

A silhouette of a hiker with a backpack is visible on the left side of the image, standing on a mountain ridge. The background is a dark, gradient sky. The text is overlaid on the right side of the image.

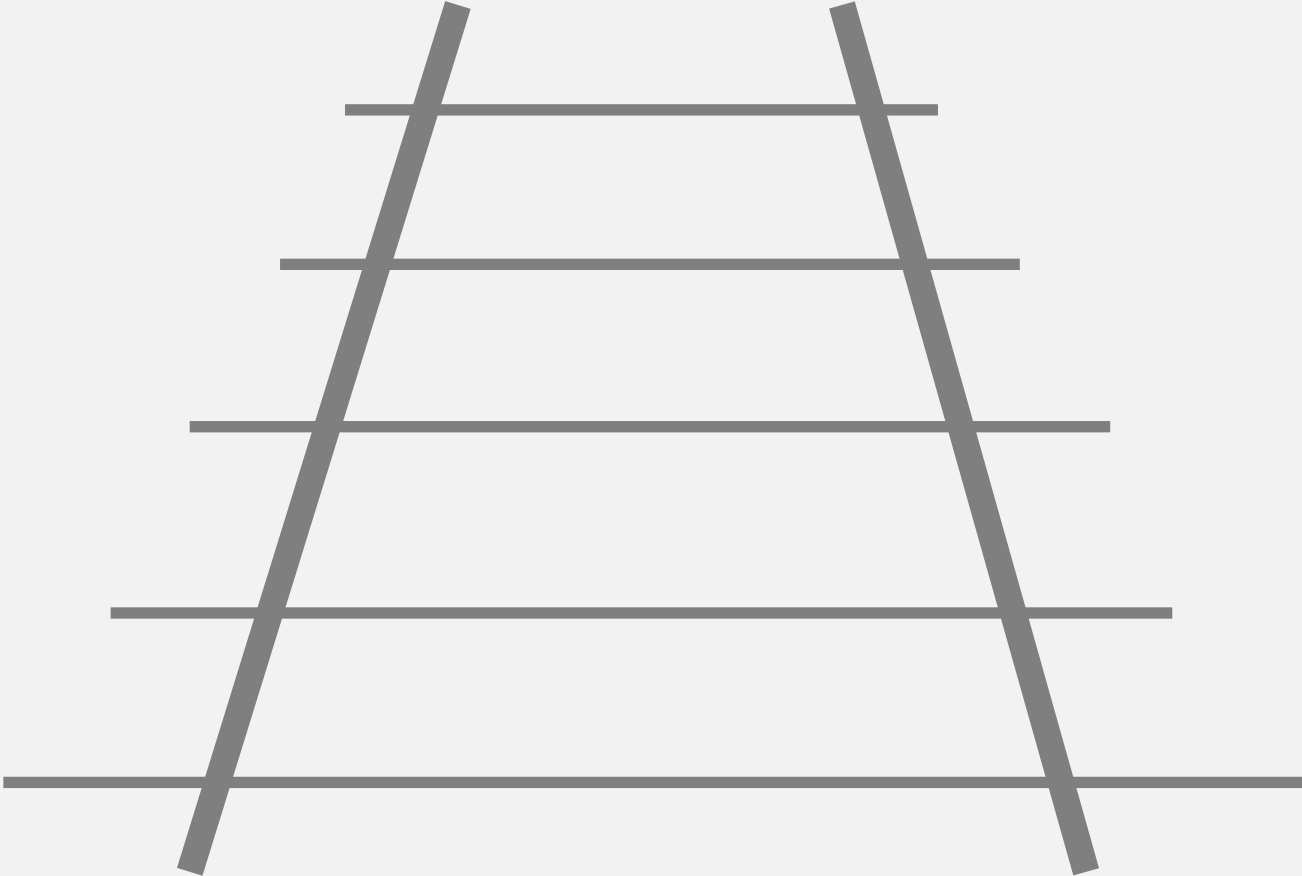
3 BIG SHIFTS IN YOUR MARKETING

*TIME TO LEAD DURING CRISIS AND
