

Scale up Conference

The Great Re-Ignition



geniusU



ENTREPRENEURS
INSTITUTE

Welcome to the The Great Re-Ignition Scale-up
Conference

24th & 25th February 2022
8AM - 12PM UK / 4PM - 8PM SG



geniusU



ENTREPRENEURS
INSTITUTE

Your Host for the Conference



Michelle Clarke
CEO, Entrepreneurs Institute

The Great Re-Ignition Scale-up Conference Circle

DAY 2 - 25th February

Topic:



geniusU



ENTREPRENEURS
INSTITUTE



geniusU



ENTREPRENEURS
INSTITUTE

Join us in the The Great Re-Ignition Scale-up Conference Circle



Michelle Nolting posted in mentor circle: Genius 5.0 Scale Up Entrepreneurs

Feb 1, 2022 at 16:27 in South Africa - [Delete](#) - [Report](#)



Welcome to everyone in this group! We are looking forward to hosting you at our 'The Great Re-ignition' Scale up Conference. Introduce yourself below and let us know where you are from & what your BIG goals are for 2022.



SPEAKERS



Suraj Naik

Chief Marketing Officer,
GeniusU



Michelle Nolting

Partnerships Manager
Entrepreneurs Institute



Marilize Paixao

Data Manager,
GeniusU



Donna Izobella

Head mentor,
Entrepreneurs Institute

PANELISTS



JO FORMOSA

Co-Founder, Health Dynamics



JOSEF HAJKR

CEO, SHINE Consulting s.r.o.



MARK ROBINSON

Founder, IAW



AN NGUYEN

Founder, IME Global Academy



ALISON SHADRACK

Founder, Adia PR



MONIQUE BRADLEY

TV Producer,
Guide To Better Living



JILL TAYLOR

Co-Founder and Chief Strategy
Officer, The Taylor Group



EVE BUCHANAN

Founder, The Screening
Room



BERYL OLDHAM

Founder, Complete Learning
Solutions

PANELISTS



SUSAN RITTER

Founder, Wealthy Wise Woman



TATIANA PREOBRAZHENSKAYA

Managing Director, Land Matters



TAMAMI USHIKI

Founder, jwda



YVETTE SHOLDAS

Managing Director,
Remarkable Franchises



ESMERALDA HERRERA

Founder, Academia del Bienestar



DEBORAH HARRIS

Founder, Grow CFO

SPECIAL GUEST



PAUL DUNN
Founder, B1G1

Scale up Conference

WIN SOME COOL PRIZES DURING THE CONFERENCE

1. COMPLETE AND SUBMIT THE SCALE UP SLIDES
2. SHARE YOUR STORIES IN THE CHAT



Scale up Conference

AWESOME PRIZES TO BE WON

TOP THREE SUBMISSIONS

Three top submissions will win a FULLY funded places on Roger's signature Wealth Dynamics Masters virtual program, 21- 25 March 2022 (\$3500)

TOP FOUR STORIES

Share your success stories in the chat and the top four stories will win a FULLY funded place on an exclusive Founders Roundtable Session with Michelle (\$970)



HOW TO SUBMIT YOUR SLIDES

1. Download the slide template and make your own copy
2. Complete the slides and give view access to all
3. Submit your slides [via this form](#)



Make a Submission

Scale up Conference

SUBMISSIONS DUE MONDAY 28TH FEB

Don't miss the deadline! Submit before:

- 28TH FEB 9AM SGT
- 28TH FEB 1AM UK
- 27TH FEB 5PM PST



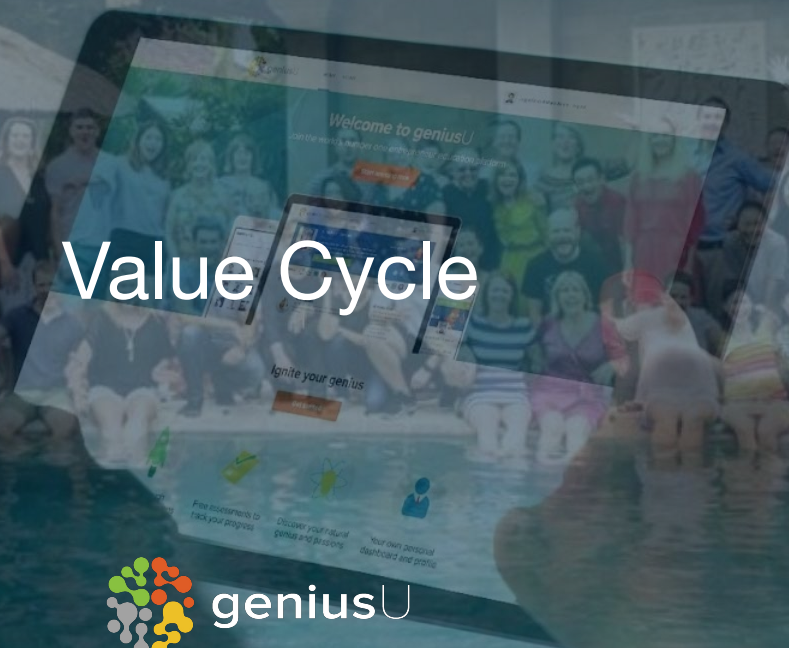
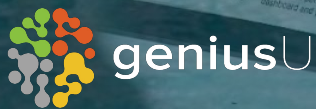
THE VALUE CYCLE



Suraj Naik

Chief Marketing Officer,
GeniusU

Value Cycle

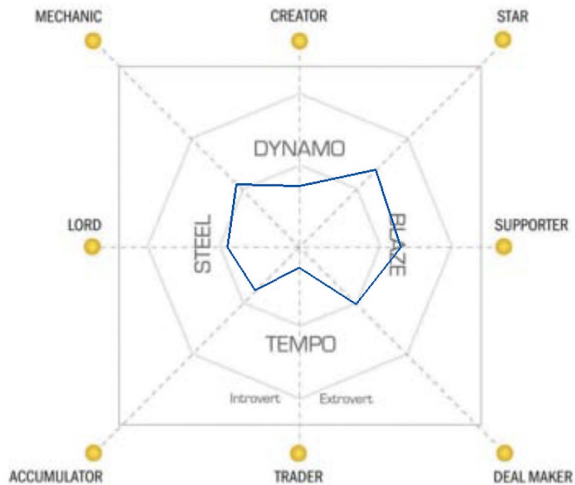


Secret Lord

My Wealth Dynamics Graph

Name: **Suraj Naik**
Primary Profile: **Supporter**
Secondary Profiles: **Star, Deal Maker**

WEALTH FREQUENCIES							
Dynamo:	24%	Blaze:	40%	Tempo:	8%	Steel:	28%



This badge was issued to [Suraj Naik](#) on February 15, 2022

Share



Unity Essentials Pathway

Issued by [Unity Technologies](#)

Unity Essentials is the pathway for interested creators who are just getting started with Unity and real-time content creation. To achieve this pathway badge participants will create their first simple interactive experience with Unity. Learners who achieve the Unity Essentials Pathway [More...](#)

Skills

2D & 3D Design

2D Assets

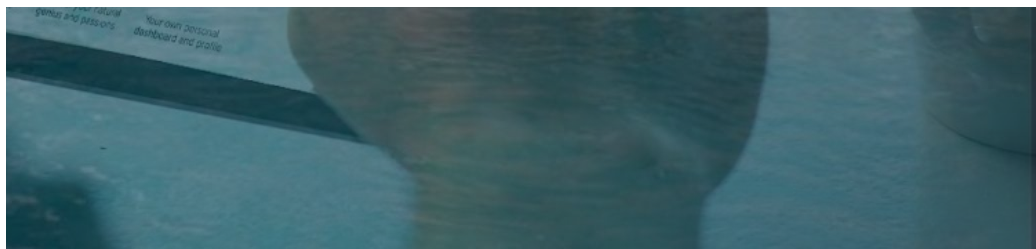
3D Assets

Basic C# Scripting

Real-time Creation

Unity Editor

[Additional Details](#)



JAN
2022

OVERVIEW OF INTERNET USE

ESSENTIAL INDICATORS OF INTERNET ADOPTION AND USE



TOTAL
INTERNET
USERS



4.95
BILLION

INTERNET USERS AS
A PERCENTAGE OF
TOTAL POPULATION



we
are
social

62.5%

YEAR-ON-YEAR CHANGE
IN THE NUMBER OF
INTERNET USERS



+4.0%
+192 MILLION

AVERAGE DAILY TIME SPENT
USING THE INTERNET BY
EACH INTERNET USER



6H 58M
+1.0% (+4M)

PERCENTAGE OF USERS
ACCESSING THE INTERNET
VIA MOBILE PHONES



GWI.

92.1%

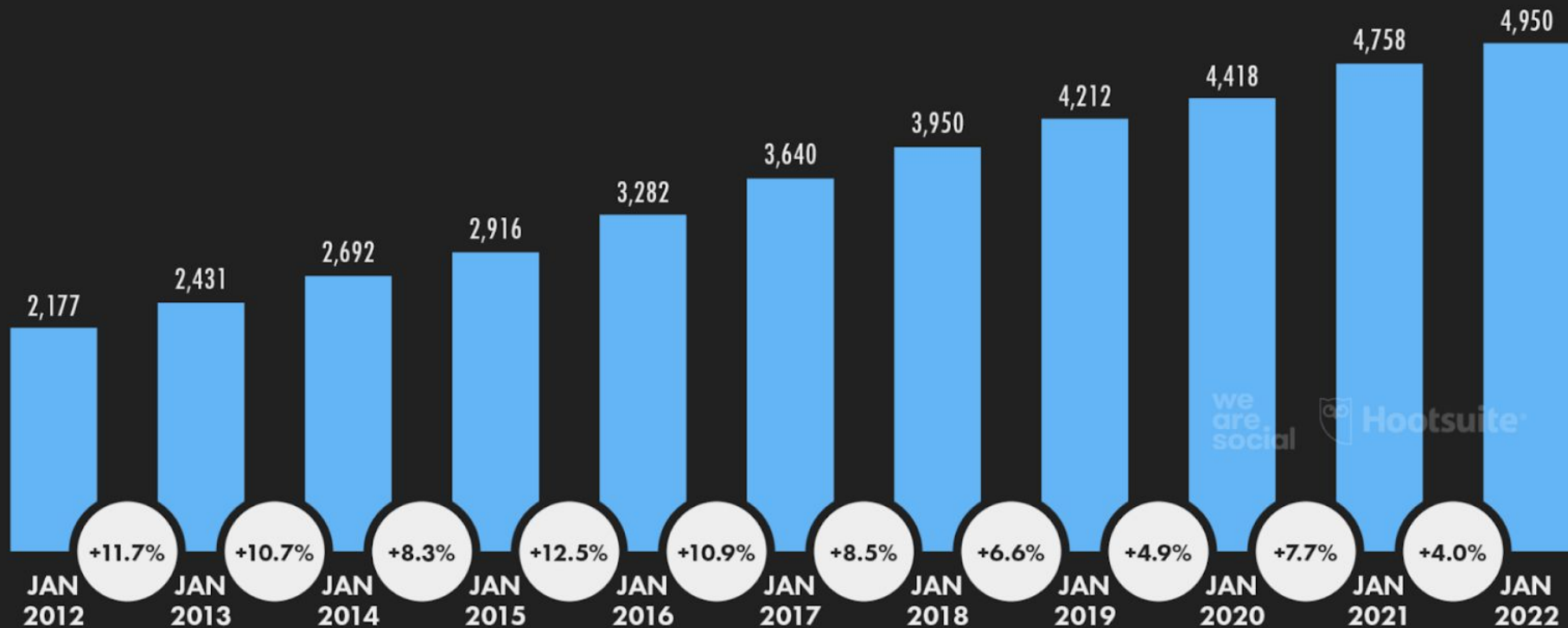
JAN
2022

INTERNET USERS OVER TIME

NUMBER OF INTERNET USERS (IN MILLIONS) AND YEAR-ON-YEAR CHANGE



GLOBAL OVERVIEW



JAN
2022

TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23.7

HOURS / MONTH

02: FACEBOOK



19.6

HOURS / MONTH

03: WHATSAPP



18.6

HOURS / MONTH

04: INSTAGRAM



11.2

HOURS / MONTH

05: TIKTOK



19.6

HOURS / MONTH

06: FACEBOOK MESSENGER



we
are
social

3.0

HOURS / MONTH

07: TWITTER



5.1

HOURS / MONTH

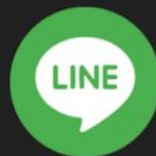
08: TELEGRAM



3.0

HOURS / MONTH

09: LINE



11.6

HOURS / MONTH

10: SNAPCHAT



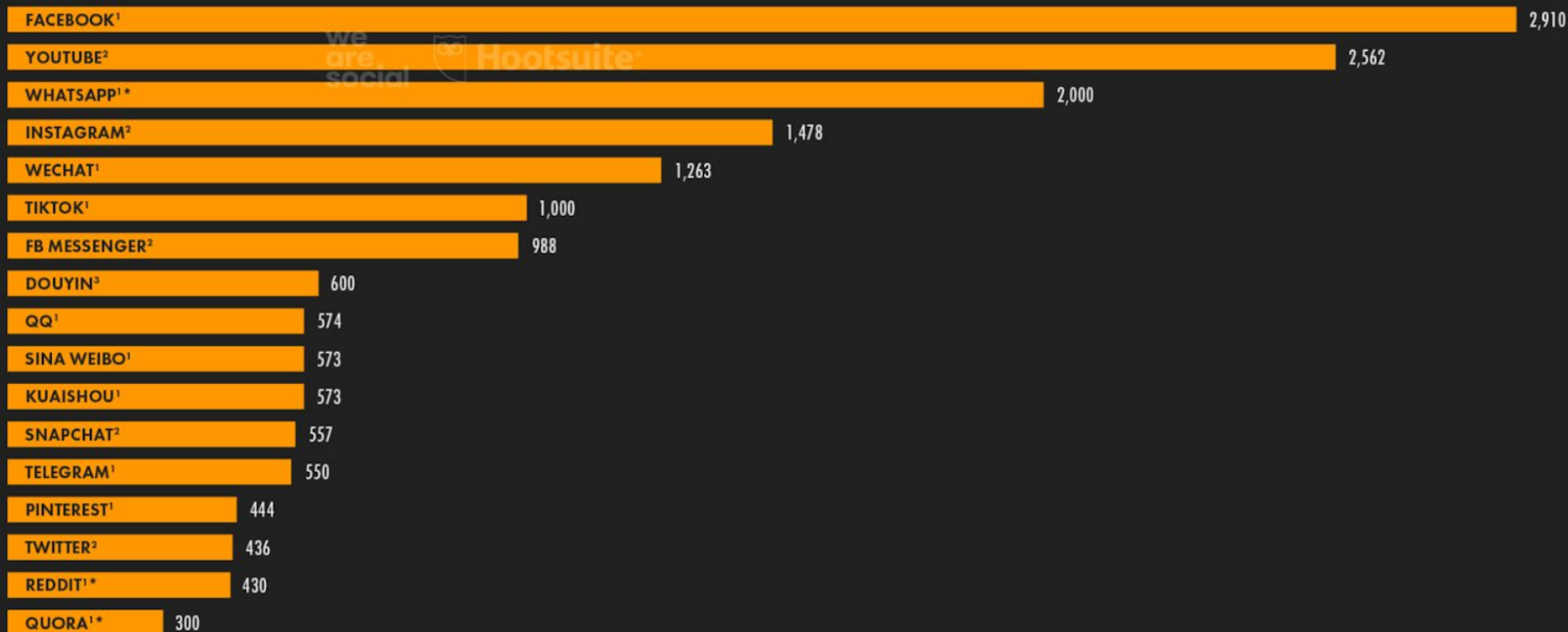
3.0

HOURS / MONTH

JAN
2022

THE WORLD'S MOST-USED SOCIAL PLATFORMS

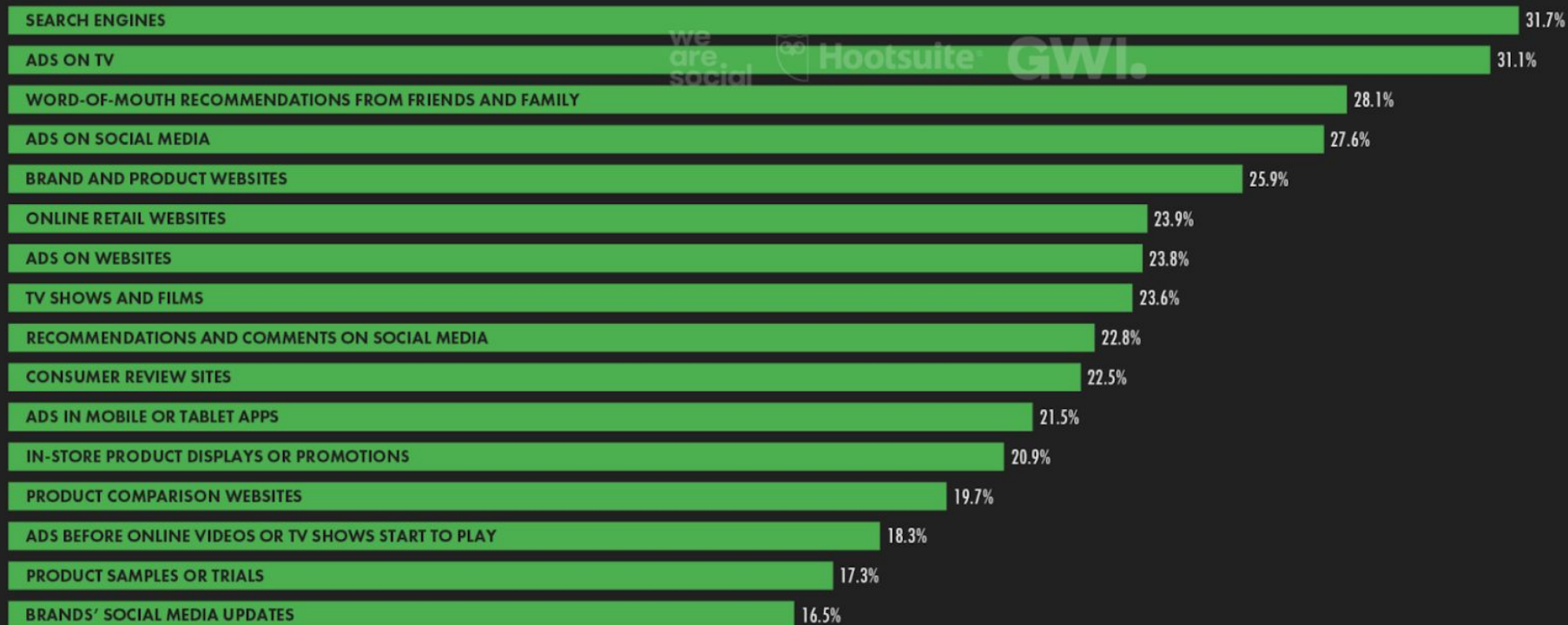
RANKING OF SOCIAL MEDIA PLATFORMS BY GLOBAL ACTIVE USER FIGURES (IN MILLIONS)



JAN
2022

SOURCES OF BRAND DISCOVERY

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO DISCOVER NEW BRANDS, PRODUCTS, AND SERVICES VIA EACH CHANNEL OR MEDIUM



