



Welcome to your Business Booming Breakthrough Book!

I'm so excited that you've made this decision to make your business REALLY boom, and I'm honored to be your guide.

I am proud to say that I have created two thriving businesses in the health space and have the life I always dreamed of living. BUT, for far too long, I kept working HARDER, and since I wasn't focusing on the RIGHT things, it didn't matter how many hours I clocked—I was stuck! The biggest growth in my business happened when I stopped working harder and started working smarter.

This Business Breakthrough Book is the cornerstone of our LIVE Business Booming Intensive event, and you can consider this your bible for building the foundation that's necessary to take your business to the next level. In the following pages, you'll find worksheets and exercises to help you, and don't forget to ask for help when you need it! You are not alone.

I'm on your team to ensure you're on the right track to taking your business (and life!) to the next level.

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Now let's dive in and get your business booming! »»

The Business Booming Intensive FOCUSER

VISIOM

If I knew I could not fail I would...

Opportunity

My biggest opportunity between now and 6 months from now is...

Conflict

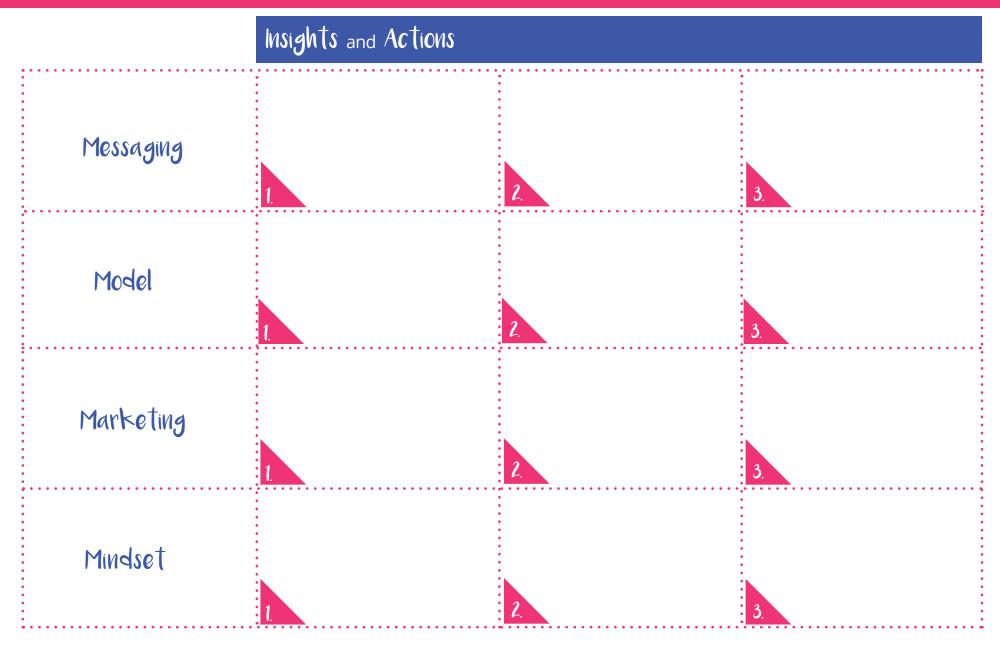
The #1 thing that is holding me back internally is...

Priority

Business-wise, what I need most right now is...

