

*the* **MOVE** *to*  
**MILLIONS**<sup>®</sup>

*method*



**A PROVEN PROCESS**

**FOR BECOMING A MILLION DOLLAR CEO**



INCREDIBLE  
*one*  
enterprises

## *Dear Millions Minded Service-Based Entrepreneur,*

If you're here, it means that you have desires to be a million-dollar CEO, but are finding yourself stuck at or very close to six figures.

I can assure you, if you are stuck it's because one of the five areas covered in this quick guide is currently a gap in your business. Your gaps could be the gateway to your first million-dollar year. While this guide is presented as an overview, there's an opportunity for you to do a quick self-assessment to determine where your biggest gap lies: Strategy, Sales, Systems, Support or Success Mindset.

As you read this quick start guide, ask yourself which area presents the biggest gap for you:

**STRATEGY:** Do I have an offer suite that is highly leveraged and scalable? Is the foundation of my business (packaging, pricing, positioning and promoting) strong enough to start my move? Does my messaging consistently attract and convert my most ideal clients? Which marketing strategy can I credit for 85% of my lead generation?

**SALES:** Do I have a sales script that when leveraged in my sales suite brings me new clients consistently? Have I mastered how to shorten my sales cycle so that I can better predict revenue? If I have others supporting my sales efforts, can they close without me, or do I constantly have to jump in? Are they enrolling people every day of the week and keeping results consistent?

**SYSTEMS:** Have I already begun to create the processes, playbooks and procedures that makes my success duplicatable and predictable each month in my business? Are there any of the 7 systems that are nonexistent in my business? Do I have SOPs and processes for each of the 7 systems?

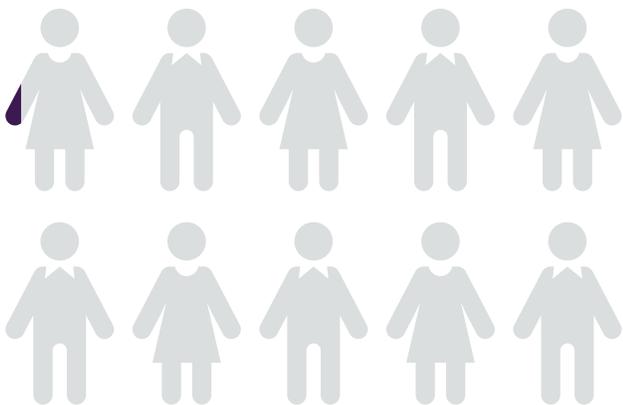
**SUPPORT:** Do I have the right support so that I am not the bottleneck in my business? Have I developed the right leadership skills to effectively manage the efforts of others on behalf of my goals to continue to scale this company? Have I thought through my org chart to have a sustainable million dollar company? For the team I have, are they clear about their role and KPIs?

**SUCCESS MINDSET:** Is there any limiting belief that threatens to derail my next level of growth financially and spiritually? Do I truly believe that I am worthy and deserve to operate a business that makes and moves millions?

Now that you have the questions to ask yourself as you walk through the guide and are introduced to the Move to Millions® Method, let's jump in.

I DON'T KNOW ABOUT YOU, BUT I HAVE  
READ THE **STAGGERING STATISTICS**  
& *they made my head hurt.*

ONLY  
**10.35%**  
OF BUSINESS OWNERS CROSS  
THE **SIX FIGURE MARK.**



EVEN LESS,  
**2.35%**

CROSS THE **SEVEN FIGURE MARK.**

THIS HAS GOT TO **CHANGE** ►



In my forthcoming book, *Move to Millions*, I will share the principles, assets and legacy of normalizing millions in your service-based business.

By sharing my Move to Millions Method with you, my hope is that leveraging and scaling a business that serves you financially and spiritually will finally be within reach for you.

There's nothing wrong with wanting to make millions. Let us prepare you so that it's a **dream** come true, not a **nightmare** you can't wake up from.

