

# Ground zero worksheet



**Paid**

**Process**

## Attract

## Convert

## Deliver

## Scale

## State

**\$10-30K**

Run webinars & events

Recommit

Third party MRR

Org chart

Inflate the wheel

Partner & collaborate

Dial in your metrics

Education portal

Hire coach/es

Network

Nurture email & group

Raise prices

Momentum planner

Create your tribe

Fortify your boundaries

**\$0-10K**

100 dirty reps

World class brochure

Quantum design

Evergreen model

28 state

Weaponise the media

Hit list

Critical non-essentials

Install profit first

Create space

Sharpen the blade

Serve it cold

Blueprint

Machine makeover

PX4

**Organic**

**Personal**



## ATTRACT

Do you have a consistent marketing strategy?			Do you build know, like & trust within 10 seconds of prospects looking on your page?			Is every post speaking to the specifics of your niche?		
<b>Red</b>   Posting 3 times per week	<b>Amber</b>   Posting daily & utilising stories	<b>Green</b>   Weekly flow optimising connection, coaching and conversion	<b>Red</b>   BDS in the bio	<b>Amber</b>   ITA in the bio	<b>Green</b>   Social proof within the last 6 posts	<b>Red</b>   Value	<b>Amber</b>   +Social proof	<b>Green</b>   ++ Scars

## CONVERT

Do you have a world class brochure?			Do you have a hit list?			How many prospects are you using the SIC chat flow per day?		
<b>Red</b>   Prequalifying questions	<b>Amber</b>   + Social proof	<b>Green</b>   ++ Godfather offer	<b>Red</b>   OCC database	<b>Amber</b>   + Inbound	<b>Green</b>   ++ Outbound	<b>Red</b>   Less than 20	<b>Amber</b>   Less than 40	<b>Green</b>   60

## DELIVER

Are you bringing client challenges to The Carter Institute?			Have you implemented all the critical-non essentials?			Are you utilising the blueprint to solve bigger problems?		
<b>Red</b>   Facebook group	<b>Amber</b>   + Calls	<b>Green</b>   ++ Bloodwork	<b>Red</b>   60%	<b>Amber</b>   80%	<b>Green</b>   100%	<b>Red</b>   Initial profile & primary focus	<b>Amber</b>   + Root cause	<b>Green</b>   ++ Bloodwork