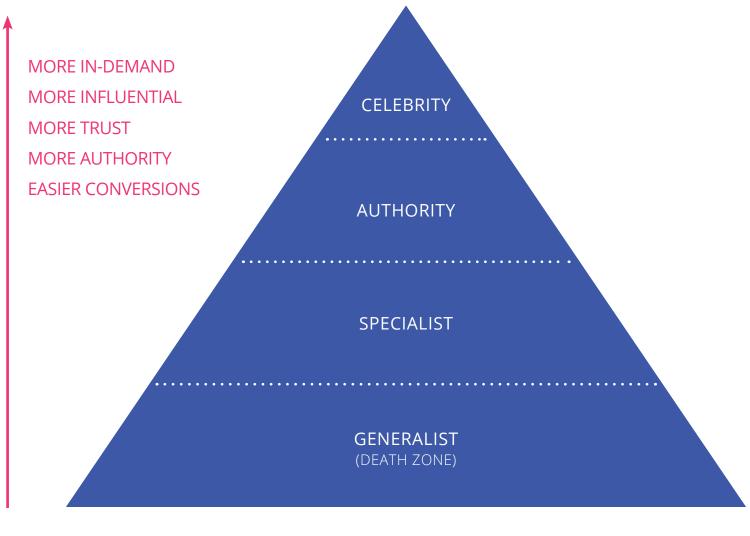


The 4M GAMEPLAN





How to Position Yourself as an INDUSTRY LEADER and Command PREMIUM PRICES





How to STANV OUT in a Crowded Niche

There may be lots of others who do what you do, BUT not in the way that you do it. Let's extract your genius and unique perspective of the world that makes you stand out from every other coach.

STEP 1: What do you want to be known for?

If you could occupy only ONE category in your ideal client's minds, what would that be? What sets you apart from everyone else?

STEP 2: What do you do better than anyone else? What's your "super power"?

People buy coaches, not coaching. Being the best version of you is what will attract your ideal clients. Don't worry about what others are doing—focus on your unique gifts.

(Example: I simplify complex health information so that women can achieve breakthrough results with their hormones and weight.)

STEP 3: What are 3 words that describe you at your best?

When utilizing your super powers, what 3 words would best describe what you do for others? What do people LOVE about you? (Example: simplify, create, empower)



How to STANO OUT in a Crowded Niche continued...

STER 4: What is the one big idea that your business is built upon?

This is usually a critical belief that you have about how to get a specific result. It's the big overall theme you want people to remember about you and your business. How are your services, approach, mindset or attitude different from other coaches? (Example: Intermittent fasting. Premium-priced coaching that produces results. Real ingredients at the right dose.)

STEP 5: What is your brand promise?

You are your brand. They are one and the same for most coaching/personality-based business. What is the transformation and promise you are making to your clients? What are the end results they achieve?

(Example: The Business Booming Intensive provides coaching, community and implementation to supercharge your business and get you set up for more impact, influence and income.)



How to STAND OUT in a Crowded Niche continued...

STEP 6: Clarifying your values

We are drawn to people that are just like us. Therefore, it's important to be really clear about who you are and what your brand represents. As a result, you'll end up attracting clients who resonate with and match your values.

What do you STAND FO R?	What do you STAND AGAINST?
<u></u>	



Narrowing Your NICHE

Marketing is hard when you try to be all things to all people.
Use this worksheet to identify 3 potential avatars and describe them in the space below.

AVATAR 1	AVATAR 2	AVATAK 3
Name	Name	Name
Description	Description	Description
Frustrations	Frustrations	Frustrations
Wants	Wants	Wants

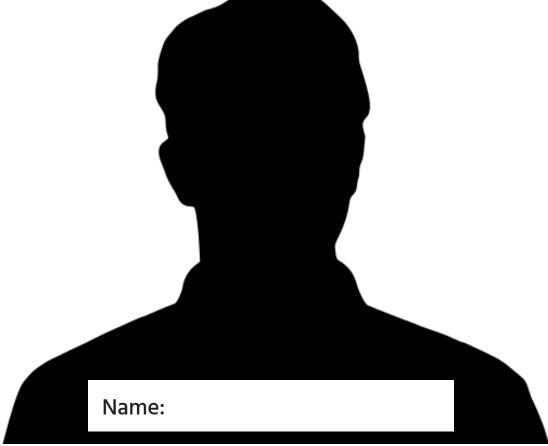
Your Customer AVATAK

Using the data from the group exercise or your avatar interviews (found at the end of this section), create a one-page summary of your ideal client.

