

THE 5 SPIRITUAL SECRETS TO

YOUR

BILLIONAIRE BRAND



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Level 1: How to Attract Clients You Love

Are you a speaker or entrepreneur? Would you like to attract...

- Clients you love
- Clients who pay you highly, up front
- Clients who appreciate you and try out your recommendations
- Clients who rave about you
- Clients who send you referrals to more ideal clients

Every day, you see hundreds if not thousands of brands. Which ones do you ignore? Which ones do you pay attention to? Which ones do you buy?

Most speakers and entrepreneurs make the mistake of basing their brand on their own needs and/or their own names. I call that the Titanic Trap. Most businesses, even many great businesses, sink due to vague or boring branding. As a result of failed branding, their ideal clients ignore them. To succeed at getting clients, we need to base our brands on our IDEAL CLIENTS' needs for clarity and results. I call this Your Billionaire Brand. Dare to dream of a brand so exciting, that your ideal clients instantly say, "OMG! YES! I NEED THAT!!! THANKS!!!"

Your GREAT Vision™ attracts your ideal clients quickly and easily. It's like getting free from the Titanic, and co-piloting a luxury jet along with your ideal clients, soaring at top speeds towards the paradise of your mutual success. To make this course fun, we have turned it into a game. Every time you complete a level, raise your hands in the air like you just crossed a finish line in a race, and shout "yes"! Picture happy clients thanking you, and shaking your hand for changing their lives, and visualize money pouring in to your bank account.

Congratulations for Completing Level 1! You just earned \$1,000,000 in

Your Billionaire Brand™ Play Money!

YOUR BILLIONAIRE BRAND PLAY MONEY

\$1,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 2: Rate Your Current Brand & Clients

If you are already a speaker or entrepreneur, do you ever experience these symptoms? Check all that apply...

- you feel exhausted or overwhelmed in your business
 - you work long hours and have little time for yourself or your loved ones
 - you charge less than you want to in order to attract clients
 - you sometimes work for other people to make ends meet
 - you take on clients who don't appreciate you
 - your clients don't pay you what they owe you
 - you feel isolated and alone
 - financial instability drains your energy, your sleep, and your health
 - you feel resentful towards your clients and/or your business
 - your brand includes your own name
 - financial stress drains your social and/or family life
 - people look confused or bored when you say your brand name
 - you rarely get referrals when you go to networking meetings
 - you waste a lot of time and money on marketing that doesn't work
- If you answered "yes" to one or more of these questions, you may be suffering from Titanic Brand Syndrome. If you answered "yes" to three or more of these questions, you are probably suffering from Titanic Brand Syndrome. You are not alone.

When I started out in business over 20 years ago, I lost years because I made the #1 mistake that most speakers and entrepreneurs make. Most speakers and entrepreneurs feel exhausted and overwhelmed because they are trying to be all things to all people. They are trapped in what I call “Titanic Branding Syndrome” because it sinks so many new businesses.

They are desperate for paying work, so they offer to work for everyone, to help them “live their dreams”, or “get what they want” or “create their own reality”. Their branding is very vague (such as, “Jane Doe, life coach”, or “Joe Blow, speaker”).

In a world of information overload, you have a split second to get the attention and interest of your ideal client. Speakers and entrepreneurs with Titanic Brand Syndrome sound like everyone else, they don't build trust, and their ideal clients don't even notice them. They work harder, but they just get more exhausted and more overwhelmed. Titanic Branding System is lonely. It's incredibly frustrating. It's scary. And it's downright dangerous to your success, your health, your family, and your relationships.

The good news is, if you have a weak brand (such as a brand based on yourname.com), you can keep it, and add a new brand domain that forwards to the same site. You can even add a more effective brand to your banner. For example, you can have a banner YOUR AWESOME NEW BRAND with your name as part of the slogan, or “your name presents: YOUR AWESOME NEW BRAND”.

**Congratulations for Completing Level 2! You just earned \$2,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$2,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 3: Your GREAT Vision™

The good news is, there is a solution...

When you create Your GREAT Vision™, it's co-piloting a luxury jet along with your ideal clients, soaring at top speeds towards the paradise of your mutual success. Dare to dream of a brand so exciting, that your ideal clients instantly say, "OMG! YES! I NEED THAT!!! THANKS!!!" Your ideal clients instantly refer their friends, sign up, pay you well, rave about you, and refer their friends.