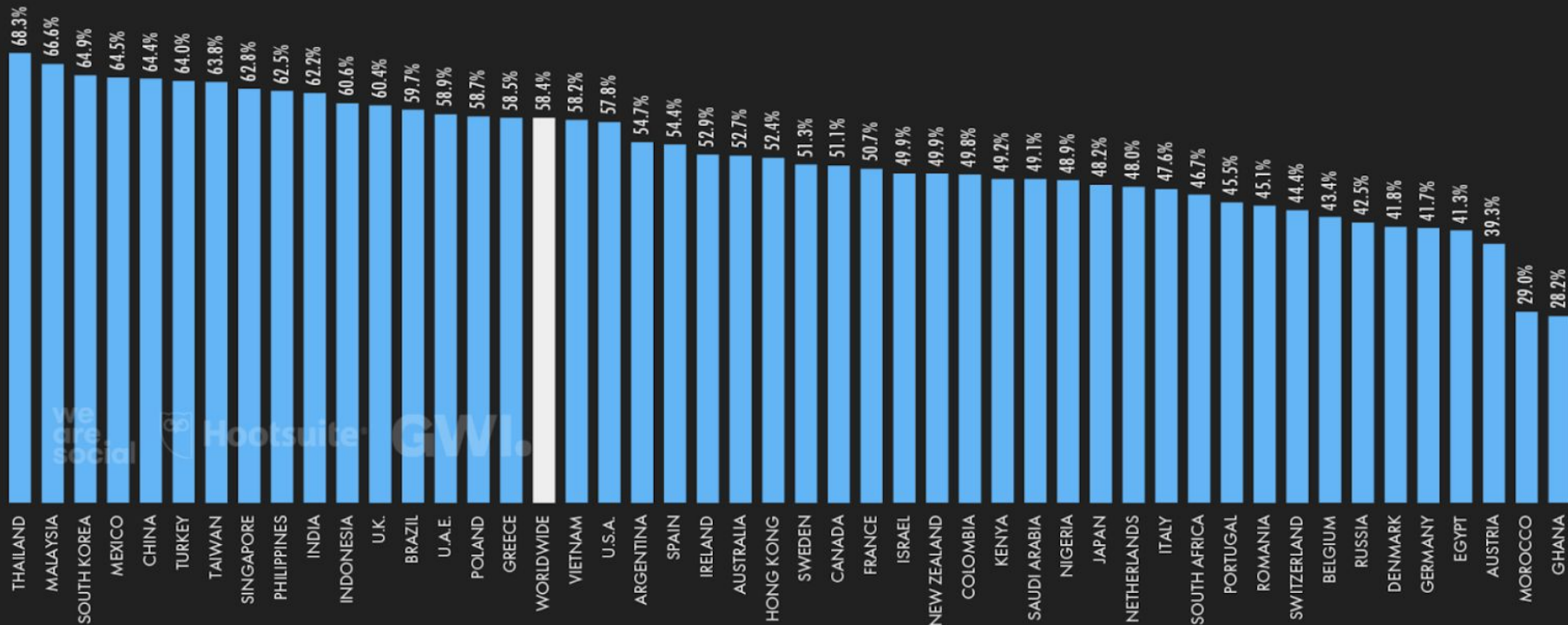
JAN
2022

WEEKLY ONLINE PURCHASES

PERCENTAGE OF INTERNET USERS AGED 16 TO 64 WHO BUY SOMETHING ONLINE EACH WEEK



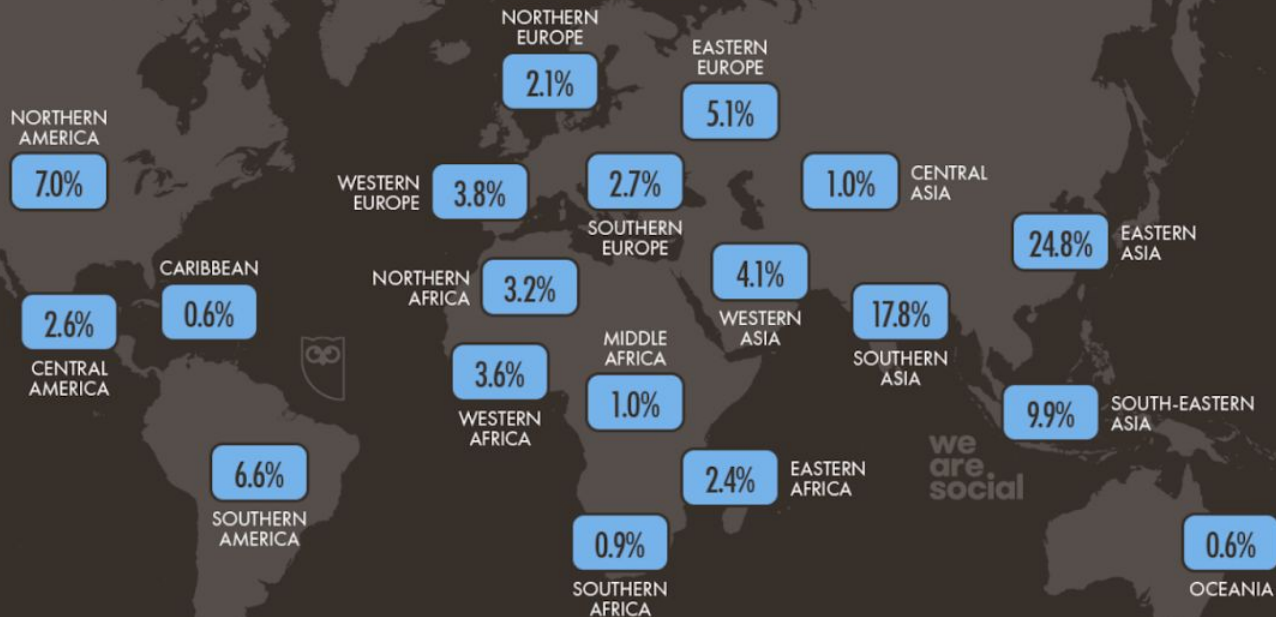
GLOBAL OVERVIEW



NOV
2021

SHARE OF THE WORLD'S INTERNET USERS

THE NUMBER OF INTERNET USERS IN EACH REGION AS A PERCENTAGE OF THE GLOBAL TOTAL



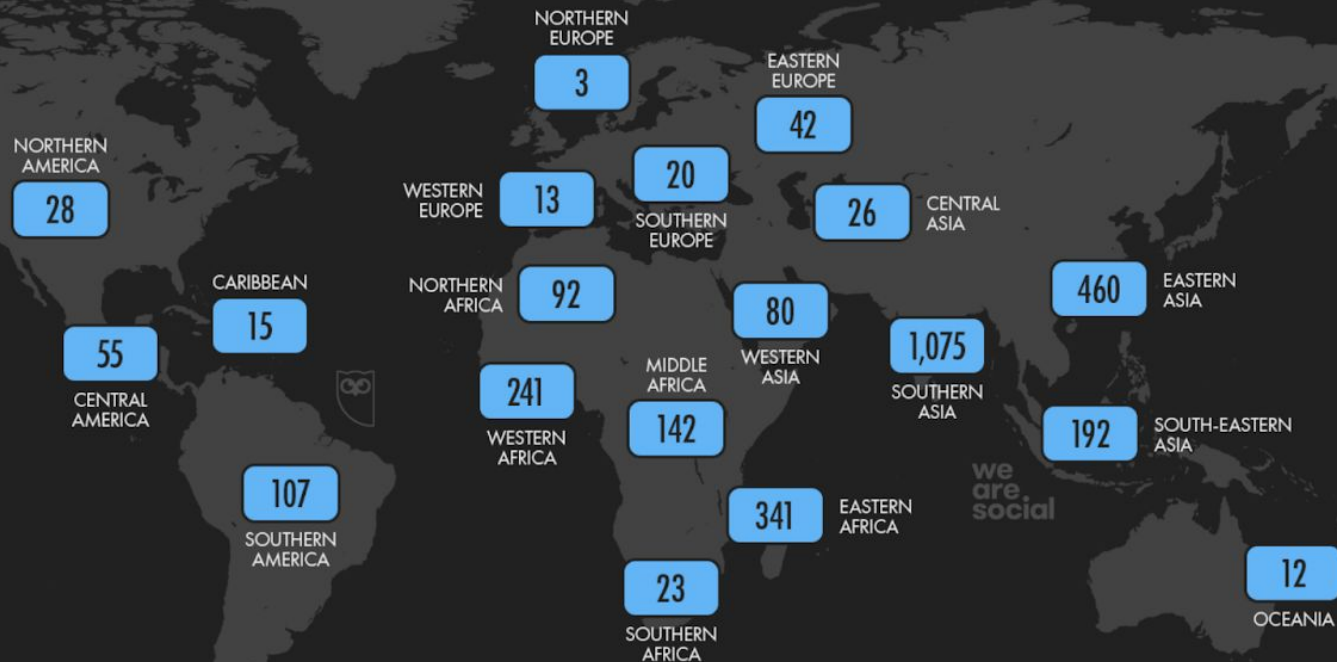
JAN
2022

UNCONNECTED POPULATIONS

NUMBER OF PEOPLE (IN MILLIONS) WHO DO NOT USE THE INTERNET



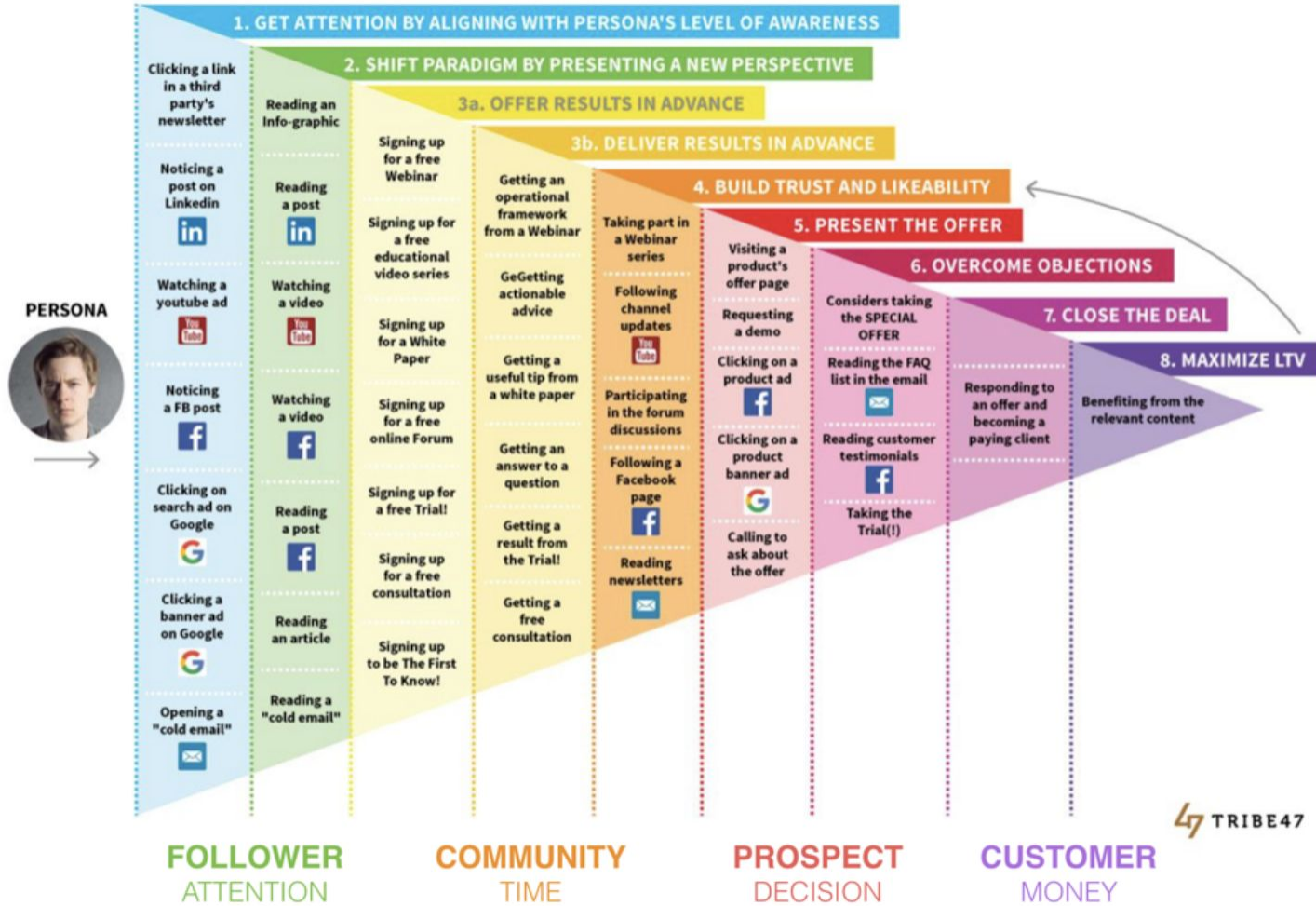
GLOBAL OVERVIEW



A large group of approximately 50 people, including men, women, and children, are posing for a group photo. They are arranged in several rows, with some standing on a paved area and others sitting or kneeling in the shallow end of a swimming pool. The background features a resort building with a tiled roof, a thatched umbrella, and lush greenery. The overall scene is bright and festive.

VALUE CYCLE

YOUR FIRST SIX STEPS

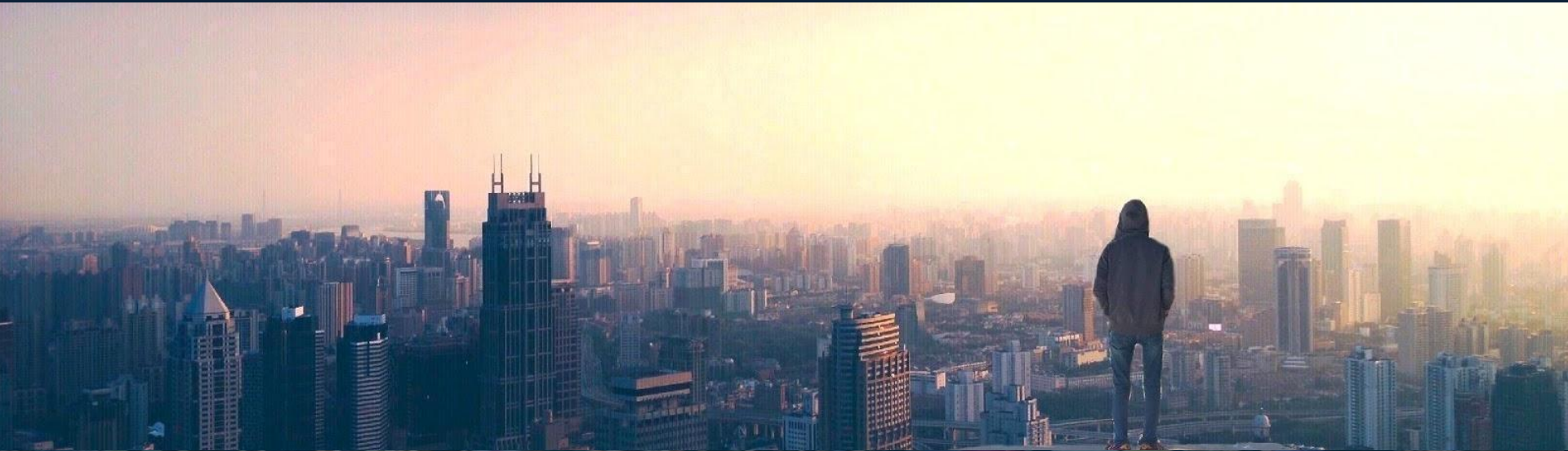


A large group of people, approximately 50-60 individuals, are posing for a group photo around a swimming pool. They are arranged in several rows, some standing, some kneeling, and some sitting in the shallow water. The background features a building with a tiled roof, a thatched-roof structure, and lush greenery. The overall scene is bright and festive.

STEP 1

**YOUR CUSTOMER
AND
THE PROBLEM**

GLOBAL IMPACT INVESTOR SUMMIT 2022



PROBLEM

In March of 2020, the COVID-19 pandemic triggered a rapid global crash in financial history. However, the stock market and businesses regained ground quickly and the year closed with record highs in all major indexes. Governments have been spending high on stimulus packages, and inflation is set to hit record numbers as we get into recovery mode. We are living in unprecedented times and we are heading into what experts are calling a very unpredictable future for investors and businesses.

This is why we are launching the Global Impact Investor Festival to support investors and entrepreneurs to strive in these unpredictable volatile phase while keeping an eye on the upcoming opportunities in the digital decade. Because it is always in the times of greatest crisis that lie the opportunities of a lifetime.



Company/Product Name:

GOALS AND VALUES

Goals:

Values:

Name:

Age:

Gender:

Marital Status:

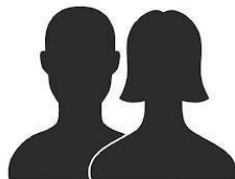
#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:



SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLES

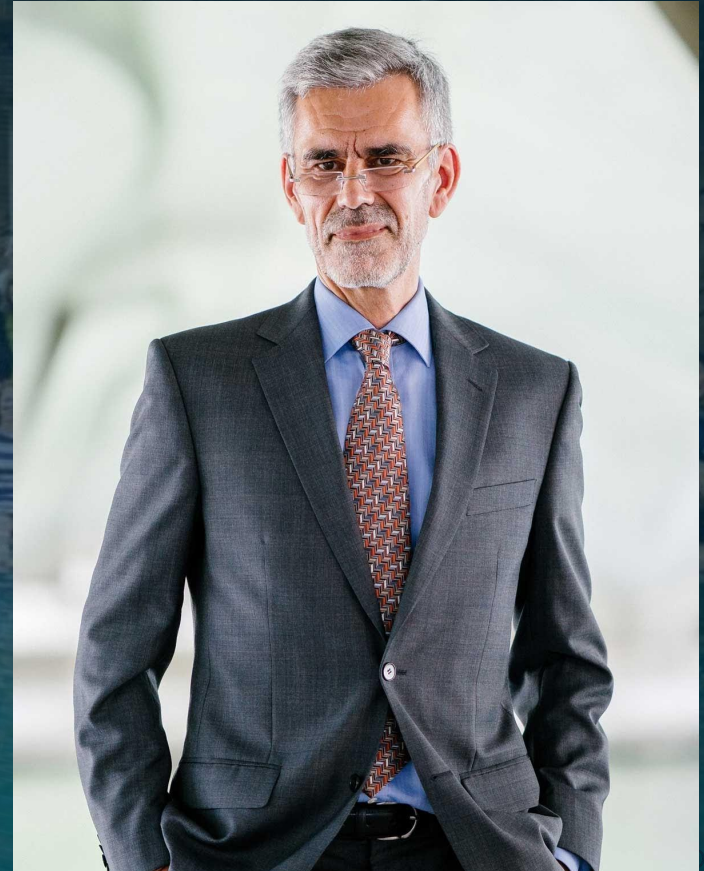
Possible Objections:

Role in the Purchase Process:

CUSTOMER AVATAR

Investor Ian

- **Investor Ian is an investor looking for the smartest ways to improve his investing expertise in building an investment portfolio using stocks, crypto and smart cashflow strategies**
- His biggest problem is that the market is always changing, and there is no one place to go to ensure he remains up-to-date with the latest strategies and opportunities
- Investment Mastery and International Academy of Wealth solves that problem for him by giving him a global investor community he can connect to and an investor education pathway he can follow, with the latest Investment tools to support him.
- This is delivered to him, based on his level of membership, from free access to assessment and training tools, to, an online platform and online community at entry-level membership, to full mentoring and certification programs at higher-level membership.



A large group of approximately 50 people, including men and women of various ages, are posing for a group photo. They are arranged in several rows, some standing on a paved area and others sitting or kneeling in the shallow end of a swimming pool. The background features a resort building with a tiled roof, a thatched-roof structure, and lush greenery. The overall scene is bright and festive.

STEP 2

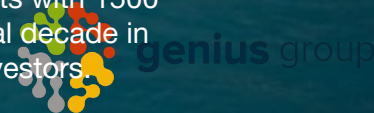
UNDERSTAND
THE OBJECTIVE

GLOBAL IMPACT INVESTOR SUMMIT 2022



PROJECT SUMMARY

Summary: Summary: Generate \$1M+ revenue and \$3M worth of contracts for GeniusU Platform from a 5 Day Impact Investor Challenge, 2 day Impact Investor Summit, and series of partner events with 1500 yellow level entrepreneurs where they will learn the top investment strategies for the digital decade in addition to mentoring, investment opportunities and connections with like minded investors.



GLOBAL IMPACT INVESTOR SUMMIT 2022



FINANCIAL

Launch the 5 Day Global Investor challenge with 5000+ investors and entrepreneurs.

Launch the 2 day Global Impact Investor Summit with 1500+ yellow+ entrepreneurs and investors

Generate \$1M+ revenue and \$3M worth of contracts from 2 new investment education companies.



DEVELOPMENT

Build the investor community on geniusU which can be nurtured for our genius partners and have a plan to keep engagement of the group to 50% of the total members.

Create a high value compelling offer for the investor community that is attractive and ensure achievement of goals. Presell 100 \$97 workshop packs.

Turn the summit, 5 day challenge and micro school into evergreen so there is constant flow of new leads.



LEARNING

How to replicate the success of the Investor summit 2021 with new GU focused platform funnel

How to integrate the IPO launch and the buzz created from the festival to build strong momentum.

The best UX for the festival with new avatars each quarter which results in engaged experience for the community.

