



5 DAY CHALLENGE

MAKEOVERS TO MAKE YOUR GOAL



LORAL LANGEMEIER

Loral Langemeier is a money expert, sought after speaker, entrepreneurial thought leader, and best-selling author of five books who is on a relentless mission to change the conversation about money and empower people around the world to become millionaires.





DO YOU HAVE A BUDGET MENTALITY?

Meaning you're only allowed to spend so much money as you make.

This type of mentality puts you in certain restrictions.

It makes you believe that all of the work you do for money is limited.

For example, let's say you have a \$5,000 a month budget. That's all you're worth. That's all you can live by.

So anything above that you can't conceive. Because you're living in a constructive box versus an entrepreneur box.



An entrepreneur has an unlimited potential mindset...

...which is what people have to bank their life on.

Right?

So when we say, "We're going to go for it!" What does that really mean and what do you really want?

For example, when I purchased my \$3 Million Aircraft, I wasn't thinking about the amount that I had in the bank but on how I was going to make that money to pay for it.

I wasn't thinking about my budget and not being able to afford it. It was, how am I going to do this.

YES! Energy.

It's yes to anything, but I'm not talking about irresponsible YES's.



I'm talking about just that
base psychology and
behavior.

You control what drives that behavior of
whether you are a budget thinker or a
creator.

Do you know how to create cash from
nothing?

Do you know how to create ideas?

Do you know how to generate solutions?

So with that being said...

Let's help you get Financially Fit.



DAY 1

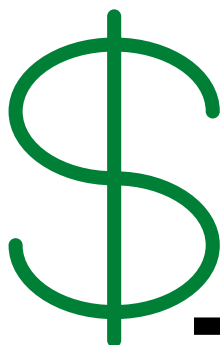
You see, I'm all about BIG HAIRY AUDACIOUS GOALS.

Remember that I said, "An entrepreneur's mindset works to achieve unlimited cash flow with limitless potential!"

This goal is going to be just that.

So what's your number?

What is your BIG HAIRY AUDACIOUS Goal?





DAY 2

Now that you've written down your BIG HAIRY AUDACIOUS GOAL.

The next step is to figure out how you're going to get to that number.

I see your numbers.

\$3,000.

\$5,000.

\$10,000.

Beach House[\$500,000+].

How are you going to make that money?

Create a funnel.

Think about the products and services that you currently offer.



DAY 2

The least expensive [products and services] and freebies will land at the top of your funnel.

The most expensive items will fall toward the bottom of your funnel.

I want you to think about what items you are going to sell AND how many to get to your goal.

So let's get started.

Action Step: Download the funnel template and fill it out.

<https://bit.ly/mit5daychallengefunnel>

Once you have completed your funnel, submit it to **homework@askiws.com**



DAY 3

Let's put those funnels into motion.

The way to get to your Big Hairy Audacious Goal is to have conversations.

The conversation turns into a sales presentation.

Ask-Tell-Ask.

Download the slide:

<https://bit.ly/asktellask>

Ask-Tell-Ask is a model conversation for a sales presentation.

Ask.

Enter the conversation with open-ended questions.

Who are you?



DAY 3

What are you an expert in?

How can you help with your service or product?

Tell.

Listen like it's a sport AND reframe back what you've heard.

The person will always tell you what they want.

If you don't identify that, you're talking too much.

Ask.

Guide the conversation with closed questions that will lead to a YES!



DAY 3

During this process, you're identifying where the prospect fits in your funnel.

Repeat until the prospect resonates with your offer.

Ask for the money.

Remember that a sale is WON when your prospect resonates with your offer and identifies you as their problem solver, NOT when you get the money; that is just the detail.

How many Ask-Tell-Asks are you going to commit to – to get to your BIG HAIRY AUDACIOUS GOAL?

Ten a day? 15 a day? 20 a day?



DAY 4

You need to commit to marketing strategies.

These marketing strategies will help you get to your daily conversation commitment.

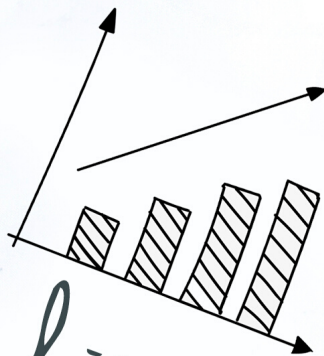
5 Offline Marketing Methods

AND

5 Online Marketing Methods

Offline examples:

- Speak at a local event [COVID-19 Permitting]
- Radio
- TV
- Referrals and Joint Ventures
- Sponsors



Online
MARKETING



DAY 4

Online Examples:

- Join or create an online summit
- Creating a Landing Pages or Website
- Starting a Word Press Blog
- Signing up for E-marketing software like; Keap, MailChimp, Entraport, Katra, etc.

Action Step: Which 5 OFFLINE & ONLINE strategies are you going to commit to doing?

✓	
✓	
✓	
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✓	
✓	

DIGITAL
MARKETING





DAY 5

The last step!

Recap:

Day 1 - You set your June Goal. [BIG HAIRY AUDACIOUS GOAL].

Day 2 - You got to work on your Marketing Funnel.

Day 3 - Ask-Tell-Ask

Day 4 - Online & Offline Marketing Strategies

Now it's time for you to have your sequence and makeover review.

Action Step: If you've finished all five steps, our Strategist will reach out to you. email homework@askiws.com

DONE