AND WHEN YOU'RE READY TO GET STARTED  
ON THE FIRST STEP, THE MILLION DOLLAR  
STRATEGY, **WE CAN HELP.**

*start your move today*



*Hi, I'm Dr. Darnyelle Jervey Harmon and my team and I are on a mission to help more service based business owners make the move to million dollar CEO with grace and ease instead of hustle and grind.*

I'm not new to success in business! By the time I was 24, I was a Vice President in a Fortune 500 Financial Services company. And by the time I was 28, I was driving a pink Cadillac as an Independent Executive Sales Director with Mary Kay Cosmetics. Before starting my own company full-time in 2011, I was also a woman's business center director responsible for growing programs and outcomes by 68%. I've also experienced failure because of my business, having filed for bankruptcy in 2010 before taking a full-time job to avoid losing my home.

Today, I am the CEO of Incredible One Enterprises, LLC, an award-winning business transformation company that has been moving companies to millions since 2015. I've been featured in Success, Black Enterprise, Essence, Forbes and O magazines and I've been a featured expert on ABC, CBS, NBC and Fox across the United States. You can find me weekly on the [\*\*Move to Millions Podcast\*\*](#). The bottom line: I love business and showing you how to live your abundant birthright through your business is my divine assignment.



*The way I see it, you were born to move*

**MILLIONS.**

Where are you on the  
**MOVE TO MILLIONS?**



We work with business owners who have been **stuck at six figures** and we help them scale their business toward the million dollar mark in less time, with less grind and more grace.