Demographics:

Market/Competitors:

Unmet Needs:







Mapping Your Avatar's HOT BUTTONS

The secret to attracting your avatar is not to shout. Instead, you just need to whisper the right words in the right ear. Use this hot button map to identify the fears, frustrations, wants, and aspirations of your avatar.

Frustrations	Immediate	Wants	What keeps them awake at night?
Away		Towards	What would they Google search?
Fears	Imagined	Aspirations	

Your CUSTOMER AVATAR Pre-Interview Questionnaire

Use these interview questions to get basic demographic & market data, so you can focus on high-value info during the interview

*Thanks to Clay Collins



Questions to ask prior to your live interview (Via Email):

Demographic Questions

- What is your gender?
- Age? Race?
- What city do you live in?
- Do you have children? (If so, what are their ages/genders?)
- What is your approximate personal income? (Like all other questions, this one is optional.)

- What is your approximate household income? (Like all other questions, this one is optional.)
- What is your current job and how long have you had it?
- What is your work history?
- Are you in a relationship (and if so, are you married)?
- What is your religious orientation?
- What is your political orientation?



Your CUSTOMER AVATAR Pre-Interview Questionnaire

...continued



Questions to ask prior to your live interview (Via Email):

Information Sources Questions

- What are your top 3 favorite books and movies?
- What magazines do you subscribe to?
- What information sources in the __[insert your market here]__ market do you consistently consume?
- What people/websites/newsletters do you consider to be authoritative sources of information in the [insert your market here] market?

- How much time do you spend per week on Twitter?
- How much time per week do you spend on Instagram?
- How much time per week do you spend on Facebook?



Your CUSTOMER AVATAR Pre-Interview Questionnaire

...continued



Questions to ask prior to your live interview (Via Email):

Market Questions

• What are the last 5 products you've bought in the __[insert your market here]_ market and how much did they cost?

 What emails from marketers in the __[insert your market here]_ market have you recently opted into and out of?

• Which ones did you like/dislike the most?

• What products in the __[insert your market here]_ market are you most excited about?

• What emails from marketers in the __[insert your market here] market do you consistently open?

• Do you consider yourself to be a part of anyone's tribe in the [insert your market here] market?

• What emails from marketers in the __[insert your market here]_ market do you not open?



Your CUSTOMER AVATAR Interview Questionnaire

...continued



Questions to ask during your live interview:

Unmet Needs

- What are a few things you struggle with most on a daily basis?
- With regards to _____, what's the fantasy that's beyond your wildest dreams?

• What kind of solutions in the __[insert your market here]__market are you actively looking to buy?

• If this fantasy were met, what about it would you most want to brag about, and to whom would you want to brag?

- What are the biggest fears and/or frustrations prompting you to look for a solution?
- In a perfect world, what does your ideal Monday look like? What time do you get up? What kind of food do you eat? What kind of house do you live in and where?

• With regards to _____, what's your ideal outcome and how do you think you'll get it?

• What kinds of false promises by marketers in the __[insert your market]__ have you fallen for?



Your CUSTOMER AVATAR Interview Questionnaire

...continued



Questions to ask during your live interview:

Identity

• How do you want to be remembered after you die?

• What do you most want to brag about, and to whom?

• Do you curse on a regular basis?

• What symbolizes success to you?

• Forget your real age, how old do you feel?

• What values do you most want to impart on your children?

• Do you feel like the world is generally on your side?

• What was the last thing that made you really happy/sad/angry/frustrated?

• What fears do you have that you don't even admit to yourself? Who do you most resent?



Your CUSTOMER AVATAR Interview Questionnaire

...continued



Questions to ask during your live interview:

Market Participation

• Who are your biggest heroes generally, and in the __ [insert your market]__ market? Who do you most look up to and trust in the __[insert your market]__ market and why? What do they symbolize to you?

• What do they symbolize to you?

• What product would you love to buy if someone were smart enough to make it for you?

