

# 5 CRITICAL HIRES

FOR SIX-FIGURE CONSULTANTS TO  
ACCELERATE THEIR MOVE TO MILLIONS



INCREDIBLE  
*one*  
enterprises

| D R. D A R N Y E L L E |  
J E R V E Y H A R M O N \*

MOVE<sup>to</sup>  
MILLIONS®



# Let's get one thing straight...

## YOU NEED TO HIRE.

You are the CEO of your own company. CEOs can't be all the things.

Right now, you're likely spending too much time on \$20 and \$200 tasks that are preventing you from focusing your energy on \$2,000 and \$20,000 tasks.

I know, because I used to do the exact same thing.

Today, as a multimillion-dollar CEO of an award-winning business transformation company, the best advice I can give you is to **hire from your vision point not your vantage point.**

If you want to make the MOVE to Millions™, you must build your company to run without you. Thinking that you can't afford to hire is stunting your growth. Please remember, hiring is self-care... and if it takes you out of the CEO seat, you need someone else to do it!

# WHO TO HIRE

## Ready to get out of the “Chief Everything Officer” chair?

Here are the 5 critical hires you need to work into your business growth plan immediately:

### 1. LIVE OR VIRTUAL EXECUTIVE ASSISTANT

No, your typical virtual assistant doesn't count. You need someone who will be responsible for the day-to-day operations of your company so that you can spend your time on revenue-generating activities. In most cases, your EA will be the first contact a potential client has with your company, so be sure to get one who understands how to serve a million-dollar CEO in the making.

### 2. ASSOCIATE CONSULTANT

At the six-figure mark, clients are hiring YOU. And while that isn't a bad thing, any time you are spending working with clients, you aren't able to spend attracting new ones. Imagine what is possible if you aren't the only consultant available when your clients call! If you want to shift your revenue and the transformation you provide, you need to begin to replace yourself. Think of it this way, every hour not spent working with your clients is an hour you can spend on strategically advancing your company.





## WHO TO HIRE (continued)

### 3. MARKETING SUPPORT, CONTENT CREATOR, OR COPYWRITER

Up until this point, the majority of your clients have likely come from word-of-mouth referrals. And while a referral-based business is great, it's also passive. You're waiting on someone else to bring you a client. What if you started to develop business by having a team member whose sole role was to create content that converts new prospects into paying clients? You'd change the game and shift the trajectory of your company.

### 4. SALES TEAM MEMBER

If you're stuck on sales calls, you can't be out creating fresh opportunities for new business. Having someone help you with sales - whether we're talking about a social sales rep, an inside sales rep, an outside sales rep, someone focused on getting you booked to speak, or all of the above - will free up your time without hurting your bottom line. Even if your presence is needed to close the sale, you'd just have to show up and be the closer instead of having your hands in all parts of the sales process. I used to feel like I had to be the one who spoke with every prospective client, until I realized that every hour on a sales call was an hour when I wasn't in my zone of genius. Hiring someone for sales not only freed up my time, it helped prospects to see me as more desirable.

### 5. FINANCIAL MANAGEMENT TEAM (CPA & BOOKKEEPER)

We run into consultants like you all the time who think they can't afford to hire. But the truth is, when you learn how to raise your rates and manage what you're earning in your business, money will free up to move your business forward. Just because you can set up your own QuickBooks doesn't mean you should. When I hired a bookkeeper, CPA, and tax strategist, I freed up *more than enough* money to hire my first few full-time employees.



## Keep in mind...

These team members can be contractors, but it would be even better if they are your full-time employees (EA, Associate Consultant, and Marketing Support). Having people dedicated to your brand is the key to fast-tracking your move to your next level.

### BONUS HIRE

#### BUSINESS COACH OR MENTOR

If you *really* want to accelerate your MOVE to Millions™, you'll need to hire a coach who has been there and done that, guiding you through blind spots you're not even aware of yet. **The right coach can save you time, money, and energy expended** in pursuit of your biggest goals. [I would love to share more](#) about how our clients are growing their businesses by at least 200% a year and are making moves to their first million-dollar revenue years.







This is truly just the tip of the leverage iceberg. Hiring is one of the areas to begin leveraging your time. And once you start leveraging your time, you'll be in position to tighten the other core areas of your business.

REMEMBER, WHAT GOT YOU TO SIX  
FIGURES WON'T GET YOU TO SEVEN.  
*(or even multiple-six figures)*

The biggest mistake six-figure consultants make is staying "in" the business instead of getting positioned to work "on" the business. To make the move with grace and ease, it will take our Positioned for Millions Framework™.

If I know anything about you, you need help with leveraging your packaging, messaging, and marketing too, which is why I'd love to [invite you to apply for my program](#), Leverage + Scale Weekend.

In just three days, you'll lay the foundation  
for your first 7-figure year.

*Apply for the Weekend*



# About Dr. Darnyelle Jervey Harmon

“WEALTH & ABUNDANCE IS YOUR BIRTHRIGHT”

Dr. Darnyelle is an award-winning CEO, speaker, consultant and strategist whose work has been featured in *Forbes*, *Essence*, *SUCCESS*, *BlackEnterprise* and *O* magazines. She is a best-selling author with 7 books to her credit. Today as the owner of a multimillion-dollar company, her commitment to leveraging and scaling businesses to and beyond the 7-figure mark is her divine assignment.

In 2018, she was awarded the Women Presidents Organization's *Women of Color Excellence Award* and she joined the \$1MM class of *Enterprising Women of the Year*. In 2019, Dr. Darnyelle was named the *Black CEO of the Year* and was a finalist for the *eWomenNetwork Made It to a Million Award*.

*“With Darnyelle’s help we’ve put the right business model, systems, and team in place. Working with her directly contributed \$2M to my bottom line, and even more if you add in this year.”*

- MARQUEL RUSSELL