

SPOTLIGHT SESSION

Business Foundation & Strategic Planning

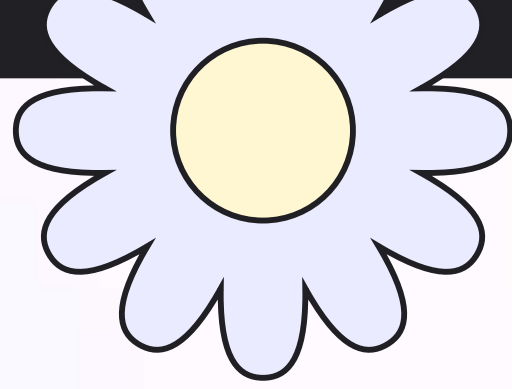
Keep Experimenting!

Protect
YOUR
Peace

Embrace
Enough

OWN YOUR
Weird!





BEFORE WE GET STARTED, ALLOW US TO INTRODUCE...

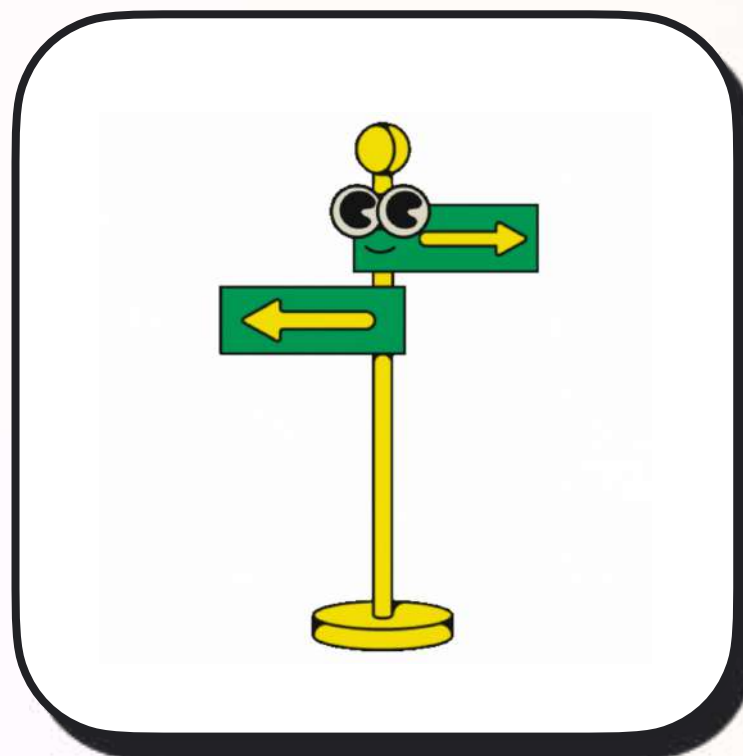
Spotlight Sessions!

A coaching format designed to help you get the
best, most actionable info out of WAIM



Why we're switching it up:

We know you signed up for WAIM Unlimited because you want help managing the overwhelm that comes from running an online business.



There's a million paths to take, a million ways to grow, and so many aspects to business to learn about that it can feel like you're pulled in a million different directions...



After three years of adding NEW deep-dive topics every month, we think it's time to focus on bringing the most



potent, actionable advice to the surface.

Our previous sessions will remain a rich library of skills you can dig into in order to support these fundamental topics.





Business
Foundation &
Strategic Planning



Entrepreneurial
Mindset & Personal
Growth



Offers That Sell



Sales & Launching



Marketing &
Promotion



Project Planning &
Processes



Content Creation



Email List Building



Branding & Website



Copywriting



Live Workshops &
Teaching



Managing Money

2023 SPOTLIGHT SESSIONS PREVIEW



Spotlight Sessions Format

1: EXPLAINER



Core concepts + links to deeper dive resources

2: KEYS



Most important guiding principles to remember

3: STEPS



Action steps to build or optimize this in your biz

4: EXECUTION



Watch how we execute and manage this using Notion



Spotlight Sessions Format

FIELD NOTES



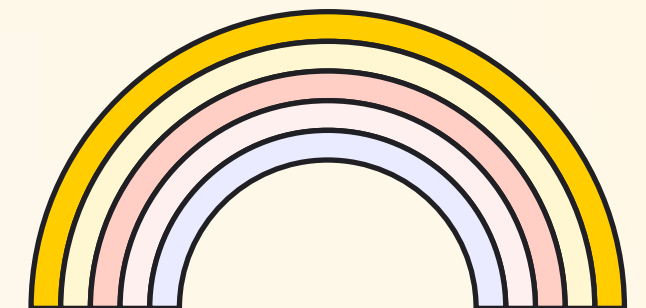
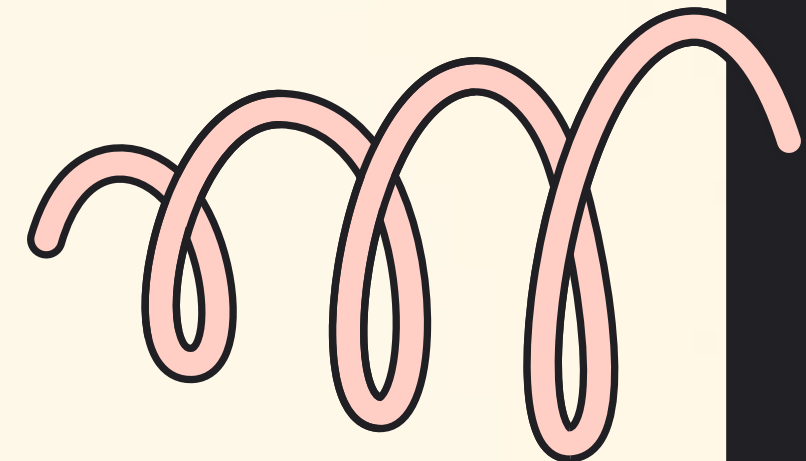
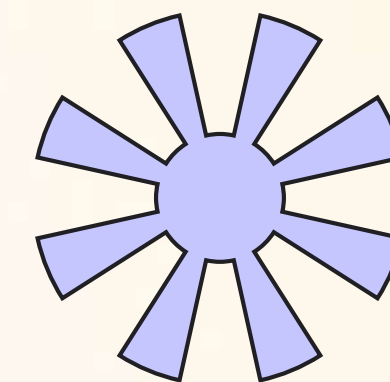
Updates on something we're
experimenting with

Q&A



Bring your Q's and we'll give
our best A's!


...And what about workbooks??



Yes, we have workbooks for these Spotlight Sessions!



Business Foundation & Strategic Planning: Spotlight Session

 To start using this template, go to the top right-hand corner and click **Duplicate** to add this page to your Workspace and allow you to edit it.

 Explainer







 Mindset Keys

 Steps

 Tools & Execution

 Dive Deeper - More WAIM Resources


▼ Explainer

 The 4 Q's (who, why, what & how) break down to 7 key bits of your brand story:     

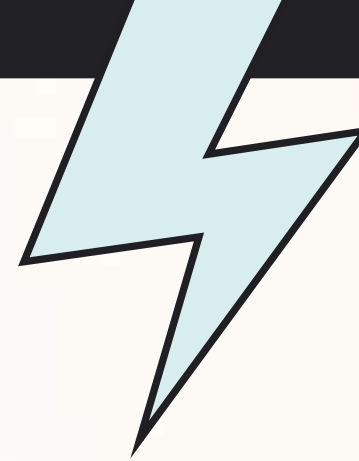
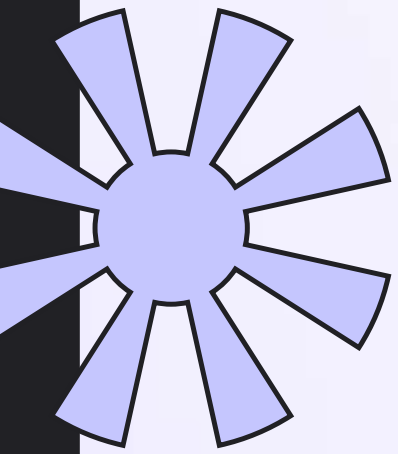
▶  Your Audience

▶  Your Mission

▶  Your Differentiator

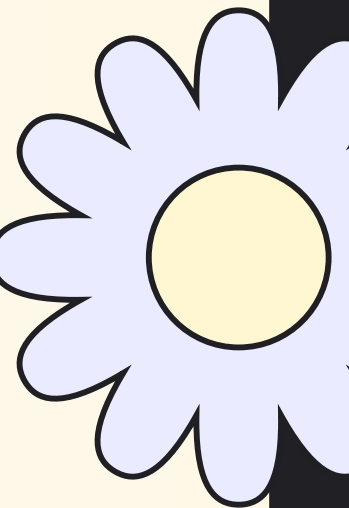
▶  Your Purpose





We hope Spotlight Sessions offer you clarity!

Our goal is that you come here once a month, you spend time with us, and you walk away feeling more CLEAR and CONFIDENT about how to move your business forward.



???



TOP
SECRET

coming
soon!

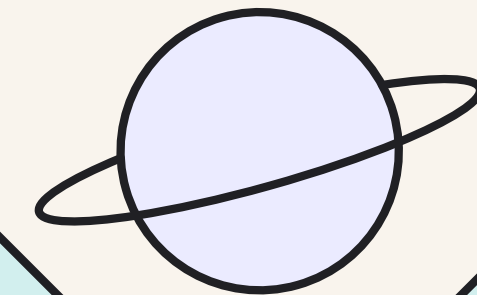


WAIM COMMUNITY VALUES

Inclusivity

We welcome and celebrate people of every race; ethnicity; gender or non-gender; sexuality; mental, physical, intellectual and sensory disability; neurodiversity; body size; or hair length (or lack thereof 🧑). We aim to continue educating ourselves and each other on ways to intentionally cultivate a space where everyone feels seen, supported, & celebrated.

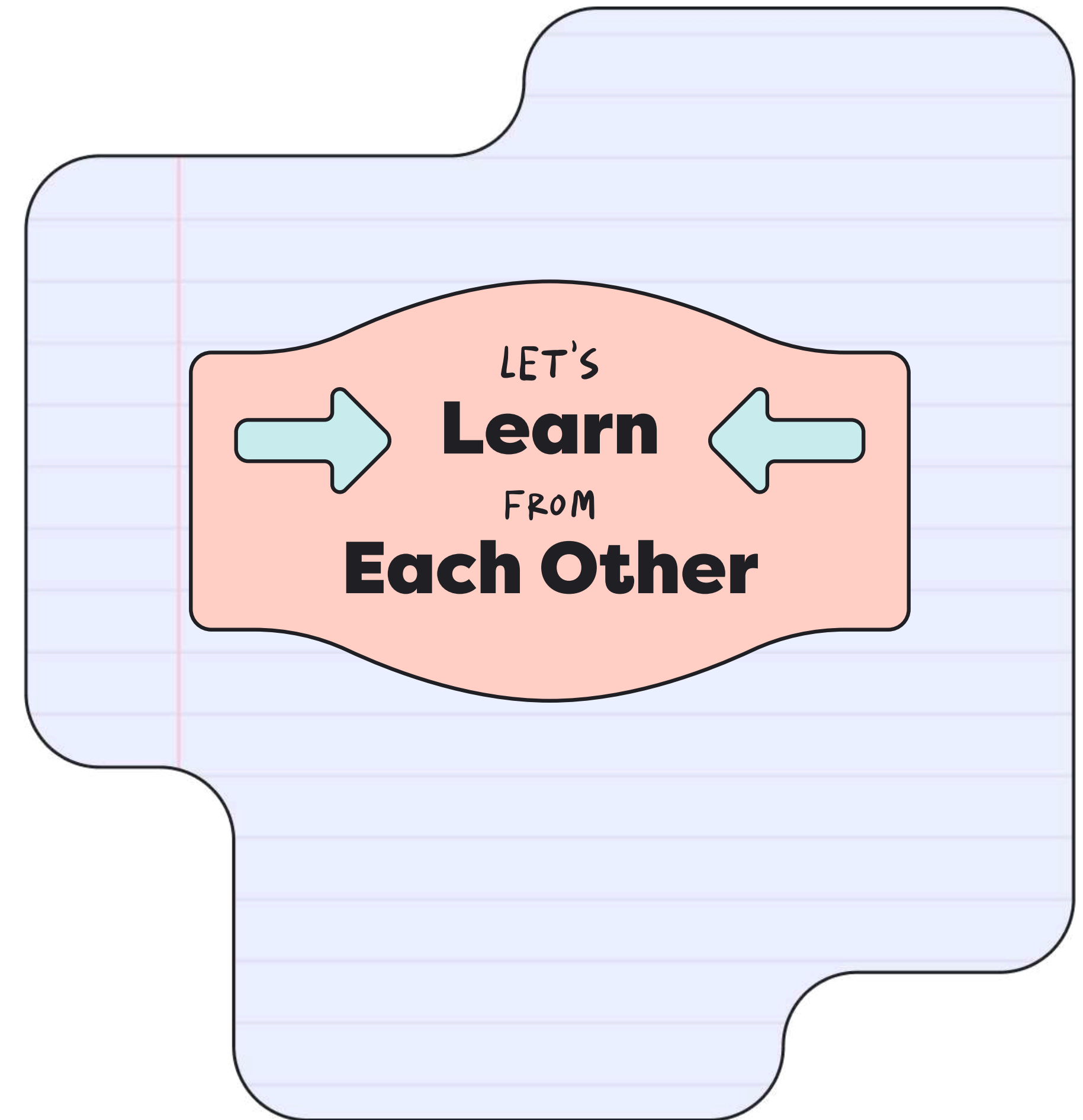
**Celebrating
Uniqueness**



WAIM COMMUNITY VALUES

Mutual respect

We are all on the same “level” in WAIM, regardless of experience level, figs status or knowledge, so we don’t want to talk down to each other. We aim to maintain a level of mutual understanding and respect, while also remaining open to feedback and help without defensiveness.

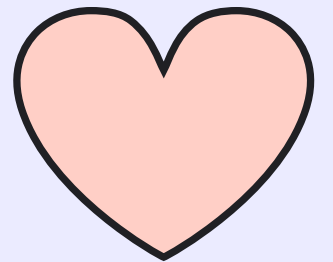


WAIM COMMUNITY VALUES

Vulnerability

We champion being open and real in this community. This isn't a place for pretending we have it all together. With that, it's important to also practice receiving someone's courageous vulnerability with warmth, compassion and understanding.

**Sharing
Authentically**



WAIM COMMUNITY VALUES

Listening & tactful feedback

We support each other by offering feedback when asked, but we deliver that feedback in a way that is constructive, tactful, and compassionate. We also commit to really listen to each other for what help and support is being sought, rather than just knee-jerk reacting with our two cents.



Harm Repair Process

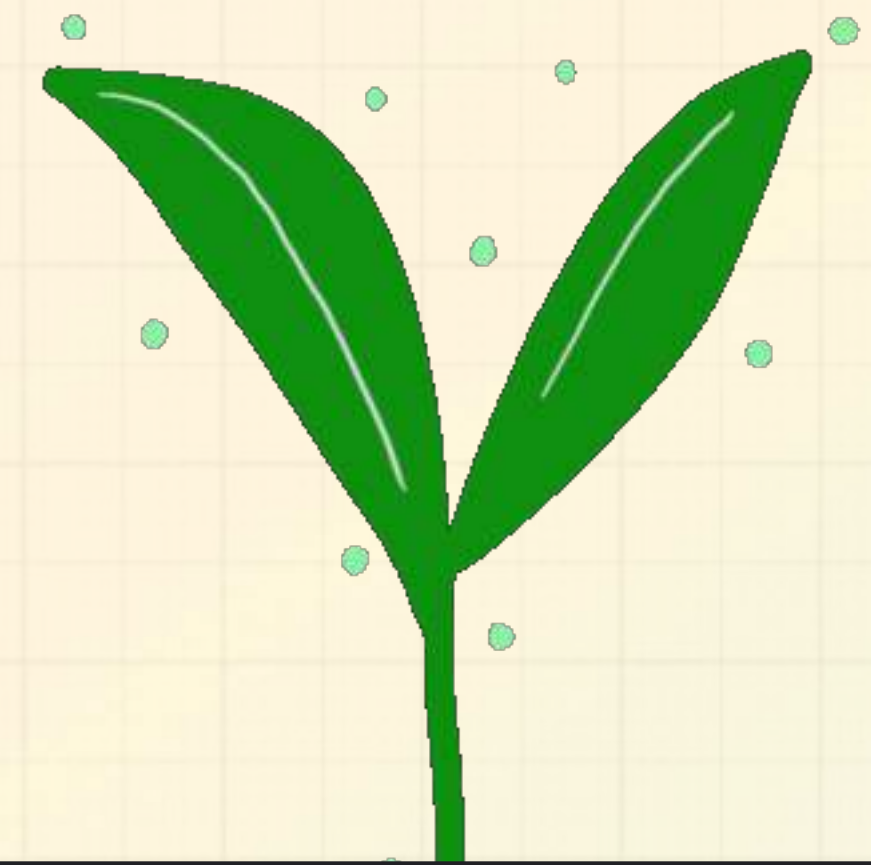
When something has been said or done inside WAIM that has brought harm to you, this is how you can bring that feedback to us so we can make it right and learn going forward.



