

THE

7 Figure Summer
SUCCESS SERIES



WORKBOOK & ACTION PLAN



INCREDIBLE
one
enterprises®

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MOVE *to* MILLIONS[®]

Manifesto

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.

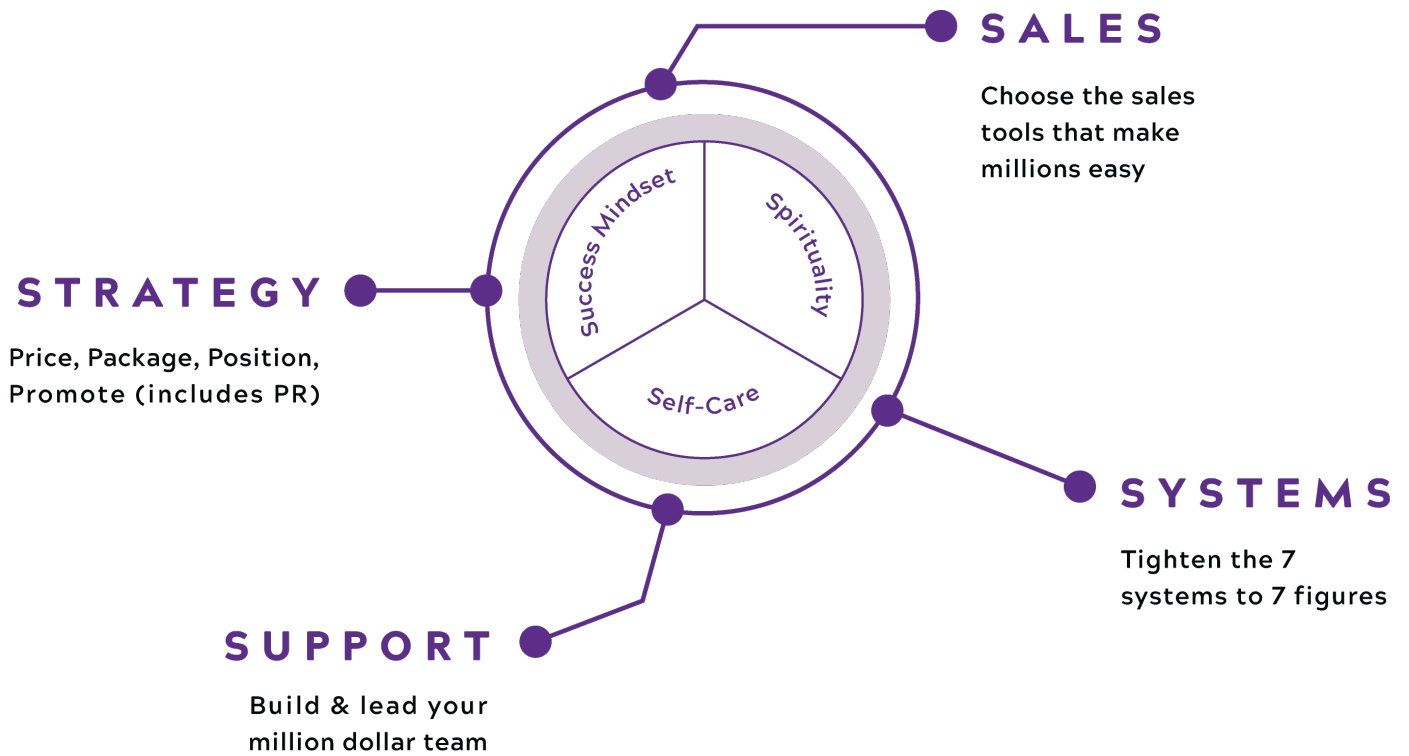
OR

I was born into millions and they *won't stop* with me.

THE MOVE TO MILLIONS®

Method

A proven formula to scale to 7 figures and BEYOND.



Jot down what stands out to you about each pillar.