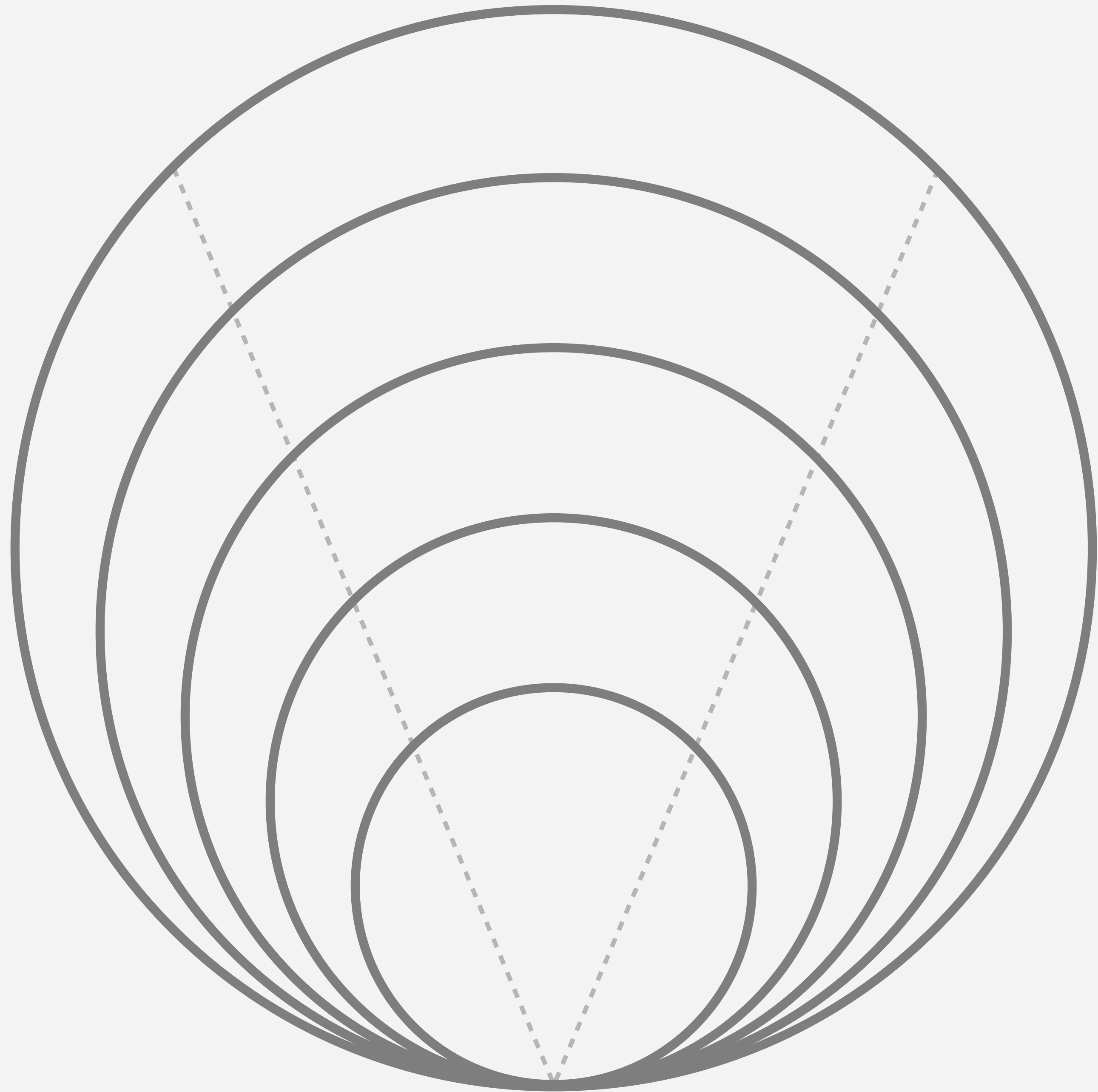
## SCALE

Are you conducting check-ins with clients?			Install profit first?			Do you have a machine makeover?		
<b>Red</b>   1-1	<b>Amber</b>   Group call	<b>Green</b>   Evergreen model	<b>Red</b>   Unaware of expenses	<b>Amber</b>   Review monthly	<b>Green</b>   Install profit first	<b>Red</b>   Automated calendar with Calendly	<b>Amber</b>   Automated payments with Stripe	<b>Green</b>   Automated social media with Later & Manychat

## STATE

Are you managing your health?			Are you managing your time?			Have you tamed the inner mind?		
<b>Red</b>   Healthy diet	<b>Amber</b>   Healthy lifestyle	<b>Green</b>   Healthy environment	<b>Red</b>   Use social media for more than 90 minutes per day or watches Netflix	<b>Amber</b>   Daily focus & time blocks	<b>Green</b>   Delegate anything outside of priorities	<b>Red</b>   Experience the 4P's	<b>Amber</b>   Connected to your heroes journey	<b>Green</b>   Total ownership





# Creating space

Introspective Inspection		
<b>Connect</b>   What do I do need to?	<b>Remove</b>   What do I need to stop doing?	<b>Add-In</b>   What do I need to add in?

# Priority management

	Urgent	Not Urgent
Important		
Not Important		

# Weekly cadence

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Programming							
Consultations							
Check-ins							
Group management							
Empowerment calls							
Research							
Social media							
Lead nurture							
KPI							



# Building the castle

Boundary builder		
<b>Clients</b>   Lines of communication	<b>Team</b>   Lines of communication	<b>Family</b>   Lines of communication
<b>Clients</b>   Topics of communication	<b>Team</b>   Topics of communication	<b>Family</b>   Topics of communication
<b>Clients</b>   Depth of reply	<b>Team</b>   Depth of reply	<b>Family</b>   Depth of reply
<b>Clients</b>   Speed of reply	<b>Team</b>   Speed of reply	<b>Family</b>   Speed of reply
<b>Clients</b>   Cancellation policy	<b>Team</b>   Cancellation policy	<b>Family</b>   Cancellation policy
<b>Clients</b>   Other	<b>Team</b>   Other	<b>Family</b>   Other



# The delegation grid

	Low experience	High experience
High risk	Hands on ...	On hand ...
Low risk	Hold hand ...	Hands off ...

# Define your dream day

What ...		
What do you want to be doing?	What would you do for free?	What do you want to delegate?
What do you enjoy doing?	What are your passions?	What inspires you?
What are you grateful for?	What is your purpose?	What is your hobby?
What would you like to do but you haven't done yet?	What would you like to do but you haven't been able to afford to?	What would you do with your life if money wasn't a limiting factor?
What things would you likely experience if you had no fear?	What would you wish for someone you love?	What behavioural traits do you want to exhibit?
What does success mean to you?	What is success in this industry?	Other ...

# Define your dream day

Where ...		
Where do you want to live?	Where do you want to spend your mornings throughout the week?	Where do you want to eat breakfast?
Where do you want to spend your afternoons throughout the week?	Where do you want to eat in the afternoon?	Where do you want to spend your evenings throughout the week?
Where do you want to eat dinner?	Where do you want to spend your weekends?	Where do you want to go each quarter?
Where do you want to go each year?	Where do you want to go on holiday?	Where else will you call home?

# Define your dream day

How ...		
How do you want to spend your day?	How do you want to spend your week?	How do you want to spend each quarter?
How many hours do you want to work each day?	How many hours do you want to work each week?	How many days do you want to have off?
How many weeks do you want to work a quarter?	How many holidays do you want to have?	How many do you want to have?
How do you want to feel?	How can you help others?	How can you make yourself better?
How often do you want to see extended family?	Other ..	Other ..