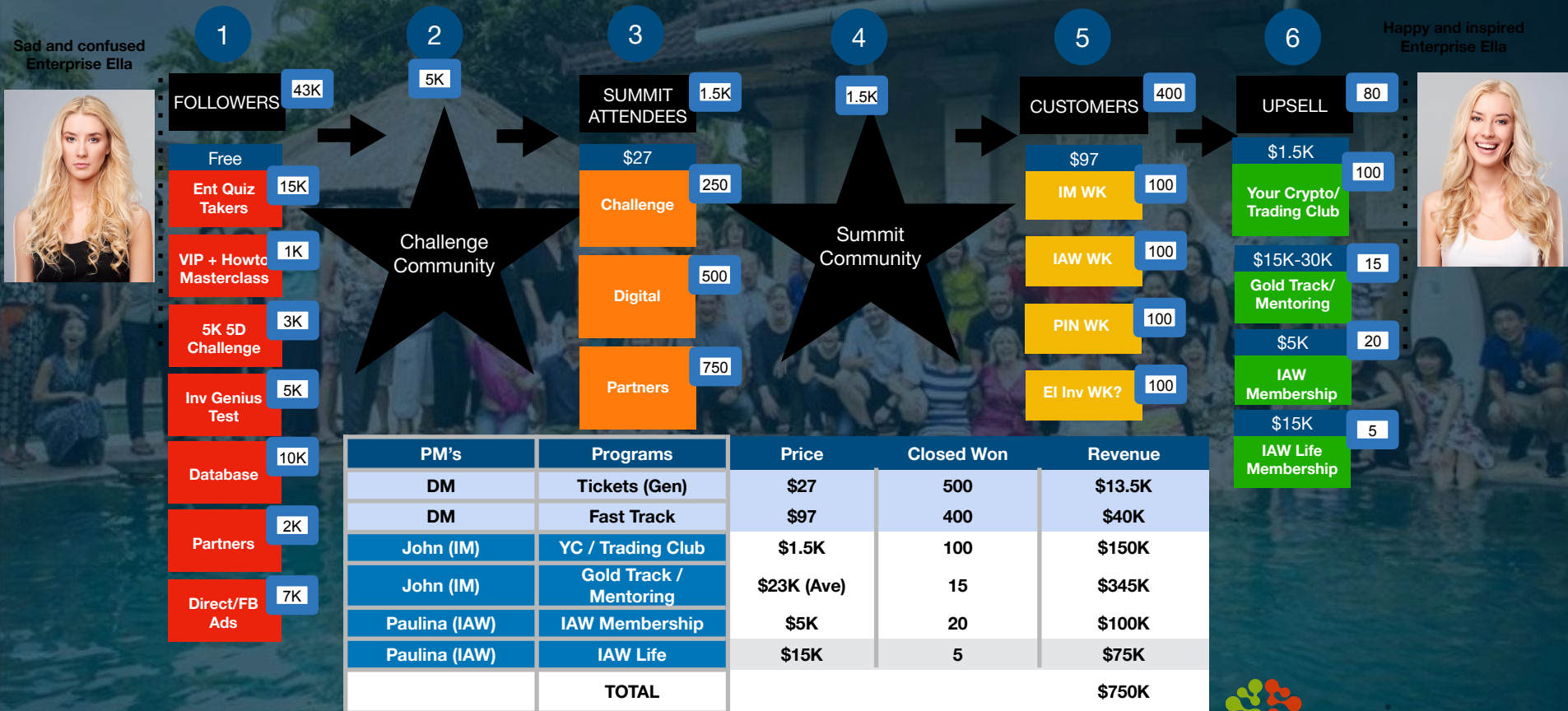


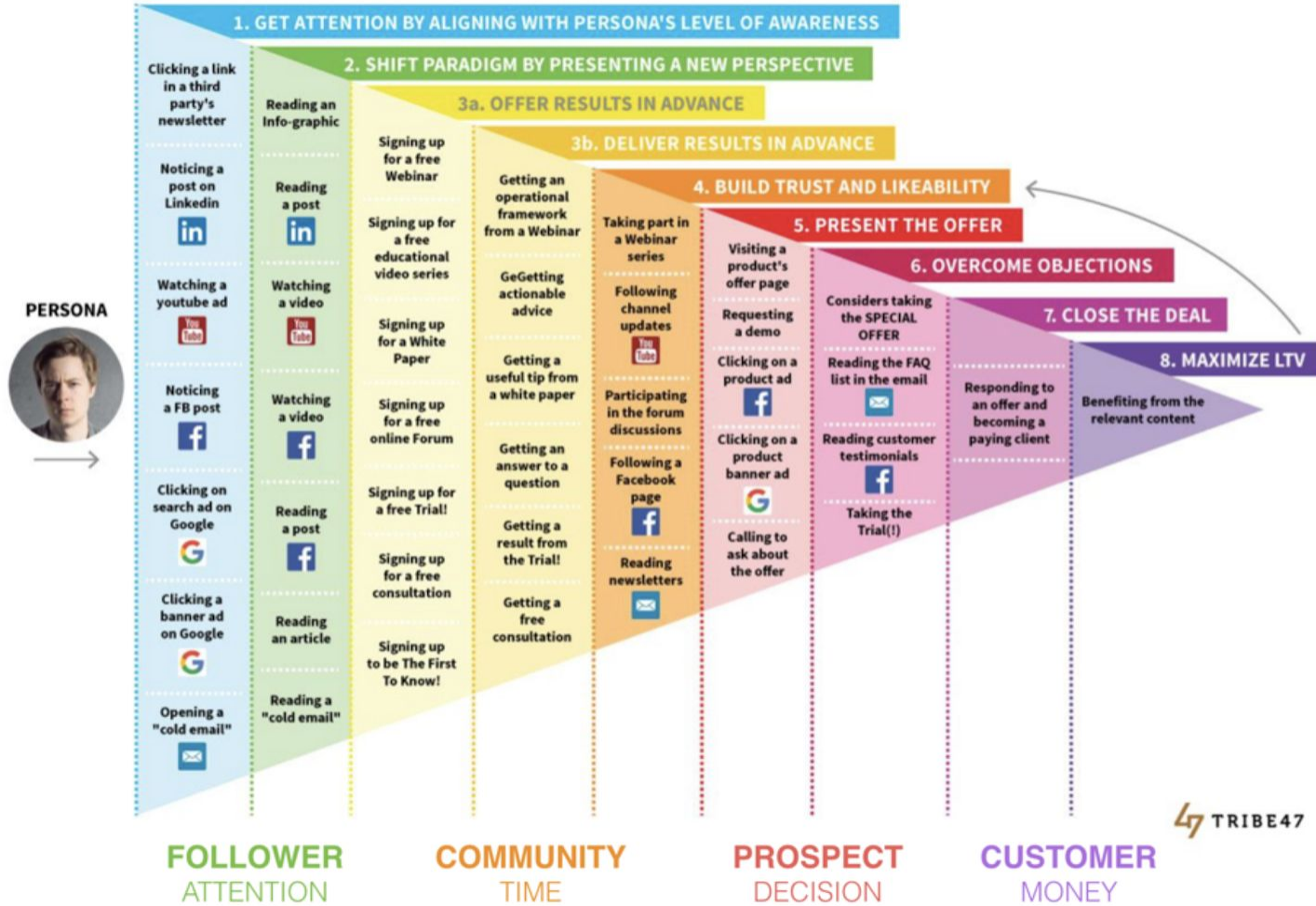
STEP 3

REVERSE YOUR FUNNEL

GLOBAL IMPACT INVESTOR SUMMIT 2022

USER JOURNEY





Clicking a link in a third party's newsletter

Noticing a post on LinkedIn

Watching a youtube ad

Noticing a FB post

Clicking on search ad on Google

Clicking a banner ad on Google

Opening a "cold email"

Reading an info-graphic

Reading a post

Watching a video

Watching a video

Reading a post

Reading an article

Reading a "cold email"

Signing up for a free Webinar

Signing up for a free educational video series

Signing up for a White Paper

Signing up for a free online Forum

Signing up for a free Trial!

Signing up for a free consultation

Signing up to be The First To Know!

Getting an operational framework from a Webinar

Getting actionable advice

Getting a useful tip from a white paper

Getting an answer to a question

Getting a result from the Trial!

Getting a free consultation

Taking part in a Webinar series

Following channel updates

Participating in the forum discussions

Following a Facebook page

Reading newsletters

Visiting a product's offer page

Requesting a demo

Clicking on a product ad

Clicking on a product banner ad

Calling to ask about the offer

Considering taking the SPECIAL OFFER

Reading the FAQ list in the email

Reading customer testimonials

Taking the Trial(!)

Responding to an offer and becoming a paying client

Benefiting from the relevant content

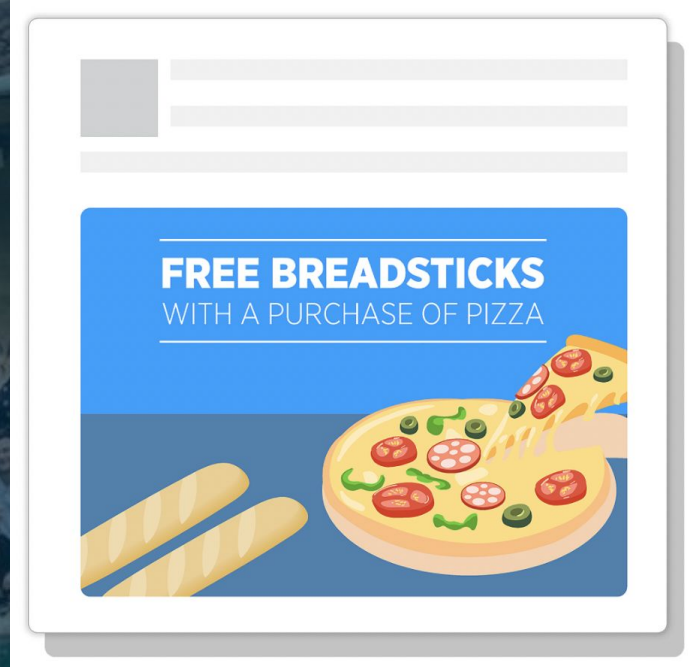
What it should look like

Campaign Name	Amount Spent	Reach	Cost	Link Clic...	CTR..	CPC (...)	Checkou...
<input checked="" type="checkbox"/> Step 1 New Customer Videos (Video Views)	\$46,398.39	3,484,154	\$0.01 Per Video ...	2,795	0.01%	\$16.60	\$158,947.53
<input type="checkbox"/> Step 2 New Customer Acquisition (Website Click)	\$19,088.73	1,585,095	\$0.28 Per Websi...	69,147	0.89%	\$0.28	\$53,501.84
<input checked="" type="checkbox"/> Step 3 Dynamic Product Ads (Remarket)	\$8,111.93	81,413	\$0.55 Per Conve...	26,922	0.92%	\$0.30	\$349,766.73
<input checked="" type="checkbox"/> Step 4 Looked at Category (Remarket)	\$25,268.58	363,837	\$0.07 Per Conve...	81,780	2.75%	\$0.31	\$850,593.15
<input type="checkbox"/> Step 5 Purchase Funnel (Conversion)	\$2,401.68	28,585	\$2.00 Per Conve...	5,674	2.25%	\$0.42	\$140,375.29
<input checked="" type="checkbox"/> Step 6 Branding (Multiple Objectives)	\$2,342.77	188,706	\$16.62 Per Conve...	4,935	0.40%	\$0.47	\$16,432.69
Results from 6 Campaigns	\$103,612.08 Total Spent	4,204,555 People	—	191,253 Total	0.55% Per Imp...	\$0.54 Per Action	\$1,569,617.23 Total



STEP 4

DESIGN YOUR OFFER



HOW YOU STRUCTURE YOUR OFFER MATTERS!

TWO FOR 1 PIZZA OR FREE BREADSTICKS



There are three critical questions

Whom do you serve?

How will you articulate your value to your target market?

How will you acquire customers predictably and profitably?

Our Student Pathway

Every day over 1,000 new students join our community. Each takes a personalized journey on an education pathway that gives them relevant skills that they can implement immediately.



Join for free

Students join our GeniusU platform via local mentors or online courses

Personalize

Students take assessments to personalize their journey & profile

Daily steps

Students take daily actions to Connect, Learn, Earn, Act, Review

Courses

Students pay for courses, camps, mentoring and memberships

Diplomas

Students upgrade to annual certified diplomas, earning GEMs as they go

Each \$1,000
in marketing
spend...

\$0.76

Marketing
Cost per Student

7,703

New visitors

3,317

Enrolments

2,653

Daily Actions

1,326

Students

13

Upgrade students

...results in
\$20,501 in new
revenue.

\$15.46

24 Month Revenue
per Student

Every \$1,000 in marketing cost results in 1,326 new students,
\$1,860 within 12 months and \$20,501 within 24 months: 20.5x ROAS



STEP 4

YOUR CORE OFFER

The mistake that many businesses make is trying to sell their core offer to cold prospects. This almost NEVER works, because your core offer is too expensive. It's too big of a commitment for someone who's making their first purchase with you.



STEP 5

MAP OUT EACH PART OF THE JOURNEY



STEP 6

PRE-LAUNCH, VIP LAUNCH and LAUNCH
VIP LAUNCH
LAUNCH



BONUS

YOUR PROFIT MAXIMIZERS

Congratulations And Welcome To The 5 Day \$50K Challenge

50%

IMMEDIATE UPSELLS

Get VIP Experience at the 5D
\$50K challenge with a ticket
to the Global Entrepreneur
Summit, Dec 3-4 2020



YES, I want the Summit Ticket,
DON'T WAIT - ONLY \$ 47



No Thanks, I only want the 5 Day \$50 challenge

⚠ (You will only ever see this page ONCE - so don't click away without checking out this special offer!)



Live Virtual Event
Thurs, Dec 3rd - Fri, Dec 4th 2020

Join Us

JOIN THE GLOBAL ENTREPRENEUR SUMMIT



BUNDLES AND KITS

What you get when you join Your Crypto Club



The A - Z Online Course on How to Profit from Cryptocurrencies + regular content updates (Value = \$1,800)



Live Bi-Weekly Crypto-STO Screening Webinars. Use our knowledge and profit (Value = \$3,200)



Monthly Live Expert Interviews. Hear from leading experts in the industry (Value = \$1,600)



Gain exclusive access to data & information Marcus' personal Crypto Mentors (Value = \$14,000)



Private Online Discussion Group, so you can take advantage of our Traders and what they are doing (Value = \$680)



Daily trades sent directly to your phone with our private Telegram Group (Value = \$2,700)



LIVE Quick Start Coaching 3-Days a week, so you never get stuck and all your questions answered (Value = \$2,000)



Pre-STO Buyers Club giving you access to investment opportunities before launch (Value = PRICELESS)



AND, Roger Hamilton has included 12 months of Genius Entrepreneur Mastermind, his group mentoring program (Value = \$997)

[Join the Club](#)

OR Book a Call / Limited to 50 new members



RECURRING BILLING

What is Yellow to Green: Scaling Team and Time Microdegree

By taking this Microdegree, you will transform your enterprise from one that relies on you to one that is led by the team. You will overcome the obstacles that all small business owners face when trying to scale their team and reclaim their time.

You will do this step by step by establishing your enterprise, refining your rhythm and synchronizing your steps.



FREE | With 14-Day Trial Citizen Membership

- OR -

Prefer to Buy?
Buy now – \$27

COMPETITION

Clearlight
INFRARED™ SAUNAS

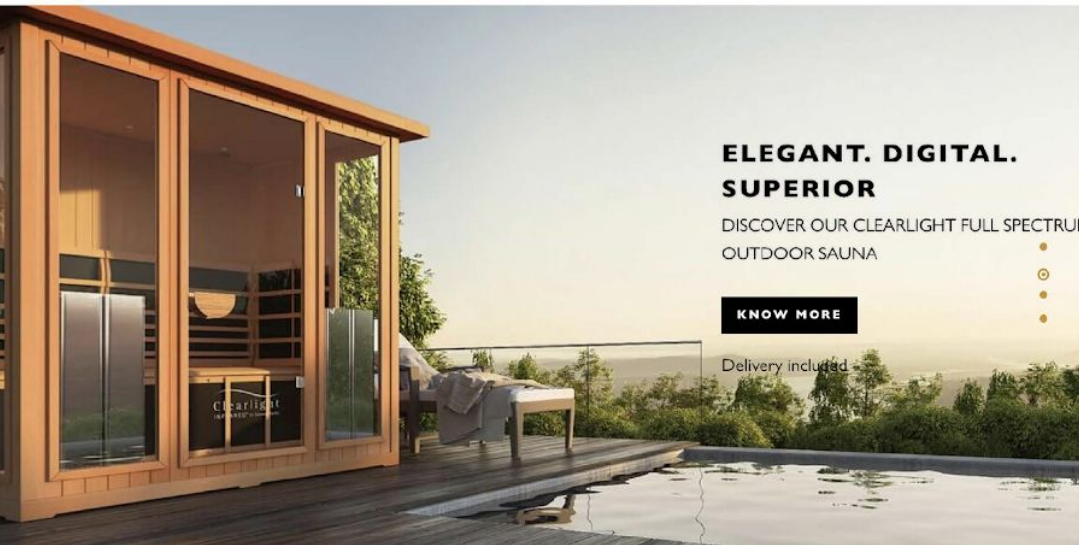
0238 202 6522

PAYMENT OPTIONS
AVAILABLE

REQUEST PRICING

HOME PRODUCTS WHY CLEARLIGHT SAUNAS INFRARED HEALTH BENEFITS FAQs BLOG

CONTACT US



ELEGANT. DIGITAL.
SUPERIOR

DISCOVER OUR CLEARLIGHT FULL SPECTRUM
OUTDOOR SAUNA

KNOW MORE

Delivery included

RESIDENTIAL

COMMERCIAL

Chat now



CLEARLIGHT AWARDS

Partner Prelaunch

Onboarded existing raving fans. Rewards for partners
Partner Promotion Pack

Prelaunch

Reach out to existing database
Activate partner networks

Launch

Social Media Ads.
\$2000 budget at \$5/per entry CPA. 400 entries

Closing

Final push. 72/48/24 hours left.
Email/Social Media blast
Total 6000 entries

Winner Announcement

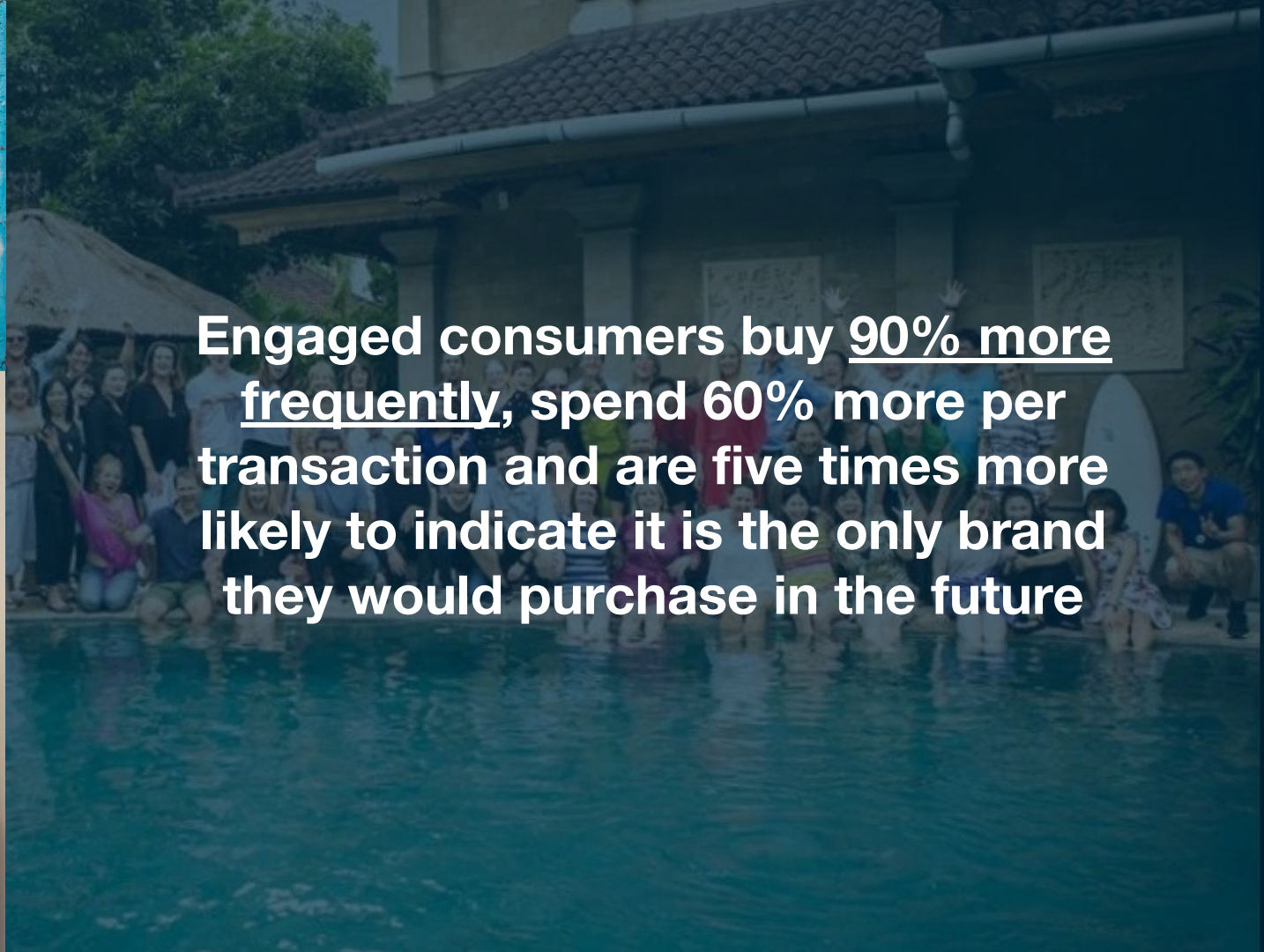
Winner announcement on new Facebook Page with a FB live on why infrared saunas are #1 health trend.

