Turn Your Mission Into A Movement That Changes Lives

YOUR PATH TO IMPACT STARTS HERE



Hui Hui Lek

Mission To Movement Challenge

Clarity Workbook To Help You Get Started - FAST!

DAY 1

Hey There! Hui Hui here...

Congratulations for being a part of our Mission to Movement 5-Day Challenge!

Everything that you're gonna learn here in the next 5 days are used by me and my clients, and have been proven to work, so I know it will be incredibly POWERFUL for you when you implement them.

Will you get clarity?
YES!

Will there be breakthroughs?
FOR SURE! (If you show up all 5 days!)

Will you see finally see a path that works FOR you, regardless of your niche or level of experience?
YOU BET!

The big question is,
ARE
YOU
READY?

Remember,
Your BIGGEST problem right now is forgetting how Brilliant you really are!

Your Coach & Mentor Who Can't Wait To See You Rise,
HUI HUI ❤️



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Mission To Movement™

Hey Legends,

Welcome to the 5-Day Mission To Movement Challenge!

This Challenge is part of the "Mission to Movement" movement.
For the last 4 years I've helped thousands of new and aspiring coaches take their passion, knowledge and expertise and turned it into an online coaching business offering high-ticket coaching programs, so that they can create impact, influence and income.

I believe every one has a mission within them. And when you own your mission (maybe you call it a calling or it could feel like an emptiness in your heart, or you know you're meant for more), you may eventually step up to become a movement leader, leading your tribe towards a meaningful cause.

Mission To Movement™ is made up of all the big and small movements in our tribe. Regardless of whether you believe it or not yet, have at least 100 people you can impact. When we gather, we create a massive impact, and together, we can do a lot of good in the world!

It's a 3-step process. Impact, Influence and Income, in this order. When you apply these 3 steps, you'll not only achieve success in your business, but also wealth in every sense, financially and spiritually!

Impact:
This is where it all begins. Provide massive value (something that people want) and give without asking for return first. Do more for others than other people in the marketplace and you will dominate! Don't worry about income. The Universal Law of Reciprocity will take care of you! Patience.

Influence:
Once you spread your impact, that's when you start to influence others around you. Influence with your ideas, your values, what you stand for. Care deeply about your WHO and shift their mindset to become better versions of themselves! Be a thought leader!

Income:
When your influence brings other people results, that's when you will see abundance and income flowing to you. It never begins with the money, it begins with IMPACT! Money is simply an exchange of value.

Over this next 5 days I'll share how you can create more impact, influence and income! Let's Dive In!!

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5-Day Program VIP Workbook

Day 1

Love Your Who

Find The Hottest Niches That Lead To Profits

Day 2

Create Your Signature Program

Package What You Already Know Into A Program That Transforms Lives

Day 3

Social Marketing Secrets

How I Went From "Too Shy To Show Up" To Top #2 Affiliate Marketer In The World

Day 4

High Ticket Secrets

The Gamechanger After I Lost My Retail Business During Covid
Including The 6-Figure & 7-Figure Ascension Model

Day 5

Selling Without Being Salesy
Monetize To 6 Figures & Beyond

Heart-centred selling not a slogan, its a real framework & method

"Thanks to your Challenge, I presented a 6-month offer & they accepted for $6000! Amen 🙏
~ Angela Whalon"

"Finally there is a success formula for introverts instead of extroverts.
~ Leon Chen"

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Day 1: Millionaire Success Mindset

Old Identity

Until now, I believed _____ about (my old self).

(Examples: "Until now, I believed that I couldn't sell."
"Until now, I believed that being an introvert meant I couldn't speak in front of others."

New Identity

Starting today, I know _____ because I am _____.

(Example: "Starting today, I know my quiet energy is my strength because I am (growing to be) a powerful speaker."

Commitment: Post in FB Group

I used to believe ___. But now I'm starting to see that ___.
I'm ready to build a business that aligns with who I really am..

(Example: "As an introvert, I used to believe that I couldn't do public speaking. But now I'm starting to see that my quiet energy is my strength, I don't have to be a loud speaker. I'm ready to build a business that aligns with who I really am."

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Find Your Niche That Aligns With You

You don't need to shout to stand out. You don't have to be the best in the world. Answer these 3 questions to get started on uncovering your true niche, where your strength or experience meets real demand.

Who were you just a few years ago?

(This is often the person you're best positioned to help.)

