

80/20 Consulting

Your # 1 Job Is To Understand The Environment People Are Not Aware - Nevermind Problem Aware

So stop offering them solutions

With this handout we will be looking at the positioning of your offer **so they are What Is Needed** - instead of the Solution to a Problem they are not aware of.

1 - Core beliefs your client avatar has that is disempowering them from getting results

- I can't afford you / can invest right now--Money scarcity
- I already know what I need to know --Know it all
- I can do this myself --- Know it all
- I need more clients before I can invest --- Money scarcity
- I only need a portion of what you will teach me -- Unrealistic
- I don't know who I want to work with---Dazed and confused
- My niche doesn't have enough money to afford my services or bigger packages--Know it all
- I'm not worth / wont charge that much---Money scarcity
- I can't make that big of an offer--Assumption
- My next hire needs to do everything just like me---Imposter syndrome

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- I need to understand everything in order to do my part---Know it all
- I don't have enough time to do everything---Assumption
- There's no way I can get 1000 people to buy my shit---Imposter
- No one really understand me or what I do---Imposter
- No one can sell my stuff, what I do is different---Assumption

2 - Label these beliefs as an identity

- Know it all
- Money scarcity
- Imposter syndrome
- Dazed and confused
- Assumption
- Unrealistic
- Lone wolf
- Rebel
- Misunderstood genius

Add at least 10 of your own

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

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3 - Identify yourself as your client - work through the items above to deal with your own beliefs **you have transformed yourself so now transform them.**

Brainstorm at least 10

1)

2)

3)

4)

5)

6)

7)

8)

9)

10)



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4 - Transformation of belief

We have given you a few examples that are specific to 80/20 Media So you can see the process in real time.

80/20 Consulting - transformational process

Free 100K Consulting Call

- My client went to knowing how to take what they love to do for others and seeing how its a 6 Figure Business from believing that why were stuck trying to make a business happen and not do what they love (work as a JOB)

90 Min Consulting

- My client went to knowing how to take action for the next 2 weeks and generate the revenue to lay for 30 day consulting from believing that they have to know how to build it and do it all themselves(work as a JOB)

30 Day Consulting

- My client went to knowing how to delegate what they don't love and do what they Do Love to generate the revenue to pay for 90 day consulting from believing that they have to know how to build it and do it all themselves(work as a JOB)

90 Day Consulting

- My client went to knowing how to build a team to do what they don't love and do what they Do Love to generate the revenue to pay for 90 day consulting from believing that they have to know how to build it and do it all themselves(work as a JOB)

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1 Day Getaway - transformational process

- My audience went to Having clarity on their message from being Confused about what to say
- My audience went to believing They Have An Audience from being convinced no one wants to listen to them
- My audience went to believing They Belong To A Tribe from believing they were all alone
- My audience went to Believing In Their Why from being Confused about their purpose
- My audience went to Believing In Abundance from believing in money scarcity
- My audience went to Believing In Themselves & Their Service from believing in imposter syndrome
- My audience went to Loving To Learn The Full System from believing they already knew everything they needed to know
- My audience went to Having Absolute Clarity On Their Path from being dazed and confused
- My audience went to Understanding Their Audience from assuming they knew their audience

Return to the Transformations Above and DO the WORK

Practice Telling The Story About How You Got To The Place You Are At - How did you get to the top of the mountain??

You have to come at least 1/2 way down to guide them up...