Your GREAT Vision™ helps you to attract your ideal clients quickly and easily. Your GREAT Vision™ benefits you, other people, and the planet. GREAT is a trademark acronym I created, that stands for:

Goal that is huge, fun & crystal clear, and

Rewarding to you, the

Earth

And your

Team

What is FUN for You?

To create Your GREAT Vision™™, smile, slow your breathing, and see things going well. Now, put your hand on your heart, and consider this question...

If you had all the money in the world, all the time in the world, all the talent in the world, all the confidence in the world and all the love & support in the world, what would you do?

What would you do for fun? List at least 5-10 things.

What are some fun things you used to enjoy in the past, and/or as a kid?

What are some fun things you've always wanted to do?

Reread all of your answers above, and circle the ones that you feel most passionate about. If you have trouble deciding, you can put your hand on your heart, read each idea, and rate it on a scale of 1-10.

**Congratulations for Completing Level 3! You just earned \$3,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$3,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 4: How would You like to Change the World?

What would you do to make a difference? If you could wave a magic wand and change the world, what would you do to make it better and/or kinder? List at least 5-10 specific things...

What are some of the most painful experiences you have ever had, that you are passionate about changing for yourself and others?

What are some of the best peak experiences that you have ever had?

What were some of the common aspects of your best experiences?

Reread all of your answers above about how you would like to create a better world, and circle the ones that you feel most passionate about. If you have trouble deciding, you can put your hand on your heart, read each idea, and rate it on a scale of 1-10.

How could You Have Fun & Create a Better World at the Same Time?

Circle some of your biggest passions above. Now, what are some ways you can combine having fun and making a difference? Brainstorm 5-10 ideas, then circle your favourite 3-4 ideas...

**Congratulations for Completing Level 4! You just earned \$4,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$4,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 5: Research Your Favourite Ideas

Now, research your best & favourite ideas on the internet, especially the two most powerful search engines, Google and Youtube. What similar ideas or brands exist, if any? How is your idea different? How can you make it different?

Idea One:

Idea Two:

Idea Three:

**Congratulations for Completing Level 5! You just earned \$5,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$5,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 6: Choose Your #1 Favourite Idea

Write the pros & cons and questions you have about each of your top 3 favourite ideas

Idea One:	Pros	Cons	Questions

Idea Two:	Pros	Cons	Questions

Idea Three:	Pros	Cons	Questions

Which idea do you like best? Put your hand on your heart, and give each a rating on a scale from one to ten.

Next, star your best idea.

**Congratulations for Completing Level 6! You just earned \$6,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$6,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 7: Clarify Your GREAT Vision™ with a Specific Number or Event

To make Your GREAT Vision™ exciting & fun for yourself and others you need to know exactly when you reached your goal. When your plane touches down in the Paradise of your dreams, you feel it, and you can cheer.

Now, add a specific event or specific number, so that you and other people know exactly the second that you have achieved your vision.

For example...

I am inspiring and empowering over 1,000 inspirational speakers and social entrepreneurs to become inspiring millionaires with my program, Your Inspiring Millionaire Year.

We are reaching 1,000,000,000 views with our inspiring Youtube video of inspirational speakers stories, called Win with Your Heart.

I am sitting on the chair on Ellen DeGeneres show, and she is interviewing me on TV about my new book, "Your Billionaire Brand™; Win with Your Heart".

