MISSION TO MOVEMENT

By Hui Hui



COURSE CREATION BLUEPRINT

Creating Impact, Influence, Income

Stage 1: Love Your Who

Hey Legends,

Welcome to the 5-Day Mission To Movement Challenge!

Why is this challenge named Mission To Movement?
Because it starts from WITHIN YOU! Your mission is the message that lives inside of you, waiting to be expressed out into the world. When you step up into the Best Version of Yourself, you will create an energy ripple that moves the people around you into action!

Impact:
This is where it all begins. Provide massive value (something that people want) 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.

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Stage 1: Love Your Who

Your Story That Connects

What is a compelling story that led to your **Moment of Decision** that you REALLY want to start/grow this business and help your WHO (ideal avatar)?

Your Personal Mission

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

My Mission is to empower

(who) new entrepreneurs

to align with their inner, higher self and

(from) go from fear, worry and doubt to clarity, joy and purpose

in order to to achieve their goals and potential.

My Mission is to empower 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 (TM)

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Stage 1: Love Your Who

What do you want to be known as the Expert for?

Your Transformation Statement

I help _____**(insert your who)**

achieve _____**(insert a result they really want)**

without _____**(insert a pain or obstacle they don't want)**

by _____**(insert the process by which you help them)**

Eg. I help male PMETs in their 40s and 50s to lose weight / create 6 pack abs without spending all day in the gym.

I help entrepreneurs to focus and learn better through effective accelerated note taking.

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Stage 1: Love Your Who

Core Values: What Do You Stand For?

