



THE CLUB

COACHING FOR CREATIVES

MILLIONAIRE BUSINESS ACADEMY

PLAYBOOK





Welcome!

This is the MBA business schools can only dream about...

Instead of memorizing complex academic equations or working into exhaustion trying to figure it all out from scratch, this Millionaire Business Academy is based on mentorship, real-time support, and action-based causal coaching. Oh, and miracles. Lots and lots of real-life mini-miracles that are happening every day, all around you.

We're so glad you're here.

xo, Kendra & Melissa



1-Page Dream Scheme

PERSONAL GOALS

GREATS/GROWTHS

ATTEMPTS/RESULTS

VALUES

PROFESSIONAL GOALS

OBSTACLES/STRATEGIES

DREAM SCENE



Vision, Mission, Values

VISION (YOUR GUIDING LIGHT)

My highest commitment is: _____

MISSION (HOW YOU REACH YOUR VISION)

I'm in the business of solving: _____
My team is full of: _____
My customers are: _____
My business is unique because: _____

VALUES

Owner Values:

1. _____
2. _____
3. _____

Team Values:

1. _____
2. _____
3. _____

Client Values:

1. _____
2. _____
3. _____

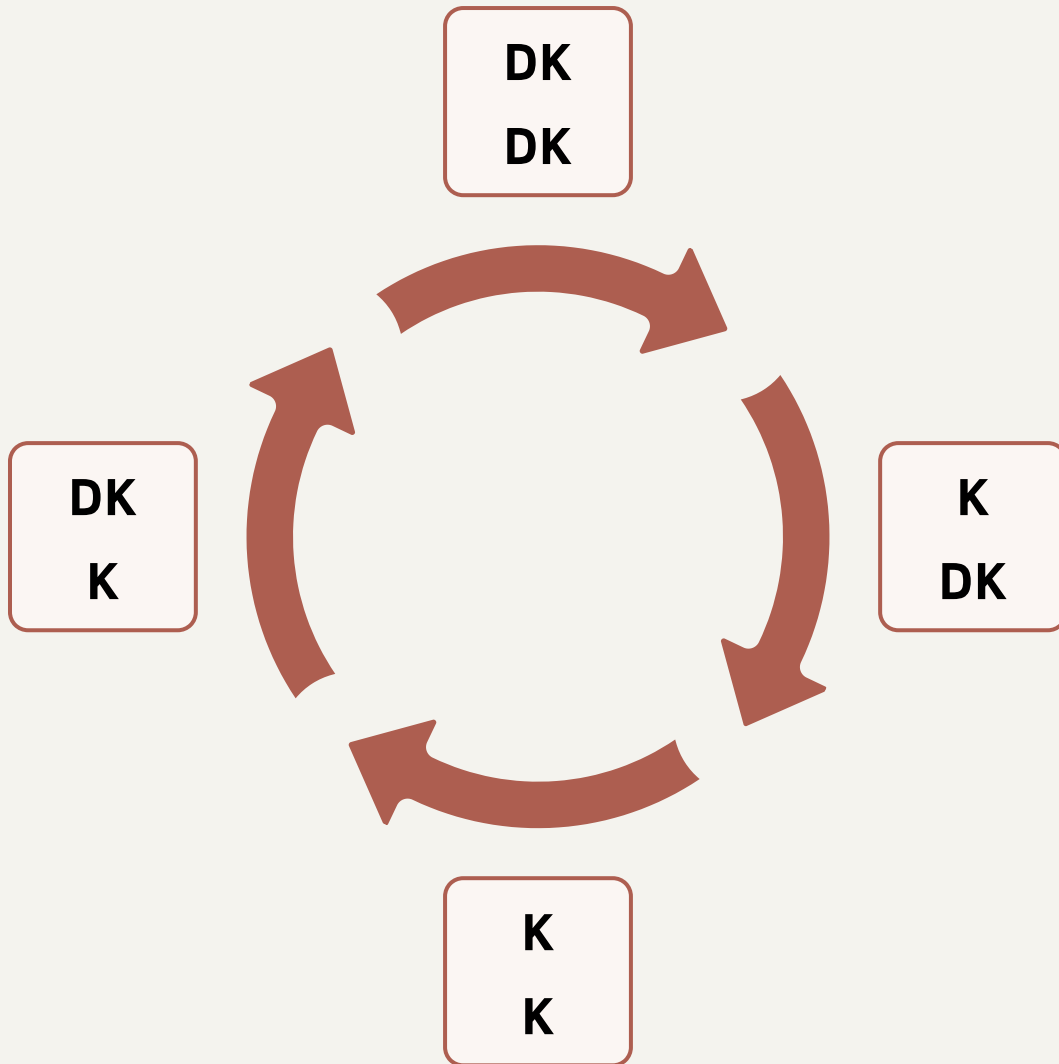
Company Values:

