

Quantum CEO Challenge Workbook...



Massive Cash Map

I DESIRE TO GROSS \$ _____ IN THE NEXT _____ DAYS

HERE IS MY "WHY":

BECAUSE MY OFFER IS PRICED AT \$ _____ IT WILL TAKE _____ CLIENT'S FOR ME TO REACH MY GOAL. (PRO TIP: SET CLIENT NUMBER THAT FEELS SIMPLE AND EASY TO REACH. IF CLIENT NUMBER IS TOO HIGH, PRICE OF OFFER SHOULD GO UP.)

I AM COMMITTED TO IMPLEMENTING THE FOLLOWING MINDSET ROUTINES TO HELP ME SHIFT MY FOCUS TO ABUNDANCE.

I AM EXPERIENCING RESTFUL SLEEP NIGHTLY. YES SOMEWHAT NO

I LIVE AN ACTIVE & HEALTHY LIFESTYLE. YES SOMEWHAT NO

CASH CREATION SUCCESS ASSESSMENT:

I FEEL CONFIDENT IN MY EXPERTISE, OFFER AND OFFER PRICE: YES SOMEWHAT NO

I AM IN THE ROOM WITH LIKEMINDED ENTREPRENEURS WEEKLY: YES SOMEWHAT NO

I HAVE A STRATEGY FOR CREATING CONSISTENT LEADS & SALES: YES SOMEWHAT NO

I AM HAVING DAILY CONVERSATIONS AND INTERACTIONS THAT CONTRIBUTE TO MY GRWOTH & SUCCESS: YES SOMEWHAT NO

I AM USING THE RIGHT MESSAGING IN MY MARKETING TO CLOSE SALES CONSISTENTLY: YES. SOMEWHAT NO

I HAVE A COACH/MENTOR WHO BELIEVES IN ME AND DISCERNS THE GREATNESS OF MY VISION: YES SOMEWWHAT NO

I AM BEING ENCOURAGED OFTEN BY MY COACH/MENTOR AND COMMUNITY TO BECOME MORE OF WHO GOD CREATED ME TO BE IN BUSINESS AND PERSONAL LIFE: YES SOMEWHAT NO

Create Your Lucrative Offer

LUCRATIVE OFFER MAP



Dalila
CONAWAY

Ideal Client Worksheet

CREATE AN AVATAR OF YOUR IDEAL CLIENT. THE MORE DETAIL YOU GO INTO, THE MORE YOU WILL BE ABLE TO CONNECT WITH THEM INSIDE YOUR MESSAGING AND MARKETING.

NAME:

AGE:

LOCATION:

MARITAL STATUS:

CURRENT OCCUPATION:

GOALS :

CHALLENGES & PAIN POINTS :

INTERESTS & OTHER INFO OBJECTIONS :

Lucrative Offer Map

BEGIN CREATING YOUR LUCRATIVE OFFER WITH THE END RESULT IN MIND. IMAGINE YOUR CLIENT HAS JUST COMPLETED WORKING WITH YOU. DESCRIBE THEIR BEST POSSIBLE OUTCOME.

HOW DO THEY SEE THEMSELVES DIFFERENTLY?

WHAT IS THE BIGGEST CHANGE FROM WHERE THEY WERE BEFORE, TO WHERE THEY ARE NOW?

Lucrative Offer Map

WHAT RESULTS HAVE THEY GOTTEN FROM WORKING WITH YOU?

WHAT ARE THEIR THREE BIGGEST TAKEAWAYS FROM WORKING WITH YOU?

Example Lucrative Offer

COACHING/CONSULTING

- 3X MONTHLY 1-HOUR COACHING CALLS
- 1X WEEKLY GROUP COACHING CALL

CREATE CLARITY AND MOMENTUM FOR YOUR CLIENT

- INITIAL VIP DAY LIVE OR VIRTUAL.

CONTENT

- ACCESS TO PRE-RECORDED TRAININGS
- DONE-FOR-YOU FORMS, TEMPLATES, CHECKLISTS, SCRIPTS, ETC.
- EXAMPLES OF WRITTEN MATERIALS YOU'VE USED TO ACHIEVE RESULTS.