SERVE YOUR COMMUNITY*

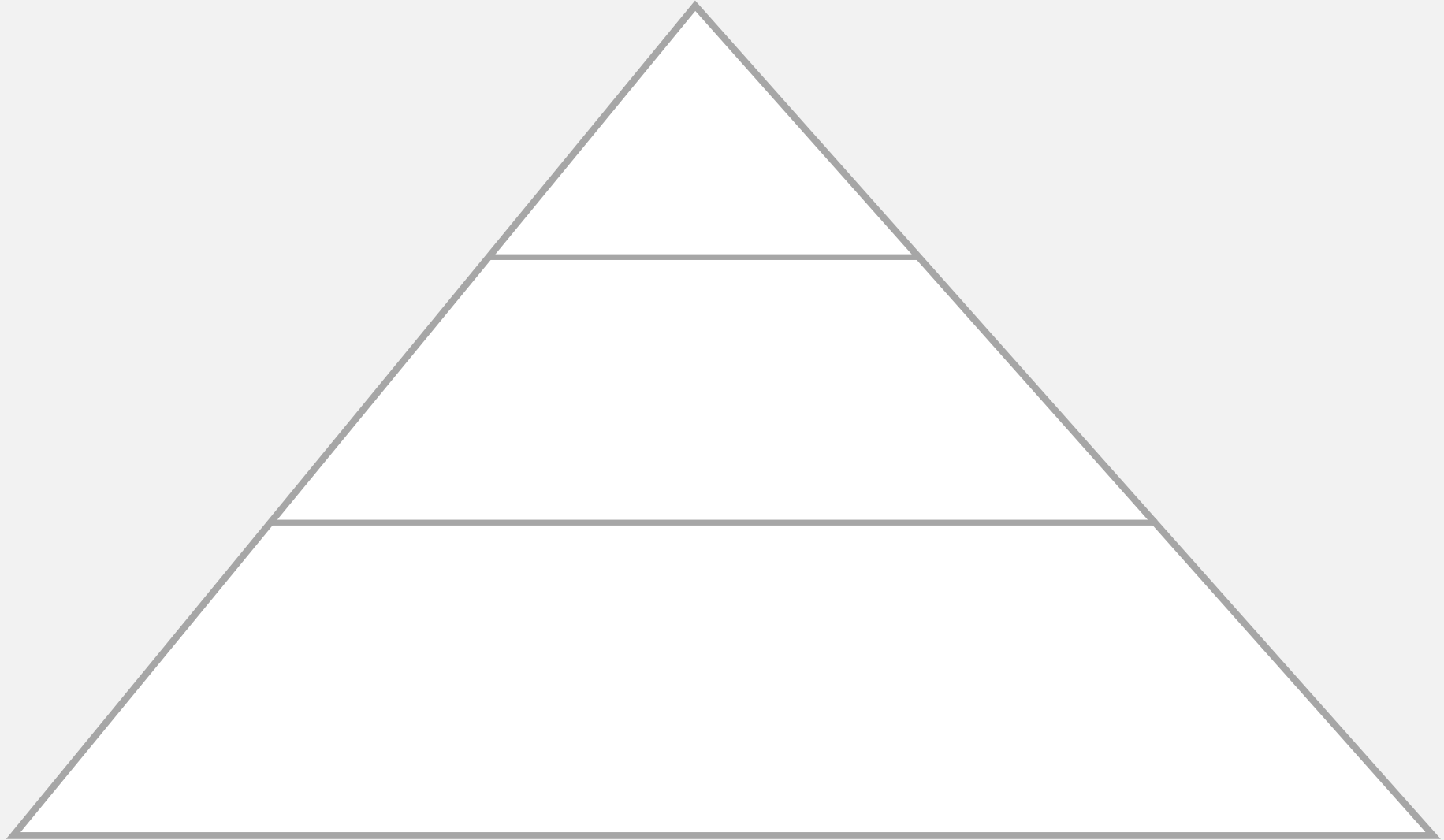
Clarity Plan

<i>Now</i>	6 Months Goal	GAP

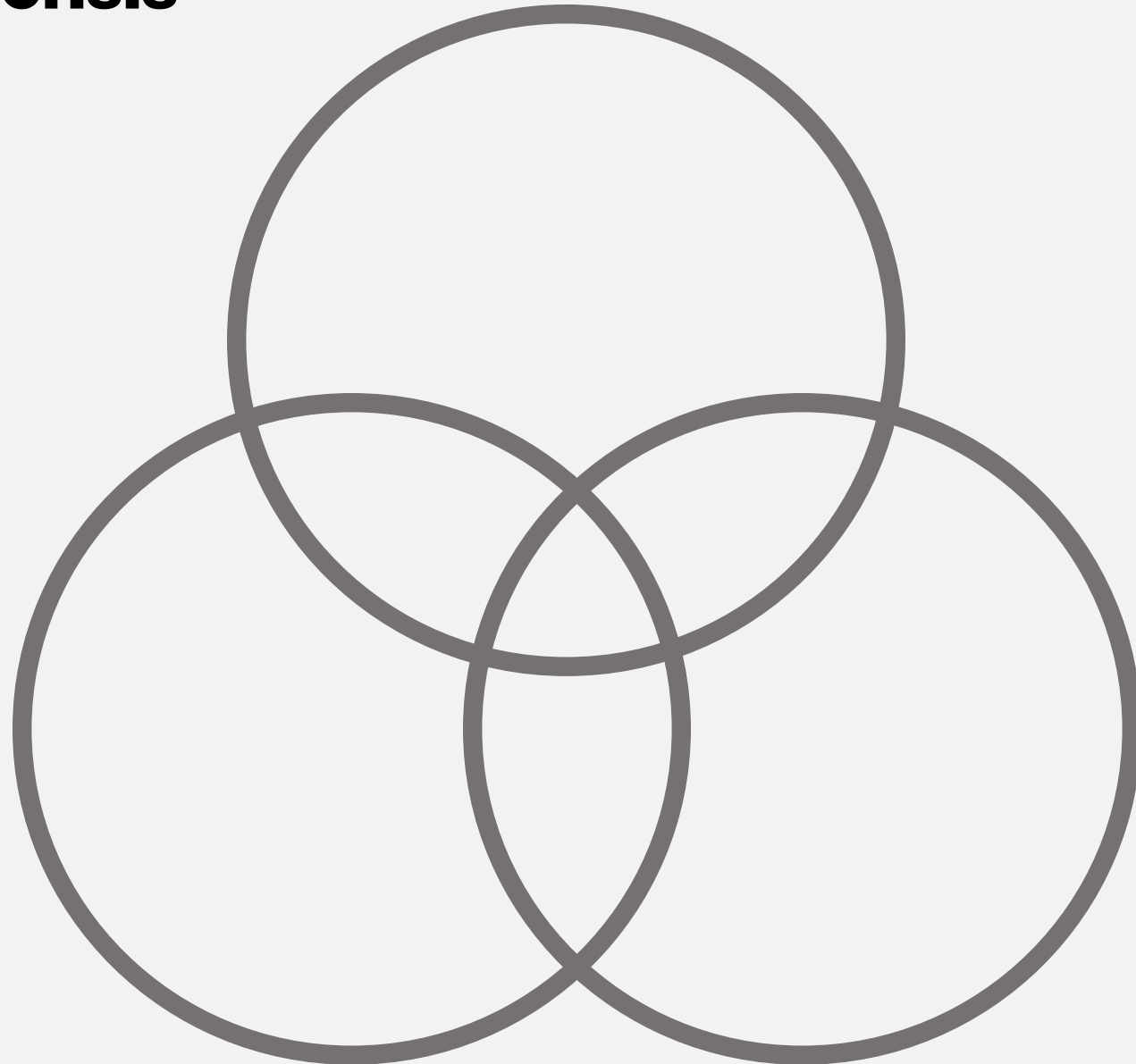
Revenue Scaling Ladder



3 Business Outcomes after Crisis



Leading through Crisis



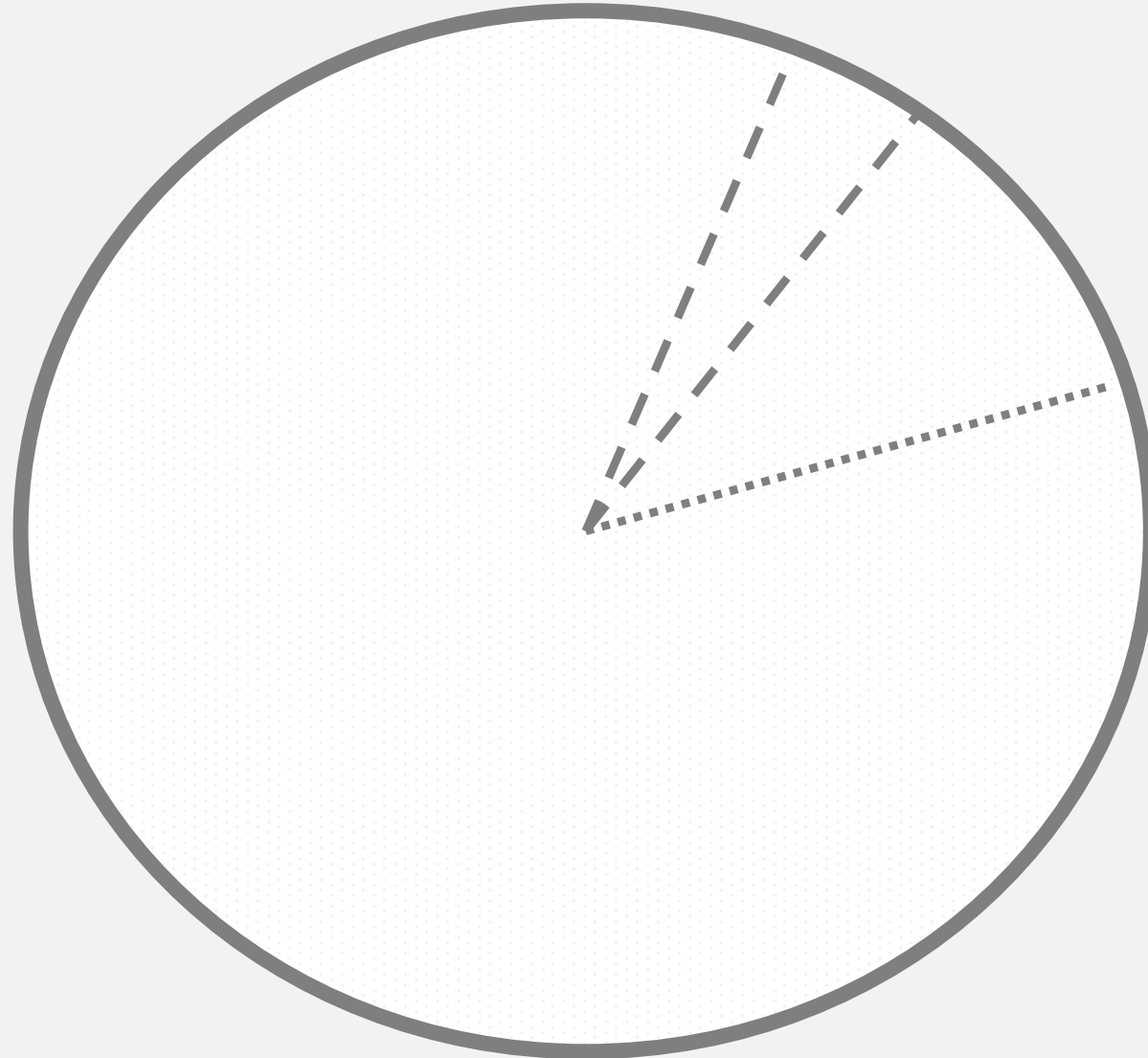
Revenue Map

	NOW	\$15K/Month	\$50K/Month
Leads/Month			
Total Customers / Months			
Total Sales / Month			
Average Sale			
No. of Transaction			
Total life time value of Customers/Year			

Breaking \$15K a Month

<i>Notes</i>	<i>Actions</i>

Offer Matrix



1 Page Campaign Builder – 90 Days

Your Purpose/Impact – Why you do what you?	Target Market – Who do you serve?	USP – Why should they buy from you?
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Product	Offer	Headline	Channels	Tool	Launch Date	Results

Campaign Builder Calendar

<i>MONDAY</i>	<i>TUESDAY</i>	<i>WEDNESDAY</i>	<i>THURSDAY</i>	<i>FRIDAY</i>	<i>SATURDAY</i>	<i>SUNDAY</i>