# Define your dream day

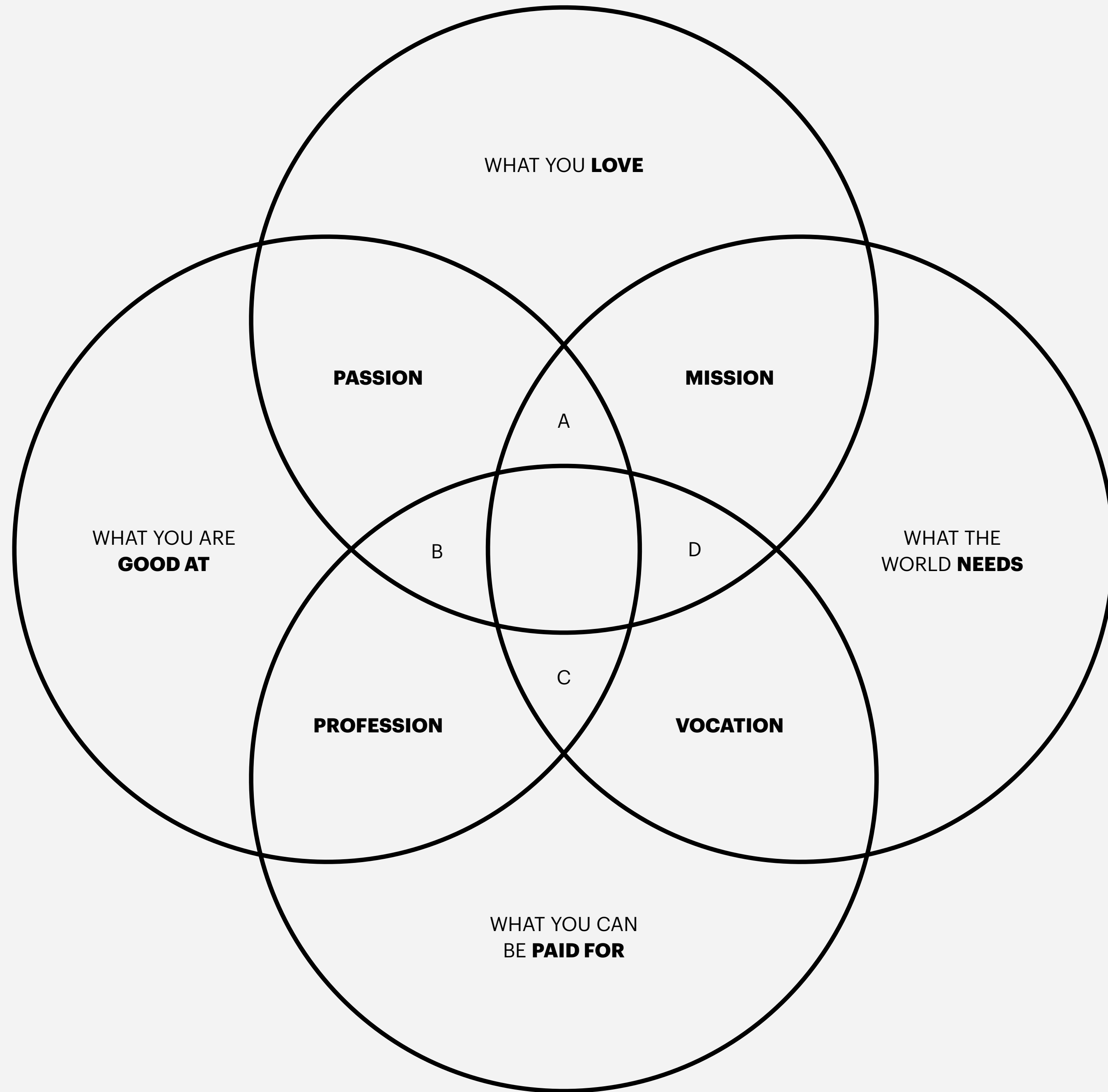
Who ...		
Who do you want to spend your time with each day?	Who do you want to see weekly?	Who do you want to become?
Who do you want to do this for?	Other ..	Other ..

# Define your dream day

Why ...		
Why do you want this?	Why should your life experience be taught in history lessons?	Other ..

# Define your dream day

If ...		
If you have have been granted three magical wishes, what would they be?	If you could change one thing about the world, what would that be?	If you were on your death bed looking back on your life, what would you be most proud of?
If you could only pick 5 words to describe your life in 5 years time from now, what would they be?	If you could only pick 5 words to describe your business in 5 years time from now, what would they be?	Other ..

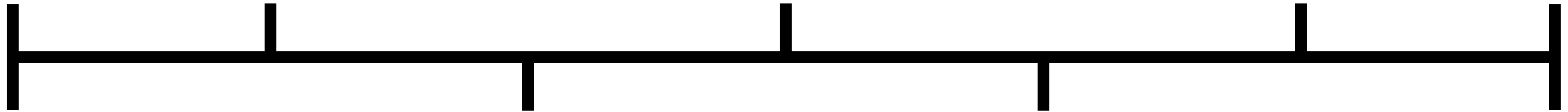




You find a temporary solution &  
life is good

You experience hardship

After following your true  
calling, life is incredible



You experience similar  
struggles to them prior to  
starting your journey

Experience a challenge which  
pulls you off the previous path

It's a lesson in disguise to  
redirect you

End with BDS statement



# Problem

A vertical stack of eight identical, empty, rounded rectangular boxes with black outlines, intended for handwritten notes or answers.

# Person

A vertical stack of ten horizontal rounded rectangular boxes, each with a black outline and rounded ends, intended for handwritten notes or observations.

# Promise

Five horizontal rounded rectangular boxes, stacked vertically, intended for handwritten notes or a list. Each box is empty and has a black outline.

# Attract

Three horizontal rounded rectangular boxes, stacked vertically, intended for handwritten notes or bullet points. Each box is empty and has a black outline.

# Convert

Four horizontal rounded rectangular boxes, stacked vertically, intended for taking notes or providing additional information.