Community / Engagement

New community launched
New weekly Podcasts / Video series launched

Target:
500 entries > 150 calls >
Launch Target: \$50k

Results:
6000+ entries > 389 calls >
Launch Rev: \$840K+ (ongoing)



Engaged consumers buy 90% more frequently, spend 60% more per transaction and are five times more likely to indicate it is the only brand they would purchase in the future

A large group of people, including men, women, and children, are posing for a group photo around a swimming pool. Some are standing on the pool deck, while others are sitting or kneeling in the shallow water. The background features a resort building with a tiled roof and a thatched-roof structure. The overall scene is bright and festive.

They're delivering 23% more revenue and profitability over the average customer.



**“Actively disengaged”
customers cost a
company 13% of its
revenue.**

The Genius Partner

GLOBAL IMPACT INVESTOR FESTIVAL 2022

Join 20,000+ Retail Investors for the biggest Impact Investor festival of the year.

The festival will begin with the 5 Day Impact Investor Challenge from 28th Mar - 1st Apr 2022 and ends with the 2 day Impact Investor Summit from 5th - 6th May 2022.

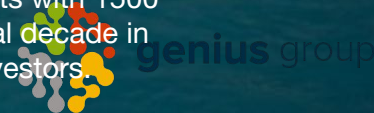


GLOBAL IMPACT INVESTOR SUMMIT 2022

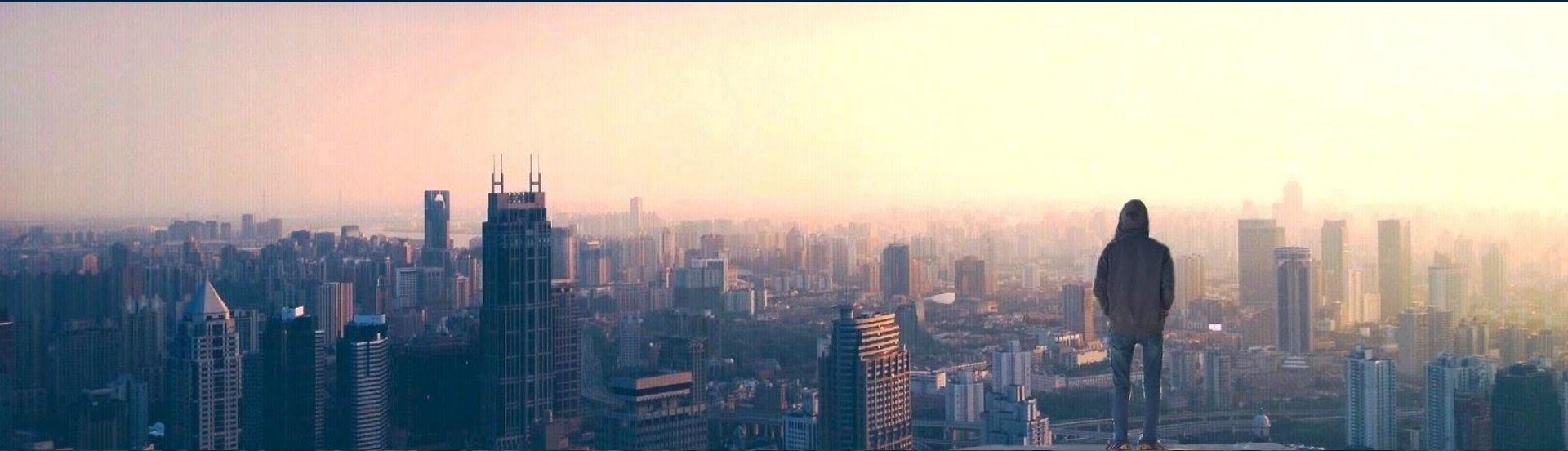


PROJECT SUMMARY

Summary: Summary: Generate \$1M+ revenue and \$3M worth of contracts for GeniusU Platform from a 5 Day Impact Investor Challenge, 2 day Impact Investor Summit, and series of partner events with 1500 yellow level entrepreneurs where they will learn the top investment strategies for the digital decade in addition to mentoring, investment opportunities and connections with like minded investors.



GLOBAL IMPACT INVESTOR SUMMIT 2022



PROBLEM

In March of 2020, the COVID-19 pandemic triggered a rapid global crash in financial history. However, the stock market and businesses regained ground quickly and the year closed with record highs in all major indexes. Governments have been spending high on stimulus packages, and inflation is set to hit record numbers as we get into recovery mode. We are living in unprecedented times and we are heading into what experts are calling a very unpredictable future for investors and businesses.

This is why we are launching the Global Impact Investor Festival to support investors and entrepreneurs to strive in these unpredictable volatile phase while keeping an eye on the upcoming opportunities in the digital decade. Because it is always in the times of greatest crisis that lie the opportunities of a lifetime.





IMPACT INVESTOR SUMMIT

2 day virtual conference

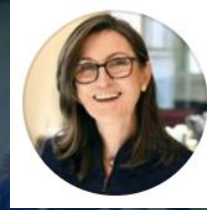
The Impact Investor Summit on 5 - 6 May will be attended by over 20,000 retail investors online, with world class speakers covering today's hot topics: Currencies, Stocks & shares, Cryptocurrencies & commodities, Property Markets.

INVESTOR SHOWCASE

Case studies from the world's top investors today



RAY DALIO



CATHIE WOOD



MARK CUBAN



MASAYOSHI

LIVE SPEAKERS

Our planned panel of investor influencers in 2022

MARCUS DE MARIA

ROGER HAMILTON

MARK ROBINSON

SCOTT PICKEN

SIMON ZUTSHI

PHIL TOWN

GLOBAL IMPACT INVESTOR SUMMIT 2021

IMPACT INVESTOR SUMMIT

SUMMIT

The Impact Investor Summit will be held on the 5th-6th May 2023. The 2 day summit will be preceded by the 5 Day - Global Investor Challenge from 28th Mar - 1st Apr. The 2 week festival will connect you with investors and entrepreneurs from around the world, share opportunities, and help you set yourself for success in 2022 and the digital decade. The festival will cover content on Future/Recession Proof Investments.

\$97 (General) / \$297 (VIP)

INVESTOR WORKSHOPS

WORKSHOP

The 1 Day workshops are run on the back of the summit and challenge. These workshops are delivered by Investment Mastery (Stock Market and Crypto Mastery) and by IAW (Wealth Acceleration Workshop) in April and in May. The 1 day workshops will give you knowledge, clarity and confidence to make better, safer and stress free financial decisions. Learn the exact strategies to win in this rapidly-changing digital decade. Including how to use stocks, cryptos, and Forex Markets to accelerate your success.

\$97 (Event Special) RRP: \$270



GLOBAL IMPACT INVESTOR SUMMIT 2022



FINANCIAL

Launch the 5 Day Global Investor challenge with 5000+ investors and entrepreneurs.

Launch the 2 day Global Impact Investor Summit with 1500+ yellow+ entrepreneurs and investors

Generate \$1M+ revenue and \$3M worth of contracts from 2 new investment education companies.



DEVELOPMENT

Build the investor community on geniusU which can be nurtured for our genius partners and have a plan to keep engagement of the group to 50% of the total members.

Create a high value compelling offer for the investor community that is attractive and ensure achievement of goals. Presell 100 \$97 workshop packs.

Turn the summit, 5 day challenge and micro school into evergreen so there is constant flow of new leads.



LEARNING

How to replicate the success of the Investor summit 2021 with new GU focused platform funnel

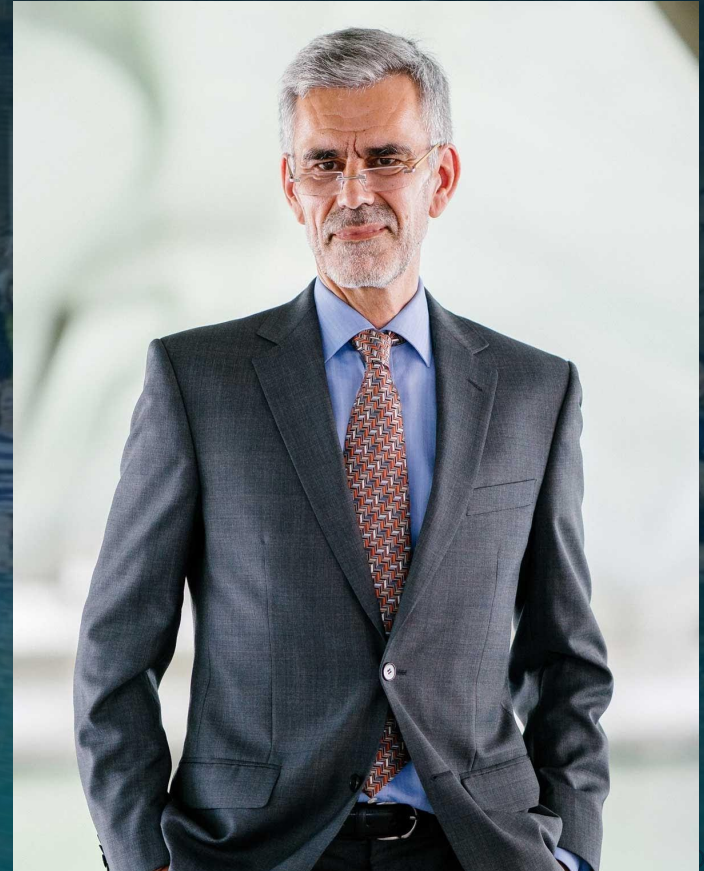
How to integrate the IPO launch and the buzz created from the festival to build strong momentum.

The best UX for the festival with new avatars each quarter which results in engaged experience for the community.

CUSTOMER AVATAR

Investor Ian

- **Investor Ian is an investor looking for the smartest ways to improve his investing expertise in building an investment portfolio using stocks, crypto and smart cashflow strategies**
- His biggest problem is that the market is always changing, and there is no one place to go to ensure he remains up-to-date with the latest strategies and opportunities
- Investment Mastery and International Academy of Wealth solves that problem for him by giving him a global investor community he can connect to and an investor education pathway he can follow, with the latest Investment tools to support him.
- This is delivered to him, based on his level of membership, from free access to assessment and training tools, to, an online platform and online community at entry-level membership, to full mentoring and certification programs at higher-level membership.



LAUNCH OFFER

As a Global Impact Investor Summit attendee you get

IMPACT
INVESTOR
SUMMIT

Investment Community

Standard- \$95, Early Bird \$45

- Impact test
- WD profile - \$97
- Access to VIP Masterclass series
- Opp Knocks
- Ticket to the 2 day Summit

VIP \$395, Early bird \$295

- Everything in standard
- Access to all events in Investor Summit
- Complimentary ticket to 2 day (\$395)
- Exclusive invitation only Founders ½ day session
- Priority tickets to local in person events in a City near you.
- Navigation/Audit call worth \$400

\$97 (General) / \$297 (VIP)

WORKSHOP

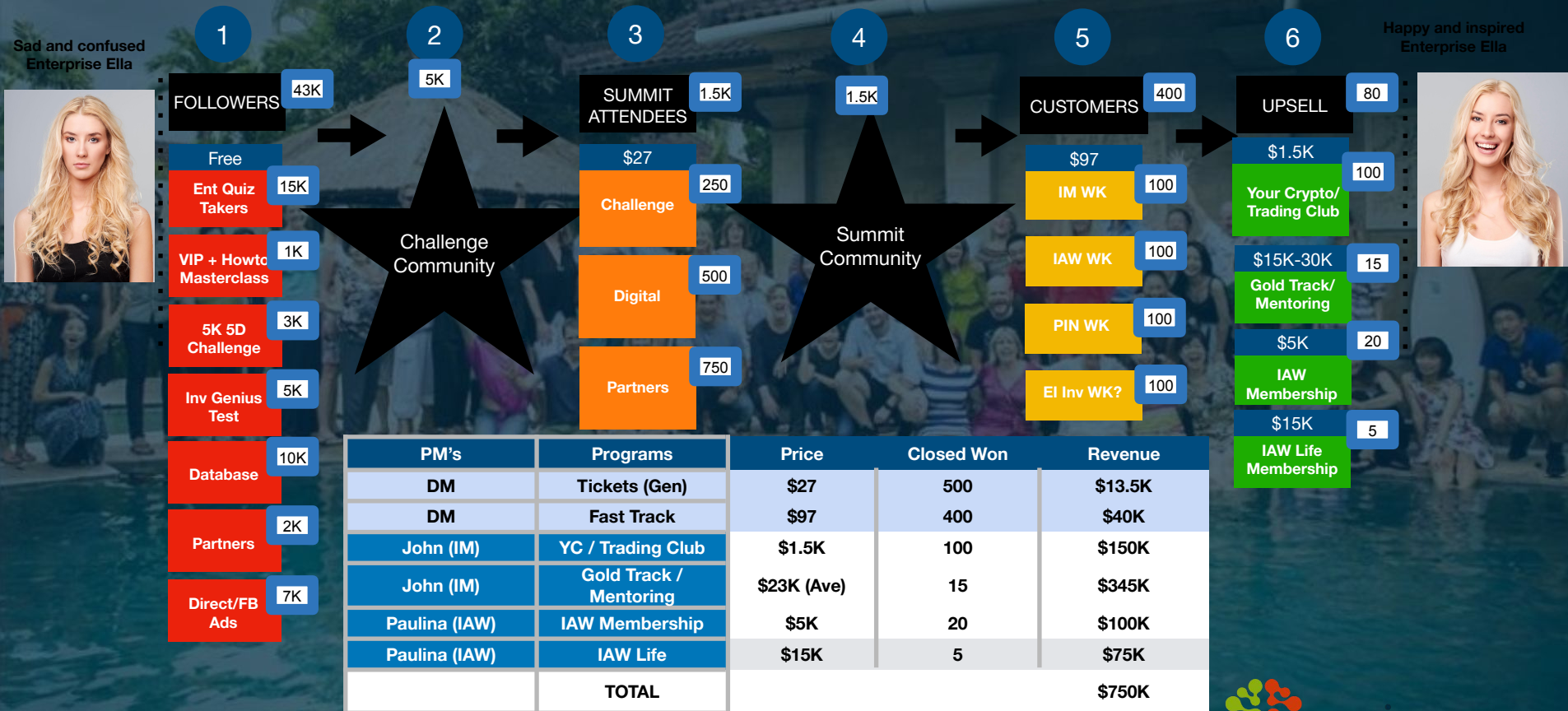
Investment Workshop

1. IAW Workshop and all the recordings, materials and bonuses.
2. IM Virtual Cryptocurrency Workshop.
3. Property Investment Workshop

\$97 (Event Special) RRP: \$270

GLOBAL IMPACT INVESTOR SUMMIT 2022

USER JOURNEY



PM's	Programs	Price	Closed Won	Revenue
DM	Tickets (Gen)	\$27	500	\$13.5K
DM	Fast Track	\$97	400	\$40K
John (IM)	YC / Trading Club	\$1.5K	100	\$150K
John (IM)	Gold Track / Mentoring	\$23K (Ave)	15	\$345K
Paulina (IAW)	IAW Membership	\$5K	20	\$100K
Paulina (IAW)	IAW Life	\$15K	5	\$75K
TOTAL				\$750K

Steel: Building a \$100M business, data first

PANELISTS



TATIANA PREOBRAZHENSKAYA

Managing Director, Land Matters



TAMAMI USHIKI

Founder, jwda



YVETTE SHOLDAS

Managing Director,
Remarkable Franchises



Using data to build a multi million dollar business



Marilize Paixao
Data Manager, GeniusU

Scale up Conference

The Great Re-Ignition



geniusU



ENTREPRENEURS
INSTITUTE

Using data to build a multi-million
dollar business



ENTREPRENEURS
INSTITUTE

Scale up Conference

The Great Re-Ignition



geniusU



ENTREPRENEURS
INSTITUTE

Using data to build a multi-million
dollar business



ENTREPRENEURS
INSTITUTE

Why Use Data?

Data helps you make better decisions

Any business with a website, a social media presence, products, services, and accepts electronic payments of any kind, has access to data about customers, user habits, web traffic, demographics, and much more. **All that data is filled with potential if you can learn to get at it.**

Data can help you to:

- **Better manage marketing efforts**
- **Track social media interactions**
- **Find new customers and identify repeat customers**
- **Predict future sales trends**



Why Use Data?

Data can help you to solve problems

With the data, you can better understand:

- **What worked and did not work**
- Which business **areas need more attention**
- Which **steps you could test trial** (and again, measure) in order to **fix any problems**

Data helps leaders **make smarter decisions** about where to take their companies. If you know where you want to go, use the data you have available to help you get there.



Why Use Data?

Data helps you understand performance

Have you ever wondered how your team, department, company, marketing efforts, customer service, shipping, or other parts of your company are doing? **Collecting and reviewing data can show you how all of your business areas are performing**, and more.

For example, by measuring the sales team's performance you may find that your top performing sales team member close deals at a lower rate than another team member who receives fewer leads but closes deals at a higher percentage.

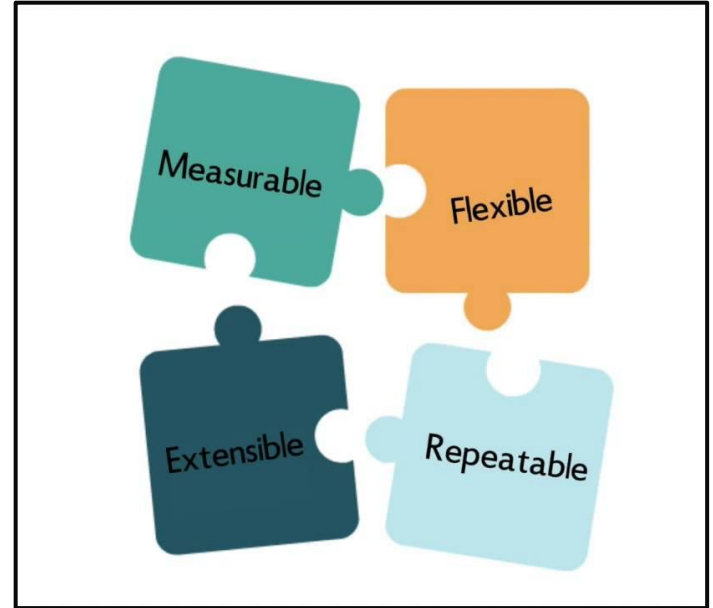


Why Use Data?

Data helps you improve processes

Data helps you **understand and improve business processes** so you can **reduce wasted money and time**. Every company feels the effects of waste. It depletes resources, squanders time, and ultimately impacts the bottom line.

For example, bad advertising decisions can be one of the greatest wastes of resources in a company. With the right data, you could identify which marketing channels offer the greatest ROI and focus on those.



Why Use Data?

Data helps you understand customers

Data can help you to identify:

- **Who your customers are**
- **Which products or services they like and/or don't like**
- **Which marketing efforts generate quality leads** vs poor leads that you do / don't convert

If you're not using data to uncover insights that will guide your business into the future, you are at risk of becoming a business of the past.



What is the Data Driven Approach



DATA

facts or figures collected from various sources for the purpose of data analysis



KNOWLEDGE

Identifying trends in the data; creating predictions of the results your actions will generate for you



ACTION

Implementing new or improved strategies towards achieving your best case scenario

Where Do You Start? At the End...