Always Learning →

→ **Always Growing**

wanderingaimfully.com/repair





Part 1

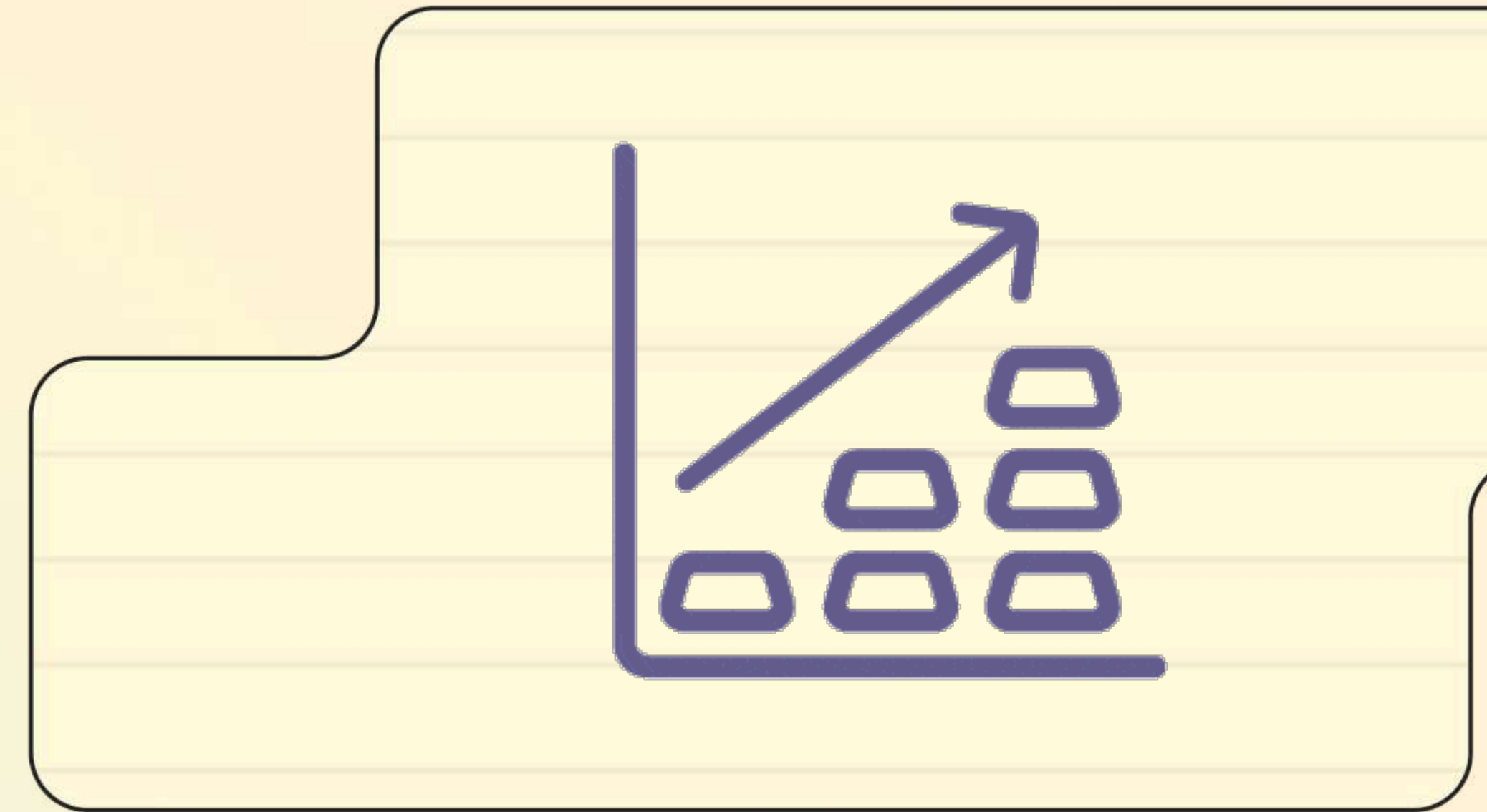
Explainer

Let's walk through a refresher on what we mean when we say your business foundation and strategic planning



When you take the time to get
crystal clear on the foundation of
your business...

**...everything
else becomes
easier.**



What your business does, how it makes money, who you're talking to, how you might connect with them, and what your ultimate goals are...these are questions that need to be defined and RE-defined as time goes on to move forward confidently.



BEFORE WE GET STARTED...
...LET'S SETTLE AN AGE-OLD BATTLE:

Niche vs. Generalist Strategy



Generalist vs. Niche

One is not better or worse—it's up to YOU to decide what pros you want and what cons you're willing to stomach.

Generalist

PROS

- Exploring multiple interests
- More freedom
- Get started without knowing your direction

CONS

- Harder, longer to build audience
- Less magnetizing
- Selling is harder

Niche

PROS

- Messaging is easier to define
- SEO benefits
- Faster to make money & build expertise

CONS

- Can get boring
- Harder to pivot



In reality, it's not either/or—
it exists on a spectrum.

More General

More Niche



Our journey looked like this:

**MORE
GENERAL**

Multiple audiences,
Multiple benefits

NICHE

Narrowed to one
audience, one
benefit

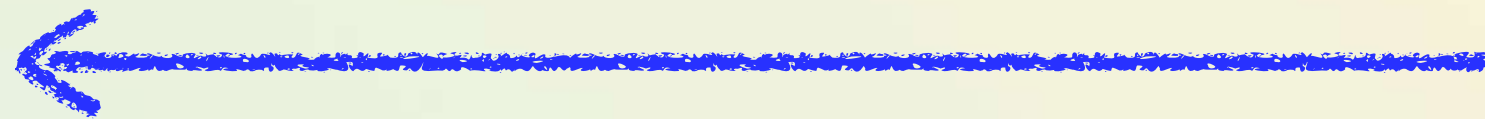
**BROADEN
NICHE**

Carol switched to digital
products, Jason got
bored

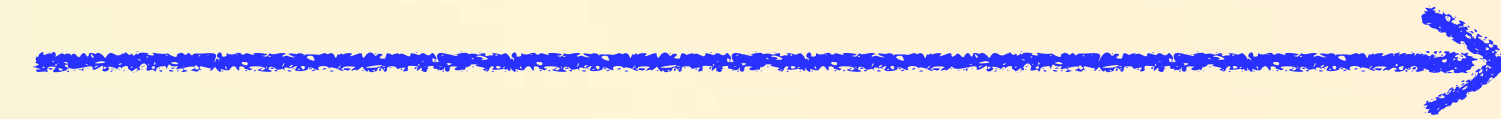
**GRADUALLY TIGHTENING
NICHE, WHILE KEEPING
TOPICS GENERAL**



If you feel stifled or bored with your own constraints, if you have saturated your niche, if you aren't sure yet which of your interests has profit potential...



If you need cash faster, if you're not seeing results, if you find yourself confused by your own business foundation often...



More General

More Niche



What if you're transitioning between TWO audiences?



- This could be from a more general audience to a new niche, it could be changing niches, or it could be opening up your niche to more general topics
- This is HARD because you may still need revenue from your old audience WHILE you build your new one
- Be strategic about which channels MOST contribute to sales from your older audience and transition those last
- Ex) Try moving over your YouTube videos to a new audience while your email list that drives client sales remains consistent during the transition



What if you're transitioning between TWO audiences?

- For your business foundation and the 4 Q's, **you may benefit from doing the exercise TWICE:**
 - Once for where you are now
 - Once for where you want to be
- This will help you see where you need to bridge the gap in communication



THE BASICS

The 4 Q's (Questions) Foundation

Starts with 4 Q's, but really it leads to 7
crucial pieces of your brand story

01 Who: Your Ideal Audience

02 Why: Your Purpose, Your
Mission, Your Differentiator

03 What: Your Benefit & Your
Transformation

04 How: Your Core Offer

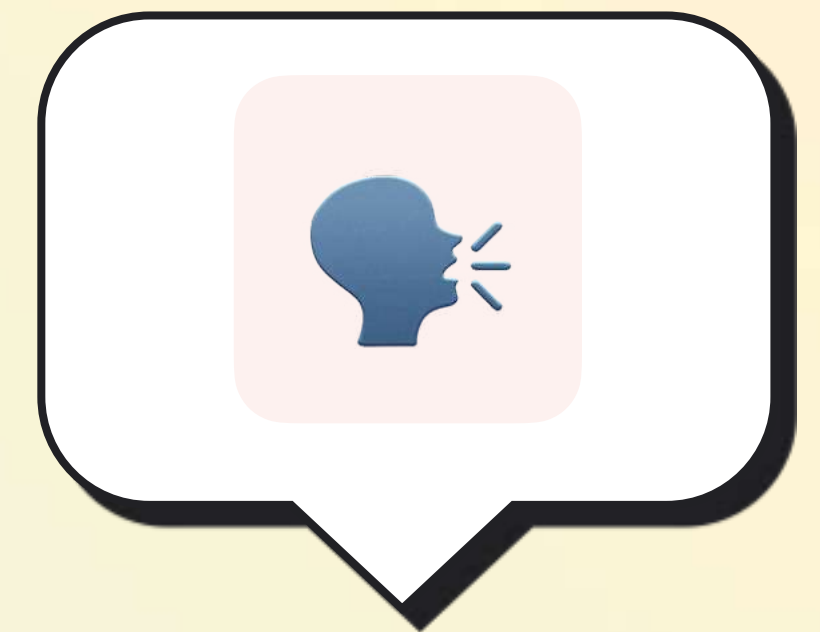


**We know it
probably feels
like you've done
this 100 times.**

But when was the last time you audited
these pieces of your brand story?

**Trust us, there is so much
value in coming back to
these Q's regularly.**

The effectiveness of your strategy lies
in how clearly you can answer these
questions.



#1 - WHO



Your Audience

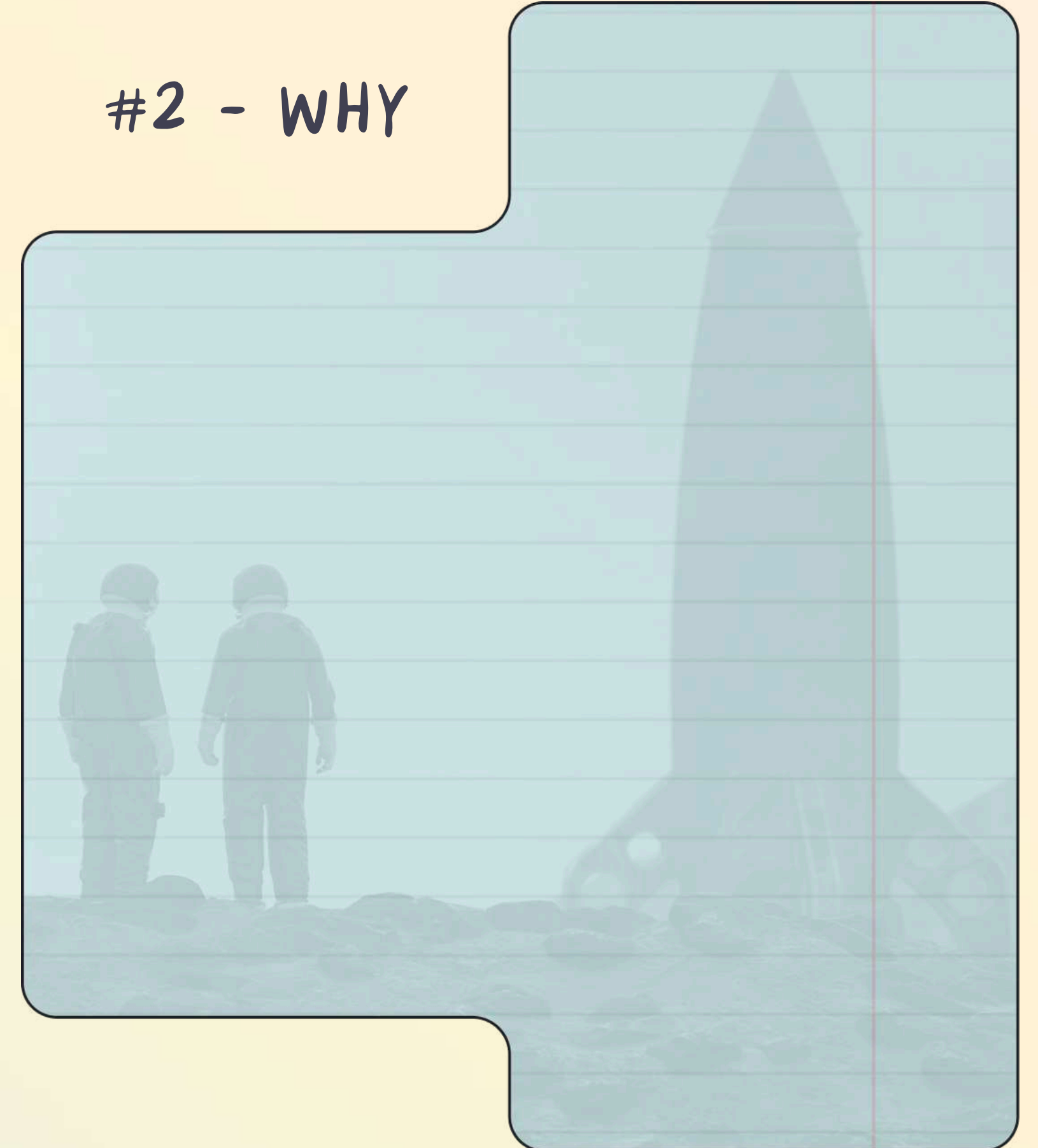
- WHO are you ideally trying to attract?
- This exercise especially is crucial to come back to often (we're STILL shifting and honing our audience)
- What do they do for a living?
- What do they care about?
- How would you pick them out of a crowd?
- What problems or pain points are they facing?
- What do they dislike about the status quo in your industry?



Your Mission

- WHY does your business exist?
What is your deeper cause or your driving belief?
- This is for **external use**, something you could write on your website that your customer would connect to
- “People don’t buy what you do, they buy why you do it.”
– Simon Sinek
- How does your business connect to the world at large?
- What belief or idea does your business represent that you feel is worth spreading?

