

Scaling Secrets

PROVEN STRATEGIES TO BUILD A 7-FIGURE
BUSINESS WHILE STAYING ALIGNED WITH
YOUR PURPOSE & PROFIT GOALS



WITH DR. DARNELLE JERVEY HARMON



INCREDIBLE
one
enterprises®

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A note from Darnyelle

The truth of the matter is that the marketplace has changed. And many, in fear, have an extreme misunderstanding of what it means to scale a business. Scaling is the act of replicating, duplicating and multiplying a series of systems and strategies to produce increased results. Did you catch that? Scaling is not about speed. Scaling is about having an operational infrastructure that allows you to multiply your results without increasing your efforts.

In full transparency, it took me a while to understand this. From the onset of starting Incredible One Enterprises, my goal was to cross 7 figures. But no matter how hard I tried in those early years, it didn't happen. I quickly realized that it was about more than effort... I needed to adjust several things to make my 7-figure dream come true. Now, we are a leader in helping entrepreneurs navigate the millions messy middle, scale to a 7-figure company, and sustain their success at that level.

Today, I run a company that has been sustainably generating a multi-7-figure revenue for the last 5 years. I first crossed 7 figures in 2014, but I

hated my business, so I burnt it down to rebuild it in a way that honored me, didn't require burnout or sacrifice, and positioned me to be served by my business in every way. It took me 18 months to do what I now help clients accomplish in 12 months or less.

I am excited to share this new resource tool with you, based on our powerful Move to Millions® Method. By accessing this special workbook, you now have in your possession what can start your own move to millions®.

What You'll Learn:

- The 5 keys that make scaling seamless
- The mindset shifts needed to step into your role as a 7-Figure CEO
- How to avoid common pitfalls that keep businesses stuck at low to mid six figures



WE HIT OUR BIGGEST SALES MONTH THIS YEAR— \$197K IN OCTOBER!

“Just a month after working with Dr. Darnielle on spiritual unblocking, we hit our biggest sales month this year—\$197,424 in October! That session with her brought so much clarity and confidence; it was a total game-changer. Not only did we break records, but I'm feeling grateful, validated, and fired up. Dr.

Darnielle is the reason we are a 7-figure business; the last three years working with her have been life changing. With her guidance, I'm excited to keep scaling and can't wait to see how much further we can go. If you're looking to grow your business, Dr. Darnielle is the real deal!”

DR. RACHEL GAINSBROUGH

7 FIGURES BEGINS IN YOUR MIND

“Seven figures is mental before it is material.”

After having worked with hundreds of entrepreneurs desiring to scale to and sustain a 7-figure business, I have realized the importance of mindset. Now, so many think that the need for mindset is a myth, but the truth is, 95% of your success is tied to the six inches between your ears.

Every day, often without even realizing it, you grapple with what you were taught and caught on your journey to adulthood and entrepreneurship from your birth or origin family. No matter what your journey entailed, it's been filled with doubts, limiting beliefs, and self-sabotage because your ego wants to keep you safe at all costs, and that impacts achieving your goal of having a 7-figure business. Add to that the challenge of getting over what you were taught about or observed about money, and no wonder you can't create capacity and hold space for more money than you "need" at any time.

It's why you generate life-changing income one month and then revert to less than your average in the next.

It's why you shift your strategy like you change your underwear, trying to keep up with trends instead of following your data.

It's why you silently tell yourself that you don't NEED more income.

But you know like I do, that it is hard to be the change you desire to see in the world when you don't have more than required to run your business and meet your needs. And to be clear, I have been there too, trying to run my business with my foot on the brake and the gas at the same time – it doesn't work. You must shift your core beliefs and take consistent action even when the actions you take don't first produce the results you desire. It's why so much of our consulting support for our clients is about mindset.

7 FIGURE CEO MANTRA

Mindset Exercise #2: Affirm with me by reading the following aloud. Repeat if necessary.

“I am a 7-figure CEO. I think, act and make decisions as my 7-figure self. I am fully aligned with my purpose, and abundance flows effortlessly through the systems I create and the lives I impact. Scaling my business is a reflection of my service, my vision, and my deservingness of limitless success. I am poised and positioned to scale with grace, and I already have everything I need to receive it now.”