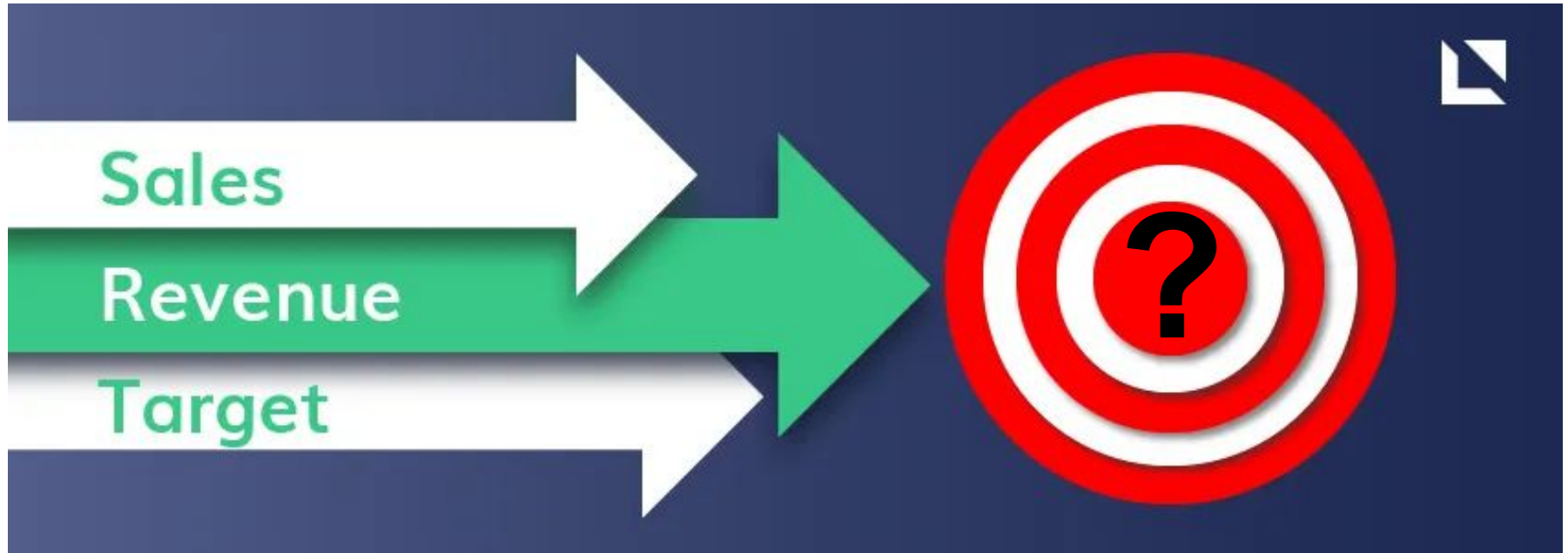


To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you're going so that you better understand where you are now and so that the steps you take are always in the right direction.

— *Stephen Covey* —

AZ QUOTES

What is Your Target Revenue for 2022?



Break Your Revenue Targets Down (Monthly & Quarterly)

1st quarter	2nd quarter
January February * March	April May * June
3rd quarter	4th quarter
July August * September	October November * December

Create Your Revenue Targets - Example

Revenue Targets - Example Level 3 Enterprise	
Target Revenue for the Year	\$1,000,000
Target Revenue Broken Down Into Quarters	\$250,000
Target Revenue Allocated per Month	\$83,333
Target Revenue Allocated per Week	\$19,231

Create Your Revenue Targets - Example

Revenue Targets - Example Level 4 Enterprise	
Target Revenue for the Year	\$5,000,000
Target Revenue Broken Down Into Quarters	\$1,250,000
Target Revenue Allocated per Month	\$416,667
Target Revenue Allocated per Week	\$96,154

Create Your Revenue Targets - Example

Revenue Targets - Example Level 5 Enterprise	
Target Revenue for the Year	\$20,000,000
Target Revenue Broken Down Into Quarters	\$5,000,000
Target Revenue Allocated per Month	\$1,666,667
Target Revenue Allocated per Week	\$384,615

What is Your Average Revenue / Customer?

Average Revenue

Per Customer



What is Your Average Revenue / Customer?

$$\frac{\text{Total Revenue}}{\text{Total Customers}} = \text{Average Revenue / Customer}$$

- Figures must relate to the same time period (eg. 1 Jan - 1 Dec 2021 for both)
- If possible, calculate the average rev / customer per year for the past 1-3 years to determine the average annual growth %
- Measure the average rev / customer separately for each business unit
 - Example, a department / business unit focused on entry level products might have a rev / customer = USD \$500 vs a department / business unit focused on scale up level products where the rev / customer = USD \$10,000

Setting the Rest of Your Target Metrics



Setting the Rest of Your Target Metrics (Example)

	MONTHLY TARGET	
FOLLOWERS	100,000	10% ENGAGEMENT
COMMUNITY	10,000	
PROSPECTS	1,500	
CUSTOMERS	300	15% CONVERSION
REV / CUSTOMER	\$500 pp	20% CLOSE RATE
REVENUE	\$150,000	

Metrics Example: How to Make \$1,000,000

NEW FOLLOWERS		2,666,667	1,666,667	1,025,641	634,921	392,157	242,424	149,813	92,593
NEW COMMUNITY	5%	133,333	83,333	51,282	31,746	19,608	12,121	7,491	4,630
NEW PROSPECTS	10%	13,333	8,333	5,128	3,175	1,961	1,212	749	463
CLIENTS	15%	2,000	1,250	769	476	294	182	112	69
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

NEW FOLLOWERS		666,667	416,667	256,410	158,730	98,039	60,606	37,453	23,148
NEW COMMUNITY	10%	66,667	41,667	25,641	15,873	9,804	6,061	3,745	2,315
NEW PROSPECTS	15%	10,000	6,250	3,846	2,381	1,471	909	562	347
CLIENTS	20%	2,000	1,250	769	476	294	182	112	69
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000

Metrics Example: How to Make \$5,000,000

NEW FOLLOWERS		13,333,333	8,333,333	5,128,205	3,174,603	1,960,784	1,212,121	749,064	462,963
NEW COMMUNITY	5%	666,667	416,667	256,410	158,730	98,039	60,606	37,453	23,148
NEW PROSPECTS	10%	66,667	41,667	25,641	15,873	9,804	6,061	3,745	2,315
CLIENTS	15%	10,000	6,250	3,846	2,381	1,471	909	562	347
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000

NEW FOLLOWERS		3,333,333	2,083,333	1,282,051	793,651	490,196	303,030	187,266	115,741
NEW COMMUNITY	10%	333,333	208,333	128,205	79,365	49,020	30,303	18,727	11,574
NEW PROSPECTS	15%	50,000	31,250	19,231	11,905	7,353	4,545	2,809	1,736
CLIENTS	20%	10,000	6,250	3,846	2,381	1,471	909	562	347
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000	5,000,000

Metrics Example: How to Make \$20,000,000

NEW FOLLOWERS		53,333,333	33,333,333	20,512,821	12,698,413	7,843,137	4,848,485	2,996,255	1,851,852
NEW COMMUNITY	5%	2,666,667	1,666,667	1,025,641	634,921	392,157	242,424	149,813	92,593
NEW PROSPECTS	10%	266,667	166,667	102,564	63,492	39,216	24,242	14,981	9,259
CLIENTS	15%	40,000	25,000	15,385	9,524	5,882	3,636	2,247	1,389
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000

NEW FOLLOWERS		13,333,333	8,333,333	5,128,205	3,174,603	1,960,784	1,212,121	749,064	462,963
NEW COMMUNITY	10%	1,333,333	833,333	512,821	317,460	196,078	121,212	74,906	46,296
NEW PROSPECTS	15%	200,000	125,000	76,923	47,619	29,412	18,182	11,236	6,944
CLIENTS	20%	40,000	25,000	15,385	9,524	5,882	3,636	2,247	1,389
AVE. REV/CLIENT		500	800	1,300	2,100	3,400	5,500	8,900	14,400
REV. TARGET (p.a.)		20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000	20,000,000

How To Set Your Metrics

Measurement	Questions to Ask Yourself	Calculation Guidance
REVENUE TARGET	How much revenue do I want to generate per week / month / quarter?	
AVERAGE REV/CLIENT	What is my current average revenue per client per week / month / quarter?	Calculate the revenue achieved for X period divided by no. of clients for the same X period
CLOSED CLIENTS	How many clients do I need to close per week / month / quarter based on average rev / client, in order for me to reach my revenue target?	Calculate the total revenue target and divide by the average rev/client number
PROSPECTS	How many prospects / conversations / calls do I need to have weekly / monthly / quarterly in order to close sales?	Calculate no. of prospects over X period. Divide no. of clients over same X period by the no. of prospects to find your conversion %

How To Set Your Metrics

Measurement	Questions to Ask Yourself	Calculation Guidance
COMMUNITY	<p>How many members need to join my community and give me time weekly / monthly / quarterly?</p> <p>How many of those community members would you have to convert with an experience in order for them to become a prospect?</p>	<p>Calculate no. of community members over X period. Divide no. of prospects over same X period by the no. of community members to find your conversion %</p>
FOLLOWERS	<p>How many people's attention do you need to grab on a weekly / monthly / quarterly basis in order to get a few of them to give you their time?</p>	<p>Calculate no. of followers over X period. Divide no. of community members over same X period by the no. of followers to find your engagement %</p>

Your Results will be Determined by the Quality of Your Followers & Community

1

Followers

Diamond

What is your 5P **diamond** that sparkles from a distance? This is your story that attracts the **attention** of new followers from multiple sources

2

Community

Gold Dust

What is your zero cost, scalable **gold dust** that grows and engages your community to invest their **time** and share in trackable ways?

3

Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

4

Customers

Transformation

What is the hi-touch, hi-tech **transformation** that all your customers will have that's worth their **money**, so they return and recommend you?

5

Raving Fans

Golden Halo

What is the global **golden halo** you nurture around your pathway that creates automatic, self-improving **growth** in your customers and partners?

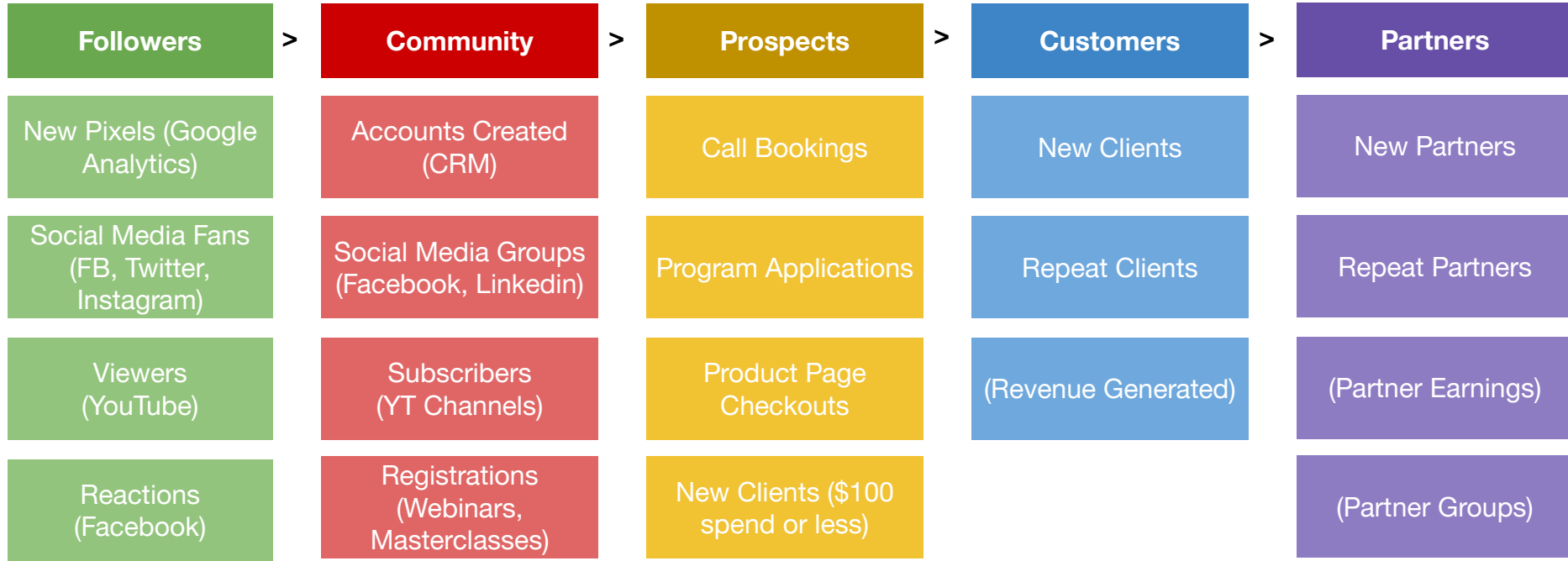
Where will Your Followers Come From?



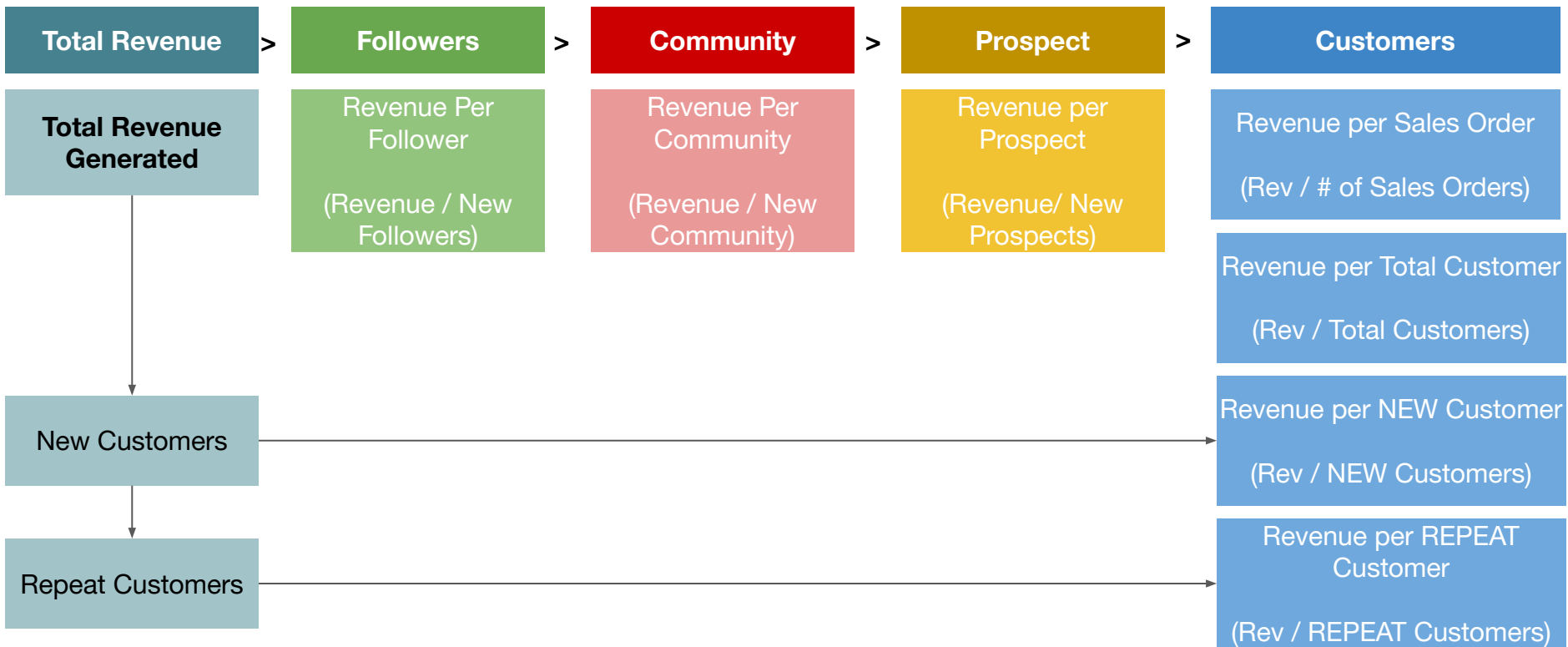
What Tools Will You Be Using in Your Value Cycle?

Followers	Community	Prospects	Customers	Raving Fans
Diamond	Gold Dust	Experience	Transformation	Golden Halo
Articles	3-Day / 5-Day Challenge	Ask about the offer	Purchase more than once	Loyalty program
Assessment or Test	Awards	Books in call	Programme	Referral program
Banner ads	Checklist	Community events	Products	Partner program
Blog Posts	Competition	Completes an application form	Services	
Business Breakfast	Educational videos	One-on-one coaching		
Cold Emails	Event Series (online)	Paid events (low cost)		
Competition	Event/Summit (free)	Product Checkout		
Digital / Social Media Ads	FB Group	Request a demo		
E-Book	Free Consultation	Workshop (low cost / min hours)		
Infographic	Free Online Forum			
Newsletters	Free Signup			
Posts	Linkedin Group			
Quiz	Masterclass (free)			
Toolbox	Quiz			
YouTube Videos	Referral events			
	Webinars (free)			

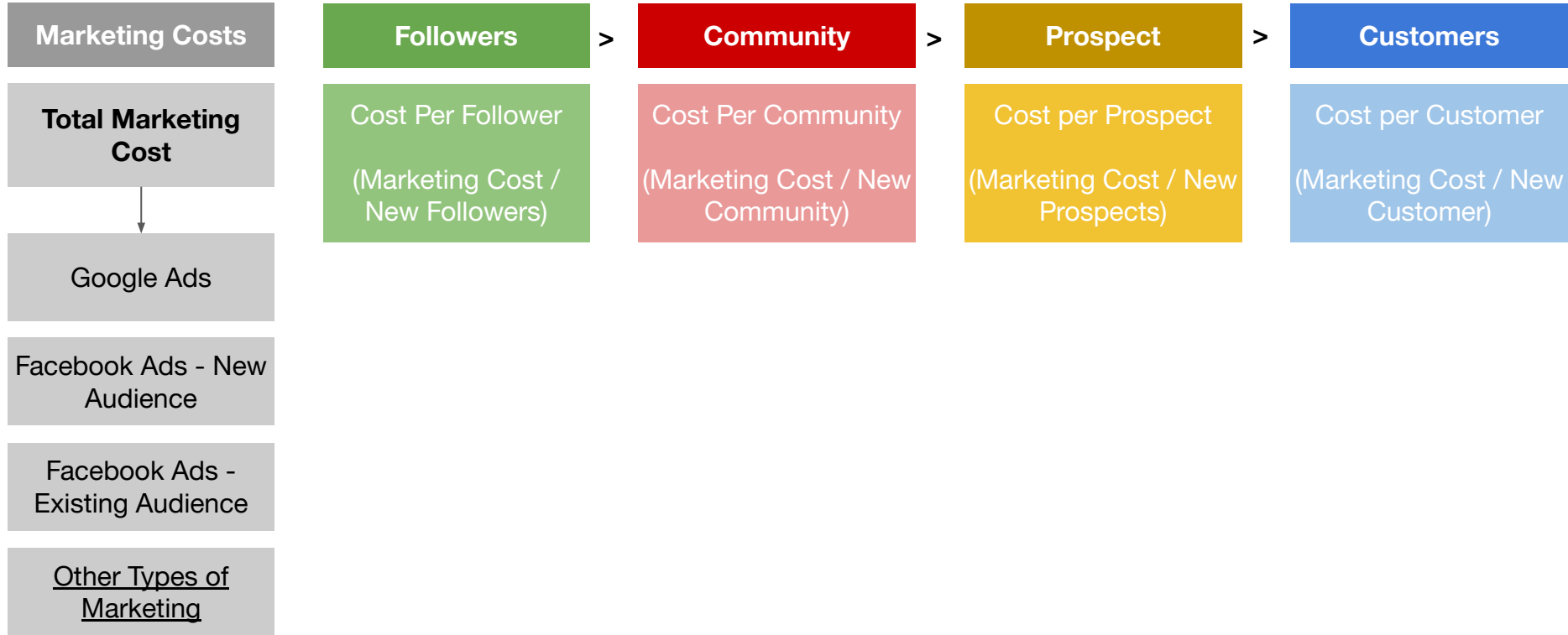
Examples of What to Measure (Enterprise Level 1-5)



Measuring Revenue per F/C/P/C (Enterprise Level 4-5)



Measuring Cost per F/C/P/C (Level 4-5)



Measuring each step is what makes you effective across every promotion. Mastering the flow from Followers > Community is what kick starts the rest of the cycle. Understanding your data will help you to build your biz, get more people coming through your programs and get people to spend more money with you.