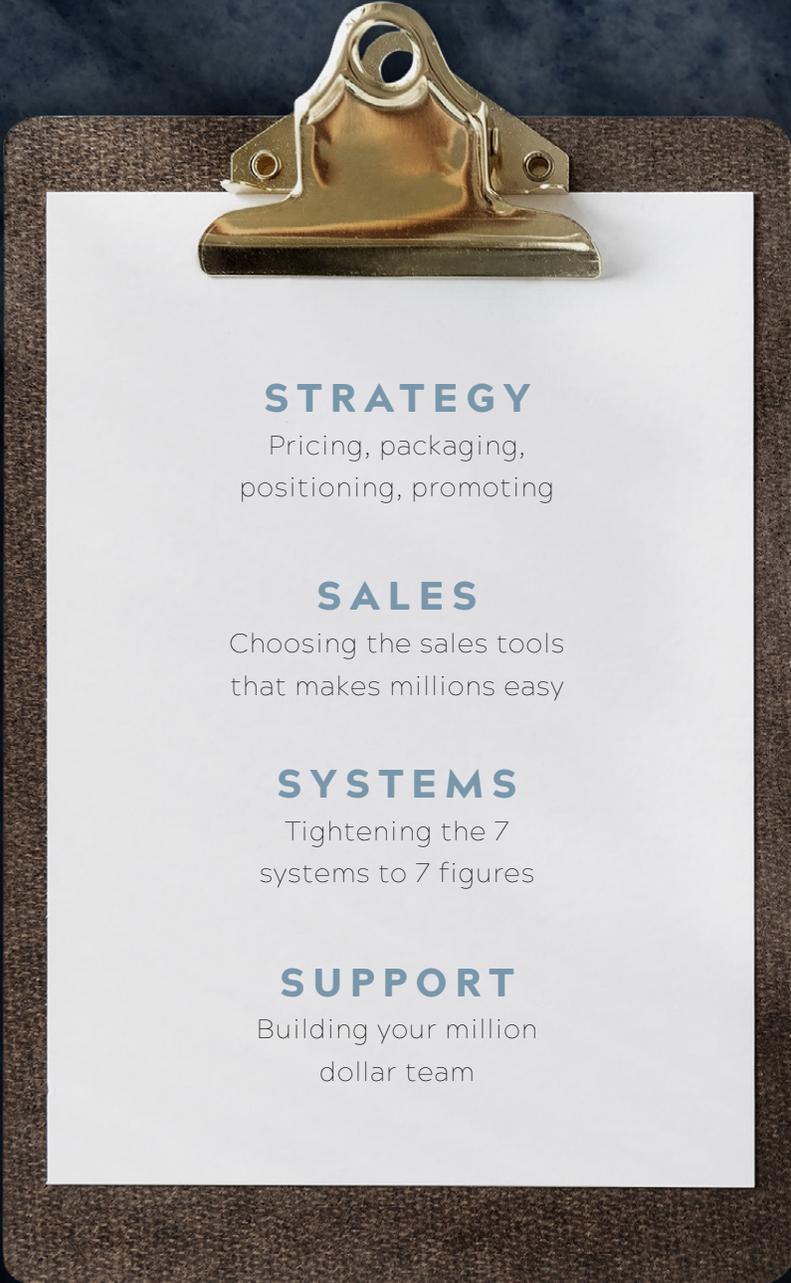
**WHAT GOT YOU TO SIX FIGURES**

**WON'T GET YOU TO SEVEN.**

- Hustling and grinding for leads → Systems and automation
- Desperate sales energy → Requiring your clients to rise up
- Low priced “what and why” offers → *\*Leverage + Scale Offer Suite™*
- Overwhelmed while delivering → *\*Leverage + Scale Delivery System™*
- Switching your strategy like you change your underwear → FOCUS on the *\*Incredible One Leverage + Scale Marketing Suite™*
- Being unsure of the value you add and doubting yourself constantly → Knowing and doing based on a clear embodiment of all that God created you to be
- Mediocre mindset and belief that you deserve more → Exceptional mindset and belief that abundance is unlimited to you

*\* Leverage + Scale Suites are a part of the Move to Millions Method we employ via our Incredible Factor University programs.*

*In order to Move to  
Millions, you'll need these*  
**FOUR THINGS:**



**STRATEGY**

Pricing, packaging,  
positioning, promoting

**SALES**

Choosing the sales tools  
that makes millions easy

**SYSTEMS**

Tightening the 7  
systems to 7 figures

**SUPPORT**

Building your million  
dollar team

# the **MOVE** to **MILLIONS**® METHOD

IOE Founder, Dr. Darnyelle Jervey Harmon, developed the Move to Millions® Method best known for fast-tracking a company's growth. This proven framework includes the development of your Million Dollar Assets and leveraging this powerful success formula.

## A PROVEN FORMULA TO SCALE TO 7 FIGURES AND BEYOND



# STRATEGY

*“Without strategy, businesses fail when they should scale.”*

*-Darnyelle Jervey Harmon*

As a service-based business, the key to your business' continued growth and development is strategy. We like to define strategy as packaging, positioning and promoting. Essentially, your strategy must include your offers, your messaging and your marketing. Having a big picture strategy for your company is the difference between doing six figures the hard way and doing seven figures with grace and ease. Once your strategy is clear, you'll develop your first three *Million Dollar Assets™*, which are the key to leveraging and scaling your company: Your *Leverage + Scale Offer Suite™*, Your *Leverage + Scale Messaging Suite™* and your *Leverage + Scale Marketing Suite™*.

Your Offer Suite will include your signature, superb and select offers. Having results focused, value priced offers will not only increase your income, they will also increase your impact and make it easier to achieve your goal of running a million dollar company. The right offers will allow you to serve your clients more deeply so that they experience the level of transformation that they haven't been able to achieve on their own.

A portrait of Marquel, a smiling man with short hair, wearing a dark jacket over a plaid shirt. The background is a dark purple fabric with gold confetti. The text is overlaid on the right side of the image.