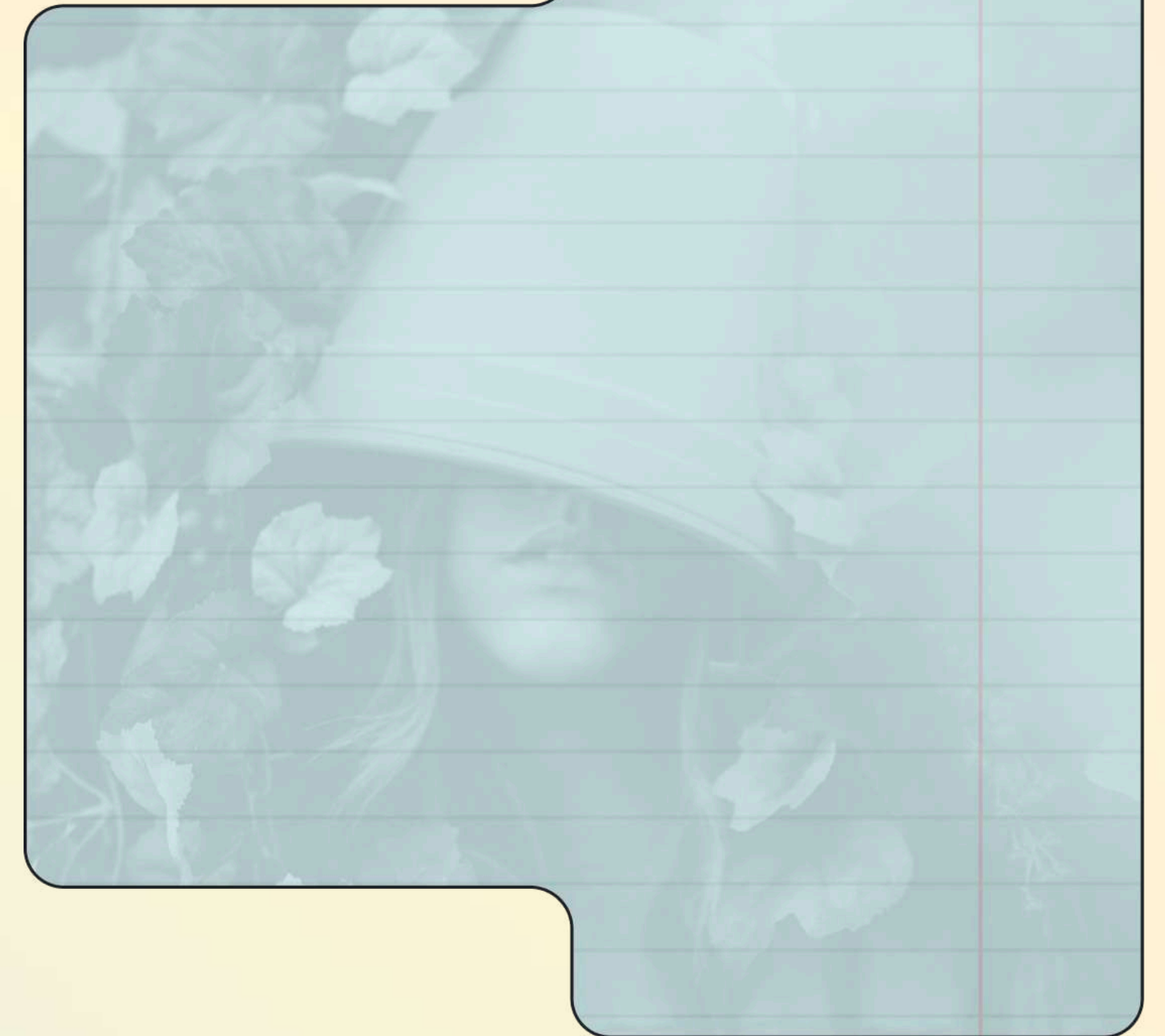
#2 - WHY



✨ Your Differentiator

- WHY would your customer choose your business over another in your niche?
- This is also for **external use**, something you want your customer to be able to clearly identify
- It's often something in your values, your way of operating, your tone, your beliefs, your personality or your process
- What sets you apart? What makes you unique?

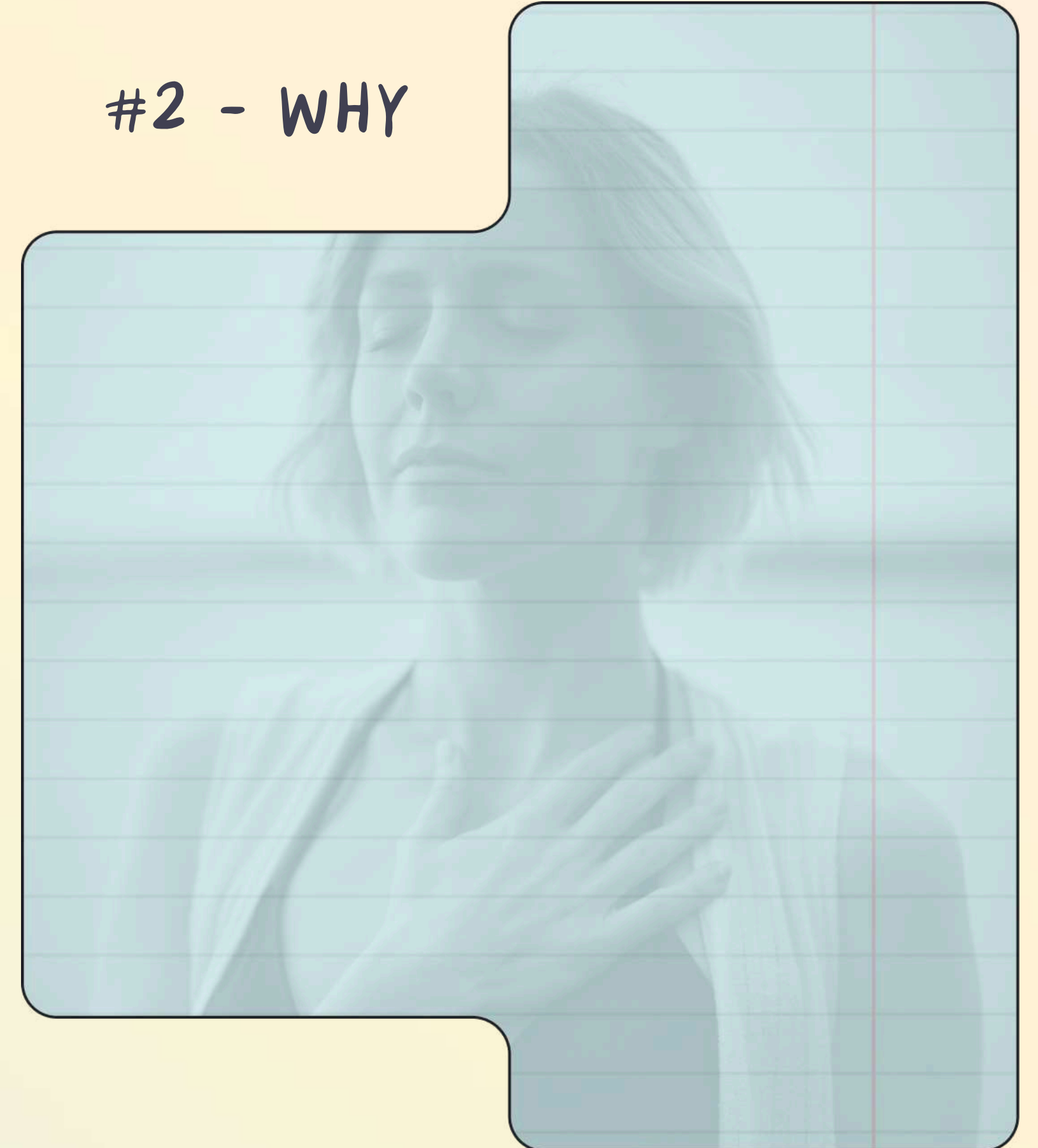
#2 - WHY



💖 Your Purpose

- WHY are you excited to get up in the morning and work on this business?
- This is for **internal use**, no one needs to know this but you
- Sometimes this can match your mission, but not always
- This might be a more “selfish” angle—because you want financial freedom, because it makes you happy, because you want a better life for your kids than you had
- The most important thing is that it moves you

#2 - WHY



#3 - WHAT



Your Benefit

- WHAT benefit does your business provide your ideal audience?
- Think **Super Mario!** Your customer is Mario, your offer is the mushroom.
- With your “mushroom,” your customer becomes Super Mario with your help
- What does that mushroom do for them?
- Does it give them confidence? Clarity? Better test scores? Job opportunities? Does it save them time, money, headaches?



#3 - WHAT

Your Transformation

- WHAT transformation does your business help your customer undergo?
- Can you clearly define point A (where they are when they come to you) and point B (where you take them to?)
- This is about defining what your version of “Super Mario” looks like for your customer AFTER they take the mushroom
- How is their life better after your offer? What has changed?



★ Your Core Offer

- HOW do you deliver your benefit to your customer?
- What is your business's core offer?
- If someone asked: "What does your business sell"? and you had to answer in 10 seconds, what would you say?
- If you have more than one offer, can you either pick one that is a primary focus or summarize them into a category (ie "online courses," "digital planning products")

#4 - HOW





Your Audience

We help **intentional online business owners** who want to transition from client work to selling digital products.



Your Mission

To give more people all over the world the opportunity to work with more **flexibility and freedom**, leading to more **satisfying, peaceful lives**.



Your Differentiator

We're **un-boring**. We don't sell false promises. We encourage people to **aim for enough** as an **antidote to burnout** and do it their way, rather than chasing external validation.



Your Purpose

My life changed for the better once I was able to work in a way that didn't damage my mental health. **Every person deserves to feel this and I want to offer it to as many people as possible.**



Your Benefit

We offer business owners **clarity, connection and focus**. By highlighting one thing to focus on each month & offering an encouraging community, WAIMers can **make progress without the pitfalls of overwhelm, comparison and burnout**.



Your Transformation

We take people who are **stuck** trading time for money and **overwhelmed** with how to build a one-to-many audience, and we give them a path to a predictable, thriving digital products business.



Your Core Offer

Our core offer is **WAIM Unlimited**, a monthly coaching program that includes live training sessions, self-paced courses, software, and a community.

**All
together...**

FOR EXAMPLE

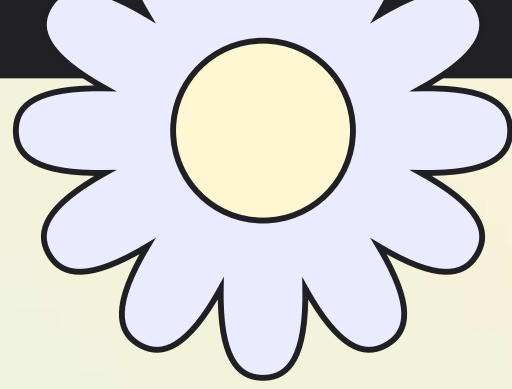


**All
together...**

FOR EXAMPLE

REMEMBER, IT'S OKAY IF YOUR
CURRENT BUSINESS DOESN'T
REFLECT THESE THESE
STATEMENTS EXACTLY. THE FIRST
STEP IS TO WRITE IT DOWN, THE
SECOND IS TO MOLD YOUR
BUSINESS TOWARD THESE
STATEMENTS.





GREAT! WE'VE GOTTEN SOME CLARITY ON THE KEY PARTS
OF YOUR BUSINESS.

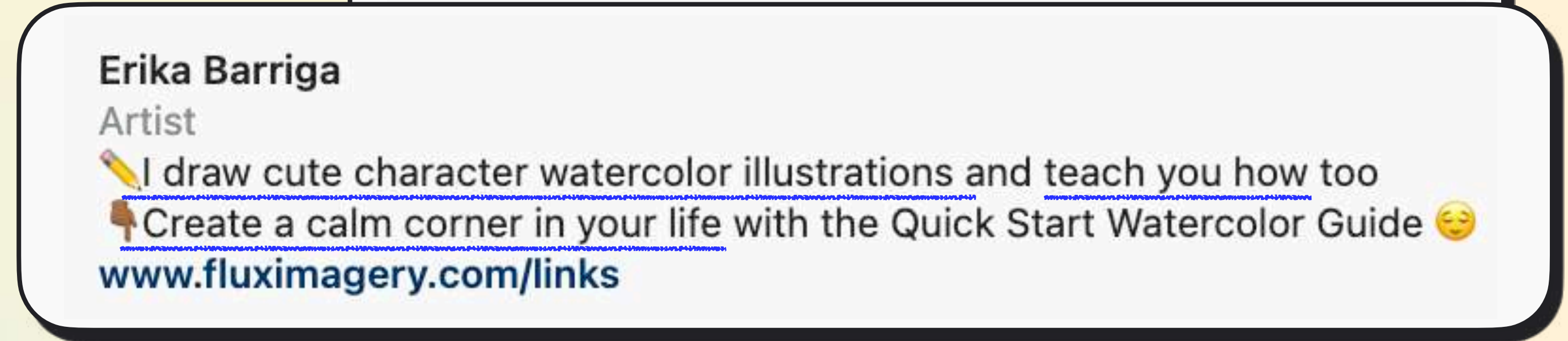
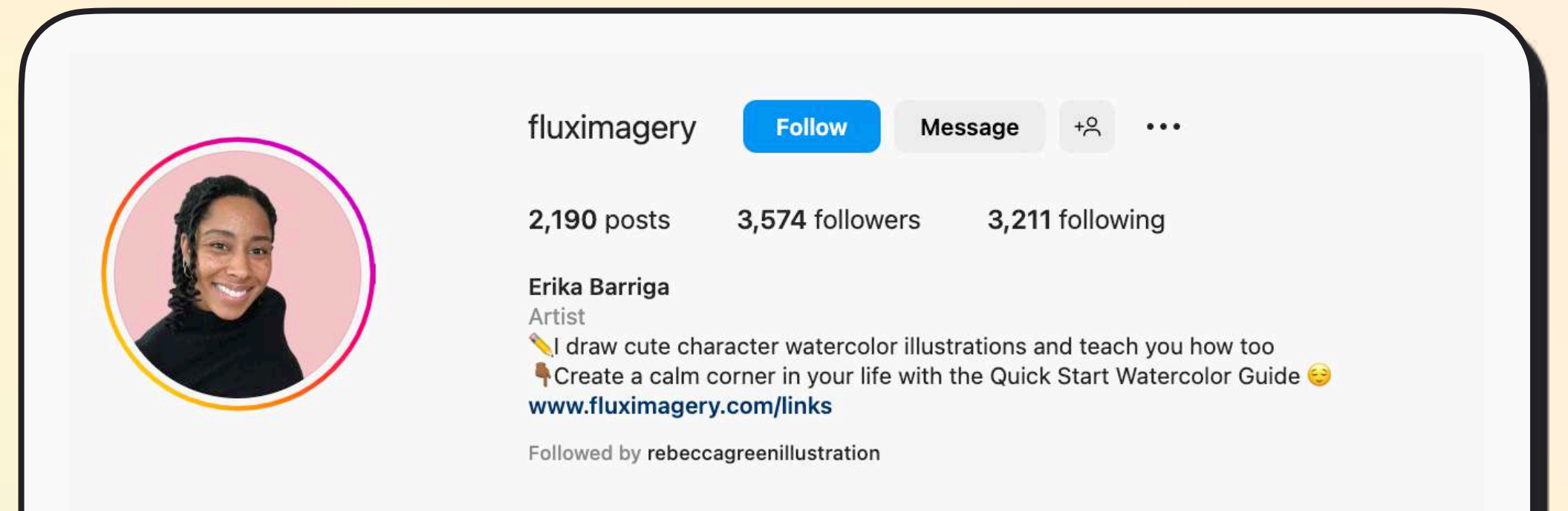


Now... what do we DO with this?



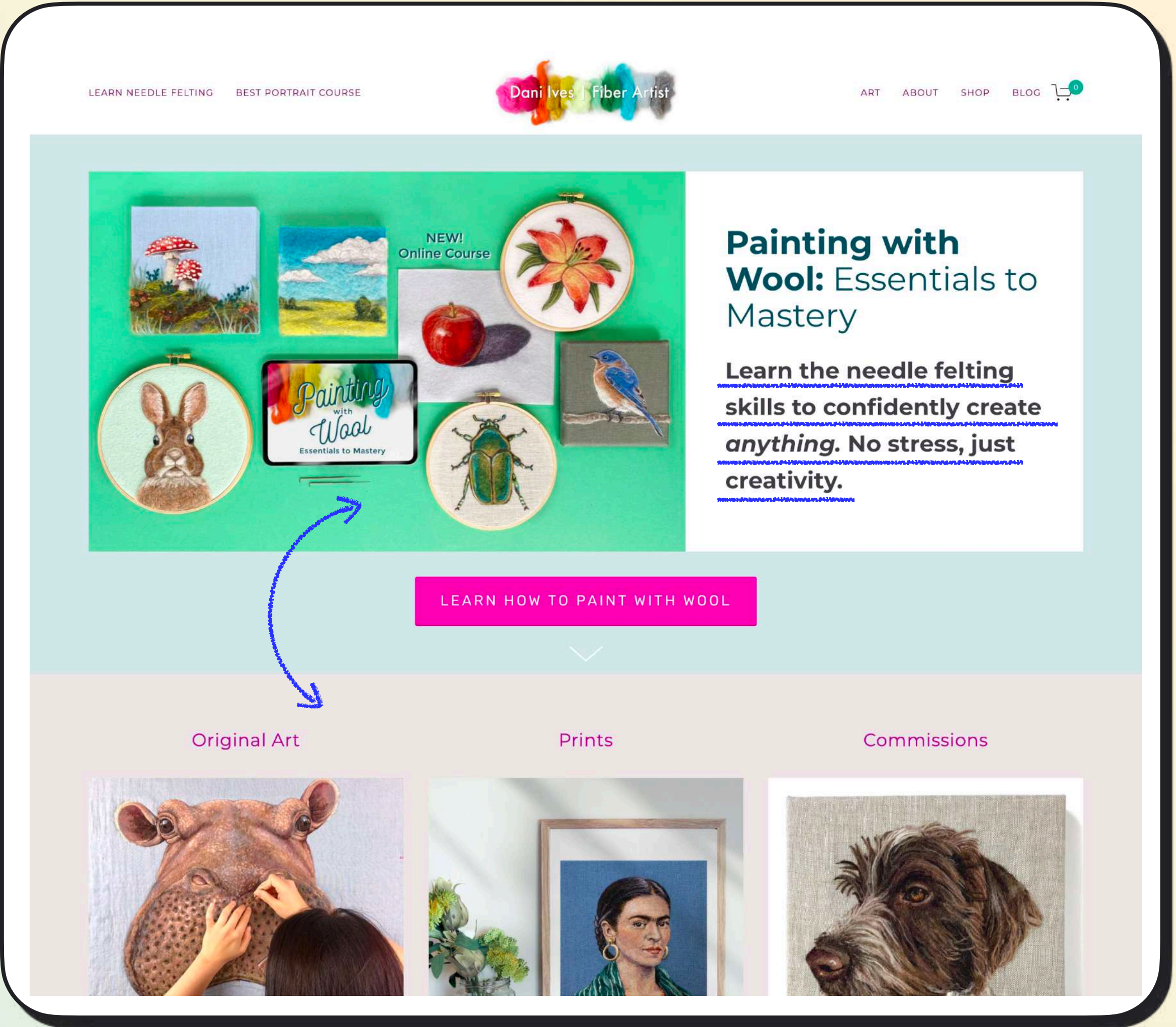
You want to **USE** these brand story bits all throughout your communications.