**YOU CAN'T
IMPROVE
WHAT YOU
DON'T
MEASURE.**

F>C>P>C Measurement Example (Monthly)

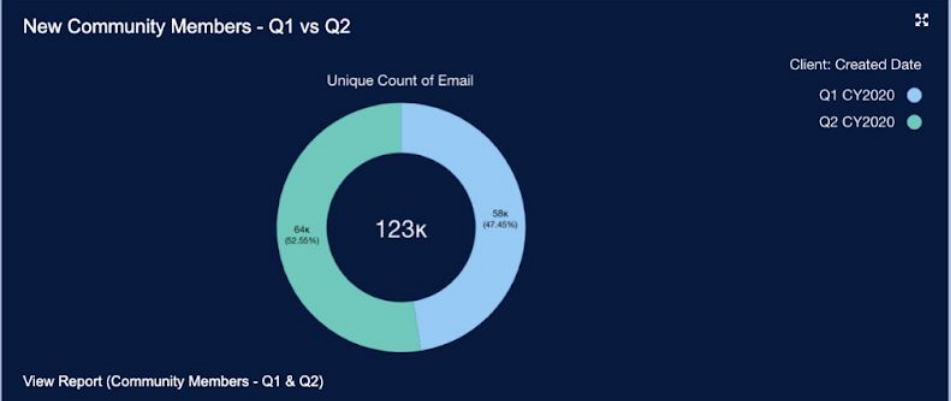
	January		February		March		Q1	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
FOLLOWERS								
GA Pixels (new users)	336,946	96,421	411,754	107,982	390,549	131,094	1,139,249	335,497
SM Fans (new fans)	5,265	4,909	6,434	3,366	6,102	2,165	17,801	10,440
YT Views - RJH (unique viewers)	131,619	2,536,722	160,842	814,126	152,558	202,986	445,019	3,553,834
YT Views - GU (unique viewers)	52,648	172,483	64,337	78,215	61,023	225,388	178,008	476,086
TOTAL	547,537	2,824,776	669,101	1,016,422	634,642	575,891	1,851,280	4,417,089
COMMUNITY								
SF Accounts (new accounts)	73,707	17,120	90,071	16,589	85,433	16,591	249,211	50,300
FB & LI Groups (new members)	1,053	783	1,287	703	1,220	3,172	3,560	4,658
GC Diners	13,688	6,789	16,728	6,952	15,866	9,938	46,282	23,679
YT New Subscribers - RJH	15,794	23,885	19,301	5,497	18,307	449	53,402	29,831
YT New Subscribers - GU	1,053	91	1,287	-7	1,220	11	3,560	95
TOTAL	105,296	48,668	128,673	29,734	122,047	30,161	356,015	108,563
PROSPECTS							20%	2.5%
SF Prospects	425	572	519	263	493	340	1,436	1,175
GU Checkout Pages (product & ticket)	8,070	1,049	9,862	3,542	9,359	4,198	27,291	8,789
TOTAL	8,494	1,621	10,381	3,805	9,852	4,538	28,727	9,964
							8%	9%

F>C>P>C Measurement Example (Monthly)

	January		February		March		Q1	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
CUSTOMERS								
Customers - Enrolments	417	271	510	278	483	321	1,410	870
Customers - Graduates	22	6	31	8	31	4	85	18
Customers - Partnerships	28	67	28	96	29	119	85	282
Customers - Partners Sales & Other	0	30	0	16	0	12	0	58
TOTAL	468	374	569	398	543	456	1,580	1,228
REVENUE GENERATED	\$1	\$1					5%	12%
Sales Revenue - Enrolments	146,000	\$114,361	178,400	\$88,316	169,100	\$157,827	\$493,500	\$360,505
Sales Revenue - Graduates	206,600	\$37,425	289,400	\$125,110	289,880	\$64,904	\$785,880	\$227,439
Sales Revenue - Partnerships	140,900	\$76,556	140,000	\$86,528	145,000	\$401,645	\$425,900	\$564,729
Sales Revenue - Partner Sales & Other	20,000	\$19,400	40,000	\$11,851	0	-\$12,508	\$60,000	\$18,743
TOTAL	\$513,500	\$247,743	\$647,800	\$311,805	\$603,980	\$611,868	\$1,765,280	\$1,171,416
MARKETING SPEND								
Marketing Spend - GOOGLE (New Aud)	33,871	\$9,486	33,871	\$20,390	33,871	\$27,377	\$101,613	\$57,252
Marketing Spend - FACEBOOK (New Aud)	33,871	\$25,933	33,871	\$18,406	33,871	\$29,167	\$101,613	\$73,505
Marketing Spend - FACEBOOK (Retargetting)	45,161	\$11,827	45,161	\$20,460	45,161	\$15,415	\$135,484	\$47,702
TOTAL	\$112,903	\$47,246	\$112,903	\$59,255	\$112,903	\$71,958	\$338,710	\$178,460
Return on Ad Spend (Rev/Marketing Spend)	\$4.55	\$5.24	\$5.74	\$5.26	\$5.35	\$8.50	\$5.21	\$6.56
% Marketing Spend / Total Rev Generated	22%	19%	17%	19%	19%	12%	19%	15%

F>C>P>C Measurement Example (Monthly)

	January		February		March		Q1	
	Target	Actual	Target	Actual	Target	Actual	Target	Actual
UNIT METRICS								
Cost Per Follower	\$0.21	\$0.02	\$0.17	\$0.06	\$0.18	\$0.12	\$0.18	\$0.04
Cost Per Community	\$1	\$1	\$1	\$2	\$1	\$2	\$1	\$2
Cost Per Prospect	\$13	\$29	\$11	\$16	\$11	\$16	\$12	\$18
Cost Per Customer	\$241	\$126	\$198	\$149	\$208	\$158	\$214	\$145
Revenue Per Follower	\$0.94	\$0.09	\$0.97	\$0.31	\$0.95	\$1.06	\$0.95	\$0.27
Revenue Per Community	\$5	\$5	\$5	\$10	\$5	\$20	\$5	\$11
Revenue Per Prospect	\$60	\$153	\$62	\$82	\$61	\$135	\$61	\$118
Revenue Per Customer	\$1,098	\$662	\$1,139	\$783	\$1,112	\$1,342	\$1,117	\$954



Total Revenue by Promo - Q2

Promo ↓	Sum of Amount	Record Count	fx Average Rev per Sale
TBC	USD 77,694.58	246	USD 315.83
Health Dynamics	USD 16,881.00	57	USD 296.16
Partnerships	USD 286,164.01	151	USD 1,895.13
Genius Solutions	USD 285,907.00	53	USD 5,394.47
Genius School	USD 28,324.00	29	USD 976.69
Genius Institute	USD 150,845.00	179	USD 842.71
-	USD 105,181.65	938	USD 112.13

[View Report \(Total Revenue by Promo - Q2\)](#)

Total Revenue by Week - Q2



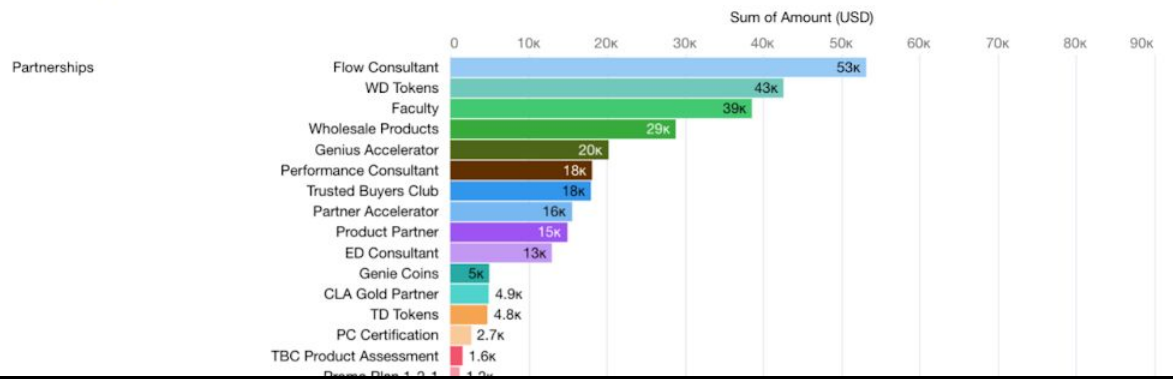
[View Report \(Total Revenue by Week - Q2\)](#)

Conv % of Calls Had / Booked - Q2

79.8%

[View Report \(Calls Had / Calls Booked - Q2\)](#)

Total Revenue by Promo & Product - Q2



Conv % Calls Won / Had - Q2

19%

[View Report \(Calls Won / Calls Had - Q2\)](#)

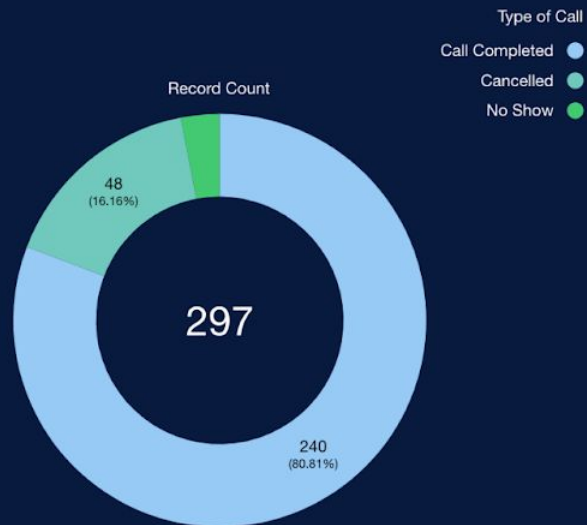


Refresh

Edit



Total Calls Booked



- Type of Call
- Call Completed
 - Cancelled
 - No Show

[View Report \(Calls Graph - Part. Q1\)](#)

Total RRCalls Had



123

[View Report \(Total RRCalls Had - Part. Q1\)](#)

Non-RRCalls Had



63

[View Report \(Non-RRCalls Had - ...\)](#)

Follow Up Calls Had



51

[View Report \(Follow Ups Had - Part. Q1\)](#)

Calls Had / Booked %



81.1%

[View Report \(Nav calls Conversion Rate - Part. Q1\)](#)

Average Revenue / Call



USD 1,676.6

[View Report \(Partnerships Revenue Per Call - Q1\)](#)

Calls Closed Won



146

[View Report \(Closed Won - Part. Q1\)](#)

Revenue Closed Won



USD 411,134

[View Report \(Closed Won - Part. Q1\)](#)

Calls Won / Calls Had - Part. Q1
145 GI Closed Won / 248 Calls Had

58.5%

[View Report \(Calls Won / Calls Had - Part. Q1\)](#)

Average Revenue / Prospect
\$409,084 Revenue / 212 Prospects

USD 1,929.6

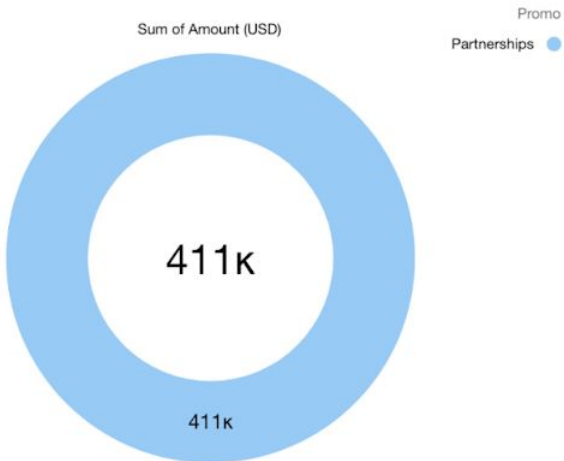
[View Report \(Rev Per Prospect Average - Part. Q1\)](#)

Average Revenue / Client
\$409,084 Revenue / 145 Clients

USD 2,821.3

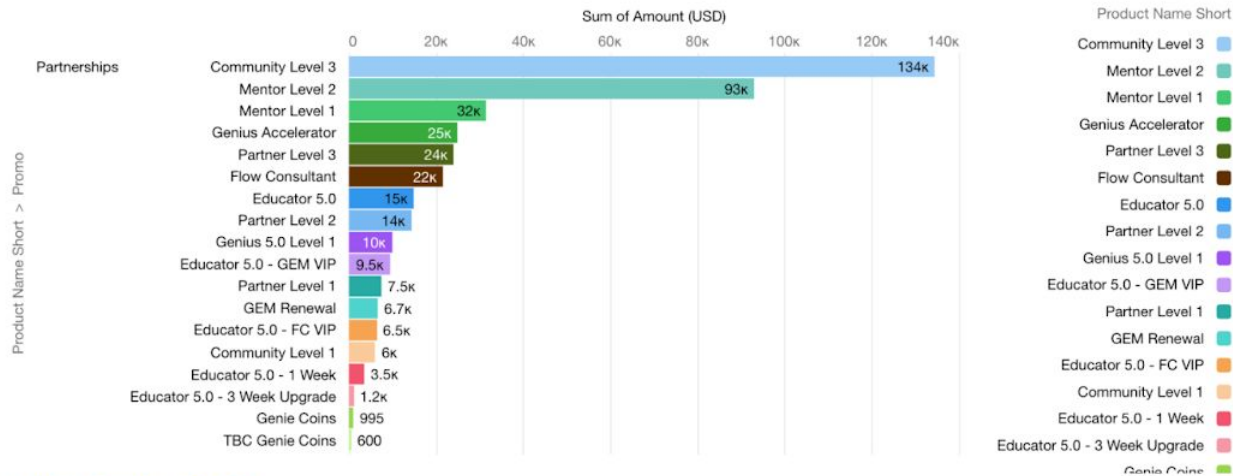
[View Report \(Rev Per Client Average - Part. Q1\)](#)

Revenue by Promo



[View Report \(Closed Won - Part. Q1\)](#)

Revenue by Product



[View Report \(Closed Won - Part. Q1\)](#)



Total Clients Closed Won

224

[View Report \(Your Crypto Club - Closed Won Total\)](#)

Total Revenue by Source



[View Report \(Your Crypto Club - Closed Won Total\)](#)

Total Calls Booked

98

[View Report \(Your Crypto Club - Calls Booked Live\)](#)

Total Revenue Closed Won

USD 332,242

[View Report \(Your Crypto Club - Closed Won Total\)](#)

Upsell % from Microschool Clients

33.7%

[View Report \(Marcus - Upsell %\)](#)

Total Registrations

4,660

[View Report \(Your Crypto Club - Rego Total\)](#)

Total Attendance

2,653

[View Report \(Your Crypto Club - Attendance Total\)](#)

Total Applications

96

[View Report \(Your Crypto Club - Apps Total\)](#)

Total Webinar Calls Booked

78

[View Report \(Your Crypto Club - Webinar Calls Booked\)](#)

What If You Didn't Achieve Your Targets? Ask Yourself Some Questions!

- What was my **marketing spend** (if anything)?
- Which of my **ads converted** and which did not?
- Is my **messaging clear**? Can I improve the quality of my copy / visuals?
- Which **platforms** have I used to **attract attention**?
- Which **platforms** have gained traction and **reached my avatar**, and which have not?
- Do I have a **call to action / tools** that are **converting followers > community**?
- Which calls to action / tools aren't gaining any traction or converting any followers > community?
- Is my **community > prospect pathways** easy, simple, and clearly defined?

What If You Didn't Achieve Your Targets? Ask Yourself Some Questions!

- Which of my **activities & offerings** are converting **community into prospects**?
- Have I communicated how I **solve a problem**?
- Is the **value of my program / product / service** (sales team / sales page)?
- What **journey** do my **prospects travel** in order to reach me?
- How do I **connect with my prospects**?
- What **experience** am I giving my new and existing customers?
- What do my **existing customers** say about my offering?
- What **activities** keep my customers **coming back, buying again, and telling their friends about me**?

Things to Keep Top of Mind

- If you have never done this before, set your targets based on what you think is **reasonable and achievable but be willing to stretch yourself a little too.**
- **Capture your data on a weekly basis** and use it to have honest conversations with yourself and/or your team regarding what is working and not working.
- **Make improvements on a weekly basis.** Creating better messaging, implementing hi-tech or hi-touch strategies, or getting better with trust building when making calls can contribute towards increasing your engagement / conversion / closing percentages.
- At the end of the month & the quarter, **review your past data and your future metrics.** Ensure that you stretch yourself a little in the next quarter, and use your data to implement better or new actionable & measurable steps.

Simple Steps for Success

WHAT

Data Targets & Actuals that give you an overview of your business actions & successes

WHEN

Weekly / Monthly / Quarterly / Annually - Create the rhythm that makes sense to you

WHO

Steel Genius Profile - Loves Data, Detail focused, Analysis driven

HOW

Tools & systems that can give you data that you can analyse. Automated is better than Manual

WHY

Set your business up for success.

Some Tips



Keep your steps simple and easy to implement & measure

Know your conversions

Continue to add value to your customers

Measure every step of your value cycle

“

Without data you're just another person with an opinion.

W. EDWARDS DEMING



Spirit: Putting purpose at the center

PANELISTS



ESMERALDA HERRERA

Founder,
Academia del Bienestar



DEBORAH HARRIS

Founder, Grow CFO



JILL TAYLOR

Co-Founder and Chief Strategy
Officer, The Taylor Group



PAUL DUNN

Founder, B1G1

Using data to build a multi million dollar business



PAUL DUNN
Founder, B1G1



geniusU



ENTREPRENEURS
INSTITUTE

The Great Re-Ignition

Entrepreneurs Institute's "Scale Up" conference

FEBRUARY 24TH AND 25TH 2022



Paul
Polman



1 NO POVERTY 	2 NO HUNGER 	3 GOOD HEALTH 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION
7 RENEWABLE ENERGY 	8 GOOD JOBS AND ECONOMIC GROWTH 	9 INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE AND JUSTICE 	17 PARTNERSHIPS FOR THE GOALS 	

THE GLOBAL GOALS
For Sustainable Development



Paul Polman



PAUL POLMAN + ANDREW WINSTON

net positive

HOW COURAGEOUS COMPANIES
THRIVE BY GIVING MORE
THAN THEY TAKE

HARVARD BUSINESS REVIEW PRESS



PAUL POLMAN + ANDREW WINSTON

net positive

**HOW COURAGEOUS COMPANIES
THRIVE BY GIVING MORE
THAN THEY TAKE**

HARVARD BUSINESS REVIEW PRESS



Is our world
better off
~~because your~~
business is in it?

Is our world
better off

~~because your~~

business is in it?

YES!

Is our world
better off

~~because your~~
business is in it?

YES!

I'm UP
for that

Chat





**OUR WORLD HAS CHANGED. BIG TIME.
WE ALL NEED A NEW STORY. RIGHT
NOW.**

#STAYHOME

An open book is shown from a top-down perspective, with its pages fanned out in a wide arc. The pages are a light, aged cream color, and the book is set against a dark, almost black background. The word "STORY" is printed in a bold, white, sans-serif font, centered over the middle of the book's pages. The lighting is soft, highlighting the texture of the paper and the depth of the book's spine.

