

The Battle Map



Paid

Process

Attract

Convert

Deliver

Scale

State

\$10-30K

The Opera House

The Dashboard

The Enigma

Tribal Warriors

7 Zones of Rest

Spoken with Honour

Daily Huddles

The BRAG System

The Call of Duty

The Health Coaches Audit

Nurture Group

Serve it Cold 3.0

The Blueprint

Passing the Flame

Building the Castle

\$0-10K

100 Dirty Reps

World Class Brochure

Adding More to Plans

Evergreen Model

Connecting the Hero

Piggyback Plus

Tongue Fu

Critical Non-Essentials

The Promised Land

The Escapist

Sharpen the Blade

Serve it Cold

Client Report Card

Machine Makeover

PX4

Organic

Personal



ATTRACT

Do you have a consistent marketing strategy?

Red | Posting 3 times per week

Amber | Posting daily & utilising stories

Green | Weekly flow optimising connection, coaching and conversion

Do you build know, like & trust within 10 seconds of prospects looking on your page?

Red | BDS in the bio

Amber | ITA in the bio

Green | Social proof within the last 6 posts

Is every post speaking to the specifics of your niche?

Red | Value

Amber | +Social proof

Green | ++ Scars

CONVERT

Do you have a world class brochure?

Red | Prequalifying questions

Amber | + Social proof

Green | ++ Godfather offer

Do you have a hit list?

Red | OCC database

Amber | + Inbound

Green | ++ Outbound

How many prospects are you using the SIC chat flow per day?

Red | Less than 20

Amber | Less than 40

Green | 60

DELIVER

Are you bringing client challenges to The Carter Institute?

Red | Facebook group

Amber | + Calls

Green | ++ Bloodwork

Have you implemented all the critical-non essentials?

Red | 60%

Amber | 80%

Green | 100%

Are you utilising the blueprint to solve bigger problems?

Red | Initial profile & primary focus

Amber | + Root cause

Green | ++ Bloodwork

SCALE

Are you conducting check-ins with clients?

Red | 1-1

Amber | Group call

Green | Evergreen model

Install profit first?

Red | Unaware of expenses

Amber | Review monthly

Green | Install profit first

Do you have a machine makeover?

Red | Automated calendar with Calendly

Amber | Automated payments with Stripe

Green | Automated social media with Later & Manychat

STATE

Are you managing your health?

Red | Healthy diet

Amber | Healthy lifestyle

Green | Healthy environment

Are you managing your time?

Red | Use social media for more than 90 minutes per day or watches Netflix

Amber | Daily focus & time blocks

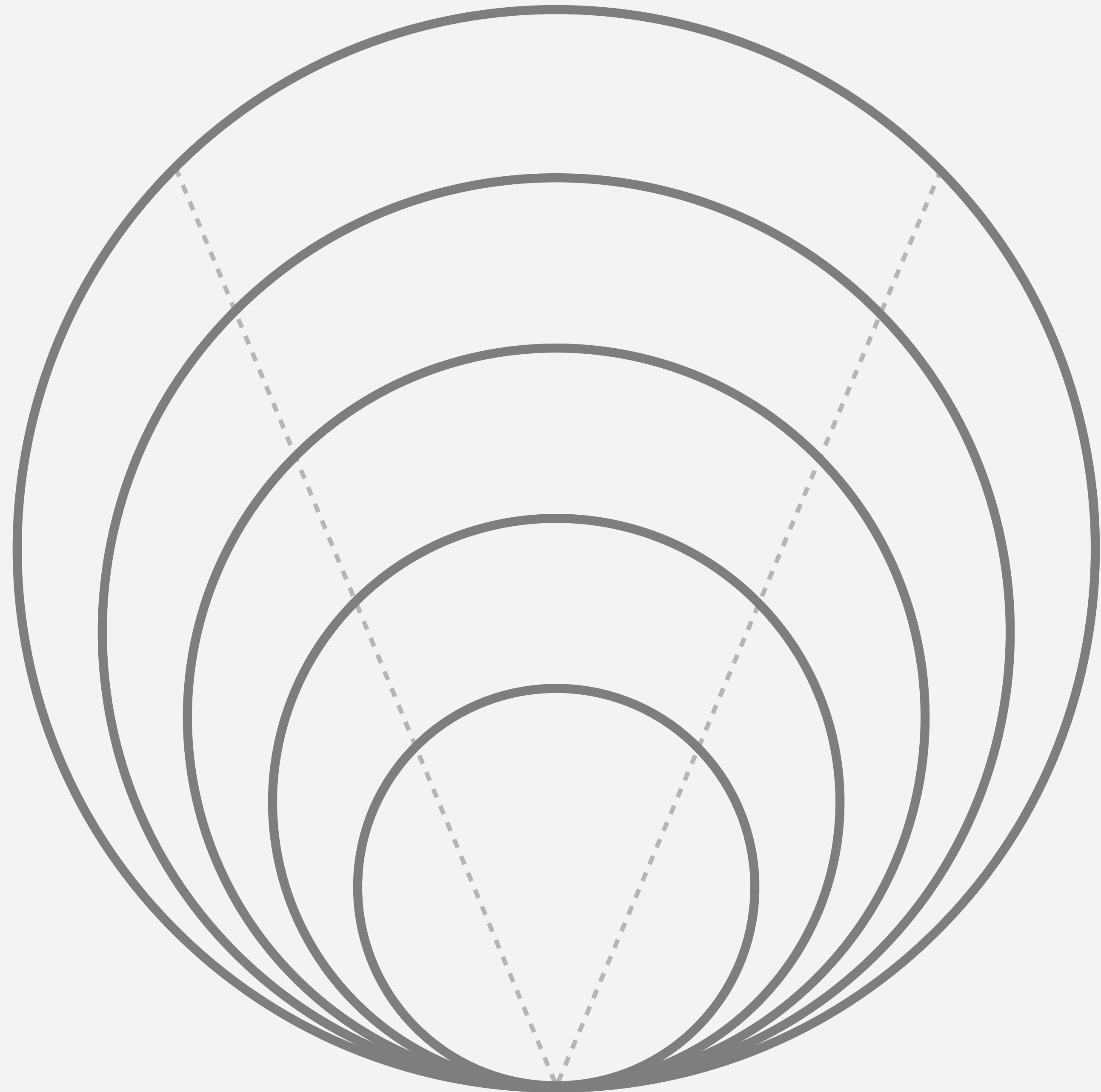
Green | Delegate anything outside of priorities

Have you tamed the inner mind?

Red | Experience the 4P's

Amber | Connected to your heroes journey

Green | Total ownership



Parter.
INSTITUTE