

The F.O.C.U.S. FORMULA Roadmap

Alright now welcome to the beginning. We're going to get started. Welcome to the first video of our training where we're going to talk about the F.O.C.U.S formula. I want to walk you through what's in this workbook and how we're going to break things up so that you can know – guys this is a process. I'm going to share with you some things that I've discovered along the way and why it is so critical to understand what is your lane- discover your lane walk in your lane, own your lane and dominate your lane, okay? Too many of us are out here trying so hard to blend in and fit in into everybody else's lane and that's why most of us are lost and we don't know how to find our way to success. This is a goal that is strategically designed to walk you through that and we're going to break things down, alright?

This is the overall of what we're going to go through. But I want to break it down into three key sources, alright? The Vision, the Plan, the Results. That is the goal here. So people call it the Path, the Plan and the Promise – something like that. But my goal is to get it plain and simple guys. Identifying what the vision is, identifying what the results are that you want you produce and then putting a plan in place to make it happen. And that's exactly what we're going to do. Now I'm not going to read all this stuff to you step-by-step. My goal is to walk you through it so that you can be producing your plan of action. And one of the main reasons why I had to put this into place is because personally – let me just give you a bit of back story so you can understand what really inspired me to do this. One of the things that I do is I've worked with entrepreneurs at different levels. From the beginning entrepreneur who is 'the wonderpreneur' is what I call it. Where they're just getting started. They have this vision, this dream, this idea of where it is they want to go – to the person who is fully running their businesses and they're making tons of money and they have a lot of success and have huge followings and they have all these things. But one of the things that is consistent across the board is a lot of us get off track. Whether we're just getting started or whether we get to a place that we really desire to get to but we end up getting bombarded with everybody else's opinions and all the noise that is out there. The reality is that all of us are being bombarded with information day in and day out. And you almost have to reach re-track your steps and re-track your focus every single day to remind yourself like "What was I trying to do again?" Because it's so easy to see what other people are doing and be inspired by what they're doing to say "I may need to change my plan of action." My goal is to help you stay on track in your own lane. No matter how amazing and wonderful everybody else's story is. I want you to know what story it is that you want to create.

And so personally, you know, I had to sit down and cut everybody off and remember, what was the thing that inspired me to even start building my business on the internet anyway? What vision did I have? What were the goals that I had and what did I want my life to look like? We're going to talk about that throughout this training so that we can get away from all the hype. Everybody's got a lot of hype, "Let me show you how to be a millionaire overnight..." Nope, that's not what this is guys. This is if you stay in your lane and you know what you want; I'll show you how to make a million dollars in your own lane. And guess what? I'll show you how to do it at the best that you can be because you will dominate when you are in your own lane. But you will fail like crazy when you're in everybody else's.

So let's talk about this roadmap that we have here called the F.O.C.U.S formula. The way that it is designed is – this is where you currently are (The vision) and this is the finish line (The Result). This is where you want to be. The first thing that I want you to do is to capture what visually do you want your life to look like? You know? Where is it that you want to be? You know when I think about building a business, when I think about where it is that I want my life to be, there are two things that come to mind for me. Time freedom, financial freedom. That's when it comes to business, that's going to help dictate the decisions that I make. Time freedom from a standpoint where I truly own my time. We'll talk a little bit more about this as we're building up the business what I mean by that time freedom. But then financial freedom, obviously we all want financial freedom, right? We want to be in a position where we're making an income and we don't have anybody else, you know, our money isn't tied up to the outcome of other people. So, when I start making decisions, I realized that I have to, if I'm choosing a business model, well that business model has to support positioning me to be in time freedom and financial freedom for a certain period of time.

Here's the reality. What you want may not be what you get right now. My goal is by the time I get ready to really retire, which is in about 10-15 years, you know, and even lifestyle - how do I want to live my life? What key things do I really want my life to be? I want to travel the world and make money while I'm travelling without being tied to a computer, tied to a phone, right? So, I have to position my business to be like that. I want my lifestyle to be that way. I want to be out with my family and not tied to phone calls or checking email or you know having to constantly worry about different things. So when I think about that result – lifestyle and time freedom and financial freedom, I have to begin to think about what is the vision that I have. What does that look like for me, okay? And what we're going to do is we're going to talk about these things and be mapping them out and guess what, right now, your brain may be all foggy. You might not be as clear. You might not know what you want right now. Because so much crap is in your brain. It's okay. The goal here is to stimulate some thoughts for you to un-cloud that vision for us to begin to get really get clarity as to who are you really? What do you want really? Because here's an epiphany that I have.

I have been chasing money for so long in different business models. Like "Oh I want to be a multi-millionaire blah, blah, blah, blah ..." And I do! But I don't want to be that at the expense of my sanity, my family, my time! So what do I mean by that? Well, I was in different business models that were so consuming, that that was the business model. There was never really a release from that consuming attraction of having to be tied to a phone, having to be on a plane, having to you know – be doing this presentation, that presentation. The lifestyle that I was in for that business model was not a reflection of what I had envisioned for what I knew I could do. It was a different way of building a business. So I had to abandon a certain business model that was not really a reflection of what my lifestyle would look like, okay? And instead, pursue a new path. Because I knew this new path was going to be slow, you won't make as much money upfront, it's going to require a lot of effort, you're still going to have to work but, the long-term impact you're setting yourself up for long-term success and long-term commissions, and long-term income and all these different things that it would give me the lifestyle that I desire and it will give me the pace that I desire. I don't want to hustle no more y'all!

I'm at a point in my life where I don't mind hustling the smart way. But I don't want to be chasing the next dollar every single day for the existence of my time in a certain business model. Instead, I want to be building smart. I'm setting myself up for residual income, leveraged income styles. So, I

share all that with you because we're going to talk about these things. What is the result that you want? The outcome. What is the reflection of the lifestyle that you want to create and then the vision, okay? What is it that you see and how do you see this? And I'll get into a little bit more detail on my personal note. Just so you can understand. I don't want to speak in code; I want you to get the real raw deal of I map this out. But we're going to talk a lot about that so you can understand what steps you need to take to produce the results. And that's the middle part – the plan. Right? So knowing where you are and where you want to be is critical before we know what steps to take that's why it's very hard for you to go out here and know which strategy you should use. Should I use Facebook ads, should I do Instagram ads, should I do a Shopify store? Should I be selling on Amazon? Should I join this network marketing business? Should I launch my own online business? Should I blog for profit? Should I become a freelance? You won't know those things if you don't really sit down and identify where you are and where you want to be and how you want to get there, okay?

So we'll talk a lot about this in this training which is why I broke this training down to walk you through step-by-step how to build this out, okay? So what we're going to do is focus on your why, alright? The first step to creating your success is focusing on your why and so what I'm going to do is I'm going to break this video up and we're going to go on into focusing on your why in the next video so we can really break these down and really begin to think about these key steps and not have like an hour-long video, alright? So I'll see you on the next video.