

HOLISTIC PRODUCT CREATION The Seed Sheet System™

GUIDEBOOK



**HOLISTIC
PRODUCT
BLUEPRINT**

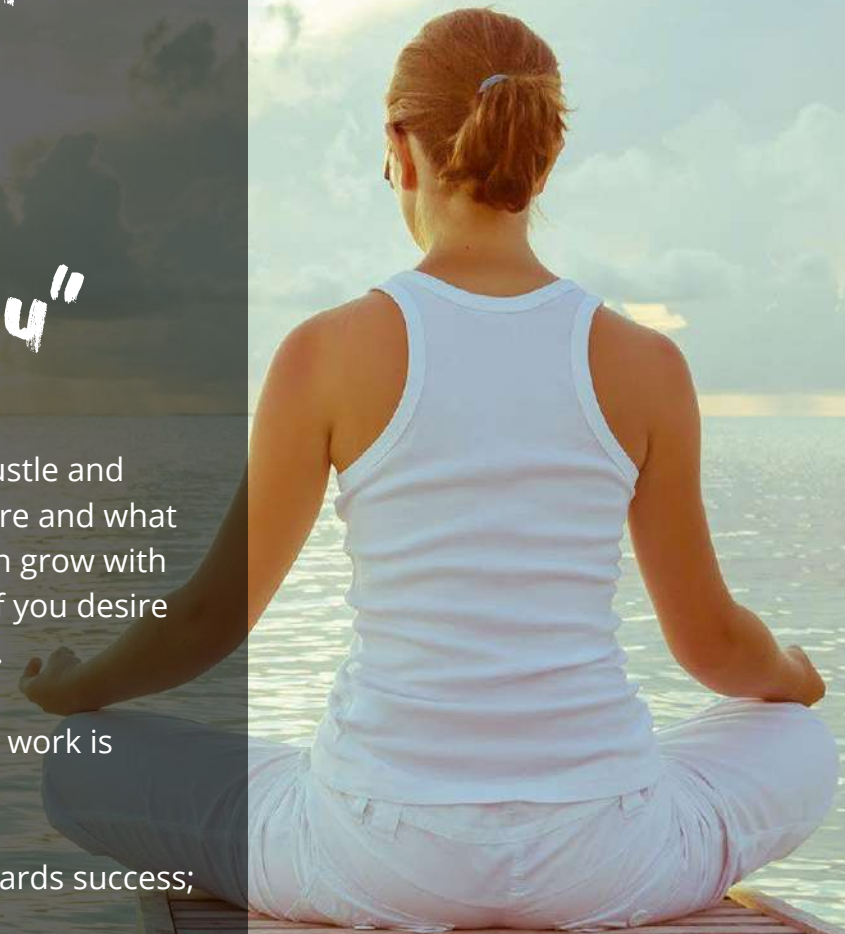
"Holistic Leadership Is being More OF you Not More THAN you"

We believe that business is not meant to be hard. When hustle and burn out take over, we can lose touch with who we really are and what we're really here to do. The good news is your business can grow with ease and grace. Especially if you have a Soul based focus, if you desire Simplicity, and you'd like to use Systems that are intuitive...

We use a simple formula to help remind you that your real work is about being more OF you, not more THAN you...

This simple formula will help guide you on the journey towards success;

Soul + Simplicity + System = Holistic Leadership



*Clear, deep and
personal message !!!*

If you want to empower people
by using holistic principles...

You must become a master educator.

People won't reach the goals they desire...

UNLESS YOUR MESSAGE IS
CLEAR, DEEP AND PERSONAL!



There are **3 Major Mistakes** you can make when going to market that can hurt your chances of success.

Mistake 1: Not clear enough

We have around **12 seconds** to communicate who we are and what we do. If you don't have a **crystal clear** message your business will suffer.



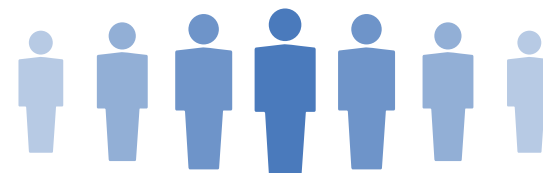
Mistake 2: Not deep enough

Your competitors know a **little** about a lot. If you want to rise above the competition you need to know a **lot** about a little.



Mistake 3: Not personal enough

People learn best from learning about one thing in a variety of ways. If you want to be seen as an expert you need to express your wisdom via the 4 quadrants of learning.



You have a very specific kind of client that is perfect for you. We like to call them your **A-Grade clients**.

They're already waiting for you to **show up** in their life.

They're **inspired, committed** to getting results and **happy** to pay you well for your services.

QUESTION:

"If you could **only** work with clients you absolutely loved working with, what would change in your Life and Business?"

A-Grade clients are perfectly aligned with you on every level...

Take a moment to write down the qualities of Your A-Grade clients.
(Example: motivated, inspiring, committed, financial, courageous etc...)

Next, it's vital to deeply understand where they are **now** in their life in relation to where they could be.
(*Pain island vs Pleasure Island*)

What are the 3 major **core pains** your audience is experiencing?

NOTE: Remember these pain points are often the main **emotional** symptoms they're experiencing from not having what they want in life. These are also the same core pains that are waking them up at night.



Next, begin to get clear on what would **change** in their life if they created the life of their dreams?

What are the 3 pleasures they are looking for?

NOTE: These pleasure points are not just the absence of the pain points. It's important that you understand what your clients are actually *aspiring* to in their life.



The 3 Transformational Words

The next step is to craft your **3 MAIN** words so they really stand out and you can easily explain "how" you help people transform their lives within your program.

Take your 3 words from Workbook #1 and insert them in the column on the left. Then on the right column use your creative genius to craft each word into a "transformational" word so all three words work really well together.

main words

"transformational" words



1. _____
2. _____
3. _____

1. _____
2. _____
3. _____

HERE'S AN EXAMPLE

- | | | |
|------------------|---|---------------------|
| 1. <i>Breath</i> | ➔ | 1. <i>Inspire</i> |
| 2. <i>Move</i> | ➔ | 2. <i>Integrate</i> |
| 3. <i>Think</i> | ➔ | 3. <i>Ignite</i> |

The next step is to understand the power of the **Seed Sheet System™**. Learning how to take your advice and extract it into various learning styles will help you rise above your competition and position you powerfully as a leader in your industry.

1 MODEL IT - Big Picture

More than 70% of people learn visually so it's vital that you become a master at turning your ideas into visual models.

4 PROVE IT - Left Brain

LB thinkers need statistics, proof and research to help them implement your teachings.

2 STORY IT - Right Brain

We've been telling stories for thousands of years as a way of passing down knowledge to future generations.

5 BUMPER STICKER IT

Turning your ideas into catchy titles is a powerful way to have your IP be remembered and differentiated from others.

3 STEP IT OUT - Detailed

Sequencing your steps in the right order to help people get the best possible results.



Benefits of the Seed Sheet System™



Craft unique language that can never be copied by others



Be approached by collaborators eager to promote your work



Become known as a leader and expert in your niche



Engage your intended audience and get them amazing results



Charge higher prices for a higher quality of service and product



No need to sell or push your product onto anyone (ever!)



Rise above competition and enter the era of collaboration



Turn your IP into profitable programs that earn money while you sleep!

For more information on how to develop your own intellectual property using Andy & Marcus's Holistic Product Blueprint be sure to check out the entire HPB video training series.



[Click Here for More Holistic Product Training](#)