Who do you most distrust in the __[insert your market]__ market and why?



Connecting Your VOICE With Your BRAND

Outline your story in the following format:

Once upon a time (give your background)... Suddenly (the struggle or challenge and the problems it created)... Luckily (your solution/program/methodology and results achieved)... Happily ever after (benefit to client and what life looks like now for you)...



Share your story in VIVEO

Take your story and pull out the talking points. Write them in bullet form below. (Don't use complete sentences!)



NOTES



Your SIGNATURE SYSTEM

PROCESS PROBLEM PROMISE

Building Your VALUE [Group Exercise]

Who's Your Market?
What's Your Price Point?



If you were my market, what would you want? Have them brainstorm.
How would you like to get it? Have them brainstorm.
What would "wow" you that you would say "YES!" immediately? These could make up the bonuses of your offer.
What is the ripple effect of achieving your goals? (Examples: relationships, work, "me time". Specific examples: The real value isn't weight loss, it's that you enjoy going into your closet. And you feel more confident going out to dinner with your friends. And you feel sexier with your partner.)

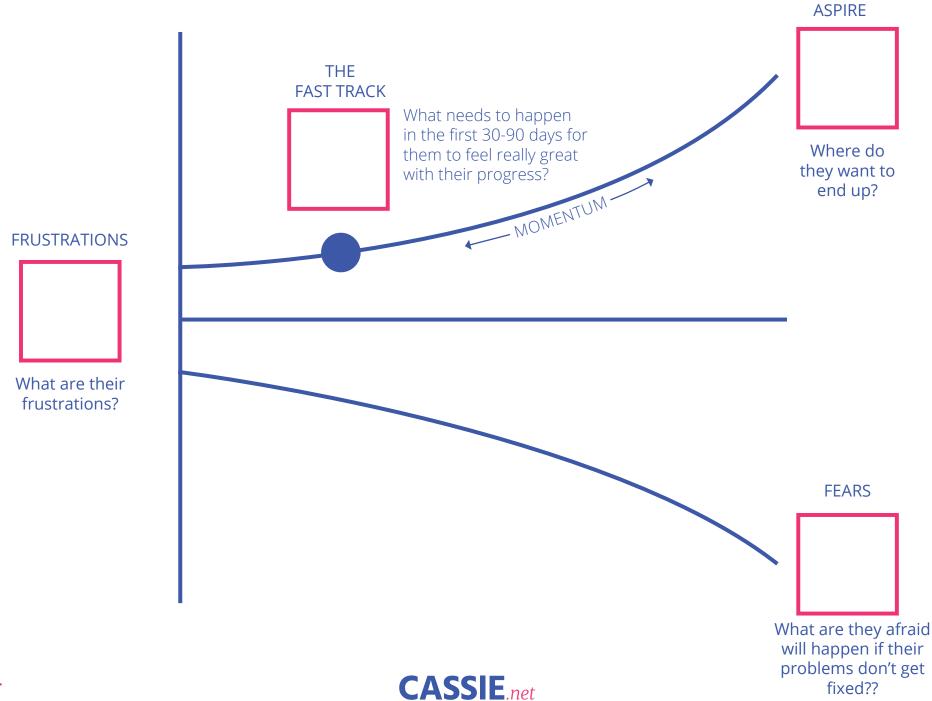
Your Table of VALUE

Package your offer into a one-page Table of Value. Remember to focus on outcomes as well as logistics. First, work out what your total value number should be. Then, start to stack & scramble with content, coaching & community. Add a Platinum version for a 30% bump, and include your special sauce.

CASSIE.net

What's included	Value	, \$, A	A+ \$
		Yes!	Yes!	Yes!
				Yes!
Total Value:			\$	\$
Your investment per month:	• • • • • • • • • • • • • • • • • • • •	• • • • • • • •	\$	\$
Total savings:	• • • • • • • • • • • • • • • • • • • •	• • • • • • •	\$	\$
All this value for a special discounted price for payment in full	• • • • • • • • • • • • • • • • • • • •		\$. \$ 2

The Client Journey



The FAST TRACK

Result

What would be a dream-come-true result in the next 30/60/90 days?