STRATEGY: _____

SALES: _____

SYSTEMS: _____

SUPPORT: _____

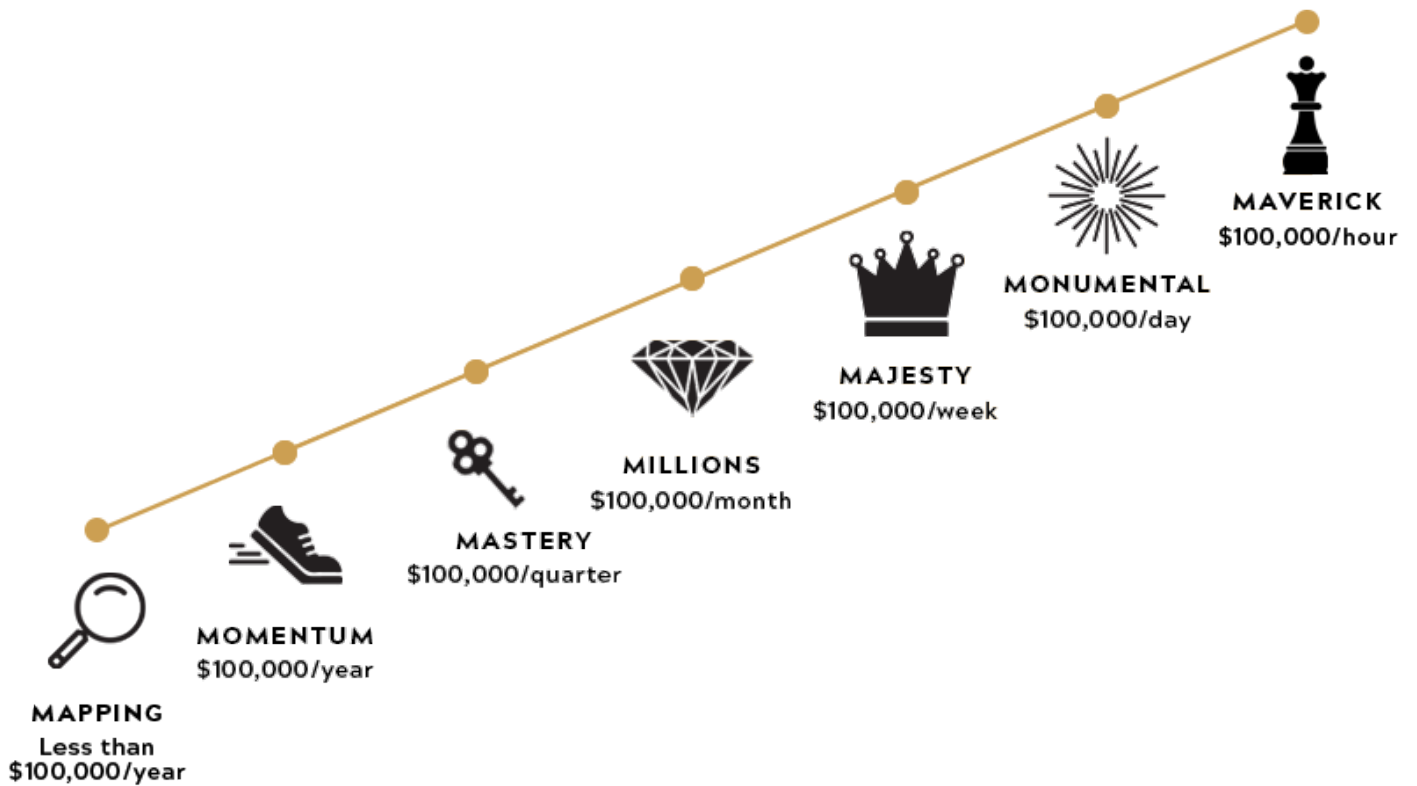
SUCCESS MINDSET: _____

SPIRITUALITY: _____

SELF-CARE: _____

THE MOVE TO MILLIONS®

Continuum



My current level is _____.

My next level is _____.

What do I need to get to the next level?