What big result have you created for yourself (or helped others get)?

Example: I gained 15kg of healthy muscle and finally loved my body in photos.
I have grown my own investment portfolio that gave me financial freedom.
I love photography and now I am teaching others how to start a photography business.

> **"To get started, you only need to be one chapter ahead."**

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Find Your Niche That Aligns With You

What kind of person would be relieved to have your help right now?

Example: Skinny women who want to build curves and confidence without judgment.
First time investors who are afraid of losing their money due to lack of financial knowledge.
Mums who would love to have an extra side income every month.

Based on these answers, my *imperfect* aligned niche is...

_____

_____



> **You don't have to be the best in the world. You just have to be the best in their world.**

Hui Hui Lek

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Day 1: Client Attraction Secrets

Your Story That Connects

See Hui Hui's Story That Connects to write your own, so that you can connect with your ideal audience and attract them to you!

Background, Struggle, Pivot, Success, Lessons

Your Personal Mission

A statement that drives you and lights you up. Something BIGGER than you.

My Mission is _____

(who) _____

to _____

(from) _____

in order to _____

My Mission is to empower 1,000 new entrepreneurs and coaches to align with their inner, higher self and go from fear, worry and doubt to clarity, joy and purpose to achieve their goals and potential.
Collectively, we bring good to the world! #MissionToMovement™

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Day 1: Client Attraction Secrets

Your Transformation Statement™

Hui Hui calls this 4-step Formula the **Foundation of your business**. If you read your Transformation Statement everyday, you will never be lost again in your business. Watch Day 1's session to formulate your Transformation Statement.

I help (WHO) achieve (outcome) without (pains / struggles they don't want) with (your method).

Your Transformation Statement™

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Day 1: Client Attraction Secrets

Success Stories Spotlight

(California) Edmund: High Performance Coach

- Went from $150/hour to $15,000 programs using the 6-Figure Roadmap™
- Phoenix Award winner (100k in 99 days)
- Story that connects + high-ticket offer + Transperience™ Challenge Model

(Singapore) Erica: Chinese Metaphysics Coach:

- Previous weight loss coach changed niche and started from zero as Chinese Metaphysics Coach
- Did $130k in 2-day event using the Transperience™ Challenge Model
- Over $500k in 21 months with core and keystone ($20K+) offers



Hui Hui's Message

"***Love your WHO so much that it pains you to see them suffer.***

You have a moral obligation to share what you know.

Your solution is the missing puzzle piece in someone's life."

"*Today, I* ***choose courage over comfort, purpose over perfection, and movement over mediocrity.***

I am the coach they've been waiting for."

Hui Hui Lek

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Day 1: Client Attraction Secrets

Attracting The Right People To You

Core Values You Want	Core Values You Don't Want

Homework: Attract Your Right WHO



Taking uncomfortable action is the bridge that transforms clarity into confidence and leads you to your dreams!

LIVE

Do a 30-second FB Live (inside the Challenge FB group) sharing with us your 5 Core Values that you want / don't want to attract your ideal WHO.

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Day 1 AI PROMPT: Find Your Niche

Paste this prompt into any Ai tool eg. ChatGPT or Claude

You are a top 1% high-ticket coaching business and marketing strategist who has helped thousands of coaches build profitable high-ticket businesses. You specialize in finding overlooked, high-demand niches where coaches can charge premium prices without competing in overcrowded markets. You think in terms of transformation value, not information value that can be found everywhere.

I'm a coach exploring my niche. Here's what I know about myself (ask me questions one at a time to clarify if need be)

My professional background: [your background, skills, experience]
A transformation I've personally been through: [a challenge you overcame that changed you]

The kind of people I naturally want to help: [who do you care about helping most? Be specific.]

A problem I'm really good at solving: [what do people already come to you for?]
Niches I'm considering (if any): [list them, or write 'open']

Based on this, give me 3 SPECIFIC high-ticket coaching niche ideas that are NOT generic or overcrowded. For each one, give me:

The niche name and who it serves (be ultra-specific, not broad)

A transformation statement: "I help [specific who] achieve [specific result] in [timeframe] without [pain they want to avoid]."

Why this niche has high-ticket potential ($3K-$10K+ offers)

What makes this a 'blue ocean', where is the gap in the market that most coaches are missing?

One real-world example of someone who might hire me for this

Think like a strategist, not a generic career advisor. I want niches that are specific enough to stand out but large enough to build a real business.

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