Your website, your social profiles, your email headers, your sales pages... everywhere your potential customer sees is a chance to be clear about these things.



WAIMER: Erika Barriga



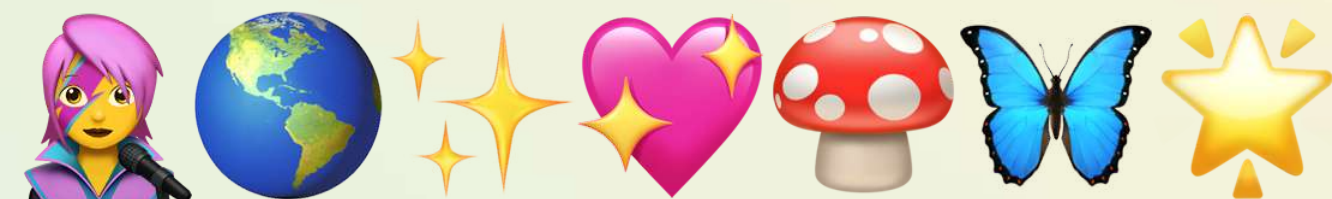


WAIMER: Dani Ives





Writing and designing every aspect of your brand will be easier when you have these 7 pieces as raw materials.





Your Audience

- ☒ Is your **content** speaking to this person?
- ☒ Is your **website** speaking to this person?
- ☒ Is your **email lead strategy** attracting this person?



Your Mission

- ☒ Is your mission anywhere on your **website** or offer **sales page**?
- ☒ Do you ever speak about it in your **content**?

ACTION STEP:
USE YOUR
ANSWERS TO

Evaluate

YOUR
COMMUNICATIONS



Your Differentiator

- ☒ Does your **branding** and **design** reflect or represent your differentiator?
- ☒ Do you ever make it **clear in your copy** how you're different from your peers?



Your Purpose

- ☒ Do you have this **written down somewhere** you can come back to daily or weekly to get re-inspired?



Your Benefit

- ☒ Is this front and center on your **website**?
- ☒ Is it repeated on your **sales page**?
- ☒ Is it repeated in your **sales emails**?
- ☒ Is it mentioned in your **social posts**?

Your Transformation

- ☐ Is this explicitly shared on your **sales page**?
- ☐ Is this explicitly shared in your **sales emails**?
- ☐ Is it reflected in your **testimonials and case studies**?

Your Core Offer

- ☐ Is it clear to a new visitor on your **website** what you sell or how someone can work with you?

THAT'S **16** INDIVIDUAL
WAYS YOU CAN
STRENGTHEN YOUR
BRAND FOUNDATION
STARTING **TODAY**.

Evaluate

YOUR
COMMUNICATIONS



Spotlight Sessions workbook

👉 The 4 Q's (who, why, what & how) break down to 7 key bits of your brand story: 🧑🌍
✨💖🍄🦋🌟

▼ 🧑 Your Audience

✍️ Type something...

WHO are you ideally trying to attract?

- What do they care about? How would you pick them out of a crowd?
- What problems or pain points are they facing?
- What do they dislike about the status quo in your industry?

Audience Audit:

- ☐ Is your content speaking directly to the needs of this person?
- ☐ Is your website speaking to the problems/pain points of this person?
- ☐ Is your email lead strategy attracting this person or someone else?



MORE QUICK
WINS FOR ...

better, more confident brand messaging

BIZ BIO



Your “biz card” version: “I help
[AUDIENCE] achieve
[TRANSFORMATION] by [OFFERS]”

TWO-WORD TANGO



What two (or three)-word mental
bucket could someone put you
in?

PARTY INTRO



Short, sweet, a little mysterious –
the purpose is to invite questions

TAGLINE

TM

A memorable phrase or statement
you want your customer to
associate with your brand



MORE QUICK
WINS FOR ...

**better,
more
confident
brand
messaging**

BIZ BIO



"I help intentional online business owners transition from clients to a digital products business through an un-boring monthly coaching program called WAIM Unlimited."

PARTY INTRO



"We help online business owners define how much is enough."

TWO-WORD TANGO



"Business Coaches"

TAGLINE

TM

"Grow your business,
shrink your stress."



MORE QUICK
WINS FOR ...

**better,
more
confident
brand
messaging**

YOU DECIDE WHEN & WHERE YOU USE
THESE VARIATIONS, BUT GO BACK TO
YOUR 7 BRAND STORY POINTS EVERY
TIME YOU WRITE COMMUNICATIONS
FOR YOUR BUSINESS



Dive deeper




4 Q'S COACHING INTRO

- 1. WHO
- 2. WHY
- 3. WHAT
- 4. HOW

"Wandering Aimfully helps intentional online business owners feel more clarity, connection, joy and motivation through (un-boring) monthly business coaching because we believe designing a business that matches your values leads to a more satisfying, authentic life."

[wanderingaimfully.com/
welcome-session/](https://wanderingaimfully.com/welcome-session/)

UNSOLVED BUSINESSES



CASE BACKGROUND:

1. BUSINESS FOUNDATION

- 1. WHO
Younger Parks & Recreation professionals operating within outdated systems of local government.
- 2. WHY
To point Parks & Rec professionals to the right resources, innovations, and products that can help them in their agencies so they can better serve their communities.
- 3. WHAT
Tactical resources and motivation to overcome challenges in the workplace and get things done.
- 4. HOW
Podcast and self-paced workshops/courses

[wanderingaimfully.com/
coaching](https://wanderingaimfully.com/coaching)

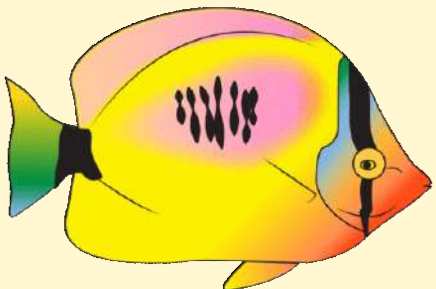
BETTER BRANDING COURSE

What are the basic foundational elements to your business?

Clarifying Your Business Foundation

BETTER
BRANDING
COURSE

[course.betterbrandingcourse.com
/login](https://course.betterbrandingcourse.com/login)



FOUNDATION, STRENGTHENED!

Now let's shift over to goal setting and strategic planning.



**YOU define your own
SUCCESS**



AS A REMINDER...

**We are big believers in
working to LIVE, not living
to work.**



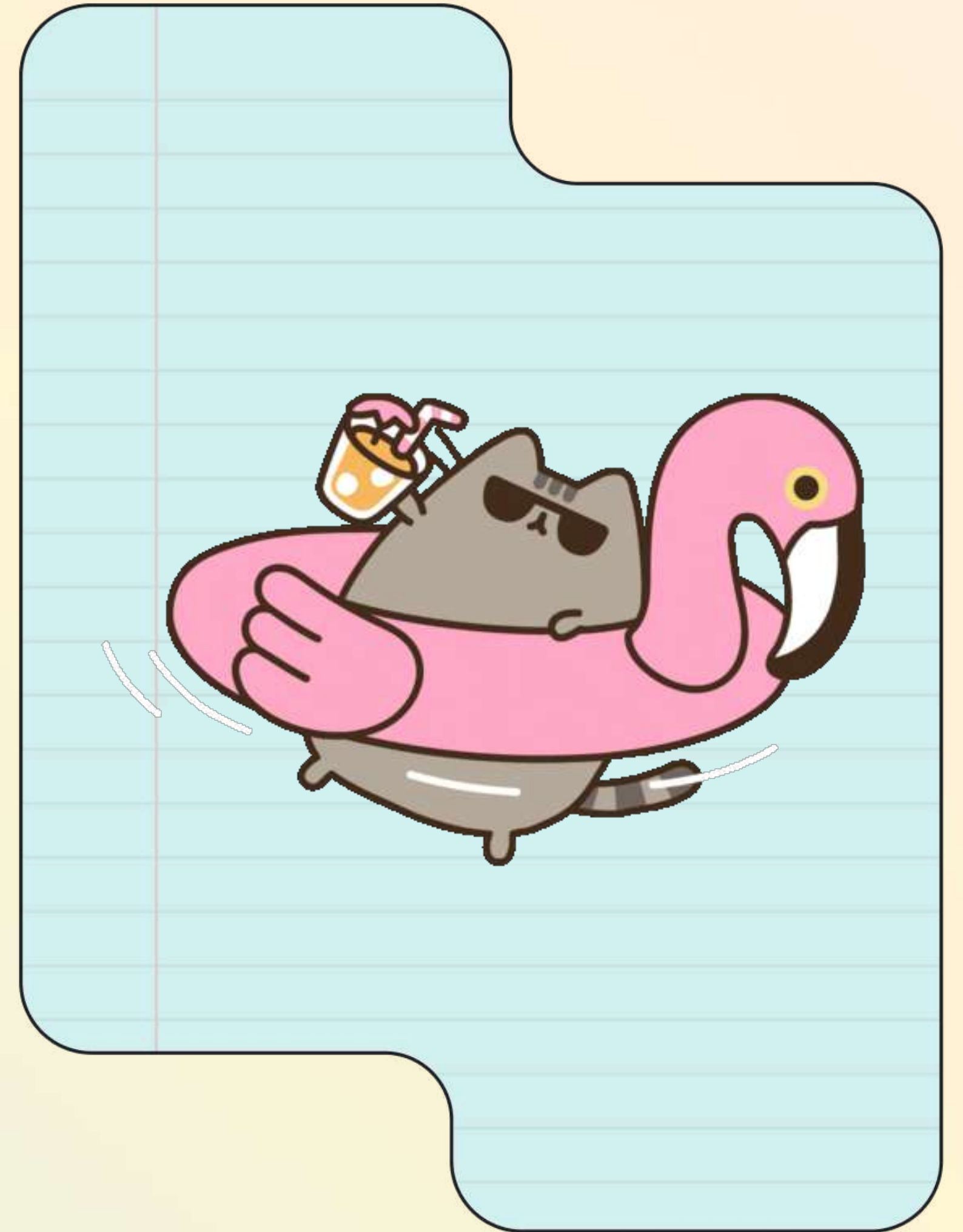
What exactly does that mean?

Using your business as a TOOL to live a good life—however you define that.



**Take a second to
imagine the life you're
aiming for.**

**Close your eyes and really imagine
it. Jot down some things that come
to mind.**



Define how much it will take to get there

"MONTHLY MINIMUM MAGIC" NUMBER

- Amount of money your biz needs to make each month for you to cover your bills at your current lifestyle
- This feels *realistic*

Enough Number

- Amount of money your biz would need to make each month for you to live a wildly spacious and ideal life—whatever that looks like for you
- This feels *ideal*

☐ Ask yourself which one of these you're aiming for





Dive deeper on Enough Numbers & Finances

COACHING SESSION: REFLECT & PROJECT 2.0

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Expected Income	\$38,150	\$27,450	\$26,150	\$27,750	\$21,950	\$21,650	\$21,650	\$20,750	\$13,450	\$13,450	\$12,850	
Growth Income	\$500	\$1,000	\$23,000	\$23,500	\$24,000	\$24,500	\$25,000	\$13,500	\$35,500	\$36,000	\$36,500	
- Taxes	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	-\$3,000	
- Biz Expenses	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	-\$13,000	
- Life Expenses	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	-\$13,500	
- Wealth Redistribution	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	-\$1,500	
- Savings + Investments	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	-\$6,000	
Surplus	\$1,650	-\$8,550	\$12,150	\$14,250	\$8,950	\$9,150	\$9,650	-\$1,850	\$19,250	\$11,950	\$12,450	\$12,350

Overall surplus for the entire year *could* be \$101,400 but we're not planning for that because our income isn't 100% predictable (and yours probably isn't either).

[wanderingaimfully.com/
reflect-project-session-2](https://wanderingaimfully.com/reflect-project-session-2)

COACHING SESSION: BUDGETING FOR DEBT PAYOFF

Budgeting for Debt Payoff 🤑📈

How to manage your money, build a debt payoff plan, and invest for the short and long-term

[wanderingaimfully.com/
debt-session](https://wanderingaimfully.com/debt-session)

ARTICLE: WHY YOU SHOULD FOCUS ON ENOUGH INSTEAD OF MORE

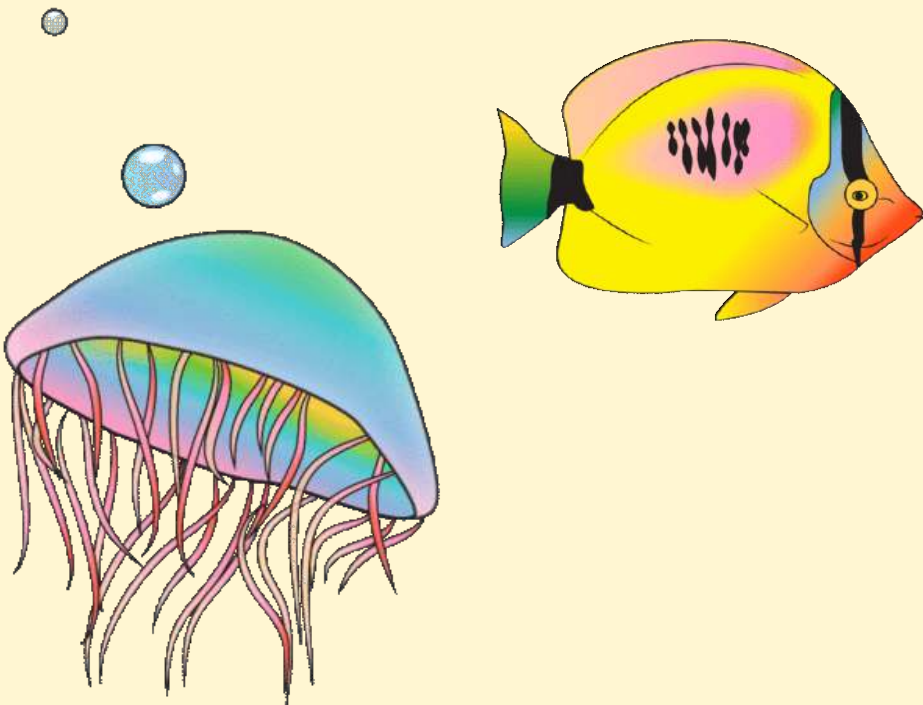
WANDERING AIMFULLY THROUGH INTENTIONAL LIVING

Why You Should Focus on Enough Instead of More

How to escape the trappings of more and figure out what enough means for your life.

Written by JASON ZOOK

[wanderingaimfully.com/
enough](https://wanderingaimfully.com/enough)



ONCE YOU HAVE YOUR MONTHLY
NUMBER, WE CAN DO SOME

Offer Math

01 Take your MMM Number or Enough Number and reverse engineer your total number of sales needed

02 Play around with different pricing, revenue structures & launch strategies

03 Use the math to consider **new revenue opportunities**



Enough = \$8,000
/PER MONTH

**\$8,000 x 12 =
\$96,000 per year**

Existing Offers

CLIENT PROJECT = \$2,000

QUARTERLY WORKSHOP = \$80

COURSE = \$250

How many of these...

Do you need to sell to make this?