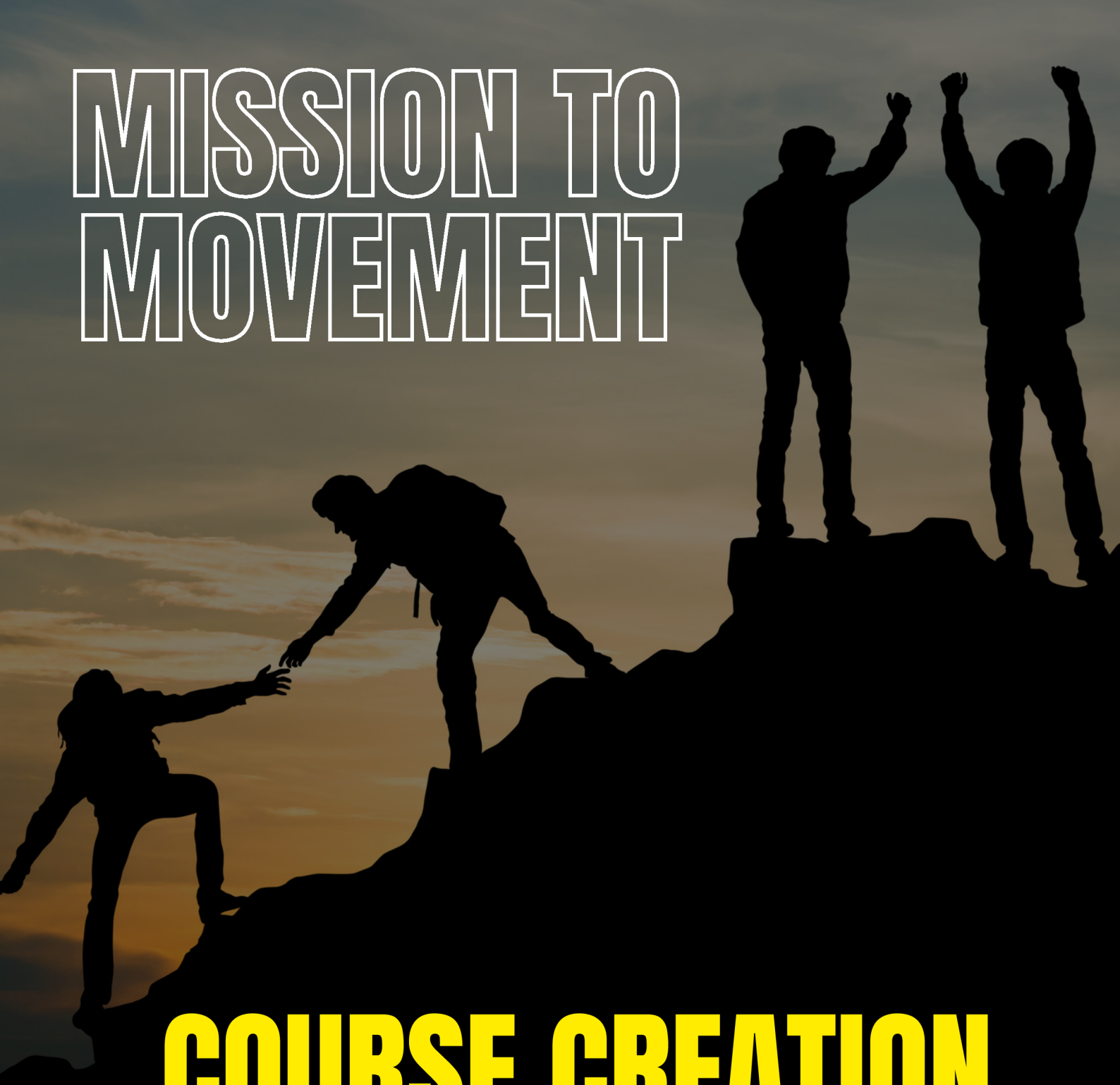
Day 1 Homework: Attract Your Right WHO



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

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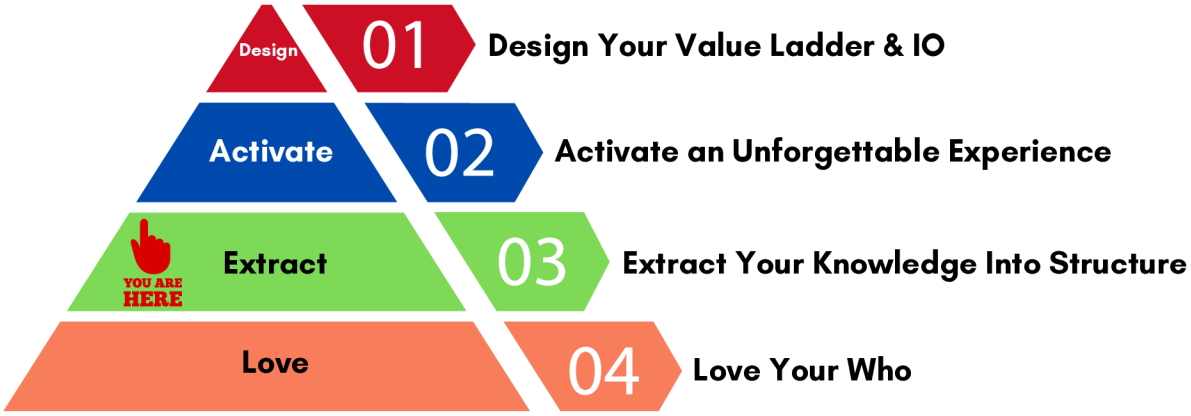
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Stage 2: Extract Your Knowledge Into Structure

Stage

2

Congratulations! You've Now Leveled Up!



Hey Legends,

Welcome to Day 2 of the Mission To Movement 5-Day Course Creation Challenge!

CONGRATULATIONS, you're now one step closer to launching your program!

Extracting The Treasure Within You

Am I really good enough? Will people buy my courses? I'm not a doctor! I don't have certification, can I still do this?

Yes, you can! Why? Because you have overcome the problem that your WHO is still going through. You help them by:

- making it easier
- saving them time or getting out of the problem faster
- saving them money or resources
- avoiding mistakes and pitfalls so they never had to suffer the pain you did

Why won't they learn from the "Guru" and learn from you instead?

Because the "Guru":

- won't give them 1-1 time or proximity
- overcame the problems long ago and had forgotten what the pain felt like
- won't care at the level as you will, because you attach a face to a name

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Stage 2: Extract Your Knowledge Into Structure

Which Course Are You Starting With?

What Date Are You Launching?

