










Engagement RULES! Business Model

Coach Approach 	Partner Orchestration 				Investment 
Find the game Purpose					
Recurring Actions					
Spirit of Play					
Embrace Challenges					
Evaluate Results					
Play Better					
Game Plan					
Teach Skills					
Inner Freedom					
Design Environments					
	Visibility 	Enrollment 	Fulfillment 	After-care 	
	Be Seen	Connect			
	Share	Engage			
	Invite	Offer			
	Value Creation 				Revenue & Wealth 

1) MASTER of VALUE CREATION

You can clearly describe YOUR TRIBE. You can define the VALUE that you provide to them in terms of RESULTS THEY care about. (Like I am doing here) You continuously expand your value to them by EXPANDING WHO YOU ARE.

2) MASTER of VISIBILITY

Your tribe will SEE you and KNOW you. You are trusted and respected. They will KNOW you as a leader among them. You are IN THE WORLD and ON THEIR MINDS.

3) MASTER of ENROLLMENT

When you speak to a member of your tribe they say: "YES" to what you are offering MOST of the time. Not because of trickery! But because what you are offering is so clearly essential to the transformation they are CRAVING right now!

4) MASTER of FULFILLMENT

When you deliver on the promises of your offering, you do it with great joy, self-expression AND creativity. You have a reliable method that produces consistent results AND allows for in-the-moment personalization. When you fulfill your promise you fulfill your purpose.

5) MASTER of AFTER-CARE

You don't stop providing value just because the paid engagement is complete. You are creative in the way you keep ALL past customers connected to what you do.

6) MASTER of PARTNER ORCHESTRATION

You are a Coach! You build teams of people to contribute to every area of your business. Partners who add value to your current customers. Partners who refer potential customers. Partners who endorse you into new communities. People partner with you because they LOVE YOU and the WIN-WIN way you play the game.

7) MASTER OF COACH-APPROACH

You are a Coach! You know how to apply ALL of your coaching skills and methods to every area of your business. You can find the game in every activity in your business. You evaluate results, seek feedback and GIVE feedback. You find a way to raise the game with everyone and everything all the time WITH EASE. This is WHO YOU ARE.

8) MASTER OF REVENUE

You must create revenue in your business and

become a master of positive cash flow. Revenue earned is the return for the value you create in your community. As you build your team you can add additional revenue streams.

9) MASTER OF INVESTMENT

Every dollar you spend for your business is an investment! You must invest wisely in relationships, experiences and tools so that everything is a building block for your business.