## MEET MARQUEL

**“When I met Darnyelle, I was already over 1/2 million and I KNEW that I could grow this business to multiple millions, but I needed the right business model, pricing and systems. In working with Darnyelle over the last 12 months, my company has added more than \$2,000,000 in revenue from ONE strategy she taught me and we had our first multi-million dollar year!**

*How to implement your*  
**INCREDIBLE STRATEGY**



**PACKAGE**

Package + price your Incredible Factor with a **Leverage + Scale Offer Suite™**.



**POSITION**

Position your offers with your **Leverage + Scale Messaging Suite™** so you rise above the noise to convert ideal clients.



**PROMOTE**

Promote your high end offer via your **Leverage + Scale Marketing Suite™** to drive consistent leads + traffic to your evergreen launch.



Your *Messaging Suite™* must include your *Must Have Marketing Messages™*, Key Messages Library, your Signature Story Library, your nurture and campaign sequences, and signature presentations. Your message is to serve one purpose: to resolve the message to market disconnect facing most business owners stuck at six figures. When you tighten your messaging, you'll go from hearing crickets to cash registers in the marketplace. We facilitate this for our clients through the development of *SPICE™* Messaging. When your message has S.P.I.C.E., it will hone in on the Specific, Pervasive, Insurmountable, Clear and Expensive problem that your most ideal clients are struggling with.

### **WHAT MAKES SPICE™ MESSAGING SO POWERFUL?**

By focusing on the 93% emotional and 7% logical thought process of your ideal clients, you will rise above the noise and get their attention, thereby increasing your conversion.

Your *Marketing Suite™* will include all of the components in what we call your Business Success Formula. Your *Business Success Formula™* includes what we call the Incredible Ones which is comprised of: traffic source, lead generation, marketing opt in, nurture sequence, sales tool and your signature offer. To Move to Millions, make this your focus for one audience for the next year.

# SALES

*“Nothing happens until somebody sells something.”*

*-Mary Kay Ash*

As a service based business owner, you have options on how you sell your services. When it comes to sales, we help our clients create their *Leverage + Scale Sales Suite™*. There are four different suite options:

- Traditional sales teams
- Live events
- Enrollment webinars
- Requests for Proposals

Typically determined by whether you work B2B or B2C, your sales suite is the key to scaling your business quickly. And the cool thing is that regardless of your sales suite, you are still leveraging the 7 phases of the sales conversation! The ultimate goal is to create an evergreen enrollment process so that nothing stops you from bringing on new clients every day!

You're the CEO, that means you need a clear framework that you can teach YOUR TEAM to use to keep the sales coming into your business. Your job is to strategically preside over the sales process, not get caught up in it. Focusing on sales is not the best use of your time IF you want to Move to Millions.

## MEET KIM

**“I’ve always been amazing at what I do, I just wasn’t charging like it. I’m confident, I’m clear, and as a result, I’m finally charging what I deserve for my services. I hit my first \$500,000 year and none of that would’ve happened if Darnielle didn’t come into my life and show me how to shift my mindset. I’m beyond grateful and forever changed. She’s more than a coach, she’s a life changer!”**



# SYSTEMS

*“Systems make success predictable.”*

*-Darnyelle Jervey Harmon*



To scale your company to and beyond the million-dollar mark, you need to have 7 core systems operating consistently:

- **Operations** - your key to the day to day management of your entire business
- **Financial** - your key to managing the receivables and payables for your business
- **Legal** - your key to managing your Intellectual Property and other legal management
- **Marketing** - your key to managing your messaging and marketing systems
- **Sales** - your key to managing your sales cycles
- **Client** - your key to managing all client process and service delivery
- **Talent** - your key to managing happy, productive team members

*When you have each of these systems set up and working optimally, the Move to Millions will happen quickly.*