1. _____
2. _____
3. _____



Cycle of Knowledge

When the going gets rough, turn to wonder.
~Parker Palmer~

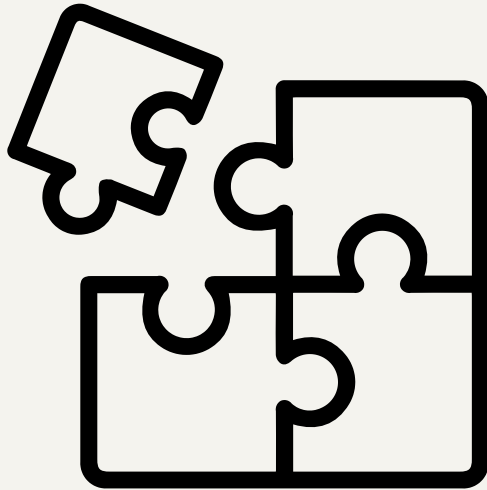


The Painful Problem

Solving problems means *listening*.
~Richard Branson~

What problem do you solve?

How do you solve it *uniquely*?

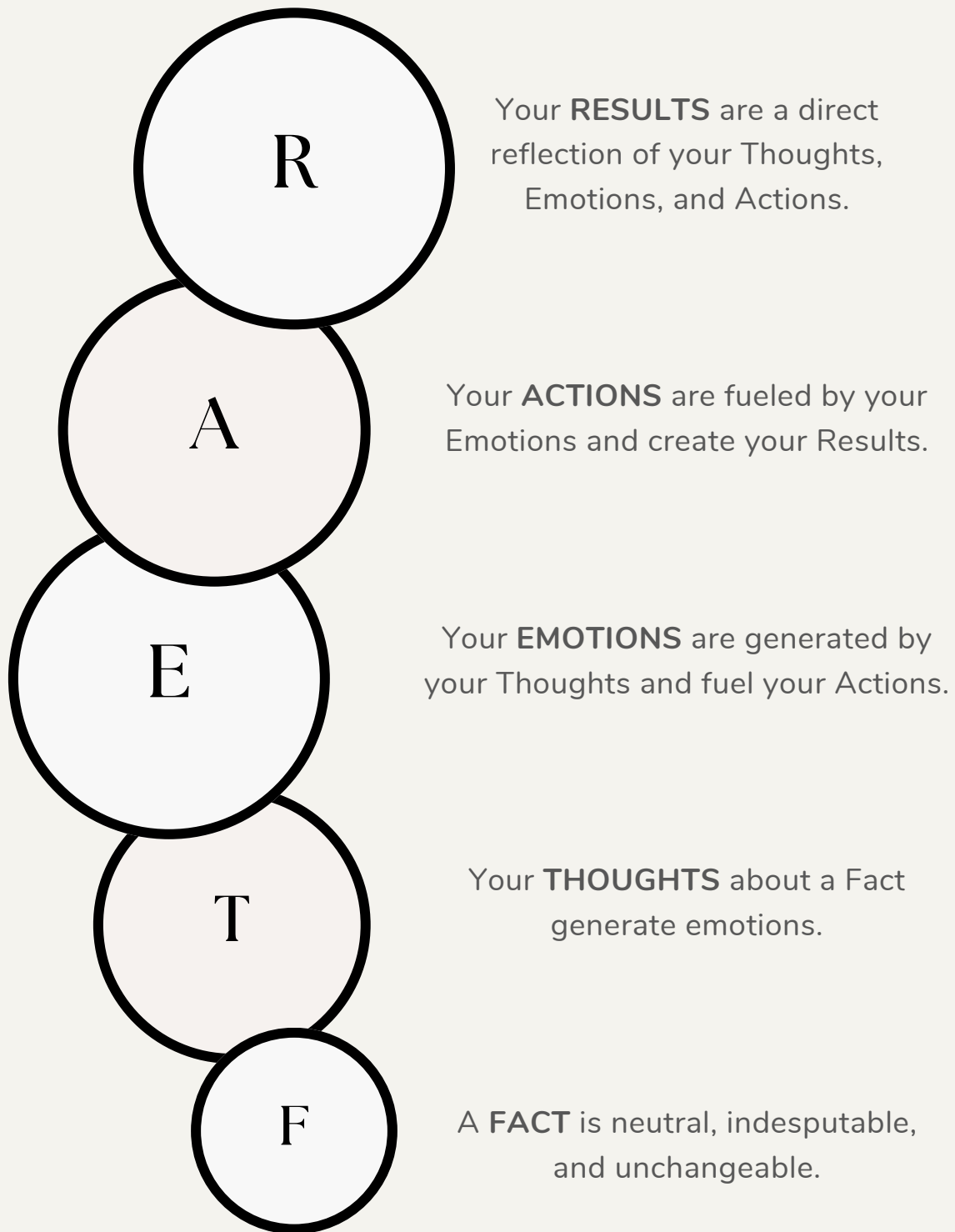


What problem will they have *next*?

How do you solve it *uniquely*?

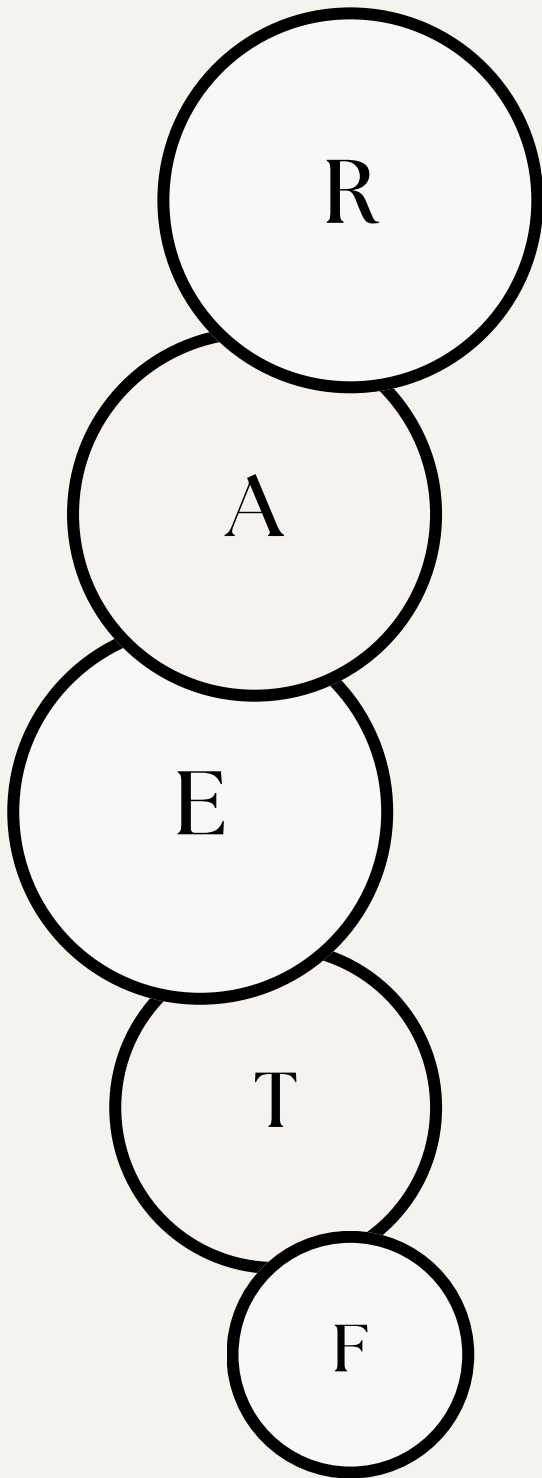


The FTEAR Flow



www.kendracarpenter.com

Your FTEAR Flow



The RESULT of this FLOW:

