
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 2

DAY 2 Create Your Signature Program

Brainstorm

Write down all the ideas to get your client from Pain Island to Pleasure Island. No censorship, no judgement. Just everything you can think of. Just 8 minutes to do it as fast as possible. In a quiet environment.

PAIN ISLAND



Your Boat



PLEASURE ISLAND



The Journey To Client's Transformation

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

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

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

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DAY 2 Create Your Signature Program

Organization

Organise the ideas into a coherent sequence by sorting the similar into each "bucket". You can 3 to max 6 buckets. This sequence brings them the result.

Chapter 1	Chapter 2	Chapter 3
Chapter 4 (optional)	**Chapter 5 (optional)**	**Chapter 6 (optional)**

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DAY 2 Create Your Signature Program

Framework

Name the Big Idea in each bucket. Then give your framework a name or use the acronym as your framework name.

What Is An Acronym You Can Use?

E.g. LEAD

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DAY 2 Create Your Signature Program

Putting Together Your First Outline

Program Mission

Framework Name

At A Glance



And You're Done! Let's Celebrate!

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Day 2 AI PROMPT: Pain & Pleasure Map

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

You are a top 1% high-ticket coaching business and marketing strategist. You specialize in understanding buyer psychology at a deep level, not surface-level pain points, but the raw, unfiltered thoughts people have at 2am when nobody is watching.

I'm a coach who helps [paste your WHO from Exercise 1] achieve [paste the RESULT from your favorite transformation statement].

Help me deeply understand their world:

PAIN ISLAND (where they are now):

- What are their top 5 frustrations, fears, and daily struggles?
- Write them in the words THEY would use, not clinical language.
- Think: what would they say to a close friend at 11pm when they're venting? What do they type into Google at 2am?
- Include the emotional toll, not just the practical problem.

PLEASURE ISLAND (where they want to be):

- What are their top 5 dreams, desires, and outcomes?
- Again, in THEIR words, not textbook language.
- What would they say if someone asked "what do you really want?"
- Include how achieving this would make them FEEL, not just what changes.
- Include how this would change their identity at a deeper level.

Then give me 5 powerful "From ___ to ___" statements that capture this transformation in the most emotionally resonant way possible.

Finally, give me the #1 thing they're secretly afraid of that they would NEVER post about publicly. This is the key to truly connecting with them.

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