® your business needs to be doing $1,000,000 or more annually. You can learn more and submit your application to join us at the next GGMM Retreat at www.GodGirlsMakingMillions.com and the Legacy Collective® at www.LegacyCollective.info

We'd love to help you:

- **Set your Move to Millions® goal so that it is clear, specific, actionable, measurable, and you're clear of your Move to Millions® timeframe**. It's not enough to say you want to move to millions. You'll have to drill down and say when you want to move to millions by and *why* moving to millions is the next best move for you. You'll have to take the time to get clear. We can help you with that while also identifying what may need to be modified so that you can achieve the goal.

- **Confirm your *real* reason why you're going to become accountable to the goal of making, moving, and leaving millions**. Start by declaring the reasons so that you can walk into the answers. It's like Matthew 7:7 says: *Ask and it is given*. The reason(s) why you are desiring this level of achievement in your business is your ask of God and the universe. Without taking the time to clarify your reason why, you'll eventually get fed up and quit, just like the Harvard study shows us. It might be one week, or it might be six months. But not being tied to a reason that is bigger than you will position you to drop the ball and forget about moving millions. You might become like me, who eventually said that I really didn't need a million dollars (this was my way of giving myself permission to quit and back down from the real goal in my heart because it was easier).

- **Create a real, customized, and actionable plan**. This is where the rubber often meets the road. This is where my team and I create magic. We look at your gaps and turn them into gateways. Without a plan, one thing is for sure: You will not make the Move to Millions®. The other thing to keep in mind is you don't know what you don't know. That could cause problems. While this book is an amazing blueprint, it's not a *customized* blueprint.

- **Take strategic, inspired, and massive action**. The plan is the start, but no plan guarantees results without action. Because making the move to millions is your goal, it means you'll have to show up fully for the goal daily. Taking small and large steps, but taking them consistently, is the key to achieving the goal. As I have shared via our case studies, we have some clients who do it in one year. We have some clients who take two to three years. It all depends on the level of action and commitment to the decision.

- **Determine KPIs and track, review, and adjust the goal accordingly**. This is something else that we can help you to do when we work together. Having a plan is the first step. Understanding what you should track and what the numbers are telling you is a whole other thing. This is accomplished by taking that plan and breaking it down into daily or weekly sub plans so that you are focusing on the right activities consistently. There will be some busy work, but there is also some work that leads to opportunities and revenue. We want to make sure that you are spending time on those so that you are strategic every single day. We will also help you to set up automation and the right software so that this isn't a manual effort. We clarify your revenue generating activities from your awareness generating activities because you do need both.

- **Become the best version of yourself so that you can lead a team committed to helping you make, move, and leave millions**. You were not meant to be a "one-trick pony." You were born to lead while also deepening your impact and income. We can help you refine those skills so that you don't find yourself overwhelmed or spin your wheels on mistakes that take many people out in the messy middle.

- **Get in community with like-minded entrepreneurs and business owners also making the move to millions so that you can escape the lonely feelings and feel supported during your journey**. Jim Rohn says, *"You become like the five people with whom you spend the majority of your time."* When you spend your time with us, you'll become a better version of yourself! We've watched so many long-standing relationships form as a result of this community. Your next joint venture partner is waiting for you. Join us!

Taking advantage of any of these options, with emphasis on joining us for Move to Millions® Live or applying for the Move to Millions® Mastermind, will help you create your million-dollar accountability and implementation plan so that the time spent reading this book is not lost, but actually propels you forward into the business you truly desire to be the CEO of!

Happy reading, and more importantly, here's to taking consistent action toward your million-dollar business goal!

Closing Thoughts

We absolutely must keep this party going! Remember, you didn't just buy a book, you've unlocked a vault of resources to aid you on your Move to Millions®. I invite you to join me online to continue to deepen our connection. You can find me by searching "Darnyelle Jervey Harmon" on all online platforms, including Facebook, Instagram, LinkedIn, YouTube, and TikTok.

One of my favorite songs is Patti LaBelle's "When You've Been Blessed (Feels Like Heaven)." What I love the most about this song is that it fosters a mindset to help others even when there's nothing in it for you. In his book *$100M Offers*, Alex Hormozi says, "People who help others (with zero expectation) experience higher levels of fulfilment, live longer, and make more money."

Has reading *Move to Millions* blessed you so far? If you are nodding your head unequivocally yes, then I have an ask for you.

Would you do me the honor of sharing how *Move to Millions* has blessed you by passing the blessing on to others in the form of a **book review**? I promise that it will only take you a minute or less to share your thoughts via the platform (Amazon, Barnes & Noble, Audible, etc.) you used to invest in yourself through this book.

I have a mission that many may think is elusive. I want to impact five million entrepreneurs through my work. To impact this volume of entrepreneurs and small business owners, I must expand my reach. To that end, I need your help. Your review will help others learn about and read this powerful book for themselves.

Think of the difference book reviews and recommendations have made for the books currently lining your nightstand and bookshelves. By sharing your review of *Move to Millions*, you will offer the same feeling of confidence and excitement to others.

By taking the time to do me this favor, you will be helping another entrepreneur or small business owner learn how to become a million-dollar CEO with grace and ease instead of hustle and grind. You'll be instrumental in the transformation of another life because of what they learn in order to leverage and scale their business.

Thank you in advance for passing the blessing on!

Stuck on the six-figure plateau?

CROSS OVER THE MILLION-DOLLAR MILESTONE WITH GRACE AND EASE!

MOVE YOUR BUSINESS TO MILLIONS!

"Move to Millions *is the in-depth comprehensive game plan that takes you from amateur-level to 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 transformative guide for small business owners and entrepreneurs looking to take their companies to the highest heights they've ever achieved."*
–**RAOUL DAVIS,** CEO, Ascendant Group Branding, the #1 Ranked Minority-Owned PR Firm 2021 and 2022

"Move to Millions *is a must read whether you're alreadya 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

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