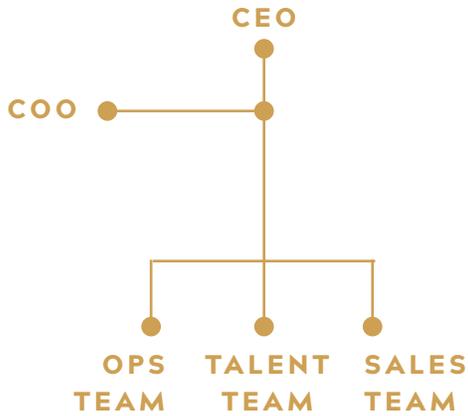
## MEET ATTIYAH

*“Working with Darnyelle has been a game changer for me! Strategy - tight. Sales - tight. Systems - tight. Support team - tight. In the last year, I’ve crossed a major threshold and now six figure months are my new normal! Darnyelle is the GOAT and I’m telling you, your life will never be the same if you get into her space!”*

# SUPPORT

*“Hire from your vision point not your vantage point.”*

*-Darnyelle Jervey Harmon*



To scale fast, you need to organize your team by three sub teams: operations, talent and sales. Your ops team keeps the day to day running with a focus on customer service. Your talent team creates the client experience and focuses on service delivery. Your sales team focuses on sales and topline revenue. Thinking of your company in this way is a game changer.



*one more thing...*

# SUCCESS MINDSET

*“If you believe that you must work hard in order to deserve the money that comes to you, then money cannot come to you unless you work hard. Financial success, or any other kind of success, does not require hard work. It does require alignment of thought.”*

*-Abraham*



Tightening your Move to Millions Method will be USELESS if you don't believe you deserve to earn the money coming your way. The Move To Millions requires an incredible shift in mindset.



## MEET SHEYLA

**“Before working with Darnyelle, I was enjoying the fruits of running a 1/2 million-dollar business. In working with Darnyelle, I realized what was missing: I struggled with mindsets that kept me getting out of my own way long enough to create a plan and take massive actions in my business. Just a month or so into my work with Darnyelle, I experienced a massive shift mentally and got into action. As a result, I built my pipeline to more that \$40,000,000 and grew my revenue to \$1,500,000!”**

## *Let's review...*

At the beginning of this guide, I shared some questions to ask yourself to help you identify where the gaps are in your business. Here they are again:

**STRATEGY:** Do I have an offer suite that is highly leveraged and scalable? Is the foundation of my business (packaging, pricing, positioning and promoting) strong enough to start my move? Does my messaging consistently attract and convert my most ideal clients? Which marketing strategy can I credit for 85% of my lead generation?

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### **Where is your biggest gap? What's stopping you from your Move to Millions?**

It's possible that the dream of 7 figures has been on your mind for a while now. Or perhaps you haven't even thought about the million-dollar mark because you think that mo' money comes with mo' problems.

If this guide has made clear what I suspect, you need guidance and mentorship to **PREPARE** for millions. As a millions-minded business owner, getting the mentorship to shorten the amount of time it takes is essential to you making *and* moving millions without working harder than you are right now.

## GET THE SUPPORT TO TAKE THE FIRST STEP ON THE **MOVE TO MILLIONS**®.

Move to Millions Live, powered by Incredible Factor University® is our 3-day live event experience that gives you access to the principles, assets and legacy necessary to lay the foundation for your first million dollar year. When you register to join us, you'll tap into a powerful, life and business transforming experience in our powerful community.

Trust me, your life and business will NEVER be the same.

*As a result of our programs and event experiences, 80% of our clients have their first ever six-figure quarter (generating \$100,000 in sales and revenue in 90 days) and start the trajectory for their first million dollar year*

Move to Millions Live is the first step on the Move to Millions.  
If you didn't come from millions, millions should come from you.

[Join us for 3-day experience where high-achieving entrepreneurs begin their transformation into CEOs that make and move millions.](#)

Our programs get clients on the path to millions - with milestones set for \$250K, \$500K and \$750K. We see our clients shift from six-figure years to six-figure quarters to six-figure months in working with us. And now, we'd like to help you too. Join us at Move to Millions Live!

*start your move today*