# Name & claim

Questions	Technical words	Top 3 keywords	Top 3 technical words
<b>Description</b>   What is it?	<ul style="list-style-type: none"><li><input type="checkbox"/> Advantage</li><li><input type="checkbox"/> Analysis</li><li><input type="checkbox"/> Approach</li><li><input type="checkbox"/> Audit</li><li><input type="checkbox"/> Blueprint</li><li><input type="checkbox"/> Booster</li><li><input type="checkbox"/> Builder</li><li><input type="checkbox"/> Cheatsheet</li><li><input type="checkbox"/> Checklist</li><li><input type="checkbox"/> Expander</li><li><input type="checkbox"/> Experience</li><li><input type="checkbox"/> Focuser</li><li><input type="checkbox"/> Formula</li><li><input type="checkbox"/> Game plan</li><li><input type="checkbox"/> Guide</li><li><input type="checkbox"/> Matrix</li><li><input type="checkbox"/> Maximiser</li><li><input type="checkbox"/> Method</li><li><input type="checkbox"/> Model</li><li><input type="checkbox"/> Navigator</li><li><input type="checkbox"/> Network</li><li><input type="checkbox"/> Planner</li><li><input type="checkbox"/> Process</li><li><input type="checkbox"/> Progression</li><li><input type="checkbox"/> Profile</li><li><input type="checkbox"/> Program</li><li><input type="checkbox"/> Report</li><li><input type="checkbox"/> Session</li><li><input type="checkbox"/> Snapshot</li><li><input type="checkbox"/> System</li><li><input type="checkbox"/> Technique</li><li><input type="checkbox"/> Template</li></ul>		
<b>Benefit</b>   How are people better off?			
<b>Code</b>   What verbiage does your niche use?			
		The _____	

# Confidence Builder

History	Competition	Need
<p><b>Handicap</b>   What opportunities have you missed where low self-esteem has stopped you in the past (e.g. charging more, taking on clients, or growing your business)?</p>	<p><b>The competitors</b>   Do others working with your niche, charge more than you?</p>	<p><b>The difference</b>   What do your prospects need from you?</p>
<p><b>Breaking point</b>   How bad are you willing to let things get before you make a radical shift?</p>	<p><b>The comparison</b>   Are you as good as them, or better?</p>	<p><b>The hero</b>   How would they hope you showed up?</p>



# The 4 step price check

Is your conversion rate over 90%?

Do you have a waiting list of clients?

Are you comfortable charging what you charge?

Have you been fully booked for the past 4 weeks?

# The bill of safety

Cost of inaction	ROI
<p><b>Immediate pain</b>   What does it cost them in the short term not to work with you (e.g. what is holding them back in life?)</p>	<p><b>Quick wins</b>   What's the best result they could get from you in the first 30, 60 or 90 days?</p>
<p><b>Long-term suffering</b>   What does it cost them in the long term not to work with you — who else does it effect, and how does it hurt them? Are you therefore not responsible for this?</p>	<p><b>Your gift</b>   What can they achieve with you long-term? Who else does that impact?</p>

# The OCC

Old client contact						
Number	Name	Contact	Goal	How long ago?	Best result	Rapport
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									

# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									



# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
31									
32									
33									
34									
35									
36									
37									
38									
39									
40									



# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
41									
42									
43									
44									
45									
46									
47									
48									
49									
50									



# Gone in 60 seconds

Ingenious Inbound									
Number	Name	Contact	Follow	Like	Comment	Shares	Messaged	Watches	Conversation
51									
52									
53									
54									
55									
56									
57									
58									
59									
60									



# The oasis

The outbound oasis						
Number	Name	Comments	Shares	Posts	Reviews	Referred
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

# Serve it Cold

## OPENER = OP

Hey [NAME]!

**OP1:** I noticed your engagement and wanted to let you know I really appreciate it.

**OP2:** I have a few minutes now and want to give back to my loyal followers.

**OP3:** Do you have any goals you want to achieve with your health?

I may be able to give you some quick and easy advice.

[WAIT]

**OP4:** I actually find these are the top 3 challenges which most people face underpinning a goal like yours, which one sounds most like you:

A) Low energy & mental clarity

B) Digestive issues

C) Poor stress tolerance

[REPLY]

**OP5:** Ah got cha!

# Serve it Cold

## **SERVE IT COLD = (LE / DI / PST)**

### **LOW ENERGY = LE1:**

Most people overlook the power of having a consistent sleep wake cycle, even on the weekend. This dramatically impacts their circadian health, leaving them reliant on coffee to outsource their neurological capability.

### **DIGESTIVE ISSUES = DI1:**

We have to appreciate 'one man's food can be another man's poison'. There are many factors which can lead to food intolerance, ranging from low stomach acid through to overconsumption of foods. Have you ever tried the 'baking soda challenge test' or measured your 'post-prandial HRV'?

### **POOR STRESS TOLERANCE = PST1:**

We are evolved to escape danger but not adapted to deal with pressure. The stressors we are exposed to in this day & age accumulate hour by hour leaving our stress tolerance withered and weak.

# Serve it Cold

## CLOSE = CL

**CL1:** I'm curious, have you ever looked into your bloods utilising a functional range based on health as opposed to disease?

**CL2:** I actually work closely with a team of industry-leading health coaches where we collectively analyse clients bloods to pinpoint exactly what they need.