Enough = \$8,000/month, \$96,000 per year

CLIENT PROJECT = \$2,000

QUARTERLY WORKSHOP = \$80

COURSE = \$250

Yearly Sales	Yearly Rev	Monthly Rev
1 x 12	\$24,000	\$2,000
4 x 20 = 80	\$6,400	\$533
100	\$25,000	\$2,080
	\$55,400	\$4,613



Enough = \$8,000/month, \$96,000 per year

CLIENT PROJECT = \$2,000

CLIENT RETAINER = \$1,000

COURSE = \$250

Yearly Sales	Yearly Rev	Monthly Rev
1 x 12	\$24,000	\$2,000
1	\$12,000	\$1,000
250	\$62,500	\$5,208



Enough = \$8,000/month, \$96,000 per year

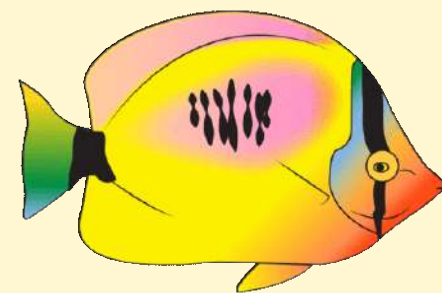
CLIENT PROJECT = \$2,000

CLIENT RETAINER = \$1,000

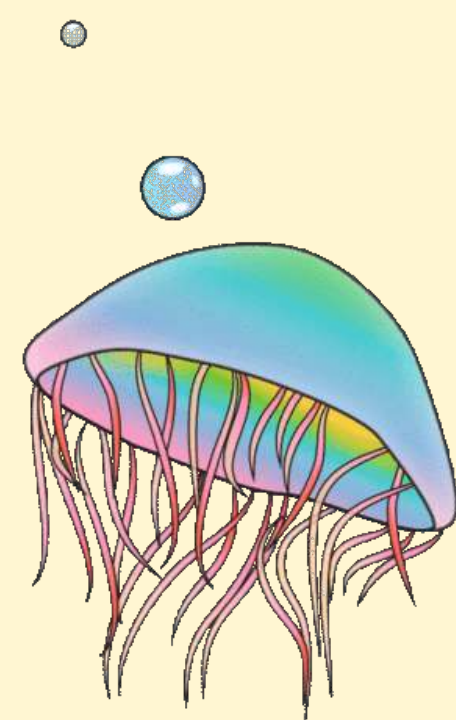
COURSE = \$850

Yearly Sales	Yearly Rev	Monthly Rev
1 x 12	\$24,000	\$2,000
1	\$12,000	\$1,000
80	\$68,000	\$5,600
	\$104,000	\$8,600





Dive deeper on Offer Math



UNSOLVED Biz #2: CONQUER YOUR CONTENT



wanderingaimfully.com/unsolved-biz-002

UNSOLVED Biz #3: A PIN IN TIME



wanderingaimfully.com/unsolved-biz-003

UNSOLVED Biz #4: GROW FLOWERS



wanderingaimfully.com/unsolved-biz-004

These Unsolved Business sessions (and their workbooks) all show examples of Offer Math with real businesses!



How are you going to hit your sales goals?

2023 Projections by Offer							
Table	Timeline	Filter Sort ...					
As Name	Launch Window	# Jan 2023	# Feb 2023	# Mar 2023	# Apr 2023	# May 2023	# Jun 2023
Revenue stream or offer 1	February 13, 2023 → February 19, 2023		\$1,500.00				
Revenue stream or offer 2	May 1, 2023 → May 15, 2023					\$3,000.00	
Revenue stream or offer 3	September 1, 2023 → September 15, 2023						
Client 1 - January	February 1, 2023 → February 28, 2023		\$2,000.00				
Client 2 - February	February 1, 2023 → February 28, 2023		\$2,000.00				
Client 3 - March	March 1, 2023 → March 31, 2023			\$2,000.00			
Client 4 - Yearly Retainer	January 1, 2023 → December 31, 2023	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
+ New							
Calculate		SUM \$1,000.00	SUM \$6,500.00	SUM \$3,000.00	SUM \$1,000.00	SUM \$4,000.00	SUM \$1,000.00


- 01 Is an evergreen sales strategy or open/closed launch strategy best?
- 02 Plot your sales pushes and launches loosely on your calendar for the year.
- 03 Create a spreadsheet where you can plot out your sales projections.




 You know who you're talking to


 You know why they're going to care about your business

 You know what transformation and benefit you're offering them

 You know what offer you're selling now and what offers you might want to sell in the future

 You know how much money you're aiming for each month, both to break even now and to live a beautiful life of your dreams

 You know how MUCH you need to sell to meet those goals

 You know what sales strategy you're going to use to meet those goals

Explainer Recap!



IT'S ALL AN
EXPERIMENT

OWN YOUR
Weird!

Protect
YOUR
Peace

Embrace
Enough

ALLOW YOURSELF
to EVOLVE

Unicorn
Power
Engage!

Break!

IT'S ALLOWED
TO BE
FUN

YOU define your own
SUCCESS



Part 2

Mindset Keys

Here are some guiding phrases to help you on your journey to putting this into action



KEY #1

Specificity is magnetizing.

The more **specific** you can get in who YOUR business is serving, the stronger your magnet will be to attract those people.



KEY #2

Clarity for you is not the same as clarity for your customer.



Go that extra step to turn your clear foundation into COMMUNICATION for your potential customer. Repeat these key components on your website, your social posts, your sales page, emails, etc., so your audience understands every crucial piece of your brand story.





KEY #3

Coming up with a strong direction to head in doesn't mean you can't change course down the road.

But **choosing boldly** in this moment will give you momentum. It will give you a tail wind propelling you toward action. Action—any action—is going to help you get farther than moving in circles wondering which direction is the RIGHT one.

**A 'wrong' step
forward is
better than
standing still.**



KEY #4

Growing your numbers starts with **KNOWING** your numbers.

If you really want to bring your financial goals into reality, it begins with confronting reality NOW. Make it a point to know your expenses, your debt, your sales numbers, even your time spent. You can't solve for something you aren't first willing to see.



WAIM CO-BRANDMENTS

Keep Experimenting!

OWN YOUR
Weird!

ALLOW YOURSELF
to EVOLVE

Protect
YOUR
Peace

YOU define your own
SUCCESS

**Embrace
Enough**

IT'S ALLOWED
TO BE
FUN

Unicorn
Power
Engage!

KEY #5

**Embrace
Enough**

Set your financial goals based on what YOU want for your life, not some arbitrary number you think will bring happiness. You will be more motivated when you know that number means something tangible in your daily life.





Part 3

Steps

How can you use this info to improve your business?
We'll give you exact action steps to make it happen.



Action steps

WHAT DO YOU NEED TO DO TO APPLY THIS TO YOUR BUSINESS?

1 – Build

Use the Build checklist if you're still building our Spotlight Session topic.

2 – Optimize

Use the Optimize checklist if you have already created the foundation of our Spotlight Session topic, but now you know you're ready to improve it.



Action steps

THIS MONTH THE LIST IS THE SAME!

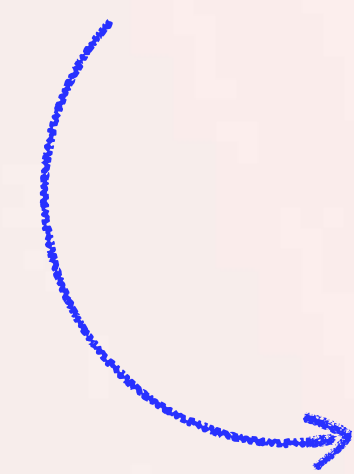
☐ Define the 4 Q's, or the **7 key pieces of your Brand Story**

☐ Use the checklist to make a list of where to update your **communications** with this new clarity

☐ Define your **MMM Number & Enough Number**

☐ Know your **Offer Math** – how many sales you need to hit your goals

☐ Loosely plan the **dates of your sales pushes** this year



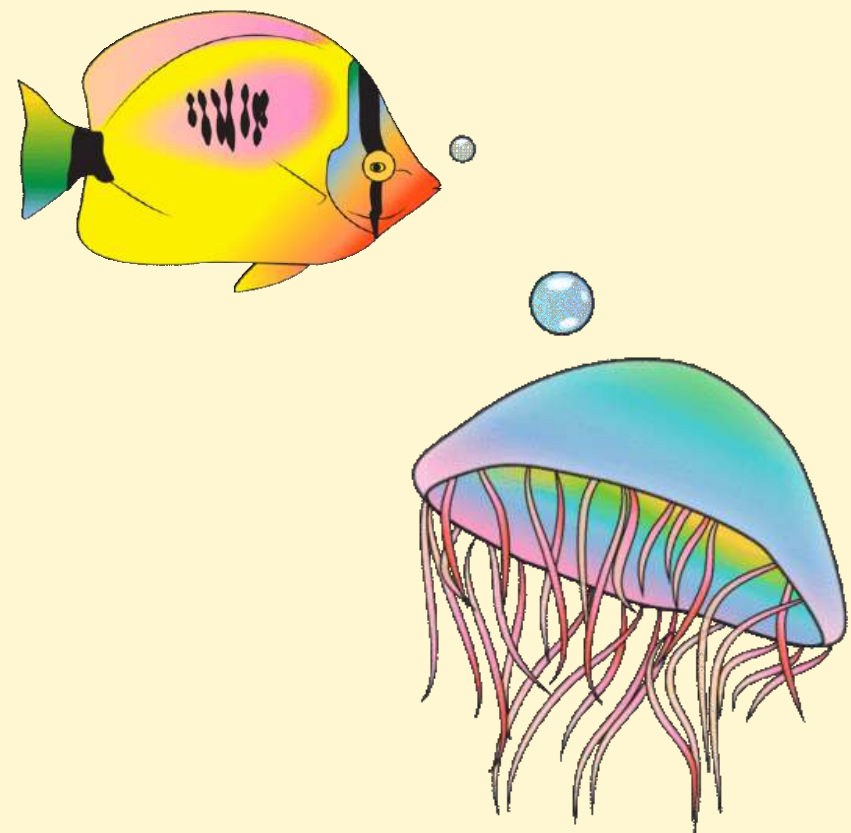
Build/Optimize





Deep Dive Recap

If you want to turn this snorkel into a deep-dive scuba party, here are the resources we mentioned:



4 Q's Foundation & Brand Story

- Better Branding Course: Module 1 Brand Story
- 4Q's Welcome Coaching Session
- Unsolved Businesses

MMM Number & Enough Financial Goals

- Reflect & Project 2.0 Coaching Session
- Budgeting for Debt Payoff Coaching Session
- "Enough" article

Offer Math

- Unsolved Businesses #2, #3, #4



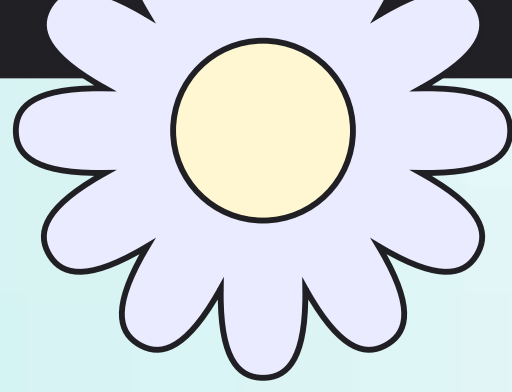


Part 4

Notion Execution

How do we track and accomplish this using Notion? Let us show you! Regardless of what tool you use, this will help you figure out how to put these principles into practice.





KNOWING WHAT TO DO IS ONLY HALF THE BATTLE;

**Having a reliable system to make
it happen is the other half.**



IMPORTANT!

Your system does NOT have to utilize Notion.



- Your tool of choice is up to you and completely dependent on how your brain works
- Notion has transformed how we organize our business and that's why we want to share our processes as a means of **providing the most value** in these sessions
- We thinking **going deep on a specific tool** is overall more valuable than trying to be vague to cover every tool
- However, you can still **apply the concepts** of what we're going to share while using Google Docs, a physical planner, post-its... whatever your system of choice is!
- **The tool itself matters less than the fact you HAVE a system you use.**



BUSINESS FOUNDATION

Save it all in one place...

Consider keeping your answers to these core questions in ONE place, preferably somewhere you'll be able to check back in on it regularly as you complete projects.



My Biz Dashboard

Put your website link here or links to your analytics tools for easy clicking! 📌



Add a web bookmark



FOUNDATION



WHO: Write your target audience here...



WHY: Write your mission or your bigger WHY behind the existence of your business...



WHAT: Write your benefit or what your customers ultimately get by working with you...



HOW: Write your offer or how your business delivers that benefit to people...



GOALS

This year's revenue goal = \$XX,XXX

Click to visit your yearly planning page 📌

📅 2021

➦ **Goal Tracker** 📅 List view ▾

📱 Grow Instagram to 3,000 followers by end of 2021

In Process

📱 Write & publish 5 new articles

Future

+ New



BUSINESS FOUNDATION

Save it all in one place...

Consider keeping your answers to these core questions in ONE place, preferably somewhere you'll be able to check back in on it regularly as you complete projects.



My Biz Dashboard

Put your website link here or links to your analytics tools for e

Add a web bookmark

FOUNDATION

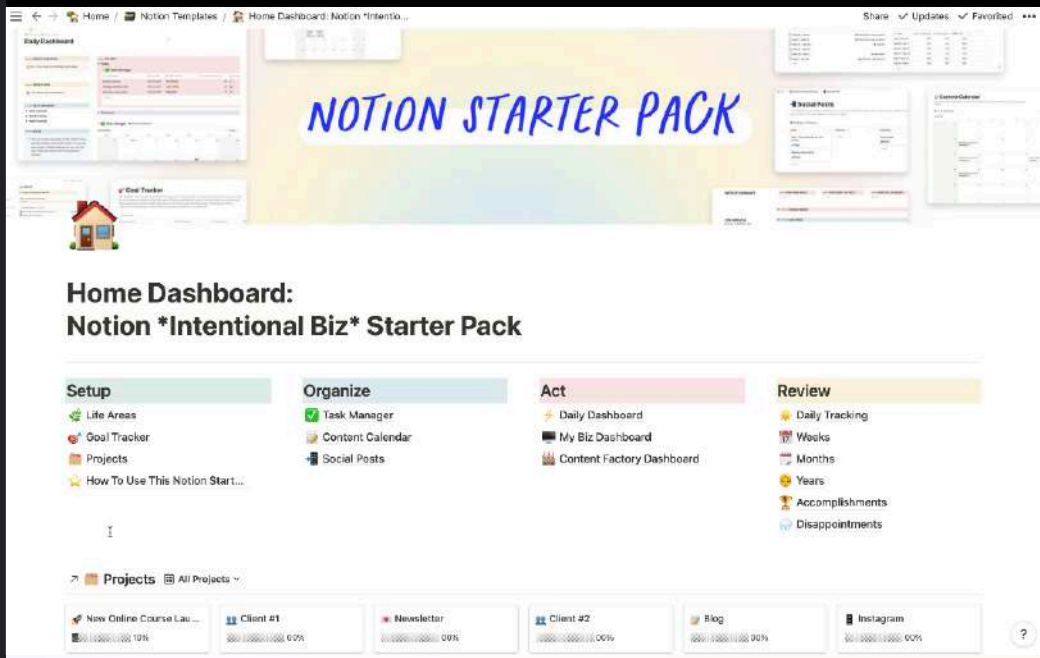
WHO: Write your target audience here...

WHY: Write your mission or your bigger WHY behind th business...

WHAT: Write your benefit or what your customers ultimately get by working with you...

HOW: Write your offer or how your business delivers that benefit to people...

NOTION STARTER PACK



Search "Notion" in WAIM Library

THIS PAGE IS AVAILABLE INSIDE THE NOTION STARTER PACK!

Goal Tracker

Grow Instagram to 3,000 followers by end of 2021

In Process

Write & publish 5 new articles

Future

+ New



FINANCIAL GOALS

MMM/
Enough
Number

We use a simple database to break down our monthly goal number into Biz Expenses, Living Expenses, Taxes, Giving, Savings, etc.

Enough Numbers

Table +

Filter Sort Q ...

Aa Title	# Established 2018+	# Established 2021+	# Adjusted 2023	2023 Notes
Business Expenses	\$5,000.00	\$15,000.00	\$5,000.00	
Affiliates (previously wrapped in Biz Expenses)			\$12,000.00	
Taxes	\$3,000.00	\$10,000.00	\$5,000.00	
Rent/Mortgage	\$4,000.00	\$7,000.00	\$6,000.00	Adjusted for Portugal
Living Expenses	\$8,000.00	\$10,000.00	\$13,000.00	
Wealth Redistribution - 10% of takehome	\$3,000.00	\$3,000.00	\$3,000.00	
Savings/Investment	\$10,000.00	\$12,000.00	\$12,000.00	
+ New				
Calculate ▾	SUM \$33,000.00	SUM \$57,000.00	SUM \$56,000.00	

We create a new column every year that we adjust our number so we can always remember when we have what we once wished for.