Your Program Mission

A Promise or Tangible, Imaginable Outcome that Challenges and Excites Your Client

E.g. Implementation Weekend Intensive 3-Day Workshop: Get Your Course Up In 3 Days
Impact University 3-Month Coaching Program: Bringing you to $10K

Draw The Future

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Stage 2: Extract Your Knowledge Into Structure

Brainstorm

PAIN ISLAND



- Challenge #1
- Challenge #2
- Challenge #3

Your Boat



The Journey To Client's Transformation

- Your program #1
- Your program #2
- Your program #3

PLEASURE ISLAND



- Result #1
- Result #2
- Result #3

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Stage 2: Extract Your Knowledge Into Structure

Organization

Note: Progress, not perfection

Chapter 1

Chapter 2

Chapter 3

Chapter 4 (optional)

Chapter 5 (optional)

Chapter 6 (optional)

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Stage 2: Extract Your Knowledge Into Structure

Framework

What's the Big Idea In Chapter 1

What's the Big Idea In Chapter 2

What's the Big Idea In Chapter 3

What's the Big Idea In Chapter 4 (optional)

What's the Big Idea In Chapter 5 (optional)

What's the Big Idea In Chapter 6 (optional)

What Is An Acronym You Can Use?

E.g. LEAD

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Stage 2: Extract Your Knowledge Into Structure

Putting Together The Outline (Part 1)

Course Mission

Framework Name

The Big Picture

What's the Big Idea In Chapter 1

What's the Big Idea In Chapter 2

What's the Big Idea In Chapter 3

What's the Big Idea In Chapter 4

What's the Big Idea In Chapter 5



Another Day Done! Let's Celebrate!

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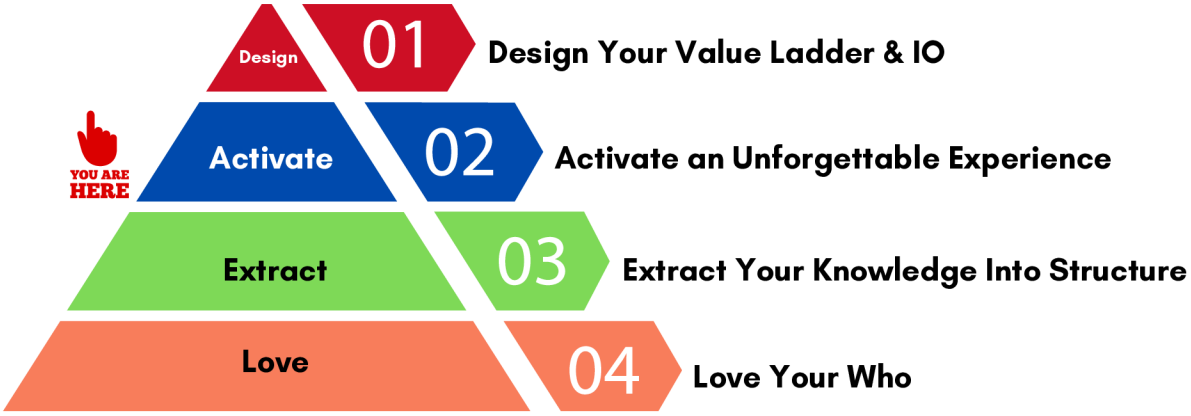
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Stage 3: Activate An Unforgettable Experience

Stage

3

Congratulations! You've Leveled Up Again!



Hey Legends,

Welcome to Day 3 of the Mission To Movement 5-Day Course Creation Challenge!

Congratulations, you're another step closer to launching your program!

Overcoming Overwhelm

"I don't know where to start...Am I really meant to do this? I don't want to quit, but this is so hard... I'll do this tomorrow. Let's take a break first." And before you know it, months passed. You feel this calling fading, a part of you is disappointed with yourself, and something inside of you starts to erode and die bit by bit. You look around you as others move ahead, "Maybe this isn't for me."