**CL3:** If you are committed to your goal, able to handle fast results and want professional insight on what your next steps should be, I am more than happy to arrange a functional health consultation to discuss the possibilities with you further. There are no strings attached.

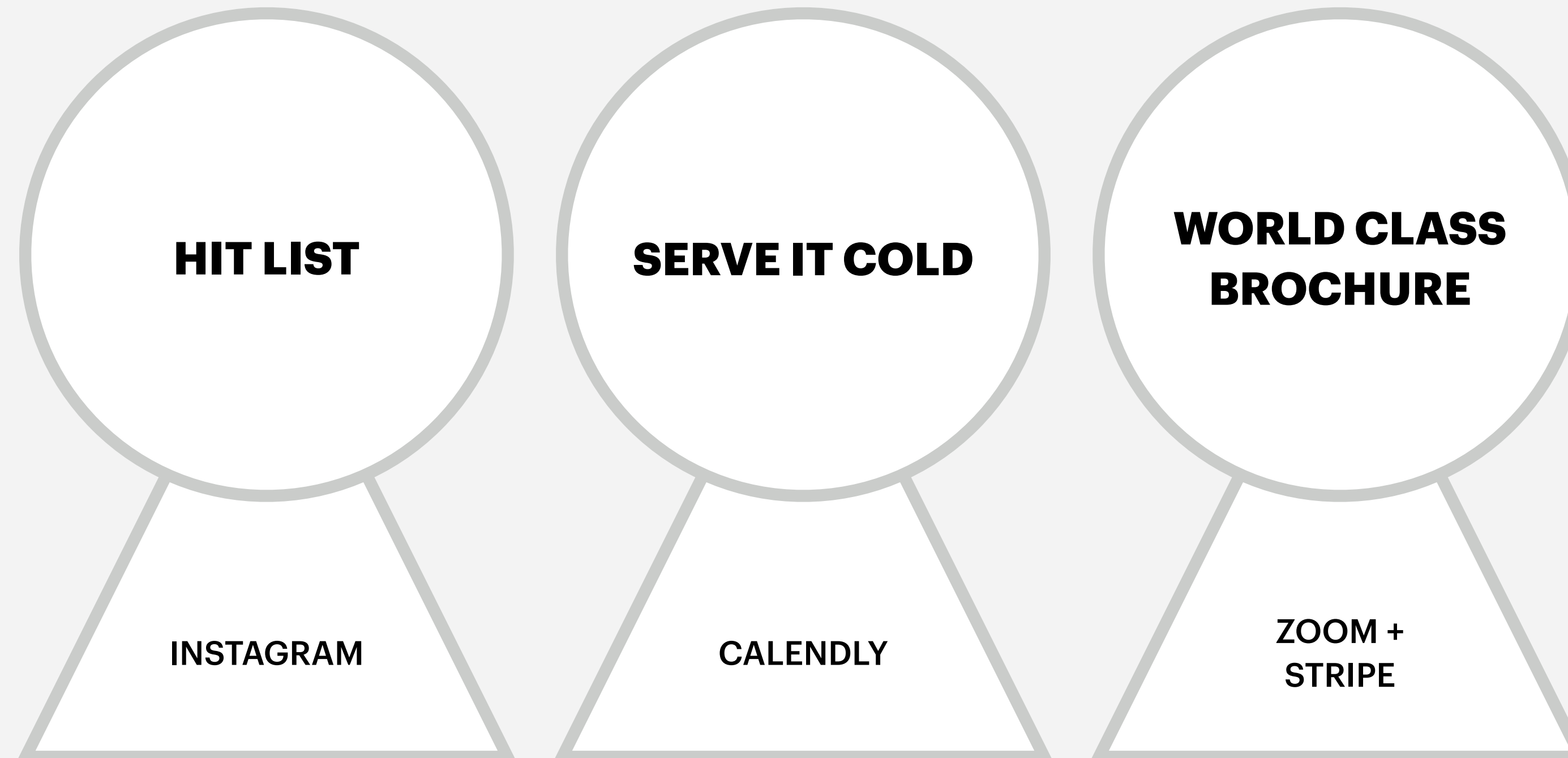
**CL4:** Here is the link for my calendar.

[CALENDLY LINK]

I'll hang around here for the next couple of minutes to make sure you can find an available time which suits your diary. Let me know when you have found it.

**CL5:** Epic, I am really looking forward to your call!

# The conveyor belt



# ANOT

## Strong start

- [Name], its Jake here. First of all, I want to acknowledge you for showing up today. I know time is valuable, I really appreciate that and don't want to waste your time, so I will just get straight into this. Is that ok with you?
- Naturally after being in this industry for [X] years, I appreciate that every single human is an individual and they have completely different needs and wants.
- Obviously for me to understand what is best for you, and what level of support you need, I have to ask you a few questions. Is that ok?
- Typically, based on those answers, this call will go one of two ways. One way is that we are not going to be a good fit for each other. Is it ok if we decide now that if this is the case, that we will virtually shake hands, remain friends and I will guide you onto where you would be best for this period of time?