FINANCIAL GOALS

MMM/
Enough
Number

We use a simple database to break down our monthly goal number into Biz Expenses, Living Expenses, Taxes, Giving, Savings, etc.

Enough Numbers

Table +

Filter Sort Q ...

Aa Title	# Established 2018+	# Established 2021+	# Adjusted 2023	2023 Notes
Business Expenses	\$5,000.00	\$15,000.00	\$5,000.00	
Affiliates (previously wrapped in Biz Expenses)			\$12,000.00	
Taxes	\$3,000.00	\$10,000.00	\$5,000.00	
Rent/Mortgage	\$4,000.00	\$7,000.00	\$6,000.00	Adjusted for Portugal
Living Expenses	\$8,000.00	\$10,000.00	\$13,000.00	
Wealth Redistribution - 10% of takehome	\$3,000.00	\$3,000.00	\$3,000.00	
Savings/Investment	\$10,000.00	\$12,000.00		
+ New				
Calculate ▾	SUM \$33,000.00	SUM \$57,000.00		

We create a new column every year that we adjust our
always remember when we have what we once wished

A VERSION OF THIS IS IN
YOUR SPOTLIGHT
WORKBOOK!



FINANCIAL GOALS

Revenue Projections

We recently moved our sales projections spreadsheet over to Notion from Google Sheets because Notion is where we manually log payments so it's more accurate.



WAIM Projections

Projections update for buyers up until Jan 18, 2023
Total projected = Projected payments added up
New Rev added = WAIM revenue from NEW launches
Total WAIM Rev = Toal Projected PLUS New Revenue from projects
Affiliates Cost, Biz Expenses, Living Expenses = Projected Estimates
Mini Launches = Revenue from 2 2023 mini-launches
Teachery = Profit Share
Total W Teachery = Total WAIM Rev (projected and new launches) PLUS Teachery

All PropertiesGrouped by YearNot groupedNot grouped - w TeacheryProj Rev - Expenses = Sa...2023 Profit (with mini la...2 more...

FilterSort

Aa Name	Last Day	Total Projected	Active Peeps	Σ + New Rev Ad...	Σ Total WAIM Rev	# + Teac...	Σ Total w Teachery	# + Mini Lau...
January 2023	January 31, 2023	\$29,000.00	247	\$500.00	\$29,500.00	\$4,000.00	\$33,500.00	
February 2023	February 28, 2023	\$28,800.00	245	\$500.00	\$29,300.00	\$4,000.00	\$33,300.00	
March 2023	March 31, 2023	\$24,700.00	234	\$21,500.00	\$46,200.00	\$4,000.00	\$50,200.00	
April 2023	April 30, 2023	\$22,400.00	223	\$21,500.00	\$43,900.00	\$4,000.00	\$47,900.00	
May 2023	May 31, 2023	\$15,500.00	156	\$21,500.00	\$37,000.00	\$4,000.00	\$41,000.00	\$20,000.00
June 2023	June 30, 2023	\$15,100.00	152	\$21,500.00	\$36,600.00	\$4,000.00	\$40,600.00	
July 2023	July 31, 2023	\$14,900.00	150	\$21,500.00	\$36,400.00	\$4,000.00	\$40,400.00	
August 2023	August 31, 2023	\$14,500.00	146	\$9,500.00	\$24,000.00	\$4,000.00	\$28,000.00	
September 2023	September 30, 2023	\$14,200.00	143	\$30,500.00	\$44,700.00	\$4,000.00	\$48,700.00	
October 2023	October 31, 2023	\$13,800.00	139	\$30,500.00	\$44,300.00	\$4,000.00	\$48,300.00	
November 2023	November 30, 2023	\$11,200.00	113	\$30,500.00	\$41,700.00	\$4,000.00	\$45,700.00	\$20,000.00
December 2023	December 31, 2023	\$8,700.00	88	\$30,500.00	\$39,200.00	\$4,000.00	\$43,200.00	
+ New								
COUNT 12		SUM \$452,800.00			SUM \$500,800.00			



FINANCIAL GOALS

Revenue Projections

Our revenue projects have 4
pieces we need to account for:

01 Payments from past sales

**02 Revenue from Fall & Spring
launches: high and low**

**03 Revenue from mini-launch
experiments**

04 Revenue from funnel



🌟 **WAIM Projections**

Projections update for buyers up until Jan 18, 2023
Total projected = Projected payments added up
New Rev added = WAIM revenue from NEW launches
Total WAIM Rev = Toal Projected PLUS New Revenue from projects
Affiliates Cost, Biz Expenses, Living Expenses = Projected Estimates
Mini Launches = Revenue from 2 2023 mini-launches
Teachery = Profit Share
Total W Teachery = Total WAIM Rev (projected and new launches) PLUS Teachery

All Properties Grouped by Year Not grouped Not grouped - w Teachery Proj Rev - Expenses = Sa... 2023 Profit (with mini la... 2 more... Filter Sort Q

Aa Name	Last Day	Total Projected	Active Peeps	+ New Rev Ad...	Total WAIM Rev	+ Teac...	Total w Teachery	+ Mini Lau...
January 2023	January 31, 2023	\$29,000.00	247	\$500.00	\$29,500.00	\$4,000.00	\$33,500.00	
February 2023	February 28, 2023	\$28,800.00	245	\$500.00				
March 2023	March 31, 2023	\$24,700.00	234	\$21,500.00				
April 2023	April 30, 2023	\$22,400.00	223	\$21,500.00				
May 2023	May 31, 2023	\$15,500.00	156	\$21,500.00				
June 2023	June 30, 2023	\$15,100.00	152	\$21,500.00				
July 2023	July 31, 2023	\$14,900.00	150	\$21,500.00				
August 2023	August 31, 2023	\$14,500.00	146	\$9,500.00				
September 2023	September 30, 2023	\$14,200.00	143	\$30,500.00				
October 2023	October 31, 2023	\$13,800.00	139	\$30,500.00				
November 2023	November 30, 2023	\$11,200.00	113	\$30,500.00				
December 2023	December 31, 2023	\$8,700.00	88	\$30,500.00				
+ New								
COUNT 12								

RELATION 

🌟 **WAIM Buyers**

Show All Haven't Paid This Month Upcoming Pay Off Future Projections 10 more... Filter Sort Q ... New v

▼ December 2022 6 ... +

Aa Name	# Price	WAIM Projections	# Total Payments	Σ (20) Last Pymt
	\$100.00	📄 December 2022 📄 January 2023 📄 Febru	20	July 29, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 24, 2024
	\$400.00	📄 December 2022 📄 April 2023 📄 March 20	5	July 23, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 18, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 12, 2024
	\$100.00	📄 December 2023 📄 November 2023 📄 Oct	20	July 7, 2024



🎉 WAIM Projections

Projections update for buyers up until Jan 18, 2023
Total projected = Projected payments added up
New Rev added = WAIM revenue from NEW launches
Total WAIM Rev = Toal Projected PLUS New Revenue from projects
Affiliates Cost, Biz Expenses, Living Expenses = Projected Estimates
Mini Launches = Revenue from 2 2023 mini-launches
Teachery = Profit Share
Total W Teachery = Total WAIM Rev (projected and new launches) PLUS Teachery

📅 All Properties 📅 Grouped by Year 📅 Not grouped 📅 Not grouped - w Teachery 📅 Proj Rev - Expenses = Sa... 📅 2023 Profit (with mini la... 2 more... [Filter](#) [Sort](#) 🔍

Aa Name	Last Day	Total Projected	Active Peeps	+ New Rev Ad...	📊 Total WAIM Rev	# + Teac...	📊 Total w Teachery	# + Mini Lau...
January 2023	January 31, 2023	\$29,000.00	247	\$500.00	\$29,500.00	\$4,000.00	\$33,500.00	
February 2023	February 28, 2023	\$28,800.00	245	\$500.00				
March 2023	March 31, 2023	\$24,700.00	234	\$21,500.00				
April 2023	April 30, 2023	\$22,400.00	223	\$21,500.00				
May 2023	May 31, 2023	\$15,500.00	156	\$21,500.00				
June 2023	June 30, 2023	\$15,100.00	152	\$21,500.00				
July 2023	July 31, 2023	\$14,900.00	150	\$21,500.00				
August 2023	August 31, 2023	\$14,500.00	146	\$9,500.00				
September 2023	September 30, 2023	\$14,200.00	143	\$30,500.00				
October 2023	October 31, 2023	\$13,800.00	139	\$30,500.00				
November 2023	November 30, 2023	\$11,200.00	113	\$30,500.00				
December 2023	December 31, 2023	\$8,700.00	88	\$30,500.00				
+ New								

COUNT 12

RELA

🔗 WAIM Projections # Tot:

Link or create a page... In 🎉 WAIM Projections

20 linked pages

📄 December 2022

📄 January 2023

📄 February 2023

📄 March 2023

📄 April 2023

📄 May 2023

📄 June 2023

📄 July 2023

📄 August 2023

🎉 WAIM Buyers

📅 Show All 📅 Haven't Paid This Month 📅 Upcoming Pay Off 📅 Future Projections 10 more...

▼ December 2022 6 ... +

Aa Name	# Price	🔗 WAIM Projections	# Total Payments	Σ (20) Last Pymt
	\$100.00	📄 December 2022 📄 January 2023 📄 Febru	20	July 29, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 24, 2024
	\$400.00	📄 December 2022 📄 April 2023 📄 March 20	5	July 23, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 18, 2024
	\$100.00	📄 December 2022 📄 December 2023 📄 Nov	20	July 12, 2024
	\$100.00	📄 December 2023 📄 November 2023 📄 Oct	20	July 7, 2024



- This rollup adds every payment that will come through in that month
- You could do this with client cashflow
- Create a Projections database with months of the year and a Clients database, then add a Relation property between the two
- In your Clients database, log every month you plan to get an invoice (if the invoices are different amounts, create a page for each payment)



WAIM Projections

Projections update for buyers up until Jan 18, 2023
Total projected = Projected payments added up
New Rev added = WAIM revenue from NEW launches
Total WAIM Rev = Total Projected PLUS New Revenue from projects
Affiliates Cost, Biz Expenses, Living Expenses = Projected Estimates
Mini Launches = Revenue from 2 2023 mini-launches
Teachery = Profit Share
Total W Teachery = Total WAIM Rev (projected and new launches) PLUS Teachery

All Properties Grouped by Year Not grouped Not grouped - w Teachery Proj Rev - Expenses = Sa... 2023 Profit (with mini la... 2 more... [Filter](#) [Sort](#) [Q](#)

Aa Name	Last Day	Total Projected	Active Peeps	+ New Rev Ad...	Total WAIM Rev	# + Teac...	Total w Teachery	# + Mini Lau...
January 2023	January 31, 2023	\$29,000.00	247	\$500.00	\$29,500.00	\$4,000.00	\$33,500.00	
February 2023	February 28, 2023	\$28,800.00	245	\$500.00	\$29,300.00	\$4,000.00	\$33,300.00	
March 2023	March 31, 2023	\$24,700.00	234	\$21,500.00	\$46,200.00	\$4,000.00	\$50,200.00	
April 2023	April 30, 2023	\$22,400.00	223	\$21,500.00	\$43,900.00	\$4,000.00	\$47,900.00	
May 2023	May 31, 2023	\$15,500.00	156	\$21,500.00	\$37,000.00	\$4,000.00	\$41,000.00	\$20,000.00
June 2023	June 30, 2023	\$15,100.00	152	\$21,500.00	\$36,600.00	\$4,000.00	\$40,600.00	
July 2023	July 31, 2023	\$14,900.00	150	\$21,500.00	\$36,400.00	\$4,000.00	\$40,400.00	
August 2023	August 31, 2023	\$14,500.00	146	\$9,500.00	\$24,000.00	\$4,000.00	\$28,000.00	
September 2023	September 30, 2023	\$14,200.00	143	\$30,500.00	\$44,700.00	\$4,000.00	\$48,700.00	
October 2023	October 31, 2023	\$13,800.00	139	\$30,500.00	\$44,300.00	\$4,000.00	\$48,300.00	
November 2023	November 30, 2023	\$11,200.00	113	\$30,500.00	\$41,700.00	\$4,000.00	\$45,700.00	\$20,000.00
December 2023	December 31, 2023	\$8,700.00	88	\$30,500.00	\$39,200.00	\$4,000.00	\$43,200.00	
+ New								
COUNT 12					SUM \$452,800.00		SUM \$500,800.00	



- We can use this table to play around with our own Offer Math and it will add to our predicted income from WAIMer payments

Aa Name	# Spring '2...	# Spring '2...	# Fall '23 - ...	# Fall '23 - ...	# Funnel '23 -...	Σ + New Rev Add...
January 2023					5	\$500.00
February 2023					5	\$500.00
March 2023	90	30			5	\$21,500.00
April 2023	90	30			5	\$21,500.00
May 2023	90	30			5	\$21,500.00
June 2023	90	30				
July 2023	90	30				
August 2023	90					
September 2023	90					
October 2023	90					
November 2023	90					
December 2023	90					

Q Total Projected	Q Active Peeps	Σ + New Rev Ad...	Σ 🏠 Total WAIM Rev
\$29,000.00	247	\$500.00	\$29,500.00
\$28,800.00	245	\$500.00	\$29,300.00
\$24,700.00	234	\$21,500.00	\$46,200.00
\$22,400.00	221	\$21,500.00	\$43,900.00
\$15,500.00	156	\$21,500.00	\$37,000.00
\$15,100.00	152	\$21,500.00	\$36,600.00
\$14,900.00	150	\$21,500.00	\$36,400.00
\$14,500.00	146	\$9,500.00	\$24,000.00
\$14,200.00	143	\$30,500.00	\$44,700.00
\$13,800.00	139	\$30,500.00	\$44,300.00
\$11,200.00	113	\$30,500.00	\$41,700.00
\$8,700.00	88	\$30,500.00	\$39,200.00
SUM \$452,800.00			



No NEED TO
OVERCOMPLICATE THOUGH
—THERE'S A SIMPLER
VERSION OF THIS IN YOUR
WORKBOOK!

2023 Projections by Offer

TableTimeline+

FilterSortQ...New

Aa Name	Launch Window	# Jan 2023	# Feb 2023	# Mar 2023	# Apr 2023	# May 2023	# Jun 2023	# Jul 2023	# Aug 2023
Revenue stream or offer 1	February 13, 2023 → February 19, 2023		\$1,500.00						
Revenue stream or offer 2	May 1, 2023 → May 15, 2023					\$3,000.00			
Revenue stream or offer 3	September 1, 2023 → September 15, 2023								
Client 1 - January	February 1, 2023 → February 28, 2023		\$2,000.00						
Client 2 - February	February 1, 2023 → February 28, 2023		\$2,000.00						
Client 3 - March	March 1, 2023 → March 31, 2023			\$2,000.00					
Client 4 - Yearly Retainer	January 1, 2023 → December 31, 2023	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
+ New									
Calculate		SUM \$1,000.00	SUM \$6,500.00	SUM \$3,000.00	SUM \$1,000.00	SUM \$4,000.00	SUM \$1,000.00	SUM \$1,000.00	SUM \$1,000.00



IT'S ALL AN
EXPERIMENT

OWN YOUR
Weird!

Protect
YOUR
Peace

Embrace
Enough

ALLOW YOURSELF
to EVOLVE

Unicorn
Power
Engage!

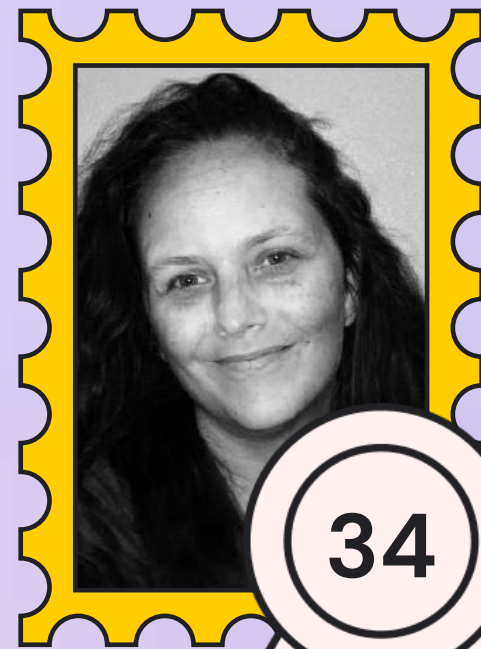
Break!

