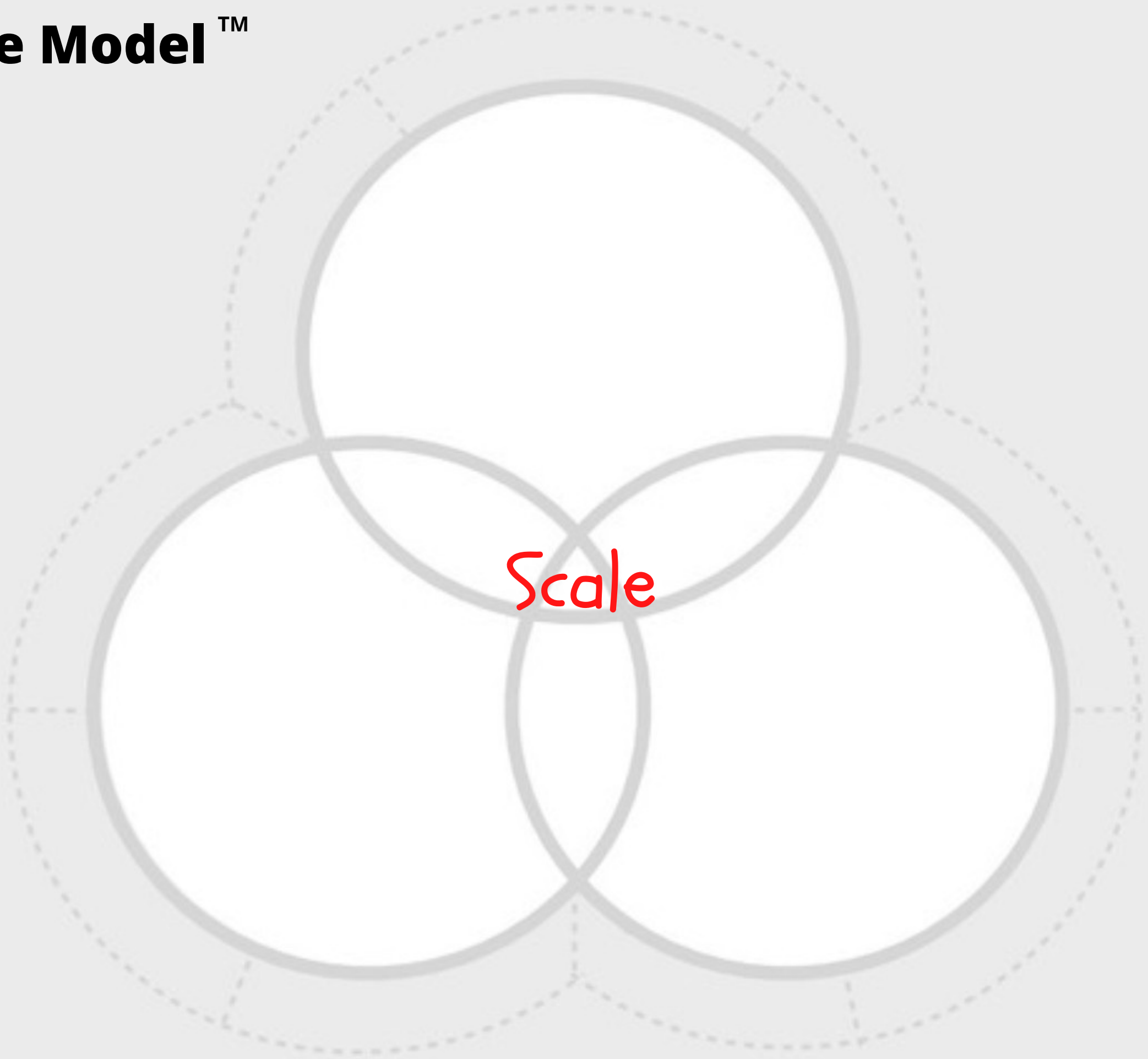


THE DOUBLE REVENUE MAP

HOW TO DOUBLE YOUR REVENUE (AND TIME OFF) IN THE NEXT 12 MONTHS

Double Revenue Model™



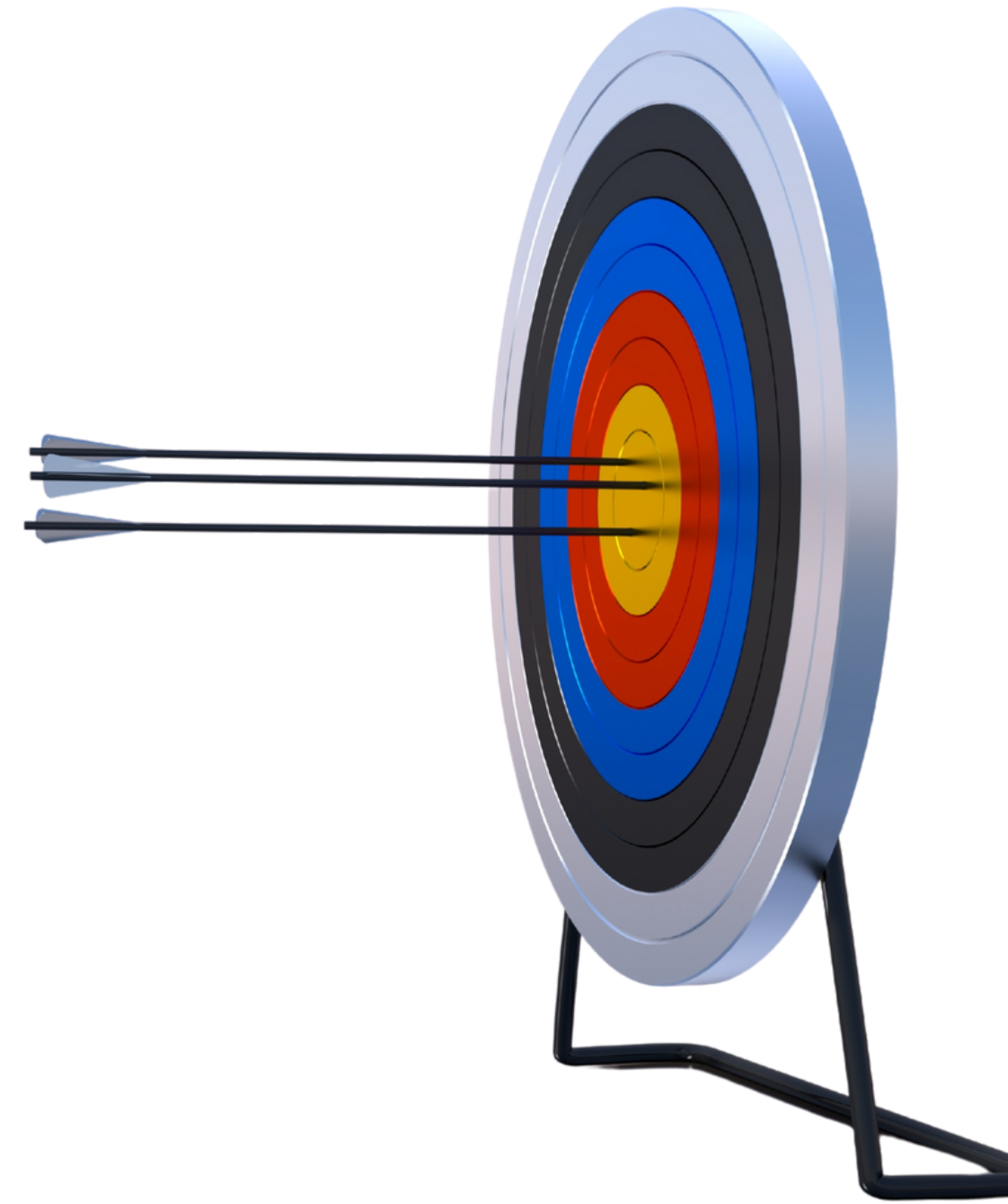
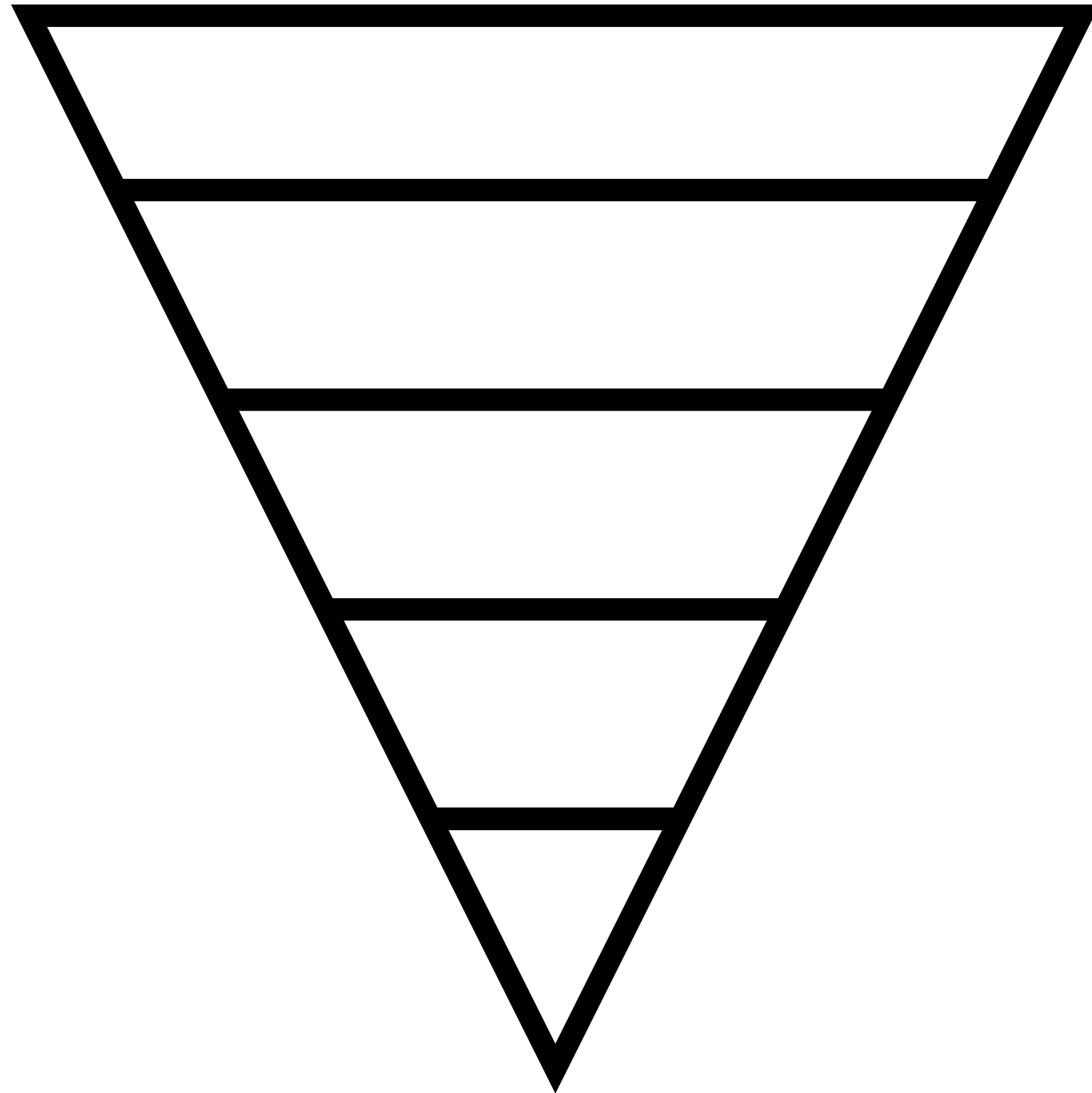
Insights and Actions

| | | | |
|--|--|--|--|
| The Double Revenue Plan™ | | | |
| Productivity Plot Your Course | | | |
| Revenue Convert Sales | | | |
| Team Clarify Genius | | | |

Plot Course

| Metric | Current | 8 Weeks | 12 Months |
|------------------|---------|---------|-----------|
| Revenue p.m | | | |
| Hours p.w | | | |
| Health /10 | | | |
| Relationship /10 | | | |
| Happiness /10 | | | |
| | | | |

The Five Ones



Caveman Messaging

| Market | Problem | Promise |
|---------------|---------|---------|
| | | |
| Notes: | | |

Convert Sales

FUNNEL

101



Lead Magnet

| Customer Steps (Problem to Promise) | My Chosen Step (Early, Sexy) |
|-------------------------------------|------------------------------|
| 1. 2. 3. 4. 5. | |
| Format (circle one) | Headline |
| Pdf Video Quiz Other | |

Clarify Genius

| | |
|------------------------------|---------------------------|
| Dislike Not Good At | Like Not Good At |
| | |
| Dislike Good At | Love Great At! |
| | GENIUS ZONE |

CASE STUDY:
YOU?