M

What do you absolutely need to include to make this happen?

Out

What can you remove or hold back?



NOTES



The 2-Page CONTENT MARKETING CALENDAR

Content marketing can be a dreaded task for any coach or business. Suffering from "content constipation" leads to falling behind schedule. A monthly newsletter can turn into a yearly newsletter. A weekly Facebook live video fades into the ethers. And before you know it, you've become invisible to your prospects. You don't want to be invisible! Here, list your major "core topics" (along top). Then brainstorm specific content ideas by mixing them with any of the "7 types" (on the left hand side).

	CORE TOPICS			
١	HOW TO			
	Q & A			
CA	ASE STUDY			
RA	NT/BELIEF			
N	MISTAKES			
E	BENEFITS			
SI DI	ECRET OR ISCOVERY			

Content KHYTHM

Now it's time to find your rhythm—how often you'd like to communicate with your prospects, on which topics, and in what format. Enter your desired "core topic + type" in the appropriate spots below. Create a realistic schedule that you can maintain and choose only your favorite platforms (not all of them) that play to your strengths.

DAYS	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
EMAIL							
FB LIVE							
BLOG							
PODCAST							
YOUTUBE							
INSTAGRAM							

Think about creating content once and re-purposing it on multiple platforms. For instance, a YouTube video can be transcribed into a blog post, much of that text can be used in your email newsletter, audio ripped for a podcast, and/or big ideas shared in an image on Instagram/Facebook.



The 3 Must-Have E-Mails that TUKN LEADS INTO CLIENTS

Craft your initial e-mail sequence using the following template.

#1 THANK YOU

#2 PAINT A PICTURE

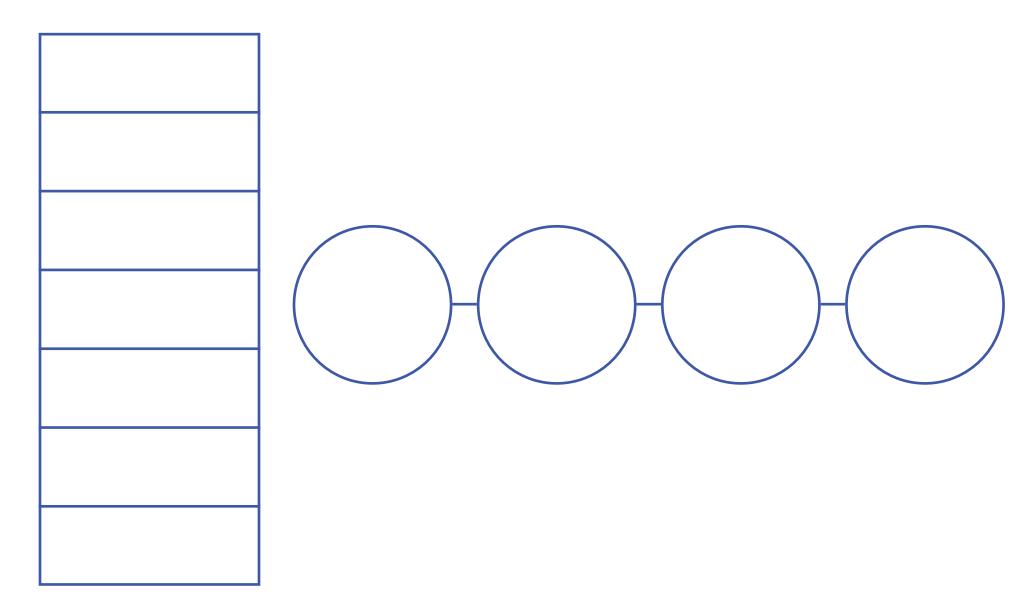
#3 DISCOVERY

PRO TIP: Always add a P.S.!