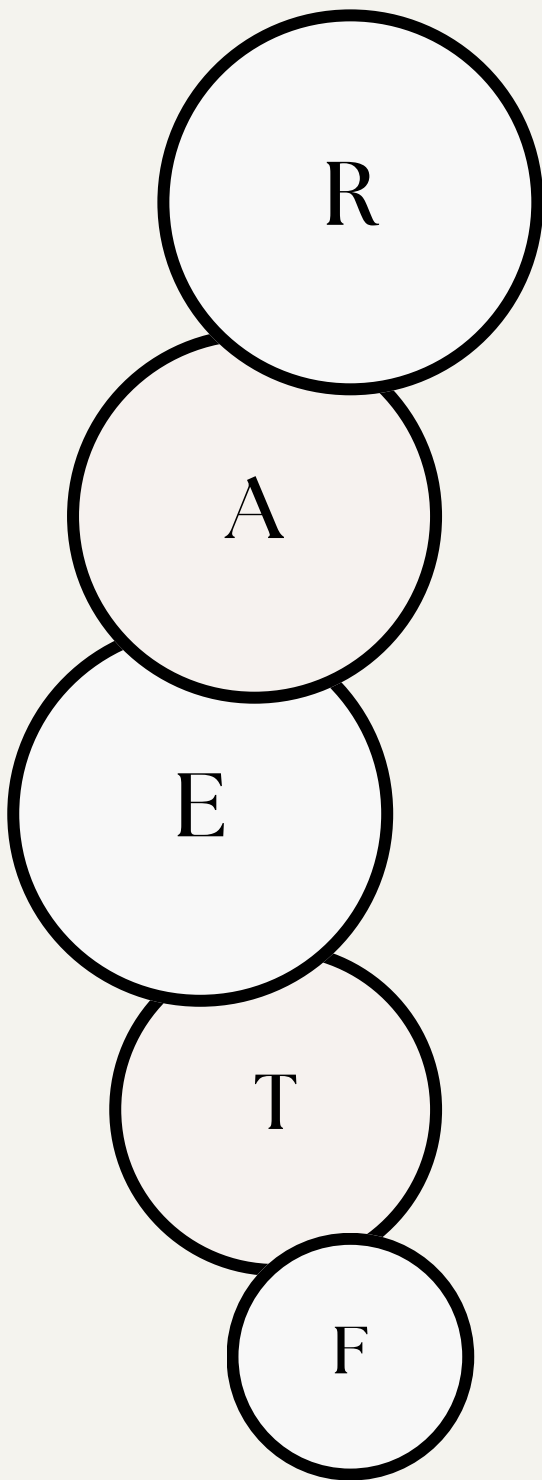
The ACTIONS the Emotion inspires:

The Emotion Your Thought Causes:

Your Main Thought About The Fact:

The FACT:

Your FTEAR Flow



The RESULT of this FLOW:

The ACTIONS the Emotion inspires:

The Emotion Your Thought Causes:

Your Main Thought About The Fact:

The FACT:

FTEAR (Before & After)

CURRENT:

The RESULT of this FLOW:

The ACTIONS the Emotion inspires:

The Emotion Your Thought Causes:

Your Main Thought About The Fact:

The FACT:

DESIRED

The RESULT of this FLOW:

The ACTIONS the Emotion inspires:

The Emotion Your Thought Causes:

Your Main Thought About The Fact:

The FACT:



The Bones of Business

You don't need a business plan.
You need a customer, a product, and a reason to keep showing up

LEADS

X

CONVERSION RATE

=

CUSTOMERS

X

OF TRANSACTIONS

X

AVERAGE \$ SALE PRICE

=

TOTAL REVENUE

X

MARGINS

=

PROFIT

The Bones of Business

You don't need a business plan.
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LEADS