RECOGNITION & VISIBILITY

- INTERVIEW YOUR CLIENT SO THEY PRODUCE A PROFESSIONAL LIST BUILDING INTERVIEW TO POST ON THEIR SITE.
- RECOGNIZE CLIENTS AT EVENTS OR ON YOUR SOCIAL PAGES.
- CREATE ARTICLES ABOUT YOUR CLIENT,

SPECIAL VIP TREATMENT

- SPECIAL GIFTS
- LUXURY RETREAT GOODIES
- VIP TICKETS TO YOUR EVENTS
- PRIORITY CONSIDERATION FOR OFFERS/PRODUCTS.

BONUSES

- 1 TOPIC VIRTUAL INTENSIVE.
- FULL PAY BONUS--TOPIC SPECIFIC TELE-SEMINAR TRAINING.
- FAST ACTION BONUS--PRIVATE KICK-START COACHING CALL.

Lucrative Offer Map

WHAT IS THE NAME OF YOUR OFFER?

WHAT IS THE PRICE OF YOUR OFFER?

WHAT DOES COACHING/CONSULTING/PROVIDING SERVICE LOOK LIKE INSIDE THIS OFFER?

HOW WILL YOU CREATE MOMENTUM FOR YOUR CLIENTS?

WHAT SPECIAL CONTENT WILL YOU DELIVER INSIDE YOUR OFFER?

HOW WILL YOU RECOGNIZE YOUR CLIENT'S ACCOMPLISHMENTS?

WHAT DOES VIP TREATMENT LOOK LIKE FOR YOUR HIGH TICKET CLIENTS?

BO

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Your High-End
Client's Await...



Million Dollar Messaging

EXAMPLES & APPROACH

BUSINESS NICHE-YOUR POTENTIAL HIGH-END CLIENT IS ALREADY MAKING 5-6 FIGURES EACH MONTH, BUT FEEL THEY ARE TOO BUSY TO ENJOY LIFE/FAMILY ETC.

YOUR MESSAGING NEEDS TO EXPRESS HOW YOU HELP THEM GROSS MORE IN LESS TIME WHILE WORKING LESS.

SAMPLE CONTENT TOPICS:

- *HOW TO CREATE A MILLION DOLLAR TEAM AND SPEND MORE TIME ON VACAY.
- *HOW TO INCREASE PRODUCTION AND REVENUE WHILE WORKING LESS
- *3 KEYS FOR GOING FROM SIX-FIGURES TO SEVEN IN BUSINESS.
- *CONFESSIONS OF A MILLION DOLLAR CEO
- *HOW TO BUILD "GURU" AUTHORITY IN YOUR INDUSTRY
- *MAKING MILLIONS AND WORKING LESS
- *3 DECISIONS YOU MUST MAKE ON THE ROAD TO YOUR FIRST 6-7 FIGURES.
- *5 CHARACTERISTICS OF A HIGHLY EFFECTIVE TEAM OR SYSTEM

LIFE/RELATIONSHIPS ETC. COACHING NICHE- YOUR POTENTIAL HIGH-END CLIENT HAS MONEY TO INVEST IN THEIR TRANSFORMATIVE EXPERIENCE WITH YOU, BUT WORRIES THEY'LL BE JUDGED FOR "NOT HAVING IT ALL TOGETHER" SINCE THEY'RE SO SUCCESSFUL.

YOUR MESSAGING NEEDS TO SPEAK TO YOUR UNDERSTANDING OF THEIR BUSY, POWER-HOUSE LIFE AND HOW YOU HELP BIG DREAMERS CREATE LIFE FULFILLMENT AND JOY INSIDE THEIR PURPOSE AND HOW IT ULTIMATELY AFFECTS SUCCESS/ABUNDANCE.

SAMPLE CONTENT TOPICS:

- *YOUR DOUBTS DON'T DEFINE YOUR FUTURE
- *UNDERSTANDING HOW YOUR PURPOSE UNLOCKS JOY AND ABUNDANCE.
- *3 WAYS HEALING UNLOCKS YOUR GREATNESS AND GREATEST DESIRES.
- *FIND OUT HOW SHAME UNLEASHES ABUNDANCE.
- *HOW SETTING BOUNDARIES ALLOWS YOU TO ACTUALLY HAVE MORE.

Million Dollar Messaging

EXAMPLES & APPROACH

CORPORATE CLIENTELE - YOUR POTENTIAL HIGH-END ORGANIZATION IS ALREADY MAKING MONEY, BUT HAS A PLACE INSIDE THEIR BUSINESS THEY FEEL IS FAILING AND AFFECTING THEIR OUTPUT/SUCCESS/CLIENT RETENTION/RESULTS ETC.