IT'S ALLOWED
TO BE
FUN

YOU define your own
SUCCESS

Wall OF Fame

DARBY



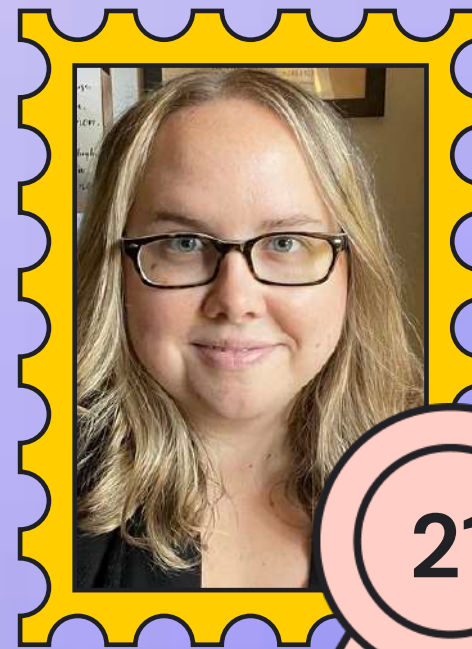
34

KATHERINE



32

JESSICA



21

SHANNON



20

RACHILLI



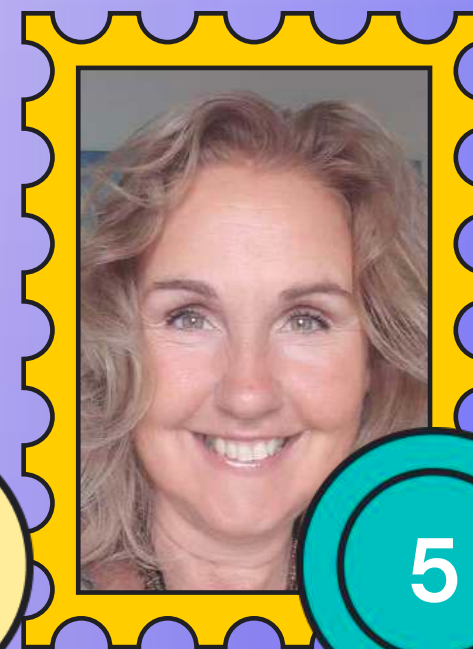
12

KRISS



12

MONIKA



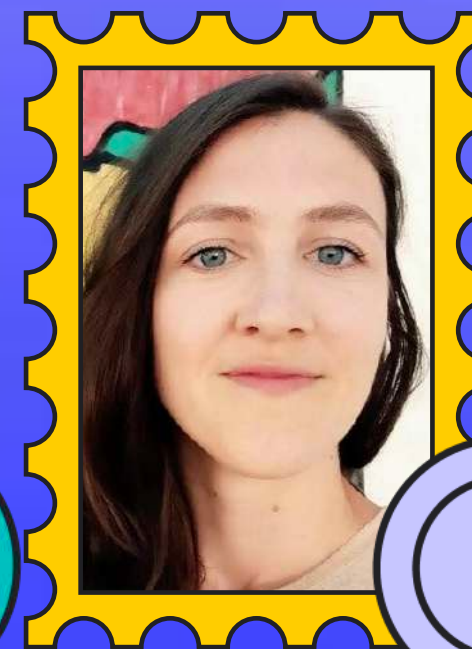
5

REBECCA



5

ANKE



2

NATALIE



2



AND NOW, THE MOMENT YOU'VE BEEN WAITING FOR...

Some of you will think this is
awesome. 🥰

Some of you will think this is...
not awesome. 🙄

All of you will agree this is un-boring. 😜



INTRODUCING...





An UN-BORING accountability game!

- Every month we'll post in the new Slack channel to ask who's joining this month's game
- You reply with your ONE monthly goal you want to be accountable to
- Every week you check-in with what you're taking action on to get closer to your goal—and you move one step closer on the game board
- Check in all 4 weeks and you collect a **WAIM-finity stone!**





WEEK 1:
FEB 6



WEEK 2:
FEB 13



FEBRUARY 2023
**Canyon of
Courage**



WEEK 3:
FEB 20



WEEK 4:
FEB 27 -
FINISH! 🏆





APPRENTICE STONE



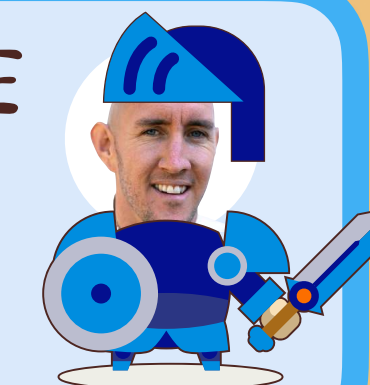
RANGER STONE



SQUIRE STONE



KNIGHT STONE



WARRIOR STONE



CHAMPION STONE



ARCHER STONE



WIZARD STONE





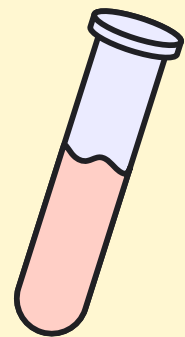
What's next:

- Jan 27 – Look for the Invite to the new Slack channel (coaching replay email and Slack message)
- Feb 6 (Monday) – Look out for Jason's message and comment with your month-long goal to get on the board and move to spot 1!
- Feb 13 (Monday) – Comment on Jason's message with your check-in, move one space!
- Feb 20 (Monday) – Comment on Jason's message with your check-in, move one space!
- Feb 27 (Monday) – Comment with your final check-in and how you did, move one space!
- If you made it to space 4 and checked in every week, **you get a WAIM-finity stone!!**
- This is new so we'll be open to feedback!



LET'S EXPERIMENT!

Field Notes



We have 3 Field Notes
updates for you!

01

2023
GOALS

02

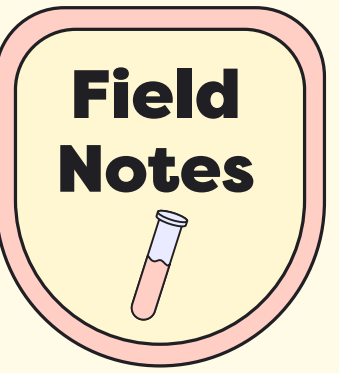
SNEAK
PEEKS!

03

USING
AI?



Our 2023 Big Business Goals

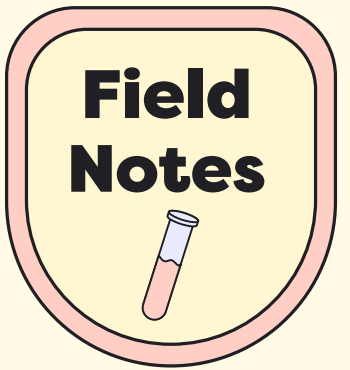


- Life-wise, we're moving out of an "enjoy and spend" phase and into a "grow and save" phase
- This means moving from maintenance mode to **growth mode** (of course, with an eye on Enough)
- This will mean focusing more on **sales and marketing** (without social media still), and it will also mean...
- Focusing on **investing** in projects that will carry us through the next five years: patching holes, updating infrastructure



GROW REVENUE & SAVE
100K BY END OF YEAR

Our 2023 Business Goals

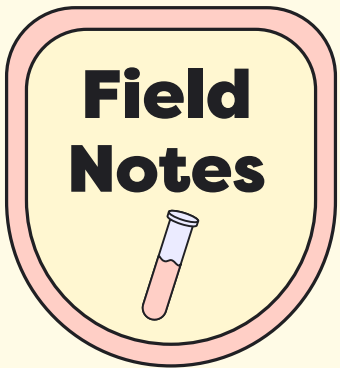


01 Launches: 120 new members low goal,
150 new members high goal

02 Experiment with 2 mini-launches (both
two months after our live launches)

03 Start prioritizing marketing for Teachery,
grow customers by at least double





Table

➤ 2023 Lead Gen Goals

Aa Name	Σ Goal Subs	# Conversion	# Total Sales
Spring Launch	15,000	0.01	150
Fall Launch	15,000	0.01	150
Funnel	3,000	0.02	60
Mini-Launch 1	10,000	0.01	100
Mini-Launch 2	10,000	0.01	100
+ New			

How are
we going
to do this?

If our current email conversion were to stay the same or even decline slightly,
how many subscribers would we need to reach our sales goals?

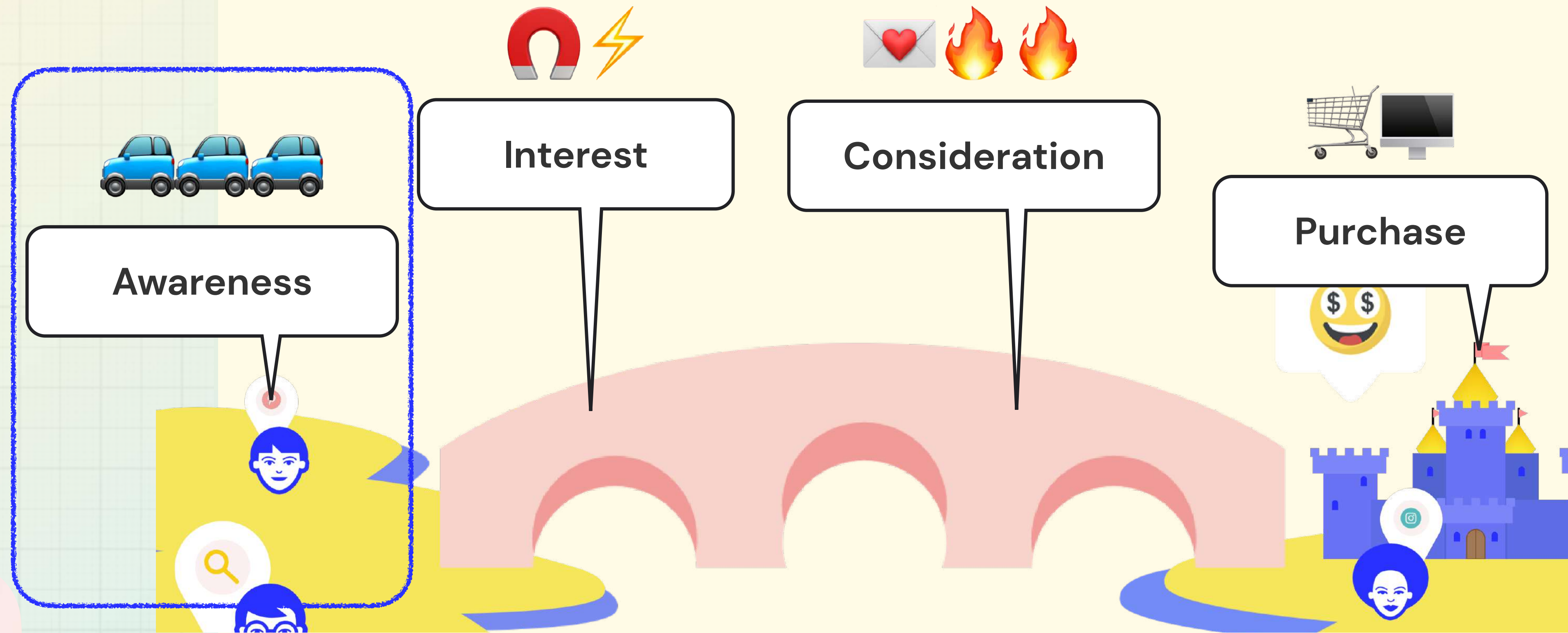


Where is our marketing bridge the weakest?

Field Notes



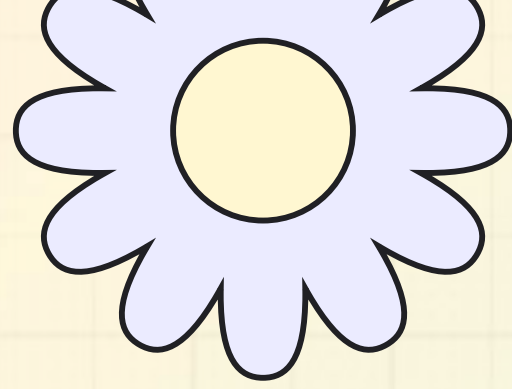
Interest we could do better for sure (converting to email subscribers) but our traffic has been declining for years so we know it's time to INVEST.



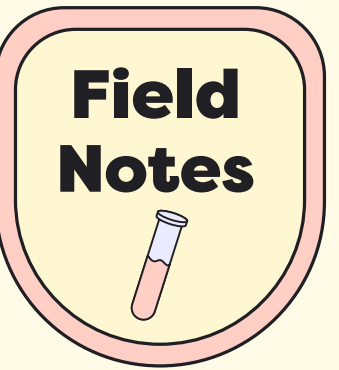
Our first Q1 project is **Narticles!**

- 10–15 New articles focused on targeting our ideal customer
- Ideal customer = Client-based online business owner looking to transition to digital products, namely online courses
- Mobile-first design, scannable, more bite-sized
- Experimenting with Pinterest amplification & YouTube amplification



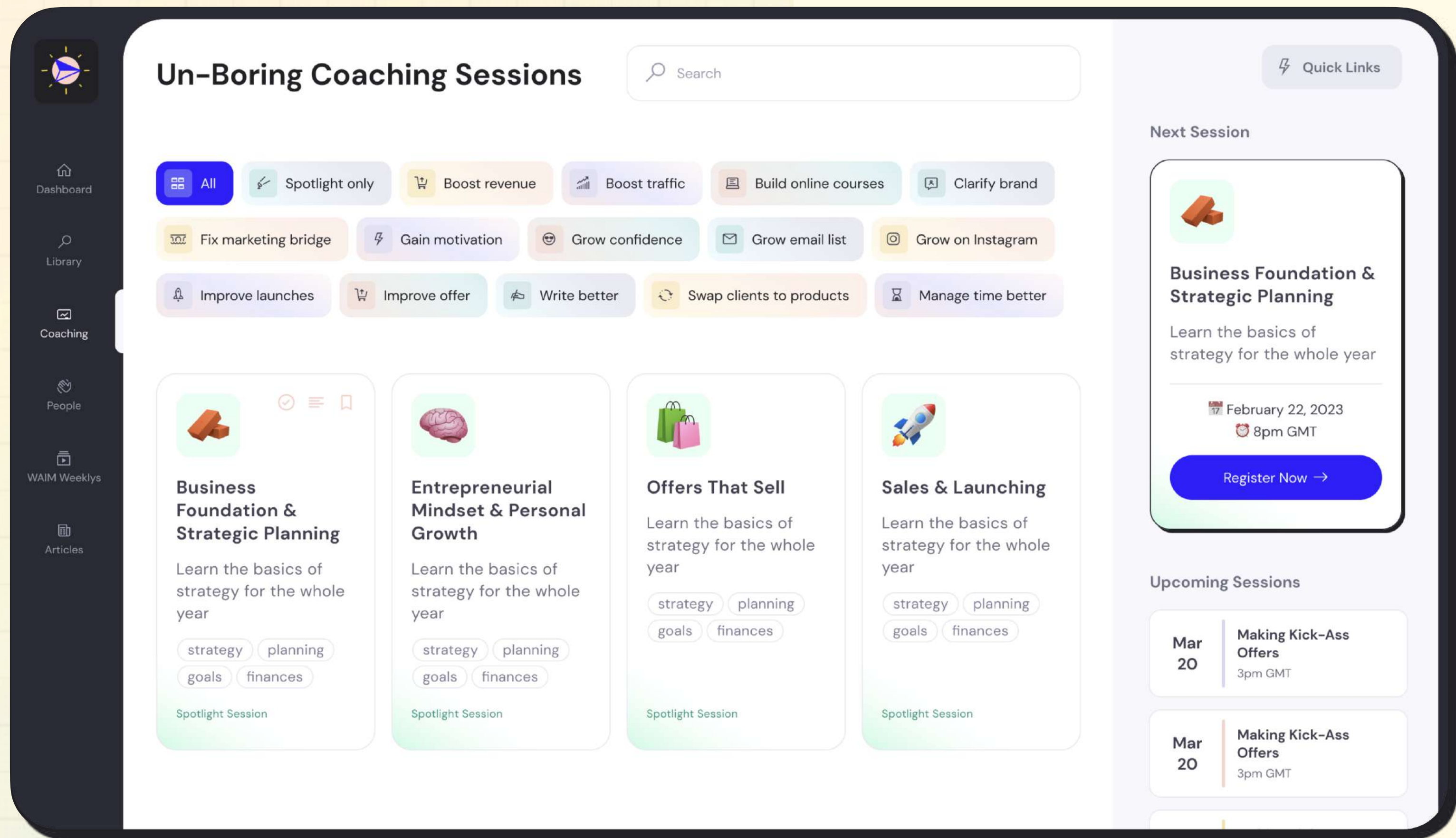
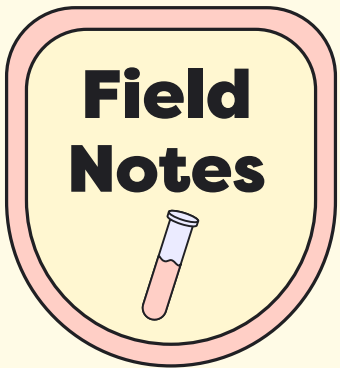


WE DON'T JUST WANT TO ATTRACT MORE NEW PEOPLE...