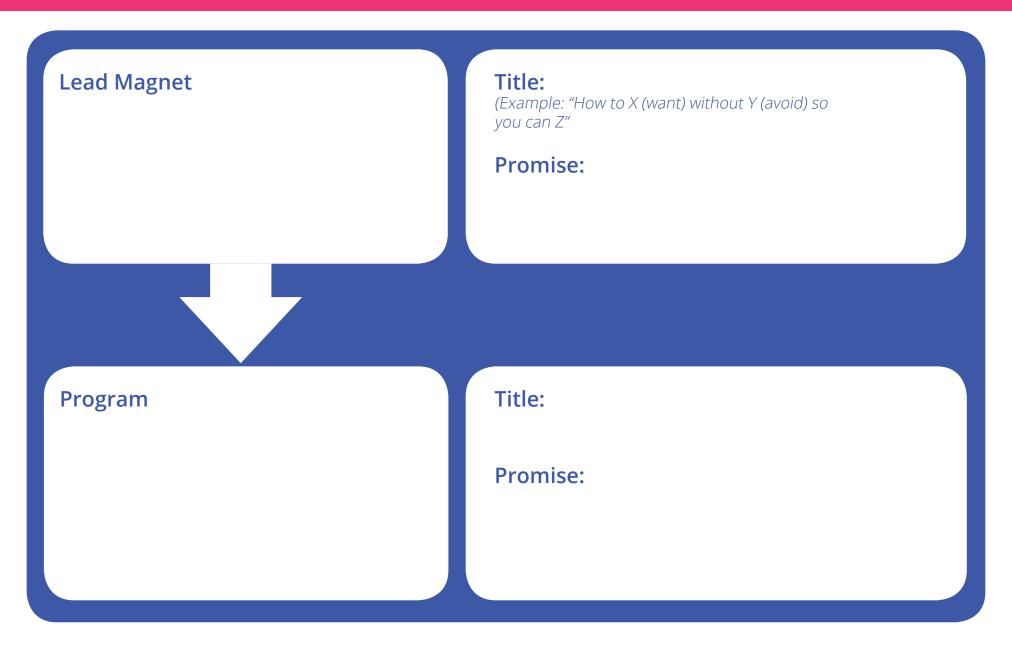
(ex. "P.S. Did you book your consultation yet? You can do that by clicking here.")



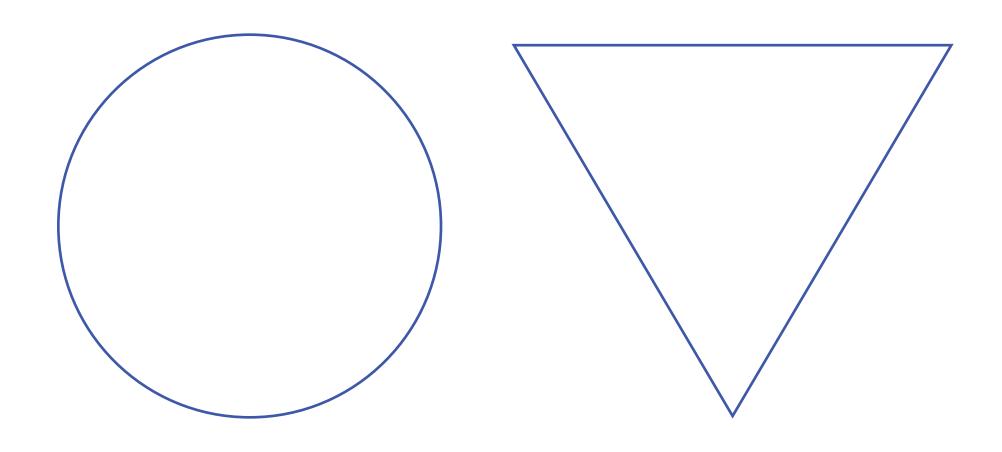
Marketing Blueprint AKCHITECTUKE



LEAD MAGNET Creation & Conversion



NON-SALESY Sales Call that CONVERTS





NOTES



Make over your MINDSET

Perfect Life VISION

It's 10 years in the future and everything you've ever wanted to be, do, have and experience has become a reality. Describe, in detail, everything that has happened over these past 10 years to create your perfect life.