I MOVED TO MILLIONS IN MY 2ND YEAR IN THE PROXIMITY MASTERMIND!

“After 4 years, I finally took the leap to experience my NEXT LEVEL Everything in Darnyelle’s program. I was already running a successful business with “decent” months, but I had NEVER created a 6-figure quarter. In less than 75 days of joining, I closed my first 7-figure client! I had struggled with getting my ideal clients at higher rates on my own. Within 90 days, my sales increased \$74K (191%) over the prior year same period. And in my 2nd year in the mastermind, I crossed 7 figures for the first time. If you’re serious about changing the trajectory of your business and living the life of a CEO, then I encourage you to have a discussion with Darnyelle. The investment is worth the outcome!”

DR. COZETTE M. WHITE

SHIFT #1: STRATEGY OPTIMIZATION

When we refer to strategy, we are talking specifically about the following:

- the **person** or pinnacle client you desire to serve
- the SPICE **problem** you solve
- the solution you **promise** to provide
- the **package** your solution will be in
- the **price** associated with the packaged solution
- the **plan** you curate to solve their problem
- the way you **position** your solution
- how you choose to **promote** it
- your command of your data to **predict** the results and
- how **profitable** you will be as a result

We refer to this as the 10 P's of 7 Figure Strategy™.

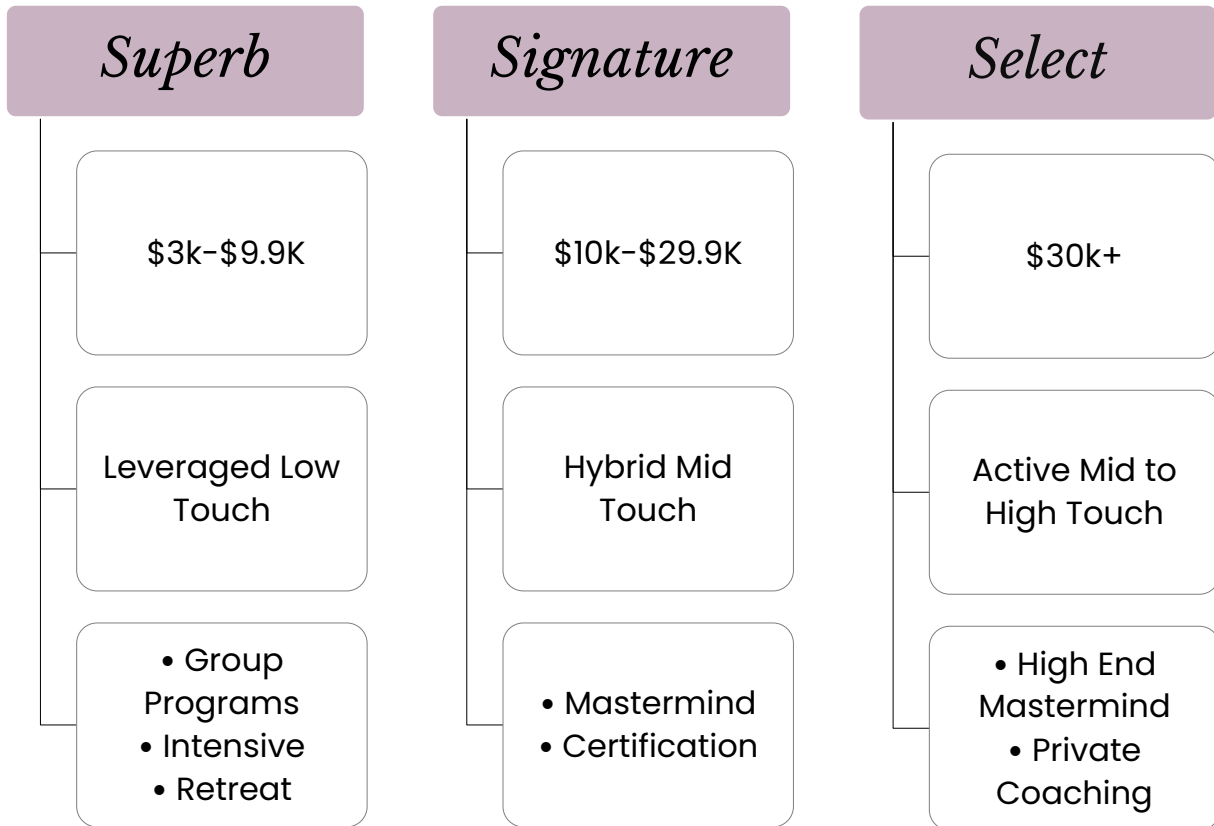
While all of the P's are essential, where the biggest opportunity lies when it comes to scaling and sustaining a 7-figure business, your offer suite is key. You want an offer suite that creates high-value, scalable offers that allow you to leverage your time and accelerate results for your clients. You need to produce the same result for 100 clients as you can for 1.