7 OR 8 FIGURES THIS YEAR

12 Month Goal = _____

12 Month YTD Actual = _____

Remaining 12 Month Goal = _____

**Your Signature Offer
Investment =** _____

Monthly Revenue Goal = _____
Remaining Goal ÷ 12

Daily Revenue Goal = _____
Daily Goal ÷ 365

Team Goal

Who do you need to add to your team to have the capacity for a million-dollar business?

Your Offer Suite

Are your offers set up to make the MOVE happen with grace & ease?

Million Dollar BUSINESS BLUEPRINT

How will you let others know about your offerings? Which Marketing Streams will you use consistently to grow your business? Which Marketing Strategy will you leverage?



STRATEGY	COORDINATING KPIS

Sales Plan

NUMBER BOOKED	NUMBER HELD	NUMBER CLOSED

Support You Need to Achieve Goal

OPERATIONS TEAM	TALENT TEAM	SALES TEAM

Top 4 Initiatives for the Next 12 Months

Quarter 1:	Quarter 2:
Quarter 3:	Quarter 4:

PRINCIPLES OF LEVERAGE & SCALE

MASTERCLASS ACTION PLAN

Statement of Goal: Must be specific, measurable, stated positively & 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)
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Life Area:

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| <input type="checkbox"/> Career | <input type="checkbox"/> Financial | <input type="checkbox"/> Emotional |
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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.

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Step #9

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TARGET DATE: _____ **REWARD FOR COMPLETION:** _____

Step #10

DESCRIPTION: _____

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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 achieving this goal benefit you? Include any benefits for you, your family, the other people in your life, and the community.

PRINCIPLES OF LEVERAGE & SCALE
YOUR NEXT STEP

*Ready to put the principles of
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Momentum Membership - Room: Leverage & Scale

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13 CHARACTERISTICS OF A *Signature Talk*

1. POWERFUL INTRODUCTION

Maximize your first 60 seconds by capturing and keeping their attention.
(60 seconds)

2. POSITION

Yourself, Your Audience, Your Topic, Your System, Your Solution, Your Offer
(5 to 10 minutes max)

3. GIFT FOR LEAD CAPTURE

This could be a special report, PowerPoint slides, audio download, video download, video series, drawing, e-book, etc.
(3-5 minutes)

4. BUILD TENSION AROUND THE TOPIC

Create a business case for the problem they have. Think SPICE:

Specific & Substantive
Pervasive & Persistent
Immediate & Insurmountable
Clear & Conscious
Expensive & Expansive

5. DRAW ON IMPACT

Paint an UGLY picture of the worst case scenario if they continue without your help.
(3-5 minutes)

6. SHARE COMPELLING CONTENT

Use the what, why, and how question format for each tip you share.
(10 to 35 minutes)

7. DEMONSTRATE YOUR EXPERTISE

Choose someone live to showcase your skills how you want to be seen
ie. coach, consultant, facilitator, etc.

(5-15 minutes)

8. SHOW SOCIAL PROOF

Give client success stories with every tip. Show their picture or the company logo on the screen to validate your clients.

(no extra time)

9. ENGAGE WITH QUESTIONS

Keep your audience with you. Check in with questions that remind them that they are experiencing a problem. Create an emotional connection.

(no extra time)

10. SEED

During your talk, plant subtle seeds for your program, clients, next steps.

(no extra time)

11. OVERCOME TOP THREE OBJECTIONS IN ADVANCE

- 1) I don't have time.
- 2) I don't have money
- 3) I need to discuss with my spouse

(10 minutes)

12. OFFER A NEXT LEVEL SOLUTION & RESOURCE

Take your time to share what is the next step for your audience. Invite them to take the next step with you.

(10 to 25 minutes max)

13. CLOSE POWERFULLY

As part of your offer, create a sense of urgency and close on a high note so that you have a line of people waiting to meet you (groupie line).

(3-5 minutes)

CHARACTERISTICS OF A VIABLE *Speaking Engagement*

1. You're allowed to openly discuss your company and your business.

I'm not talking about being a walking commercial, but you do want to be able to talk about the fact that you're an entrepreneur, you're open for business and you are accepting clients.