**Congratulations for Completing Level 7! You just earned \$7,000,000 in
Your Billionaire Brand™ Play Money!**



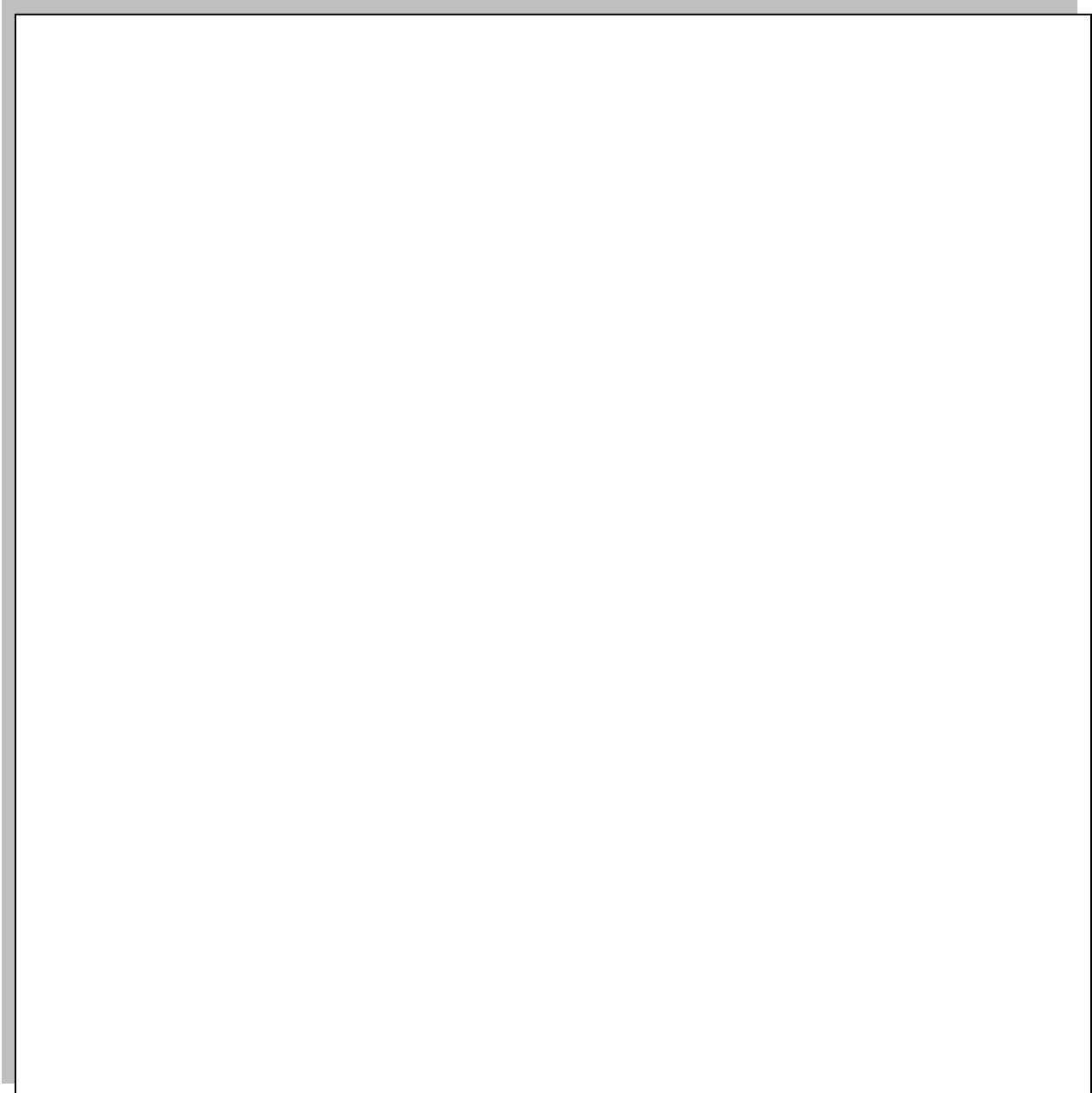
YOUR BILLIONAIRE BRAND PLAY MONEY

\$7,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 8: Brainstorm Logos for Your GREAT Vision™™

Now, to engage the power of your right brain and subconscious mind, and begin to create a logo, create a simple doodle, sketch, drawing or collage yourself achieving your vision...



**Congratulations for Completing Level 8! You just earned \$8,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$8,000,000

WIN WITH YOUR HEART & PROFIT FROM PRESENTING

Level 9: Your Billionaire Brand™™ GREAT Vision™™ Action Plan

What is one very small, easy, specific action you can and will take now to reach Your GREAT Vision™ ?

What are three very small, easy, specific action steps you can take this week to reach Your GREAT Vision™ ?

What are three action steps you can take this month to reach Your GREAT Vision™ ?

What are three goals for this year, to help you live Your GREAT Vision™ ?

What are three goals for next year, to help you live Your GREAT Vision™ ?

**Congratulations for Completing Level 9! You just earned \$9,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$9,000,000

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Level 10: Schedule Your Action Plan

Now, this is really important...schedule those action steps into your calendar, and add reminders.

Congratulations! You now have created GREAT Vision™ and a plan for
Your Billionaire Brand™™!

**Congratulations for Completing Level 10! You just earned \$10,000,000 in
Your Billionaire Brand™ Play Money!**



YOUR BILLIONAIRE BRAND PLAY MONEY

\$10,000,000

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