While you only need one offer to scale to 7 figures, we recommend a suite with three offers. This way, you have three options to serve your most ideal clients and to meet them where they are when they come into your ecosystem.

1. A **Signature Offer**, which is your core program, based on your methodology/framework that makes results predictable for your clients.
2. A **Superb or Starter Offer**, which is an offer that is considered a down-sell to your signature offer. It can also be used to help a client get indoctrinated into working with you. Typically, a shorter length program that helps them get some fundamentals in place

that are required to come into your Signature Offer and experience the results you are known for helping others achieve.

3. A **Select or Significant Offer**, which is an offer that is considered an upsell or accelerated offer for the more elevated ideal client who also values additional support and access to you to support them. Your offer suite might look like this:



Quick Tip: “One irresistible offer can scale faster than five average ones.” And when priced around \$30,000, you need less than 40 clients to generate 7 figures a year.

SHIFT #2: SALES INFRASTRUCTURE

“Nothing happens until somebody sells something.”

-Mary Kay Ash

Sales are the cornerstone of business growth and success. In order to scale and sustain your business to and beyond 7-figures, you will need a leveraged sales tool because getting sales one at a time will delay your move to millions. This will allow you to sell 1: many and accelerate the amount of time it takes to get clients results. Through building a repeatable, scalable sales process, you can change your business within months.

To do this, you will need a clear, streamlined sales process that follows a simplified marketing initiative and/or campaign.



FROM SLOW SALES TO NEW PAY IN FULL CLIENTS!

“As a new member of the Proximity, a Move to Millions Mastermind, I am committed to doing what Darnyelle says. During a recent call, Darnyelle took notice to my energy and invited me to stay after the call. Darnyelle spent extra time with me to help me make a shift that led to a new multi-5 figure pay in full client in less than a week! And that number increased to \$250,000 in 90 days from the work we’ve done. I haven’t felt this seen and supported in a long time. This is already a game changing community for me. I’m so grateful!”