Only 4 Things

At this point of overwhelm, do you quit or do you hit the R button? When it comes to launching your course/coaching program and your self-education business, really there are only 4 steps:

- Identify, qualify and communicate with your WHO deeply and intimately
- Create and deliver the solution (course, coaching, events, book, etc.)
- Tell them about your solution (marketing) & serve by selling
- Get better at doing the above 3 things

Go Slow To Go Far. Press the "R" button to

- Reset your target and self-belief
- Recharge your mind and body (take walks, meditate, breathe, etc.)
- Resume your implementation (if you don't quit, one day you'll arrive.)

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Stage 3: Activate An Unforgettable Experience

Today's Homework

Pick one step of your framework & do a very short video to teach one part of your framework (or any topic of your choice) using WWHH. Conclude video with giving instructions for one action step. Post in the Challenge FB group for practice. Max length of video: 2 to 3 minutes

Choose One Topic (e.g. Step #1)

W Write in bullet points and refer to this when shooting video

W

H

H

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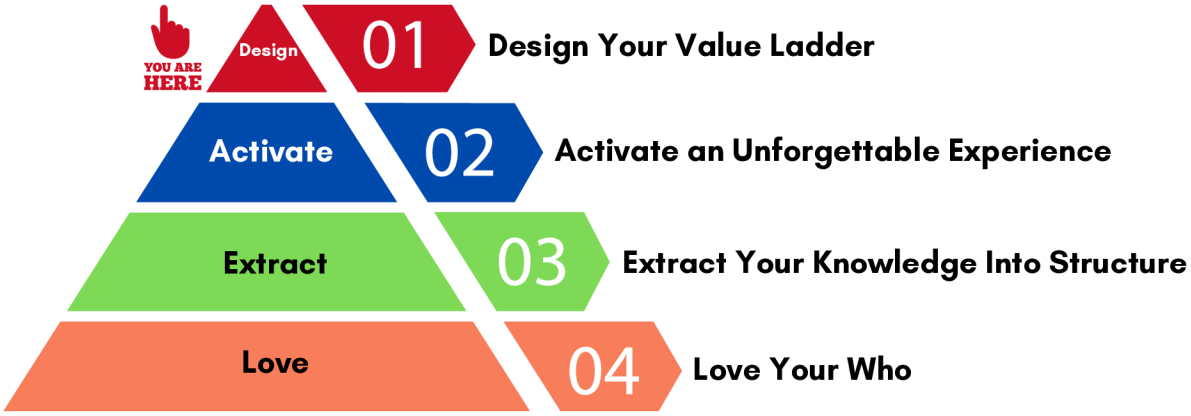
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Stage 4: Design Your Value Ladder

Stage

4

Congratulations! You're Almost Done!!!



Hey Legends,

Welcome to Day 4 of the Mission To Movement -Day Course Creation Challenge!

Congratulations, you've come to the final leg of this challenge!

From Mission To Movement

Where does mission to movement begin?

Mission: It begins with our Self. Our stories, what we experienced in our lives, the pain we suffered. Are the pains we suffered going to be in vain? If you don't take the lessons and share them with someone else who's going through the pains, are you letting them down?

Movement: It also begins with us. Only when we move, will we move others. Only when we move, will we be able to touch others' lives. Only when we move, will we eventually turn this into a movement.

You are important. You are put here on earth for a reason.
You have suffered for a reason. Don't let that reason go to waste.
Let your light shine. Let your light guide those who are still in the dark.
Do it for others.
But more importantly, do it for the person that you will become.
You are worth it.

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Stage 4: Design Your Value Ladder

Name the fears that have stopped you in the past 5 days.

Where else have they showed up in your life?
How have they been costing you in your life until now?

If you continue to let them manifest and run/ruin your life, how else are they going to cost you in future? In the next 5, 10 years? Are you going to continue to feel disappointed with yourself?

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Stage 4: Design Your Value Ladder

What will your life look like if you no longer had these fears? How will it impact the people around you? How beautiful would it be?

What kind of legacy would you like to leave behind? How would you like people to remember you by?

Today's Homework

Take 2 minutes to talk about the legacy that you would like to leave behind. Why is it important to you? How are you going to show up for your WHO from now on? How would you like people to remember you?

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