# COWW

## Strong start

- Conversely, if we are a good fit, is it ok if I explain what options we have moving forward together. Does that sound reasonable?
- One thing we are aware of is that by the time clients finally get to us, they are losing trust in coaches, and losing faith in themselves. Therefore we avoid selling packages with the aim to get money, as this would only damage our reputation. Instead, we are here to support you and make sure you achieve the best thing possible for your outcome. So let's get into it ...
- What do you want to achieve? What have you tried? What is stopping you?
- Why now? Why me? Why not later? Why not do this yourself?



# PAP

## The segway

- As promised at the very start, if we found out you were not a right fit for [PRODUCT], if we didn't have the skills or experience to support you, I would guide you in the right direction.
- However, based from what you have said, and what you can see from the social proof, that we do have the skills to help you [OVERCOME CHALLENGE] to [ACHIEVE GOAL]. Would you agree?
- Awesome, so do I have permission to talk about the opportunity moving forward?

# The tre-flip

## Hard flip

- Our three core values are honesty, transparency and integrity. I want to be upfront and honest, so there are no harsh surprises when we get to the end.
- Based on your answers from the questions you have provided, I am not sure if you are going to be a good fit for [PRODUCT].
- The [PRODUCT] is only for people who are truly committed to their goal, value their own health and people who are able to handle fast results.
- I have a promise to our clients that I will only bring on like-minded clients so we can maintain the self-less, purpose-driven and supportive group dynamics.
- I wanted to say this at the start, so that after this call, if we find out that the [PRODUCT] isn't the right thing for you, or your not the right fit for [PRODUCT]. That were will be no surprises, harsh feelings and we that way we can seperate as friends and I can possibly point you in the right direction if that is the way it goes.
- Do I have your permission to continue with that being the case?

# Christmas comes early

## Reward-to-loyal customers

Hey [NAME],

It has been extremely rewarding working with you over the past [X TIME].

Your progress with [X] has been inspiring to witness.

I am providing a reward-to-loyal-customers as I want to continue working with a select few clients.

For this reason, I want to extend the opportunity for you to secure our coaching together for the next 12-months with a one-time-only 30% reduction.

This is only valid for the next 14 days with 20 slots available.

You can suspend for up to one-month, or alternatively you can transfer to a friend if you need.

Please let me know if you are interested as it would be a pleasure to know that we can extend our relationship further.

# Hit lines

## 9-word emails

- Would you like a free copy of our book? Let me know, and I'll send you a download link.
- Are you looking for help with your health?
- I run a Facebook group for people wanting to overcome XXXX and reclaim their health. It might be useful for you. Check it out: [LINK]
- I am running a workshop for clients who want to XXXX in XXXX. Would you like to join us?
- I am putting together a coaching group for 2022 where I'm going to work with a handful of XXXX privately. Would you like to work with me?
- I am looking for 5 XXXX who want to achieve XXXX in 30 days.
- We're starting an intake in our XXXX. It is designed to get XXXX XXXXX quickly. Would you like to join us?
- Would you like to XXXX with me?
- I am looking for 15 people who want to XXXX and can keep a secret

# Smooth talker

## Testimonial questions

- Who are you & what do you do?
- What challenges were you experiencing before [X]?
- "I almost didn't join because ... "
- "When I joined, I didn't expect to receive ... "
- What was your best result?
- What would you say to someone sitting on the fence?