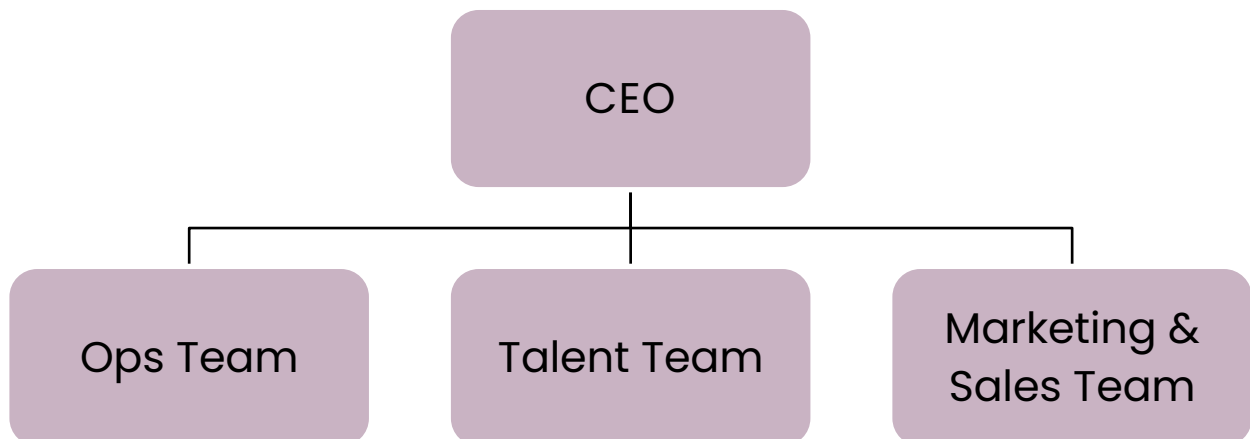
DR. KIMBERLY REYNOLDS

SHIFT #3: SUPPORT

To scale and sustain a 7-figure company, you will not be able to do it with just a VA. Sorry to be the one to tell you, but if you want to do it in a way that honors and aligns with your highest values, it will take a team supporting your efforts. Now, I am all about a lean team of only the essential roles required for you to achieve the business and balance required to live your best life. You'll have to be honest with yourself about what you love to do, tolerate doing, and hate to do to determine who you'll need to hire and the timeline to do so.

Identify roles to hire for growth based on your vision point of 7 figures, not your vantage point of low six figures. (e.g., sales, operations, marketing).

Exercise: Audit your current workload and delegate tasks.



SHIFT #4: SYSTEMS & OPERATIONS

Highlight this: *Systems make your millions predictable.* Your company will only be as strong as the systems that you have in place. Your ultimate goal once you figure out what is going to work for you is to automate repetitive tasks to focus on growth.

Quick Tip: Start working on your 7 systems as soon as you can and keep them up to date.



SHIFT #5: FINANCIAL CLARITY

One of the biggest mistakes that keeps 7 figures from becoming a reality for many business owners is the lack of attention to detail around the importance of your numbers.

There are several numbers that you need to know and understand to leverage to make decisions that move a business forward. These numbers are classified as Key Performance Indicators (KPIs) and include your financial management numbers like your client acquisition cost, your client retention rate, your break-even number, monthly burn rate and more. Numbers can also tell you the vitality of your business and give you access to key data points that will help you to make decisions to move your business forward.

It's important to know and work through your own money personality. Regardless of which is your dominant personality – Meander, Mover, Monk, Miser, or Meticulous when it comes to money, each will play a role in how you see money and relate to it within your business.

If you meander, you avoid money and everything that is related to it.

If you're a mover, you spend with reckless abandon.

If you are a monk, you give all of your money away because you don't believe you're worthy.

If you are a miser, you are so afraid of spending that you hoard.

If you are meticulous, you are a money perfectionist.

All personalities impact the way you move to and beyond 7 figures because these behaviors impact the core of your business. To make the shift, you need to know your numbers to scale with confidence.

Here are a few of the numbers you must know:

1. Client Acquisition Cost
2. Sales Conversion Rate
3. Monthly Burn Rate
4. Monthly Break Event Rate
5. EBITDA
6. Client Retention Rate

Quick Tip: Use the “Rule of 3”. 3-month expense reserves, 3 income streams, 3x your ROI on expenses.



I TOOK A MONTH OFF AND STILL MOVED TO MILLIONS!

“Being part of the Move to Millions Mastermind has been amazing! I’m building my team, stepping fully into being the CEO and we just had our first million dollar year! In fact, we celebrated our best quarter ever and hit this milestone while I was away from the business and my team didn’t miss a beat! I highly recommend this mastermind if you want to truly build a company that impacts and generates millions and shows you how to have time for yourself and what matters most.”

ALTHEA HEARST

SPIRITUAL PRINCIPLES

Part of the reason we added spiritual principles to our core framework and methodology is because we know that businesses with a spiritual foundation go farther faster.

When we say spiritual principles, we aren't talking religion per se, we mean gratitude, confidence, alignment, surrender, forgiveness, embodiment and faith. The way we see it, activating these principles in your business changes the game.