**We want to make WAIM a better
experience for all of you!**



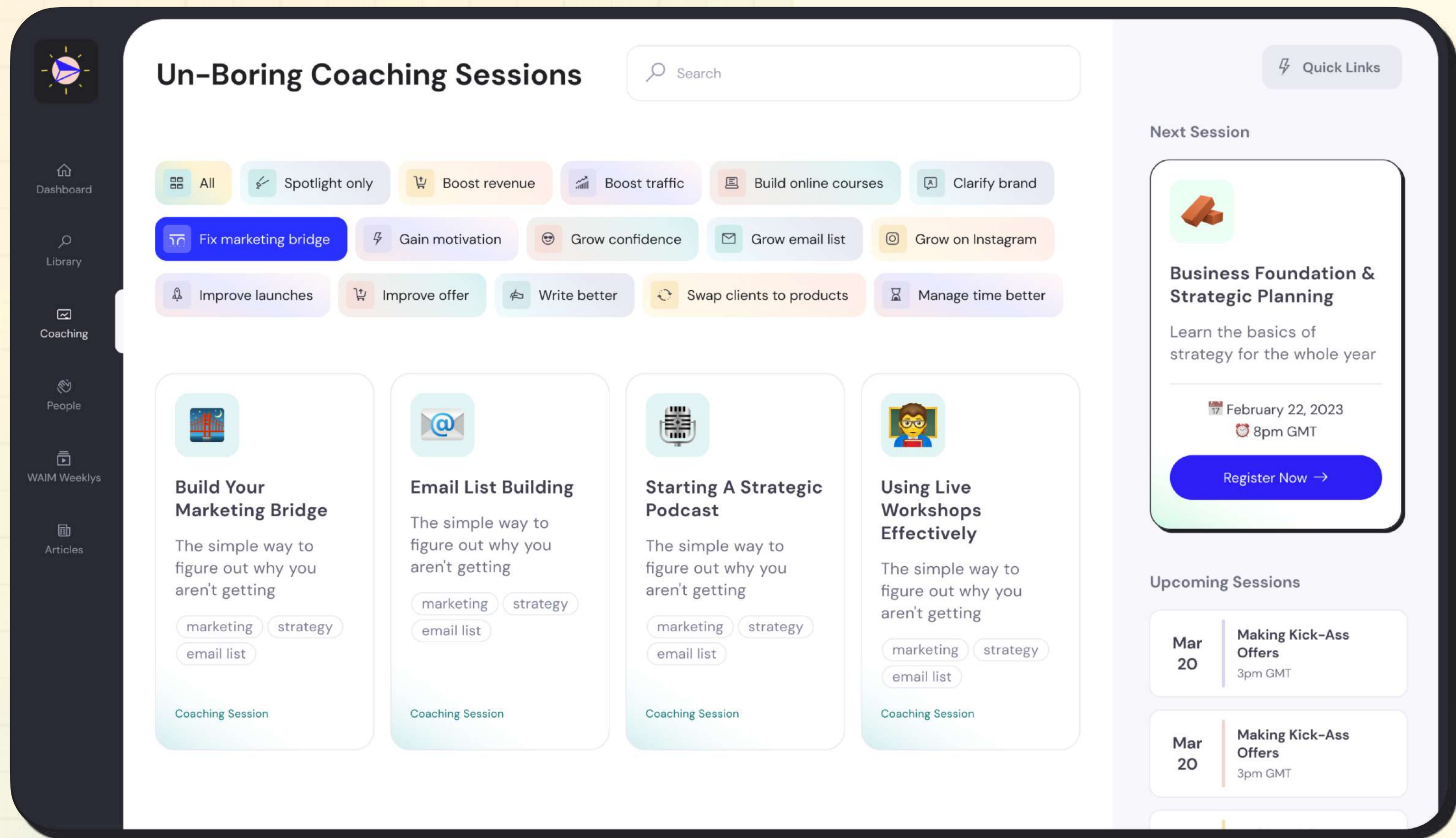
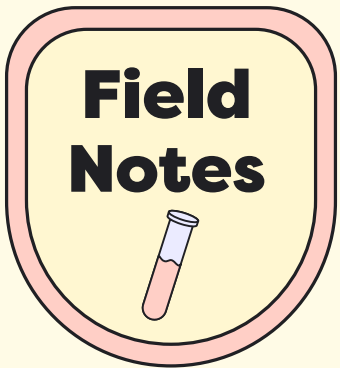


COMING SOON...

New WAIM Dashboard!

- Easier to see every resource at a glance
- Better search!
- Scroll by category
- Coaching hub integrated





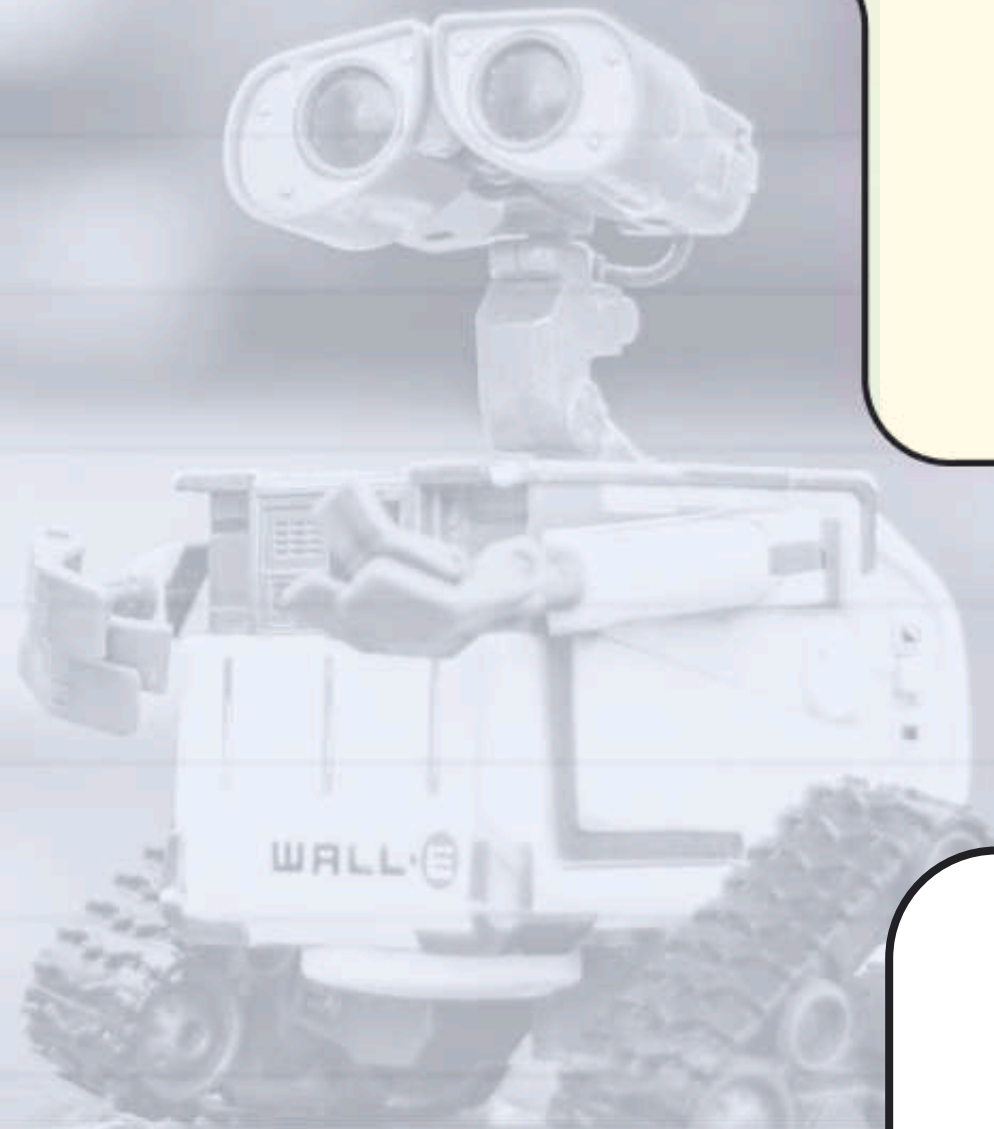
COMING SOON...

New WAIM Dashboard!

- Easier to see every resource at a glance
- Better search!
- Scroll by category
- Coaching hub integrated



NOW LET'S TALK ABOUT ROBOTS
(THAT AREN'T JASON!)



How new AI tools can help you with your business.

Here are just a few ways we've been playing around and allowing these tools to help us create more.

Field
Notes





We've been playing with Notion AI for writing inspiration, and Midjourney for image/design inspiration.

We've found the key is not in relying on these tools to do the work for you, but to **use them as a booster**—to get started, to break through creative blocks or to help you think outside the box when you get stuck.





How can you use these tools?

As of now, Notion AI is only available to those on the waitlist (notion.so/ai).

Midjourney is available to use free to anyone who joins their Discord. (Midjourney.com > join the beta)

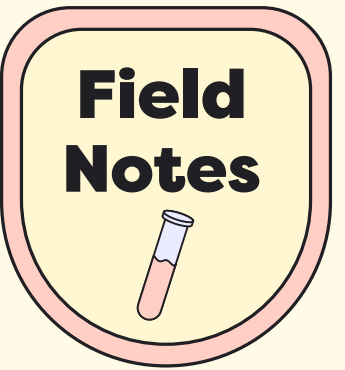




3 WAYS

Notion AI

CAN HELP YOU



01 Brainstorming points for a foundation article.

02 Brainstorming slides for a live workshop or presentation.

03 Brainstorming creative ideas and names for a fun project.



Notion AI helps you write a blog post

Help me write: “A blog post with 5 tips for building marketing buzz with your email list before you launch an online course for maximum sales”

Notion AI Playground

✦ AI assist: Help me write

A blog post with 5 tips for building marketing buzz with your email list before you launch an online course for maximum s

Generate ↩

Field
Notes



Notion AI helps you structure a curriculum

Help me write: "An outline of a slide presentation with 10 slides about the most fundamental aspects of running an online business"

Notion AI Playground

Type '/' for commands

Field
Notes



Notion AI helps you brainstorm silly things

Field Notes



✦ AI assist: Help me write

10 ideas for a creative name of a game level about online business that begins with "Ravine of" with alliteration if possible

Generate ↵

- Ravine of Revenues
- Ravine of Rankings
- Ravine of Revenues
- Ravine of Results
- Ravine of Reengagement
- Ravine of Recurrence
- Ravine of Reach
- Ravine of Retention
- Ravine of Refinement
- Ravine of Referrals

✦ AI assist: Help me write 10 ideas for a creative name of a game level about online business that begin...

Keep ↵

Try again R

Discard ESC






Using

Midjourney

FOR DESIGN INSPIRATION



✓ BOT Midjourney Bot a logo for an RPG-style board game called "WoS" 

Midjourney Bot ✓ BOT 01/21/2023 11:19 AM

a logo for an RPG-style board game called "WoS", medieval shiny gems with sparkle, cartoon style, flat illustration style, without texture, flat shadows, mobile game app style, saturated colors --

Field
Notes





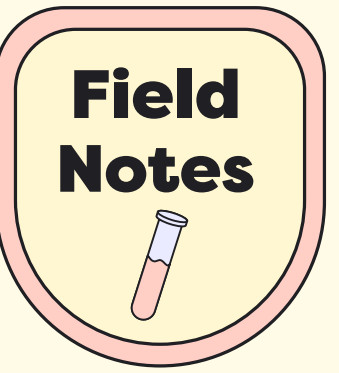
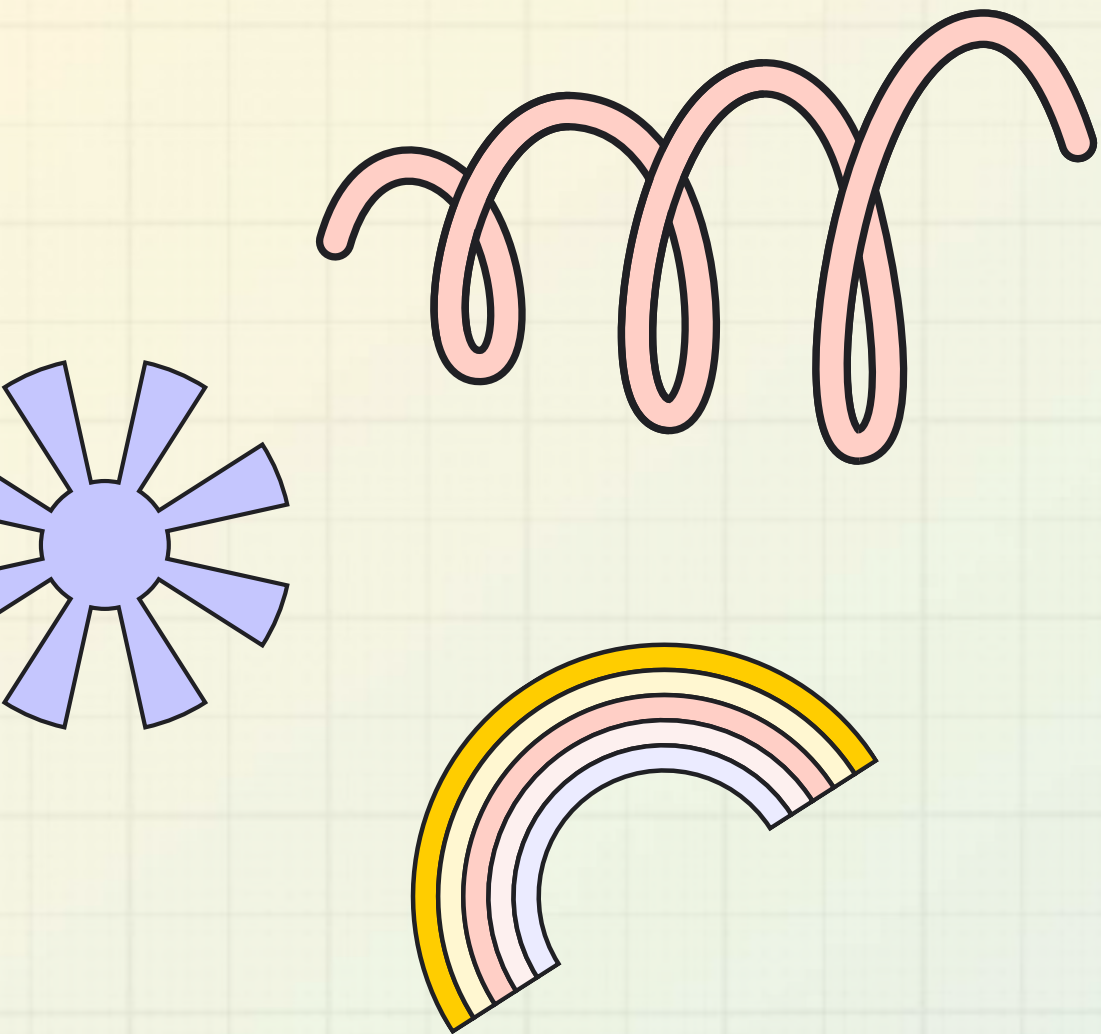
How can you use these tools?

As of now, Notion AI is only available to those on the waitlist (notion.so/ai).

Midjourney is available to use free to anyone who joins their Discord. (Midjourney.com > join the beta)



Some key final AI thoughts...



- AI tools absolutely can save you time and brainpower
- They're not a replacement for creativity, they're a springboard
- Spend some time playing around and getting familiar with these tools if you're the slightest bit curious as it may help you gain leverage as the future of AI evolves



TIME FOR Q&A!

Thanks for hanging with us!