X

CONVERSION RATE

=

CUSTOMERS

X

OF TRANSACTIONS

X

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TOTAL REVENUE

X

MARGINS

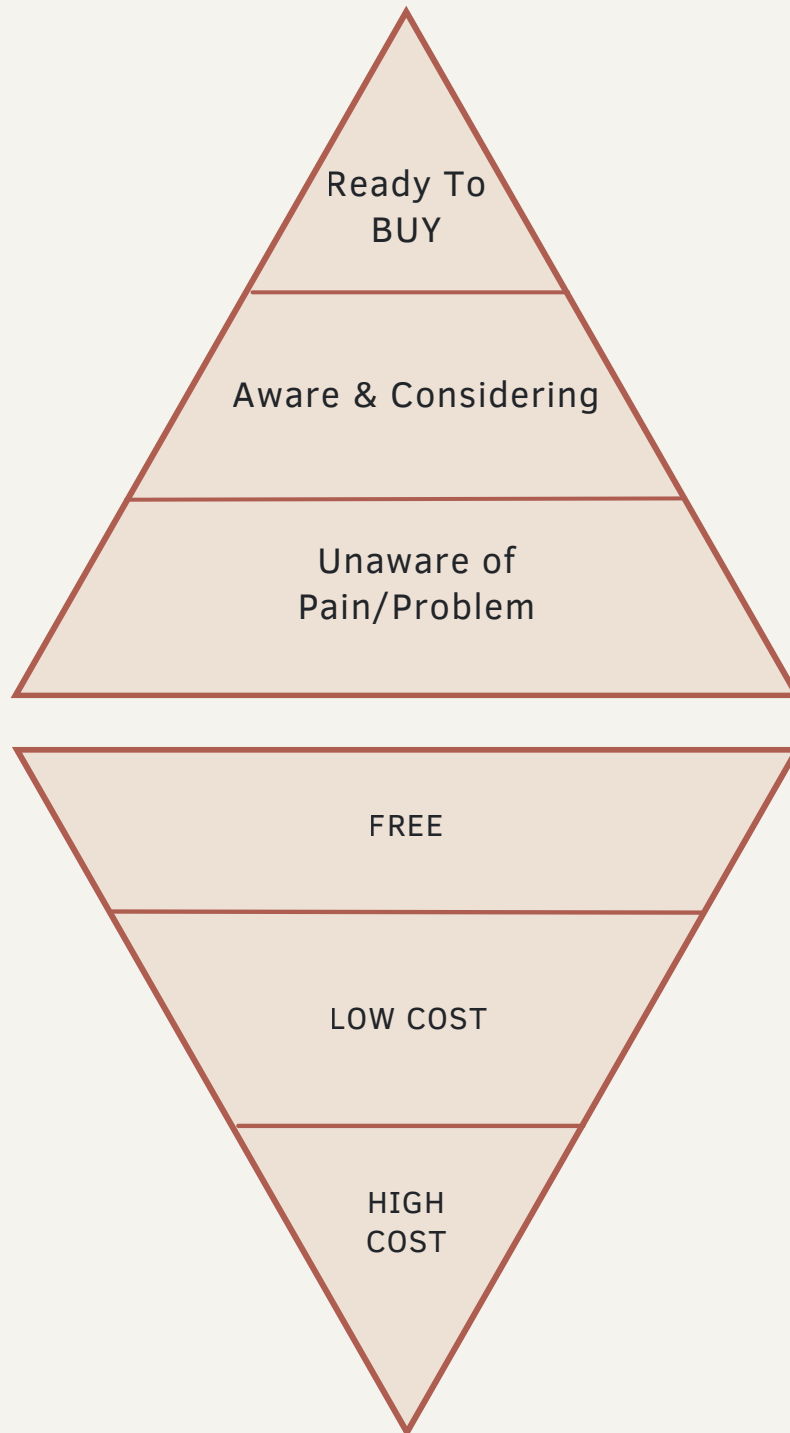
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PROFIT



Co-Creating Business

Do you look for customers *or do you create them?*





Discovery Interviews (1)

Great news! You don't have to read your dream customers' minds, you can just ASK them what they need help with!

What are your biggest challenges right now?

Write your answer here

What have you tried that hasn't worked? (& Why didn't it work?)

Write your answer here

What do you WANT? (& What's holding you back?)

Write your answer here

Discovery Interviews (2)

Great news! You don't have to read your dream customers' minds, you can just ASK them what they need help with!

If I could wave a magic wand, what would your life look like (especially around the challenges you want to solve)?

Write your answer here

Would you pay to solve this? (How much have you paid to solve this already?)