This is where the GRACE Method™ comes in. The GRACE Method is about Gratitude, Resilience, Alignment + Abundance, Confidence + Capacity and Embodiment.

This is the missing link that keeps many from 7-figures. Think about it, if it were just about the strategy, wouldn't more businesses be at 7-figures than the 4.2% that are reported annually?!

As entrepreneurs and small business owners it can be hard to activate the softer side of entrepreneurship, but it is centrifugal to your ability to scale with grace.

The Role of Purpose:

- Scaling isn't just about profit; it's about alignment and impact.

Practical Tools:

- Daily Alignment Practice: 10 minutes of affirmations or journaling.
- Reflection Prompt: What's the bigger mission behind your business?

PITFALLS TO AVOID

Pitfall 1: Underestimating the importance of success mindset. Mindset is hands down 95% of your success. Until you work on the 6-inches between your ears, you will not feel 7 figures between your fingers. Confession Time: I never intended to be a mindset and money mentor. I love strategy and growing businesses. I honestly thought that I could give clients a winning strategy and voila they would implement it and live happily ever after. But I quickly learned that even the most business savvy entrepreneur needs to spend more time on their inner game than their outer game. And now that is why my mission is to integrate mindset every chance I get.

Pitfall 2: Trying to scale before you are ready as recognized by not having the right systems and support. You wouldn't be the first to try it; but let me save you the headache. It won't end well.

Pitfall 3: Overworking and hustling instead of delegating. There is no such thing as a self-made millionaire – don't believe the hype; everyone making 7 figures is doing so with help or they are seconds from burnout and massive personal breakdowns.

Pitfall 4: Undervaluing your time and offers. At your stage of business, we see it all the time. Too many offers in too many low priced yet value packed programs – this is an indication that you have a money and lack mindset issue that needs to be resolved.

Pitfall 5: Not having a clear understanding of your KPIs. Not knowing your numbers is a rookie move, not a move indicative of a 7-figure CEO. While there are many things to track, we can show you which are most important to help you to streamline the data to drive your key moves as a CEO.

SCALING SECRETS

YOUR NEXT STEP

“You’ve learned the foundational secrets to scaling with grace—now it’s time to put them into action.”

Ready to Scale with Grace & Ease? There are several ways you can work with our team to position your company for 7 figure success with grace & ease instead of hustle and grind.

1. Apply to work with us in one of our Haus of Millions® Programs. Haus of Millions is our suite of coaching and consulting programs for 7-figure CEOs and 7-figure CEOs in the making. To learn more and apply for the program that is right for your current stage of business, visit www.partnerwithdarnyelle.com



2. Join us at the next Move to Millions® Live. Move to Millions Live is our annual signature live event experience for 7-figure CEOs and 7-figure CEOs in the making ready to ELEVATE their soul + strategy while gaining next level insights on tightening the core systems and support indicative of a sustainable 7-figure company regardless of what's happening in the world. The event happens in May of each year. To learn more visit www.movetomillionsevent.com



I MADE THE MOVE TO AND SUSTAINED MY MILLION DOLLAR BUSINESS WITHIN THIS POWERFUL COMMUNITY!

"Before working with Darnyelle and the coaching team I was doing well in my business. Within this community, now I am doing amazing things. I love it here. The community, the coaching and the support is top-notch. In one year in the Mastermind, I made the move to millions and this community is the reason. In year two, I sustained my million-dollar company. The content, coaching and guidance is unparalleled."

CRYSTAL PERKINS



ABOUT DR. DARNYELLE

Darnyelle is the award-winning CEO of Incredible One Enterprises, LLC, a multi-million dollar coaching and consulting brand. Best known for transforming audiences from the moment she opens her mouth, Darnyelle equips her audiences with strategies to leverage and scale their businesses with grace and ease instead of hustle and grind. Committed to growing companies financially and spiritually, she shares her MOVE to Millions® Method so others can increase their income, influence, and impact. Dr. Darnyelle is not new to this, she is true to this! Since 2011, her clients have generated a combined \$488 million in gross revenue and since 2021, she has helped 77 entrepreneurs experience their first or next 7 figure year.