2. You can build your skills.

It's an opportunity to try out a new talk or try out new techniques for sharing your story, telling jokes, etc.

3. You can make a next-level offer during your presentation.

As a function of your presentation, you can mention what you have prepared for those who want more. We are talking about creating a resource for those who want to take the next natural step with you as a result of your talk.

4. You can gain more visibility and exposure.

This opportunity allows you to get in front of new people who may want what you have to offer.

5. You can add people to your marketing list.

Every time you speak, you want to be adding viable leads to your list so that you can determine if they are a true prospect and get them into your sales cycle.

6. Ideal client decision makers or activators will be in the audience.

You either want to be talking to decision makers (those who can hire you now) or activators (those who know the decision maker and can make a case to hire you now) each time you speak. This is non-negotiable. If your ideal clients aren't in the audience, do not take the gig, no matter what they pay you.

7. The attendees have paid something to attend.

When audiences are invested, it means that you will garner more opportunities to add value and transformation because they believe in investing in themselves. People who have invested in the past are 78% more likely to invest in themselves again.

8. You can get a table to sell your book or other products and resources.

You always want to set up a table, to have a “home” while at the event so that people can find you easily. Be sure to take an assistant to help you at the table so that you can “work the room” and get people back to the table to make a purchase, join your list or talk about how they can use your services.

9. If it's a traveling gig, be sure that you can hold your own event in the city while you're there to maximize the trip.

An example of your own event could be a meetup/meet & greet, executive round table, etc.

10. Your travel expenses are covered.

If it's a traveling gig, make sure they will minimally cover your travel expenses upfront or reimburse you.

Remember, every speaking engagement is a paid engagement when you ensure that you only book events that meet the following criteria.

SPEAKING FOR HIGH CALIBER LEADS & CLIENTS

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LEVERAGE SPEAKING TO GENERATE HIGH
CALIBER LEADS & CLIENTS
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EVENT PLANNING

Cheat Sheet

PURPOSE

What's in it for them? (*Outcome/Promise*)

What's in it for you? (*Purpose*)

Investment: _____

IDEAL AUDIENCE & SPICE PROBLEM

(*Specific, Pervasive, Insurmountable, Clear, Expensive*)

Problem they know they have:

Problem they're embarrassed to admit:

1. Initial Problem

2. Initial Solution (*event name*):

3. New Problem

4. New Solution (*12 month program*):

SUPPORT TEAM

<i>Operations</i>	<i>Talent</i>	<i>Sales</i>

PROMOTION PLAN

<i>Intro Event</i>
<i>Networking/Outreach</i>
<i>Email Marketing Sequence</i>
<i>Featured Panelists</i>
<i>Featured Panelists</i>
<i>Other</i>

CORE CONTENT CURRICULUM

Day One: Mindset & Alignment

Day Two: Transform

Day Three: Inspire Action

ADDITIONAL NOTES

PROFITING FROM LIVE & VIRTUAL EVENTS

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ABOUT DARNYELLE

You've never met a business consultant like Dr. Darnyelle Jervey Harmon. Darnyelle is the award-winning, iconic and incomparable two-time Inc.5000 CEO of Incredible One Enterprises, LLC, a multi-million-dollar coaching and consulting brand. Best known for transforming the lives of her business coaching clients and live event attendees, Darnyelle equips her clients to leverage and scale businesses that serve them financially and spiritually. In fact, over the last 10 years, she has helped her clients generate more than \$1/2B in sales and more than \$378M in revenue. By teaching her award-winning Move to Millions® Method, Darnyelle helps clients collapse the amount of time it takes them to cross the million-dollar mark all while deepening their connection to God and strengthening their faith.

Darnyelle is a 7-time best-selling author, the creator of 5 powerful business systems and the host of the MOVE To Millions Podcast with Dr. Darnyelle J. Harmon. In November 2023, she introduced the world to the book she was born to write, Move to Millions®. To learn more about Darnyelle, visit www.DrDarnyelle.com.