STORY



HISTOR

STOR

Y

Y



HISTOR

2021

Y

STORY



**HISTOR
Y**

**2021
STORY**

**NEW
STORY**



**HISTOR
Y**

**2021
STORY**

**CO-CREATING A
BRAND
NEW
STORY**



**HISTOR
Y**

**2021
STORY**

**CO-CREATING
BRAND**

A

**NEW
STORY**

SO THAT YOU MAKE MORE

IMPACT IN OUR WORLD

**HISTOR
Y**

**2021
STORY**

**CO-CREATING
BRAND**

A

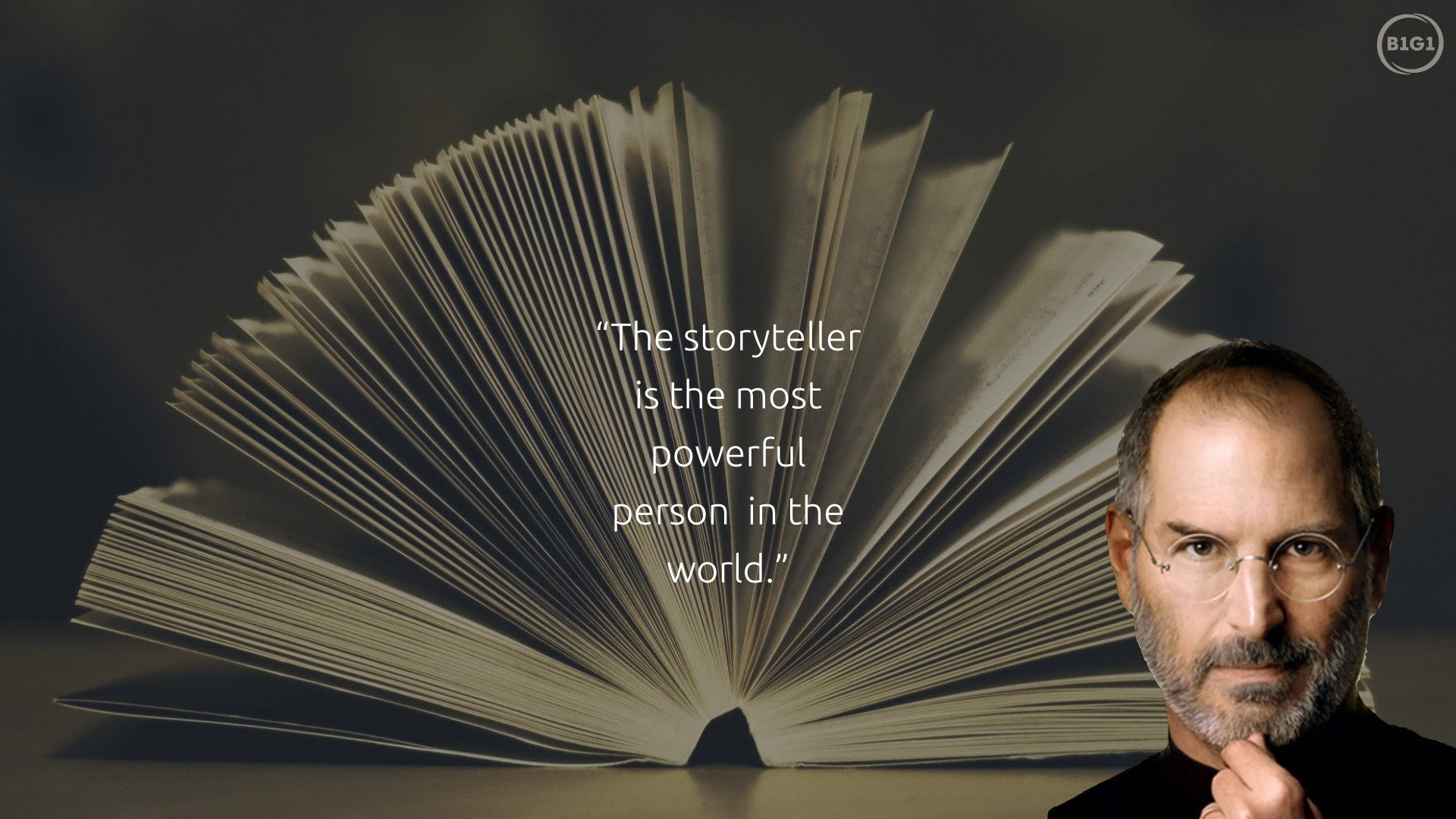
**NEW
STORY**

SO THAT YOU MAKE MORE

IMPACT IN OUR WORLD

I'm UP
for that

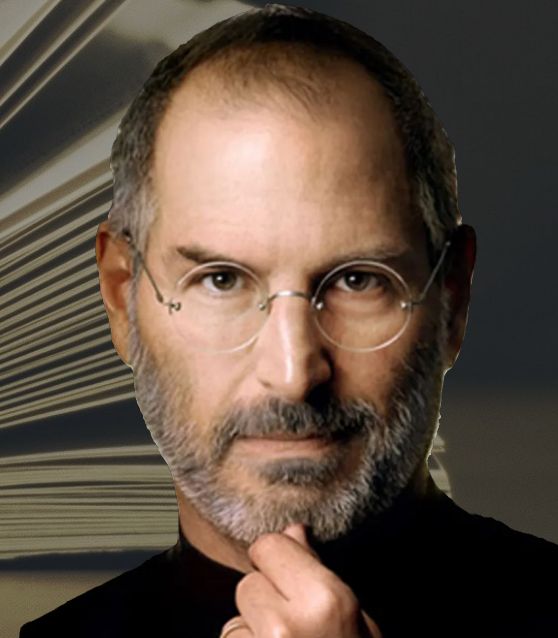
Chat

A large, open book with its pages fanned out, creating a semi-circular shape. The pages are a light beige color. In the bottom right corner, there is a portrait of Steve Jobs, wearing his signature black turtleneck and round glasses, with his hand resting on his chin in a thoughtful pose. The background is dark, making the book and the portrait stand out.

“The storyteller
is the most
powerful
person in the
world.”

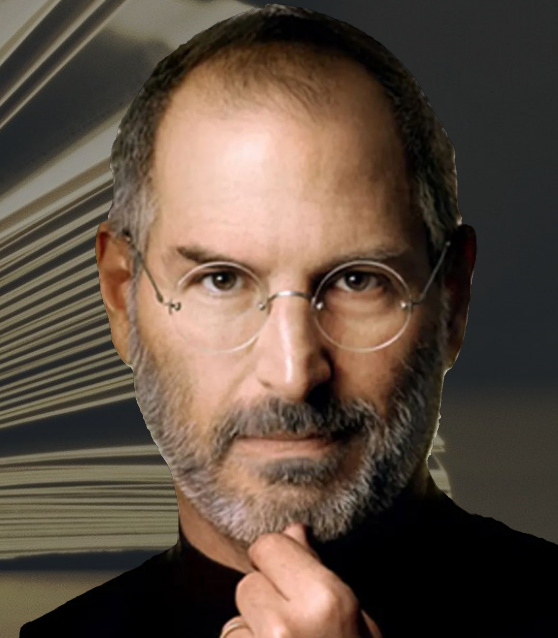


“The storyteller sets
the vision, the values
and the agenda for an
entire generation
yet to come.”



A large, open book is shown from a top-down perspective, with its pages fanned out in a wide arc. The pages are a light, aged cream color, and the book is set against a dark, almost black background. The lighting highlights the texture of the paper and the depth of the shadows between the pages.

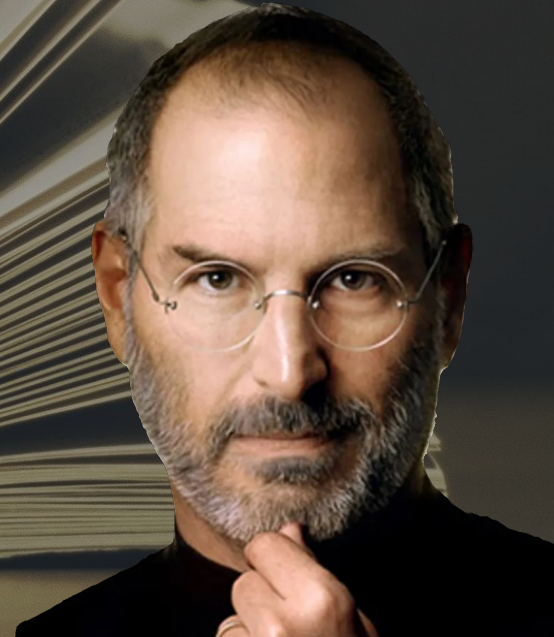
“The storyteller sets
the vision, the values
and the agenda for an
entire generation
yet to come.”





“The storyteller sets
the vision, the values
and the agenda for an
entire generation
yet to come.”

the story is not about you.



A large, open book is shown from a top-down perspective, with its pages fanned out in a semi-circle. The pages are a light beige color and are illuminated from above, creating a soft glow. The book is set against a dark, almost black background.

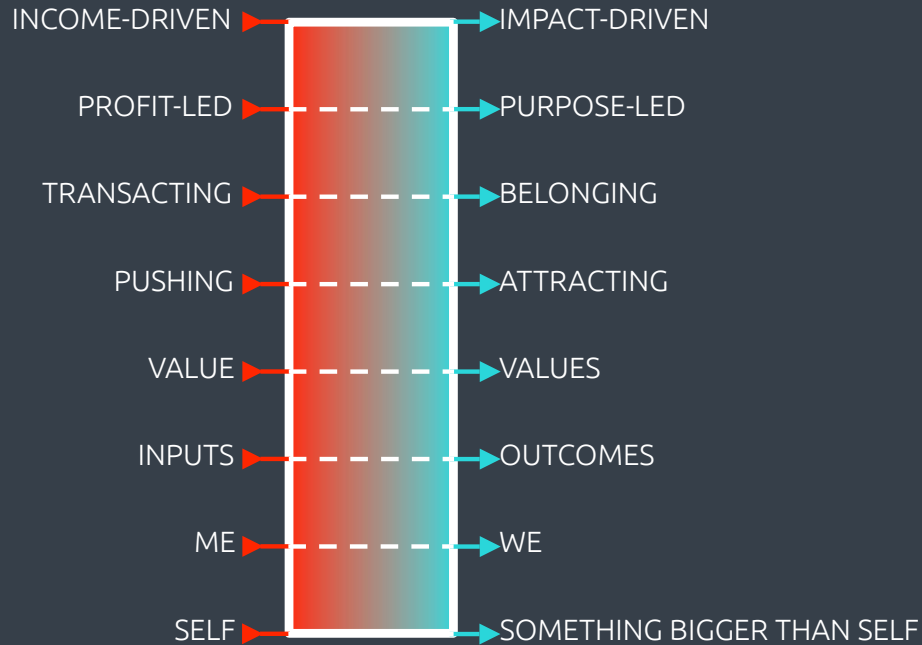
“The storyteller sets
the vision, the values
and the agenda for an
entire generation
yet to come.”

the story is not about you.
it's about something bigger than you.



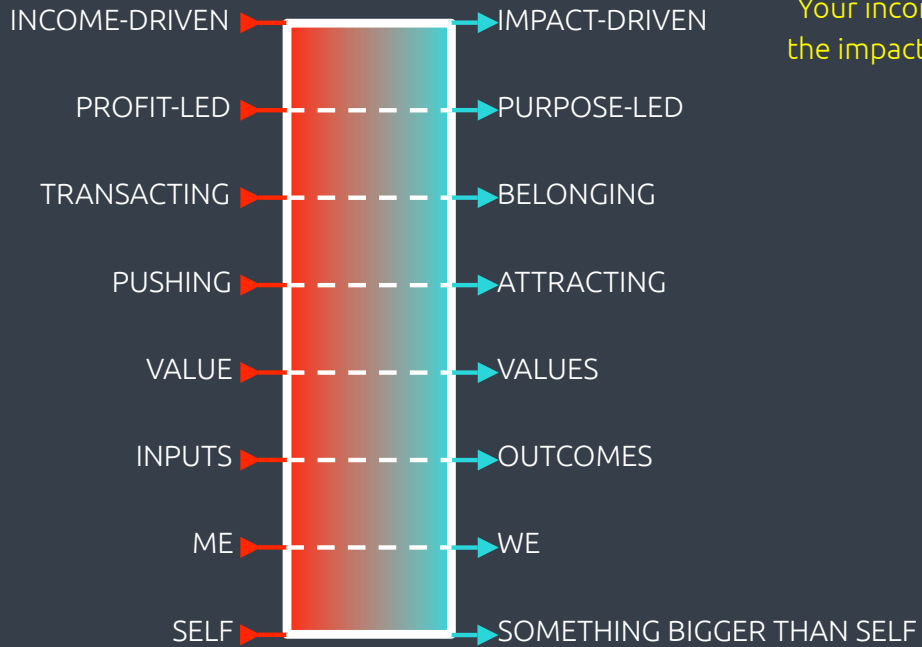
OUR WORLD HAS CHANGED. BIG TIME.

WE ALL NEED A NEW STORY. RIGHT NOW.



OUR WORLD HAS CHANGED. BIG TIME.

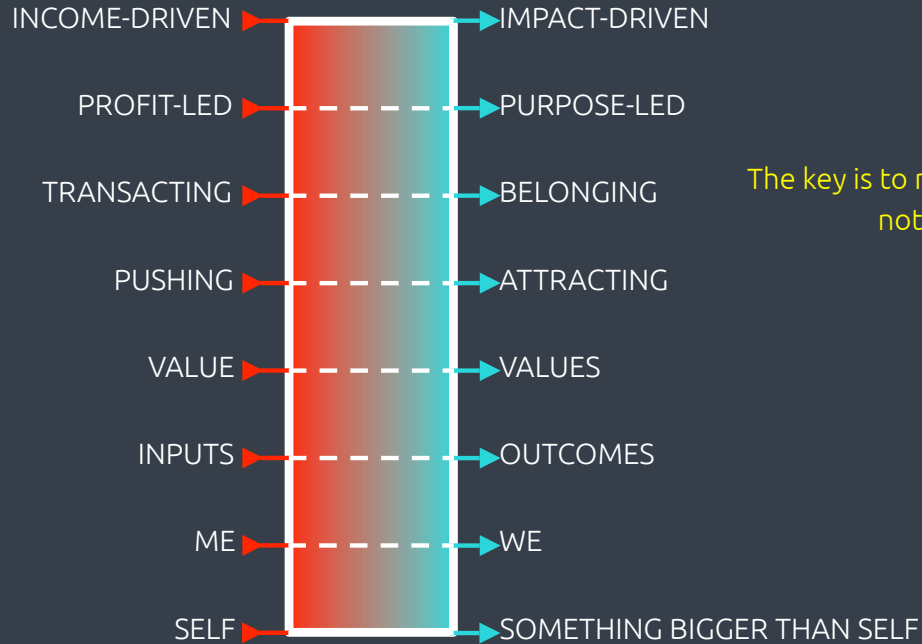
WE ALL NEED A NEW STORY. RIGHT NOW. 



Your income is a direct result of the impact you create for others.

OUR WORLD HAS CHANGED. BIG TIME.

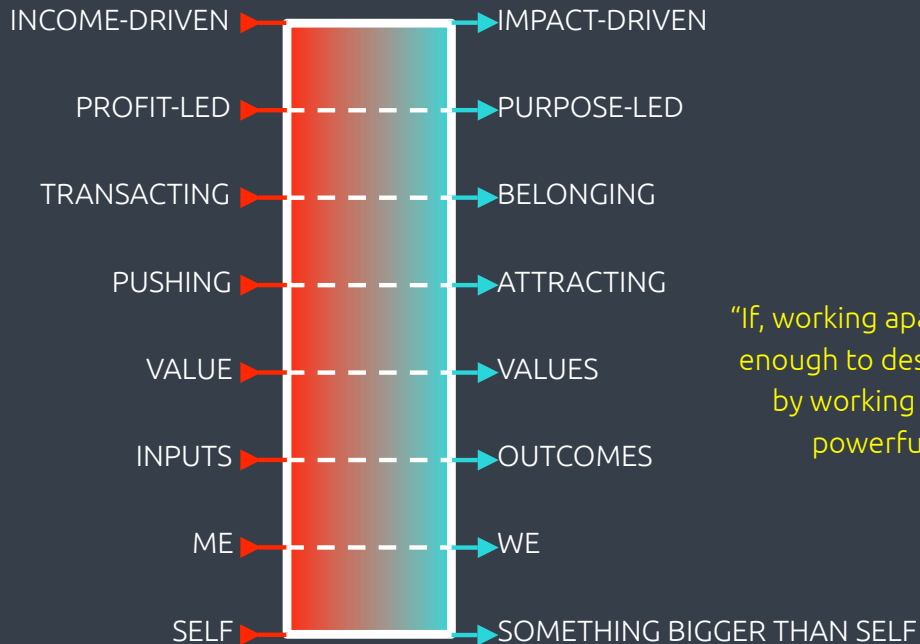
WE ALL NEED A NEW STORY. RIGHT NOW. 



The key is to monetize the relationship,
not the transaction.

OUR WORLD HAS CHANGED. BIG TIME.

WE ALL NEED A NEW STORY. RIGHT NOW.

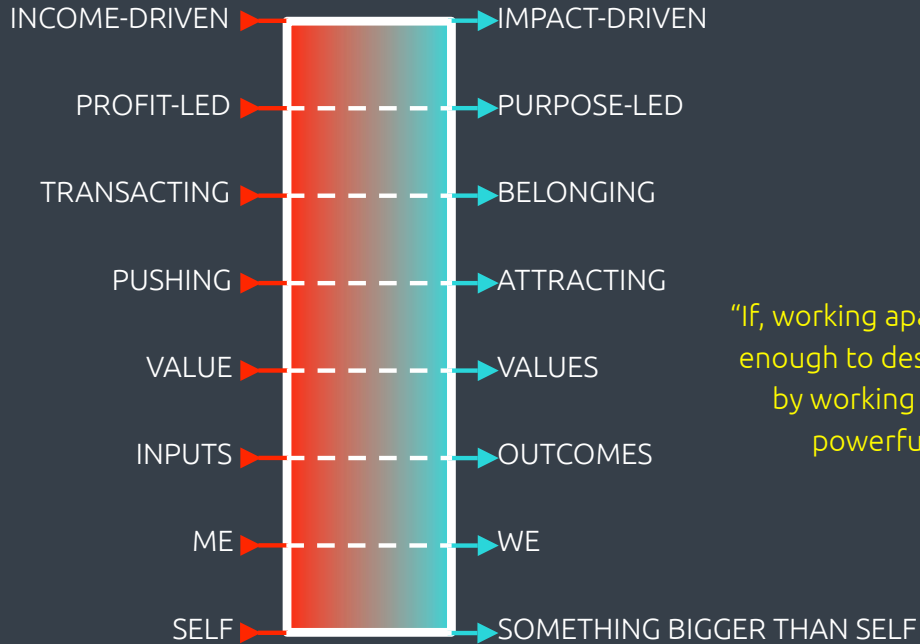


"If, working apart, we're a force powerful enough to destabilize our planet, surely by working together, we're a force powerful enough to save it."

OUR WORLD HAS CHANGED. BIG TIME.

WE ALL NEED A NEW STORY. RIGHT NOW. 

STANDARD
RUDT



"If, working apart, we're a force powerful enough to destabilize our planet, surely by working together, we're a force powerful enough to save it."

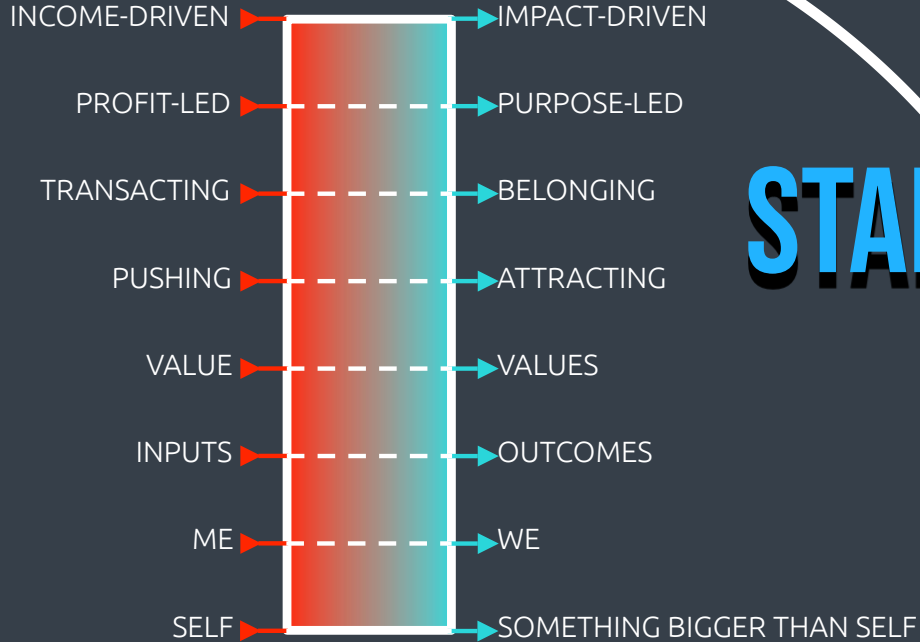
OUR WORLD HAS CHANGED. BIG TIME.

WE ALL NEED A NEW STORY. RIGHT NOW. 

this becomes
your new story

STANDARD

STANDOUT



OUR WORLD HAS CHANGED. BIG TIME.

WE ALL NEED A NEW STORY. RIGHT NOW. 