YOUR MESSAGING NEEDS TO EXPRESS HOW YOU COME IN AND APPLY AN IMMEDIATE SALVE TO THIS ISSUE THAT ULTIMATELY AFFECTS THEIR REPUTATION/BOTTOM LINE/CLIENT EXPERIENCE/CLIENT GROWTH ETC.

- *5 CHARACTERISTICS OF HIGHLY EFFECTIVE TEAMS
- *SYSTEMS AND AUTOMATIONS THAT INCREASE PRODUCTIVITY AND RESULTS.
- *HOW TO INCREASE STAFF MEMBER COHESION AND COLLABORATION.
- *WAYS TO INCREASE CLIENT RETENTION AND RESULTS
- *HOW TO BECOME THE RESTAURANT EVERYBODY HASH TAGS.

DONE FOR YOU (MARKETING/BRANDING, PR, BUSINESS MANAGEMENT, FUNNEL CREATION, AUTOMATIONS) - YOUR POTENTIAL HIGH-END CLIENT HAS MORE MONEY THAN TIME TO BE CREATING GRAPHICS, FUNNELS, OPENING EMAILS AND MAKING PR CALLS.

YOUR MESSAGING NEEDS TO SPEAK TO YOUR UNDERSTANDING OF THEIR BUSY LIFE AND HOW YOUR DONE-FOR-YOU SERVICES LIFT THE BURDEN OFF OF THEM AND THEIR COMPANY AND INCREASES SUCCESS, PRODUCTIVITY AND ULTIMATELY IMPROVES THEIR BOTTOM LINE.

- *HOW DELEGATION CAUSES ELEVATION
- *HOW DELEGATING X IS WHAT EVERY HIGH-EARNING CEO DOES
- *HOW YOU GET TO ENJOY MORE TIME ON THE BEACH AND MAKING MEMORIES WHEN YOU OUTSOURCE X

Dalila Conaway

DALILA CONAWAY IS A LUCRATIVE BUSINESS COACH, AUTHOR AND SOUGHT AFTER SPEAKER.

CLIENTS WHO WORK WITH HER LEARN TO EMBODY THE AUTHORITY AND INCOME OF THEIR NEXT LEVEL CEO SELF SO THAT THEY CREATE BUSINESSES THEY LOVE THAT GROSS AMAZING CA\$H FLOW. DALILA HELPS CLIENTS EMBRACE & EMBODY THEIR 7-FIGURE IDENTITY, MANIFEST THEIR DREAMS AND CLOSE LUCRATIVE SALES WITH EASE.

SHE IS AFFECTIONATELY REFERRED TO AS, "THE LUCRATIVE CEO" BECAUSE OF HER INTUITION, INSIGHT AND ABILITY TO COACH CLIENT'S IN A WAY THAT HELPS THEM SCALE AND ACHIEVE THEIR BUSINESS AND REVENUE GOALS IN RECORD TIME.

[Book A
Strategy Call](#)



Bonus Folder Exercise

STEP ONE: CREATE CLIENT DETAIL FOLDERS FOR 3+ PEOPLE YOU KNOW WILL BE A GOOD FIT FOR YOUR OFFER.

QUANTUM-TIP: BE HONEST ABOUT THE TYPE OF CLIENT YOU WANT TO WORK WITH. I KNOW THEY ARE NOT YOUR CLIENT YET, BUT THIS IS HOW QUANTUM MANIFESTATION WORKS. EVEN IF THEY DON'T BECOME YOUR CLIENT, SOMEONE WITH A VERY SIMILAR PROFILE WILL! 😊

STEP TWO: CONTACT THE 3+ PROSPECTS VIA PERSONAL MESSAGE OR EMAIL THAT YOU ALREADY HAVE CONNECTION WITH (WARM LEADS).

CREATE GENUINE CONNECTION WITH THEM FIRST ON SOMETHING THEY ARE DOING THAT YOU KNOW ABOUT (EXMAPLE, "HI _____, HOW ARE YOU? YOUR BABIES ARE GROWING SO BEAUTIFULLY." BE REAL & HONEST.

AFTER THEY RESPOND, TELL THEM, "HEY, I CREATED SOMETHING I THINK YOU WOULD BE A GOOD FIT FOR. ARE YOU FREE TODAY OR TOMORROW TO CHAT ABOUT IT?"

GET ON THE PHONE! CLOSE THE SALE!