# Tick it off

## Initial:

Complete the battle map

Create space

Priority management

Set micro goals

Dominate your distractions

Create your area 51

Building the castle

Delegation grid

Define your dream day

Purpose planner

Connecting the hero

Sharpen the blade

The Avatar's Adventure

Pick the tool

Set the price

Strip the blueprint

Integrate the tech

Master the critical non-essentials

Craft your world class brochure

Break the STICC

Flip the script

Media make-over

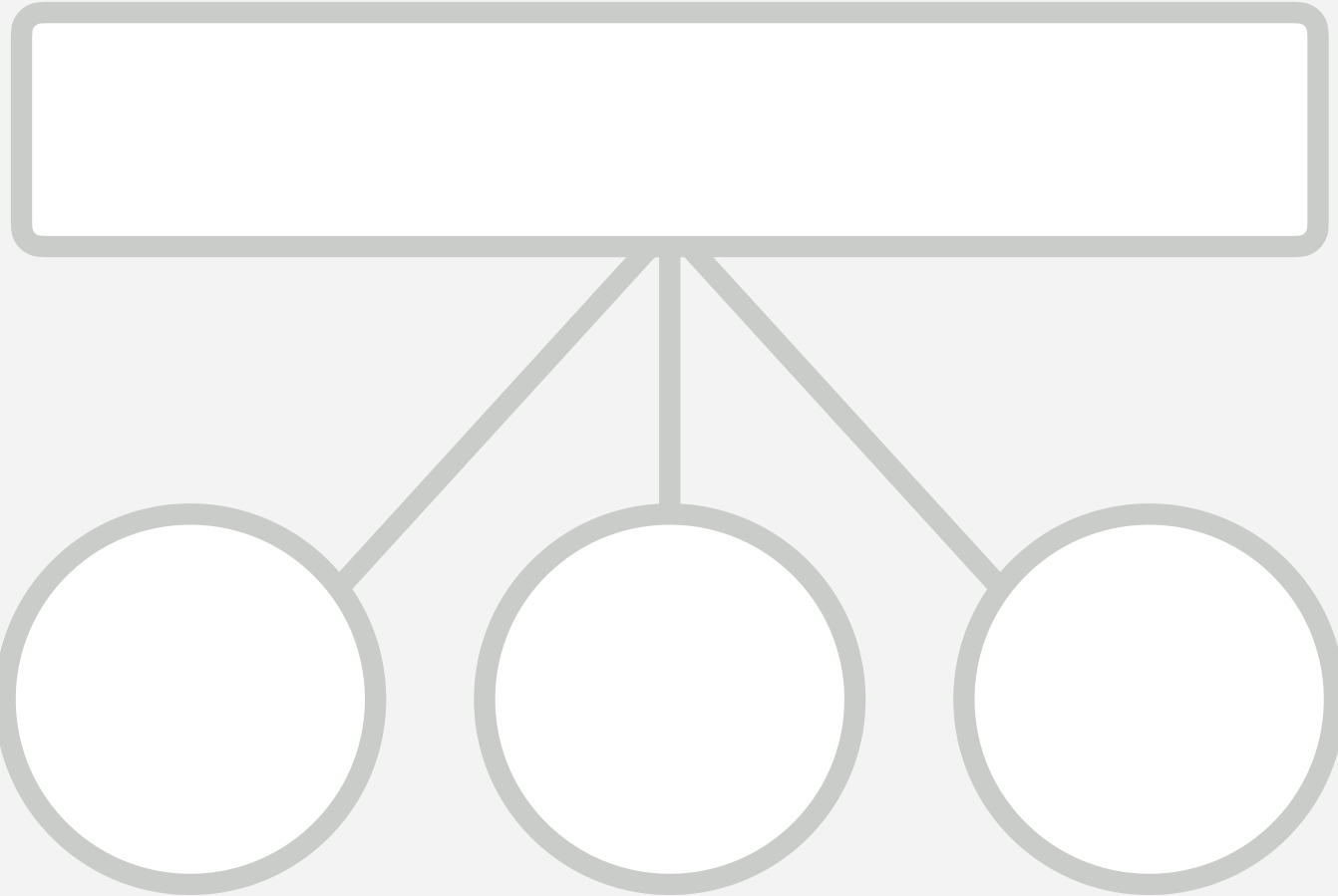
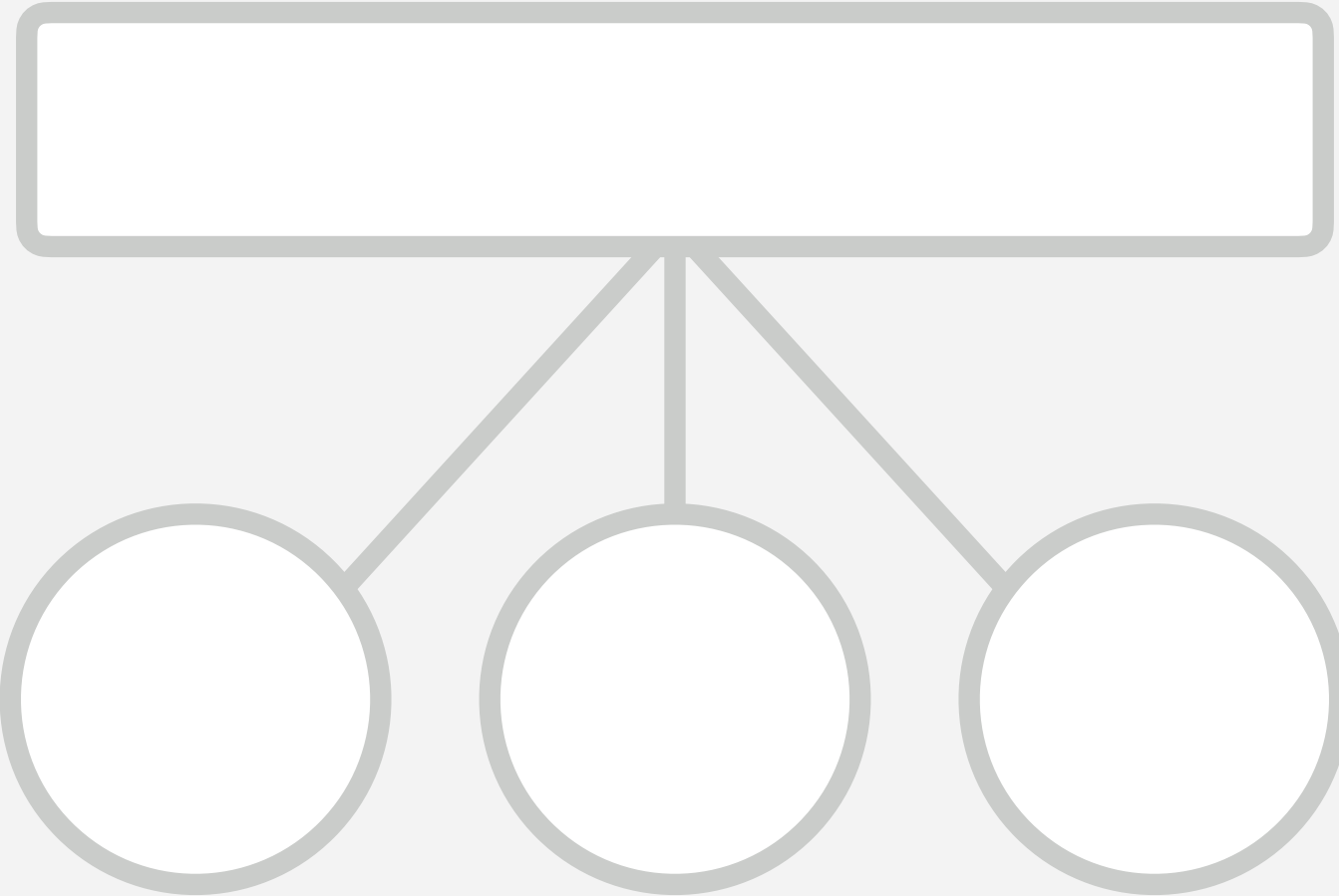
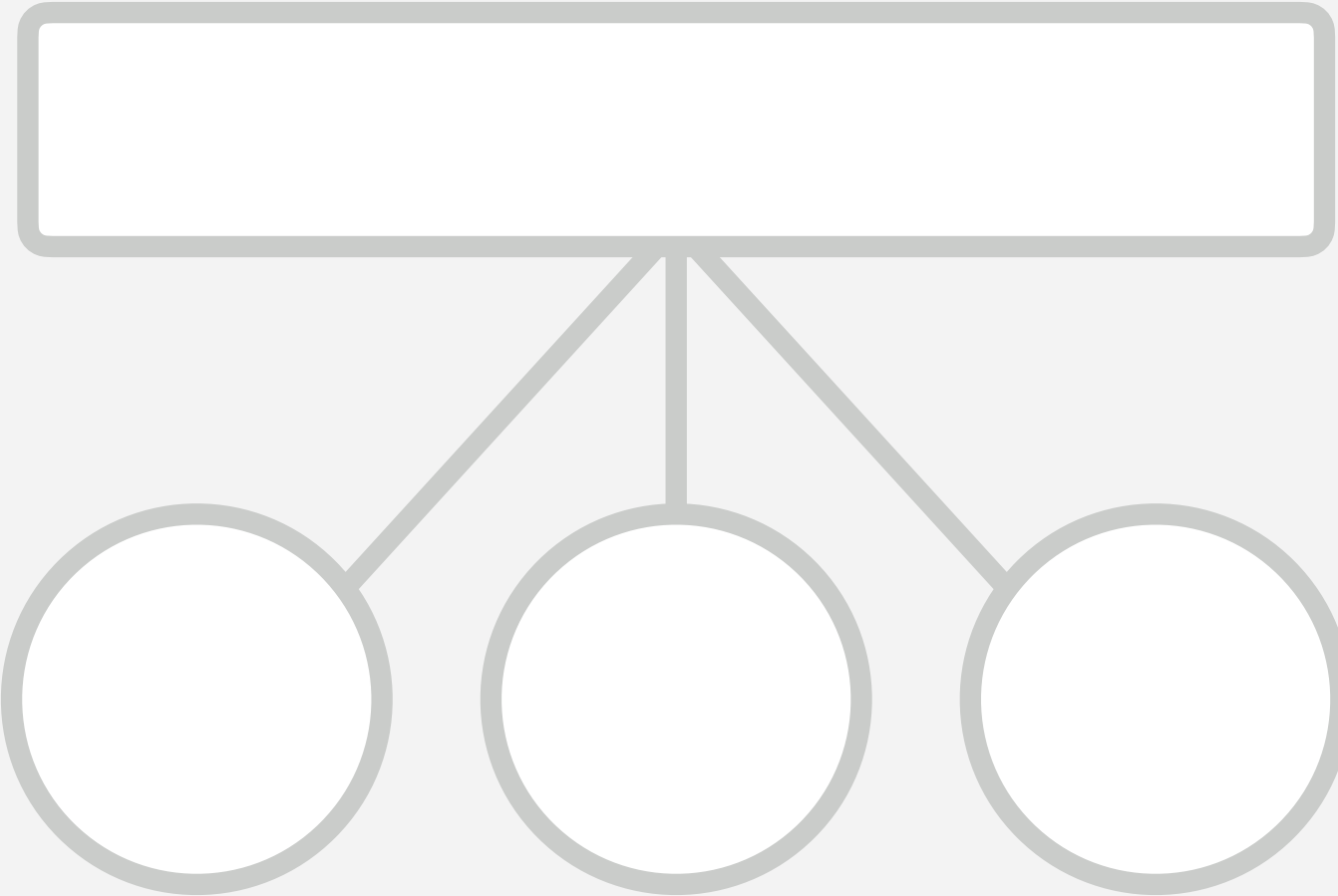
Create your top 120 hit-list

Store the SIC chat flow

# The take off week

Week 1						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<ul style="list-style-type: none"> <li>• Send Christmas Comes Early to current clients</li> <li>• Smooth talk your top 3</li> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'Heroes journey' social post</li> <li>• Send 1 Hit-line to your email database &amp; put it on your story</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'Paradigm shift' social media post</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'The latest stats &amp; why' social media post</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'Why your product is different' social media post</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• '5130' social media post</li> <li>• Send 1 Hit-line to your email database &amp; put it on your story</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'Ask about the latest trend' social media post</li> </ul>	<ul style="list-style-type: none"> <li>• Send SIC to 20x3 from your Hit-list</li> <li>• Show-up on your story &gt;8 times</li> <li>• 'Weekly round-up' social media post</li> </ul>
Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>	Completed: <input type="checkbox"/>

# Solution solver





*Parter.*  
INSTITUTE