	Why is this vision important to you?
• •	
	You have everything you want and there's nothing holding you back. What does your perfect day look like? Describe it from morning until night.



What does your life look like now? What's standing in your way of living your perfect life? Make a list of obstacles, challenges, areas that are broken, or things that are missing. What needs to happen, starting now, for you to overcome these challenges?



Free up your TIME

What can you delegate?

Pelegate? To whom? Idon't like... I like... (Y/N)



The PERFECT Week

Ingredients	Pesign Factors	Sat	Sun	Моп	Tues	Wed	Thu	Fri
	Free, focus or buffer day?							
	What's the purpose of this day?							
	What are the ideal ingredients of this day?							
	Who do you want to be with or work with during this day?							
	What is the idea result of this day?							



The 90 Day GAMEPLAN

What are you looking to achieve in the next 90 days?

How are you going to do it?

Who is going to help you?



Your Business Booming Intensive ACTION PLAN

YOUR NAME:	YOUR BUSINESS NAME:	YOUR BUSINESS NAME:			
VISION:					
GOAL #1	GOAL #2	GOAL #3			
ACTIONS	ACTIONS	ACTIONS			
41.	CASSIE.net				

Your Business Booming Intensive 12 MONTH ACTION PLAN

MONTH:	MONTH:
GOAL:	GOAL:
ACTION:	ACTION:
MONTH:	MONTH:
GOAL:	GOAL:
ACTION:	ACTION:
MONTH:	MONTH:
GOAL:	GOAL:
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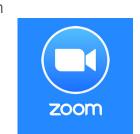
4 TECHY TOOLS That Will Up Your Game

I take pride in the fact that as I've spent countless hours working on my businesses over the years, I've developed a fool-proof system to stay super efficient and über productive!

I'm excited to share with you the tools I use on a daily basis that allow me to stay focused, crank out content, get things done and continue to grow my businesses.

ZOOM: Zoom is great for calls with or without videos, and webinars, too. I use it for our team meetings, and you can use it for meeting 1:1 with clients, too. While there are many different platforms for hosting webinars, I prefer Zoom

because it allows me to be on video AND have slides if I want to. It's a great tool that helps you out in 3 big areas of your business team meetings, client meetings, and webinars. Zoom packs a powerful punch! Check it out by visiting this link: www.cassie.net/zoom



FOCUS @ WILL: This is enjoyable background music that uses binaural beats designed to keep you focused. The science of it is explained on their website, but even if it were just the placebo effect, I'd keep using it because it really works for me to stay on task for long periods of time by helping me concentrate. I just pop in my headphones, turn on Focus@Will, and I become a productivity machine! Learn more here: www.cassie.net/focusatwill



BKAIN TOSS: You know when you have an idea that comes to you as you're laying in bed, at the dinner table or having a conversation with a friend in a coffee shop? I used to scramble for sticky notes, text myself, or worst case scenario, try to remember and forget. Braintoss connects to your inbox and allows you to quickly type a note, voice a message or snap a pic, and it automatically sends it straight to your

inbox, so that you don't forget it. Quick! Check it out before you forget. :) www.cassie.net/braintoss



MAGIC: Not a tech tool, but a delegation tool. This is your 24/7 on call personal assistant. When you text Magic, you'll instantly communicate with a team of on demand assistants. You can send anything to Magic. I've used it for doing research for a birthday gift for a family member to finding the best deal on a rental car to ordering a computer case with my logo on it. It's 24 cents a minute, but if you sign up through this link you get your first hour for free! Try it out. www.cassie.net/magic