STANDOUT

STANDARD



because you

STAND FOR

something bigger than yourself

to

STANDOUT

from

STANDARD



because you

STAND FOR

something bigger than yourself

to

STANDOUT

B 1 G 1 B US NESS FOR GOOD

from

STANDARD



because you

STAND FOR

something bigger than yourself

to

STANDOUT

GOOD FOR BUSINESS

from

STANDARD



because you

STAND FOR

something bigger than yourself

to

STANDOUT

GOOD FOR BUSINESS

from

STANDARD



STAND FOR

Chat



you're setting the vision,
the values and the
agenda **for an entire**
generation yet to come.

because
you
STAND FOR
something bigger than
yourself

B1G1 BUSINESS FOR GOOD
STANDOUT



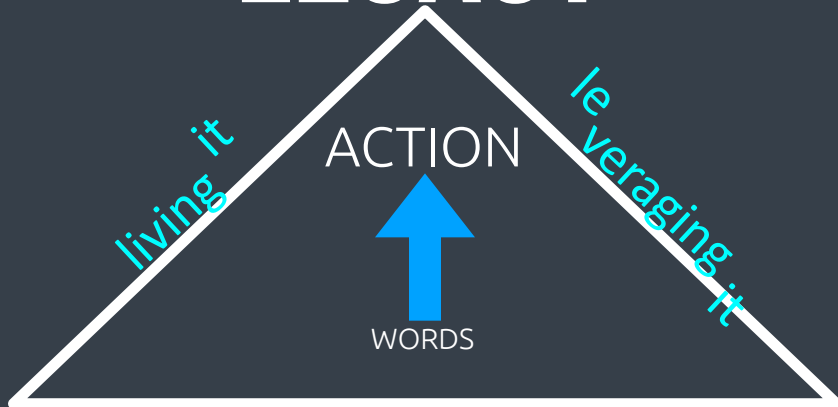
LEGACY





standing for something bigger than
ourselves

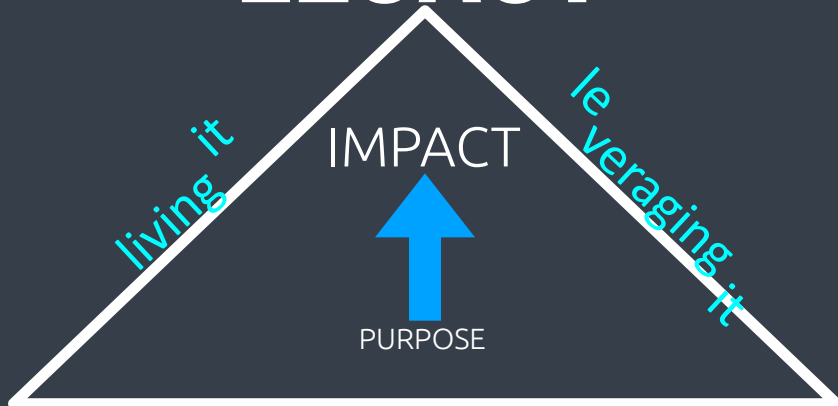
LEGACY



for an entire generation yet to come.

standing for something bigger than
ourselves

LEGACY



for an entire generation yet to come.

standing for something bigger than
ourselves

you become

B1G1

**IMPACT
DRIVEN**

because you

STAND FOR

something bigger than
yourself

B1G1 BUSINESS FOR GOOD

STANDOUT



you become

**IMPACT
DRIVEN**

because you

STAND FOR

something bigger than
yourself

B1G1 BUSINESS FOR GOOD

STANDOUT



IMPACT
is the key

Chat

JUST IMAGINE

JUST IMAGINE



GOOD FOR
YOU

JUST IMAGINE



you made a sale

you win a customer

you get paid on time

you get a referral

you get a testimonial

you get a new follower

JUST IMAGINE



- you made a sale
- you win a customer
- you get paid on time
- you get a referral
- you get a testimonial
- you get a new follower



JUST IMAGINE

**GOOD FOR
YOU**

every time you
got a sales lead

a child got fed



JUST IMAGINE

**GOOD FOR
YOU**
every time you
converted a lead
into a customer

a child got fed
a tree was planted



JUST IMAGINE

**GOOD FOR
YOU**
every time you
connect on Zoom

a child got fed
a tree was planted
someone got access to
life-changing e-learning



JUST IMAGINE

**GOOD FOR
YOU**

every time a customer
pays you on time

a child got fed
a tree was planted
someone got access to
life-changing e-learning
you provide a micro-loan
to women entrepreneurs



JUST IMAGINE

**GOOD FOR
YOU**

every time your
team hits key targets

- a child got fed
- a tree was planted
- someone got access to
life-changing e-learning
- you provide a micro-loan
to women entrepreneurs
- a child got access to
life-saving water



JUST IMAGINE

**GOOD FOR
YOU**
every time you
on board a new
team member

a child got fed
a tree was planted
someone got access to
life-changing e-learning
you provide a micro-loan
to women entrepreneurs
a child got access to
life-saving water
you give bricks to
build schools





IT'S REALITY

AS A B1G1 MEMBER



**BUSINESS
FOR
GOOD**





IT'S REALITY

AS A B1G1 MEMBER



GOOD FOR
YOU



BUSINESS
FOR
GOOD



GOOD FOR
OUR WORLD

And when you're a B1G1 Member,
you can make impacts from just 1
cent AND fully 100% of your giving
goes to
the projects you choose to give to.



IT'S REALITY

AS A B1G1 MEMBER



GOOD FOR
YOU



BUSINESS
FOR
GOOD



GOOD FOR
OUR WORLD

And every single one of those impacts you're making are measured, tracked and displayed proudly in real-time on your websites around the world.

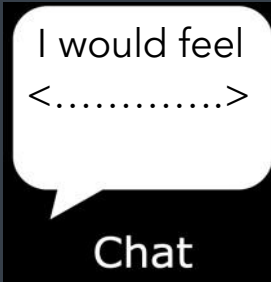


IT'S REALITY

AS A B1G1 MEMBER



And every single one of those impacts you're making are measured, tracked and displayed proudly in real-time on your websites around the world.



← → ↻ | beyondimpact.com | ⏏ ☆ 📧 🌐 📱 | Paused | ⋮

BEYONDIMPACT | HOME | IMPACT | 👤 LOGIN

MILLION DOLLAR EVENTS

We help businesses scale with inspiring million dollar events.

Simple scales. Complex fails.

That's why we've created a simple website to help you scale.

Just select what you need help with and book a call with our expert team.

I need help with creating million dollar events. →

I need help scaling my business to 7 figures and beyond. →





WELCOME BACK, PAUL

We can't wait to see what impacts you'll create.

TOTAL GIVING

TOTAL IMPACTS

1,259,064

FAVORITE SDGS

- 1 420,295 impacts
- 2 210,594 impacts
- 3 193,779 impacts

[Learn More](#)

PROJECTS GIVEN TO

175

UNUSED TOKENS

\$193.80

YOUR IMPACT FEED

Company | Team Members

NEW GIVING STORY

23 Feb 2022

- When someone joins the 300 things, we give 7 bricks toward building school facilities to support education.

77 bricks were given toward building school facilities to support education
- 10 days of financial and business training were given in Tanzania
- 22 days of education were provided for children in the world

PROJECT UPDATES

- Update From This Life Cambodia
 - Provide Safe Drinking Water For Families
 - Build Classrooms of Hope From Recycled Plastic Waste
- [See all updates](#)

Would our world and
your business be
better
off because your business
is a B1G1: Business for
Good?

Would our world and your
business be better off
because your business is a
B1G1: Business for Good?

YES!

Would our world and
your business be
better
off because your business

is a B1G1: Business for
Good?

YES!

A white speech bubble with a tail pointing towards the bottom-left corner, containing the word 'YES' in a black, sans-serif font.

YES

Chat

And most of all, just imagine
if every business (just like
yours) made this shift



b1g1.com/join

Very Special Gift

Keyin the code

GENIUS

when you're asked
for a referral code

An open book is shown from a top-down perspective, with its pages fanned out in a semi-circle. The pages are a light, aged cream color. The book is set against a dark, almost black background. The word "STORY" is printed in a bold, white, sans-serif font, centered over the book. The letters "S", "T", "O", and "R" are on the top line, and "Y" is on the bottom line.

**STOR
Y**



HISTOR

STOR

Y

Y



HISTOR

Y

STOR

Y

FUTURE

STORY



**HISTOR
Y**

**STOR
Y**

**CO-CREATE YOUR
FUTURE
STORY**

**SETTING THE VISION, THE
VALUES AND THE AGENDA FOR
AN ENTIRE GENERATION YET TO
COME**



CO-CREATE YOUR FUTURE STORY

NOW

b1g1.com/join

**SETTING THE VISION, THE
VALUES AND THE AGENDA FOR
AN ENTIRE GENERATION YET TO
COME**

I'd love to

Y



A close-up photograph of a person's eyes, looking directly at the camera. The eyes are a light, hazel-green color. The skin around the eyes is wrinkled, suggesting an older individual. The text is overlaid on the image in white. The word 'MEANINGFUL' is at the top in a bold, sans-serif font. The word 'HIGHER' is in the middle in a thin, outlined, sans-serif font. The word 'PURPOSE' is at the bottom in a bold, sans-serif font.

MEANINGFUL

HIGHER

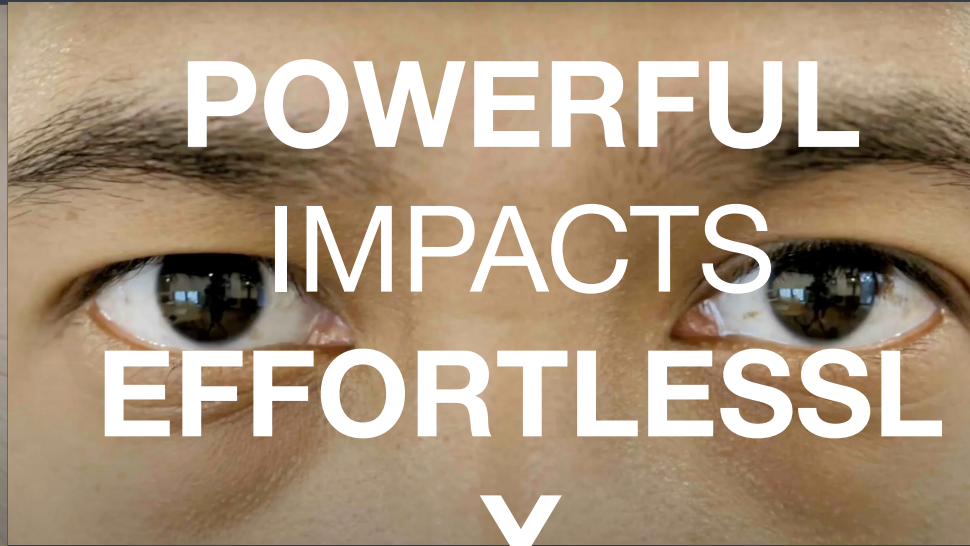
PURPOSE



MEANINGFUL

HIGHER

PURPOSE



POWERFUL

IMPACTS

EFFORTLESSL

Y

PLEDGE
1%

1%

FOR THE
PLANET

Certified



Corporation

B1G1

3,000+
BUSINESSES

as a

FORCE
for GOOD

275,504,70
6

GIVING IMPACTS

GENIUS

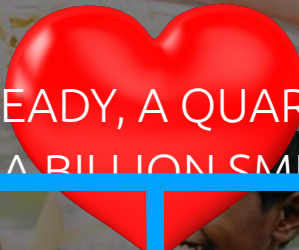




ALREADY, A QUARTER
OF A BILLION SMILES



ALREADY, A QUARTER
OF A BILLION SMILES



Let's add some more together

Speaker



DONNA IZOBELLA
Head Mentor,
Entrepreneurs Institute

THE TEAM CHARTER

THE GREAT REIGNITION



**ENTREPRENEURS
INSTITUTE**

Refine Your Rhythm



THE TEAM CHARTER

- Step 1 8 Promises**
- Step 2 Company 1 Year Vision**
- Step 3 Conditions of Success**
- Step 4 Build the Team**
- Step 5 Design the 90 Day Promotion Plan**

THE GREAT REIGNITION



**ENTREPRENEURS
INSTITUTE**

DYNAMO
Wood - What?

**Social
Promise**

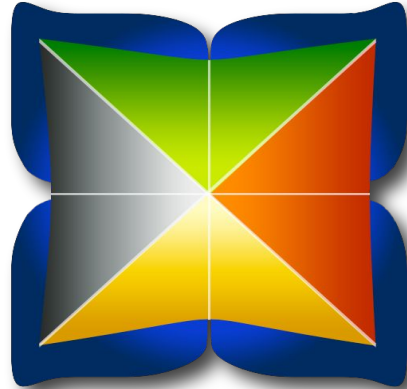
**Enterprise
Promise**

**Customer
Promise**

STEEL

Metal - How?

**System
Promise**



**Network
Promise**

BLAZE

Fire - Who?

**Investor
Promise**

**Market
Promise**

**Partner
Promise**

TEMPO
Earth - When?

Enterprise Promise



One sentence description of your enterprise that sums up the unique nature of your enterprise and your unique promise of what you deliver, to whom, for what purpose.

Your Enterprise Promise answers the questions:
Why are we here? | What do we stand for? | Who are we?

PURPOSE:

Inspiring, captivating and unchanging essence and destination of the enterprise for those involved with the enterprise

THE GREAT REIGNITION



ENTREPRENEURS
INSTITUTE

Our Enterprise Promise

Entrepreneurs Institute

The No.1 Pathway to Find Your Flow

Becoming the model example of a learning community benefiting from GeniusU and Genius Group.



ENTREPRENEURS
INSTITUTE

Your Enterprise Promise

Write your enterprise promise here

THE GREAT REIGNITION



ENTREPRENEURS
INSTITUTE

2022 COMPANY VISION

Revenues:

Product

Customers

Finances/Investment

Service

Giving Back

Conditions of Success



- Directly linked to the Enterprise Promise
- What must be in place in order to complete upon the 1 year vision and EP?
- 1 each per the business energies
- They are not projects/tasks
- Each is owned by 1 person

THE GREAT REIGNITION



ENTREPRENEURS
INSTITUTE

Conditions of Success

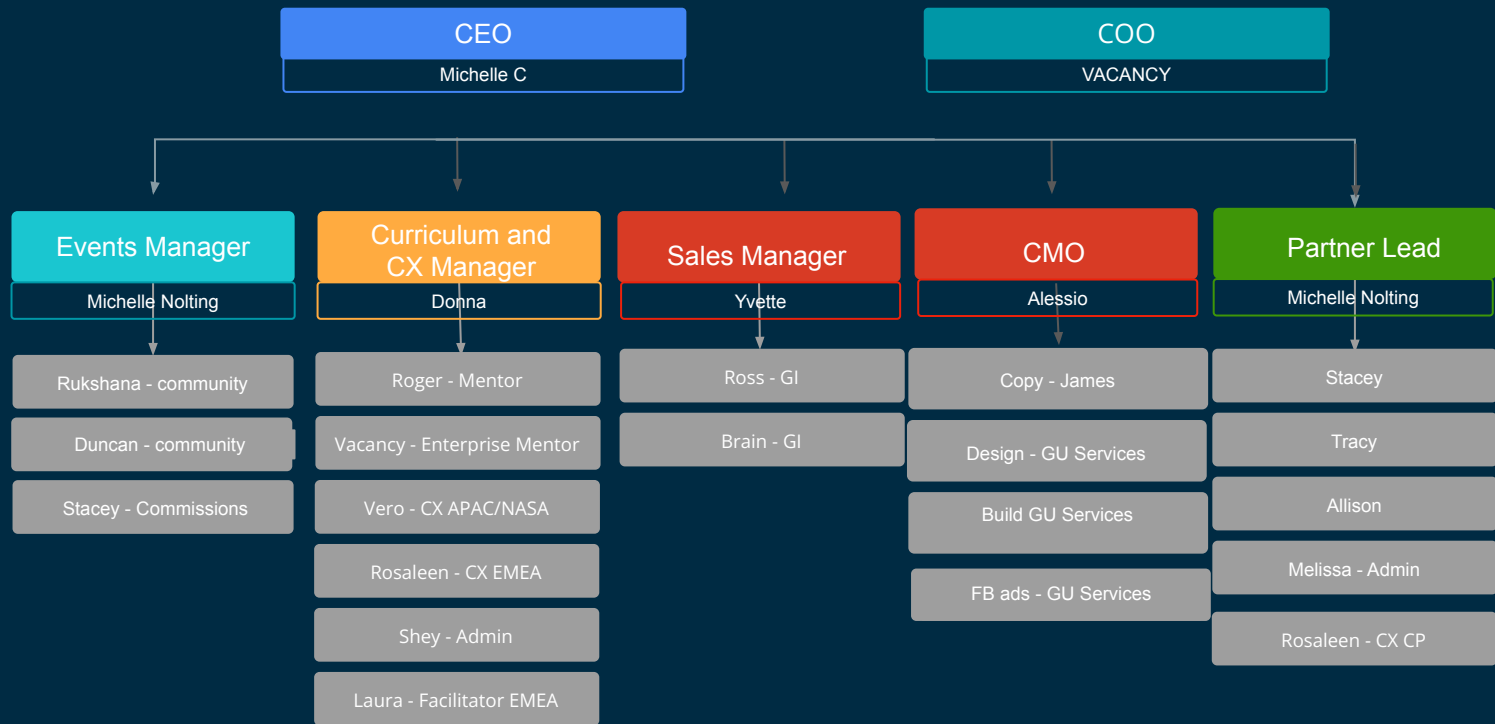
ENERGY	WHAT	WHO
Dynamo	World class entrepreneurial education programs and curriculum.	Donna
Blaze	Vibrant and engaged partner community in APAC, NASA, EMEA regions, working together to promote our events to their community, and increasing our partners revenues.	Michelle N
Tempo	An outstanding customer experience through all stages of our value cycle, from followers to customers.	Paulina
Steel	A data driven focus that leads strategic decisions, across all marketing and products, ensuring 50% grow year on year and a minimum 20% net profit.	Michelle C
Spirit	An integrated giving project from all our activities, events and programs, working with B1G1 to achieve 100m impacts	Veronika

Design Your Team

First design the plan, the 'what' & 'when', then identify your team (the 'who') that will execute that plan (the 'how').

Design your team to suit the new level of your company, tapping into each person's unique strengths and zone of genius.





THE GREAT REIGNITION



ENTREPRENEURS
INSTITUTE



THE GREAT REIGNITION



ENTREPRENEURS
INSTITUTE



Promotion Plan

Learn more about promo plans on GeniusU
<https://app.geniusu.com/missions/4/steps/7>

THE GREAT REIGNITION



**ENTREPRENEURS
INSTITUTE**



Promo Name: Promo Leader:

This summary page is where you detail the overall summary of this promo so anyone reading this page can understand the purpose of it



ENTREPRENEURS
INSTITUTE

Your Customer Promise

Customer Avatar:

Problem:

Promise:

Product:

Proof:

Price:



ENTREPRENEURS
INSTITUTE

Compelling Offer



ENTREPRENEURS
INSTITUTE

Financial Objectives

1	
2	
3	

Development Objectives

1	
2	
3	

Learning Objectives

1	
2	
3	

Create your value cycle

Entrepreneur 4.0 have to choose between non-scalable offline customer pathways for high value products or scalable online customer pathways for low cost products. And even workable pathways fall in effectiveness over time. **Entrepreneur 5.0** combines high tech and high touch to create predictable, automated, self-improving pathways that use AI and human connection to scale effectively and sustainably.

1

Followers

Diamond

What is your 5P **diamond** that sparkles from a distance? This is your story that attracts the **attention** of new followers from multiple sources

2

Community

Gold Dust

What is your zero cost, scalable **gold dust** that grows and engages your community to invest their **time** and share in trackable ways?

3

Prospects

Experience

What is the hi-touch, hi-tech **experience** you are delivering so prospects can build trust in your problem-solving and make a **decision** to buy?

4

Customers

Transformation

What is the hi-touch, hi-tech **transformation** that all your customers will have that's worth their **money**, so they return and recommend you?

5

Raving Fans

Golden Halo

What is the global **golden halo** you nurture around your pathway that creates automatic, self-improving **growth** in your customers and partners?

Your Value Cycle



ENTREPRENEURS
INSTITUTE

1: Followers
5P Diamond

2: Community
Gold Dust

3: Prospects
Experience

4: Customers
Transformation

5: Raving Fans
Golden Halo





TEAM CHARTER Q2 2022

Q2 2022 Key Weekly Metrics Week 1-6

No	Week	Partners (Affiliates)	Followers	Community	Prospects (Leads)	Calls Booked	Customers (Closed Won)	Revenue
1	Week 1							
2	Week 2							
3	Week 3							
4	Week 4							
5	Week 5							
6	Week 6							



TEAM CHARTER Q2 2022

Q2 2022 Key Weekly Metrics

Week 7-12

No	Week	Partners (Affiliates)	Followers	Community	Prospects (Leads)	Calls Booked	Customers (Closed Won)	Revenue
7	Week 7							
8	Week 8							
9	Week 9							
10	Week 10							
11	Week 11							
12	Week 12							

CRYSTAL CIRCLE & PARTNER AWARDS 2022



ENTREPRENEURS
INSTITUTE