Write your answer here

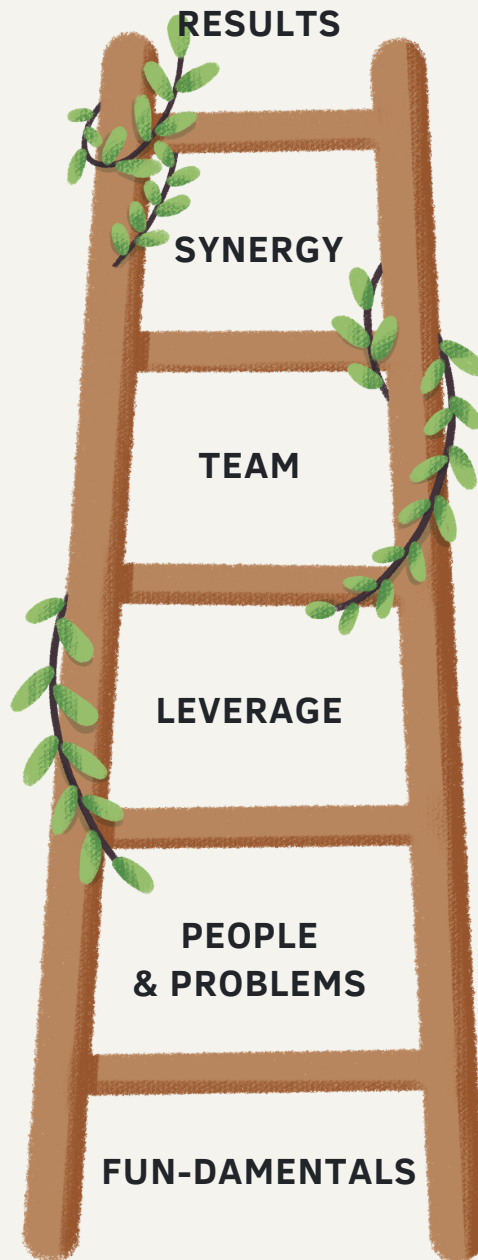
If you solved this, what would life look like & what would you do next?

Write your answer here



Business Basics

Let **good** be better than great.
Let **done** be better than perfect.



FUNdamentals

Deliver profitably, productively, and with enough data to make great decisions.

Money Mastery:

Break-Even Point:

Profit Margin:

Reporting:

Test & Measure:

Delivery Mastery:

Time Mastery:

Goal Mastery:

Self Mastery:



Niche

Find your **Uniqueness**, then plant a sales & marketing garden.

The problem I solve:

USP & Guarantee:

Guarantee:

Acquisition Costs:

Lifetime Value:

Average \$ Sale Possibilities:

Conversion Rate Possibilities:

of Transactions Possibilities:

Lead Generation Possibilities:



Leverage (1)

It is far more lucrative and fun to leverage your strengths instead of attempting to fix all the chinks in your armor. ~Tim Ferriss

Structure Leverage:

Organizational Leverage:

Positions & Contracts Leverage:

KPI Leverage:

“How To” Leverage:

Rhythm & Routine Leverage:

Visible Flow Leverage:

SOP Leverage:

Management Leverage:

Leverage (2)

Leverage is everything - don't begin to pry until you've got the long arm on your side. ~Oliver Wendell Holmes

Resource Management Leverage:

People Management Leverage:

Technology Leverage:



Community (1)

Alone we can do so little; together we can do so much. ~Helen Keller

Your Team:

Circle of Business:

Recruitment:

Induction:

Strong Leadership:

Common Goals:

Rules of the Game:

Action Plan:

Supportive Risk Taking:

Community (2)

If you want to go fast, go alone. If you want to go far, go together.
~African Proverb

Involvement & Inclusion:

Communication:



Synergy

1 + 1 = 100
~Stephen Covey

Synergy:

Synergy Leadership:

Results

Strive not to be a success, but to be *of value*.
~Albert Einstein

Results:



Monthly Overview

For the Month of : _____

S	M	T	W	T	F	S

GOAL

MEASUREMENTS

Monthly Overview

For the Month of : _____

S	M	T	W	T	F	S

GOAL

MEASUREMENTS

Monthly Overview

For the Month of : _____

S	M	T	W	T	F	S

GOAL

MEASUREMENTS

Monthly Overview

For the Month of : _____

S	M	T	W	T	F	S

GOAL

MEASUREMENTS



Weekly Planner

Date _____

Wednesday

Sunday

Thursday

Monday

Friday

Tuesday

Saturday

Weekly Planner

Date _____

Wednesday

Sunday

Thursday

Monday

Friday

Tuesday

Saturday

Weekly Planner

Date _____

Wednesday

Sunday

Thursday

Monday

Friday

Tuesday

Saturday

Weekly Planner

Date _____

Wednesday

Sunday

Thursday

Monday

Friday

Tuesday

Saturday



Daily Planner

● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

EMOTIONS

Doodles

Inspiration

Daily Planner

● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

EMOTIONS

Doodles

Inspiration

Daily Planner

● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

EMOTIONS

Doodles

Inspiration

Daily Planner

● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

EMOTIONS

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Inspiration

Daily Planner

● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

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● ● ● ● ● ● ●
S M T W T F S

Date _____

LIST OF 6

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S



M



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S

Date

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Doodles

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