



JTS ADVISORS PRESENTS
**THE 45-DAY
CHALLENGE**

P R O G R A M S Y L L A B U S

Coaching Session 1

Double Your Income

- HOW FAST WILL YOU DO IT?
- What's the first thing you have to do in order to double your income?
- Change your goal into a *problem* to solve. Some people thrive on solving problems. If this is you, then set problems, not goals.
- **'WHY'**... Have a powerful enough purpose. You need something driving you.
- **'WHAT'**... Have *strategy* and *skill set* clearly planned:
 - To reach a goal you've never reached before, like doubling your income:
 - You've got to create a *strategy* that you've never executed before.
 - You've got to master *skills* that you've never mastered before.
- **'WHERE & WHEN'**... Have a plan.
- **'HOW'**... Success Rituals: You must begin to ritualize the process of sprinting towards your new income.



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Coaching Session 2

**Stop Working and Become Wealthy
--Marketing Magic**

- **Definition of Marketing:** anything that creates the relationship of customer / client
- What's the difference between sales and marketing?
 - Three key concepts that distinguish marketing from sales:
 - **Leverage...** allows for more profit in less time.
 - **Repetition...** If you can't *repeat* it, then it's not worth much.
 - **Tools...** *Tools* do the communication rather than you doing the job.
 - Two key challenges that make marketing more challenging than sales:
 - You must know the customer & what offers will interest them without ever having met them.
 - You must understand how to use the *tools*.
- **BE CAREFUL OF THE MARKETING NAYSAYERS.**



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Coaching Session 3

How to Program Yourself for Success

- How do you become successful? What's the missing link?
- **Fear & Procrastination = Motivation Problems**
- What drives **motivation**??
- **BELIEFS:** Learned *patterns* that either get us the results or don't.
- Think of an area where you have a *limiting pattern*:
 - Unconscious set-points in your brain that control this pattern:
 - What do you focus on? Belief? Visualize? Say to yourself?
 - How do you breathe? Stand? Move?
 - **Deciding to change:**
 - What will you fail to accomplish if this pattern remains?
 - What will your deepest pain/regret be?
 - What will you lose? What consequences will come?
 - **Changing the Pattern:**
 - *Scramble* it
 - What do you want to feel in that situation?
 - *Visualize* success...



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Coaching Session 4

How to Create More Than 24 Hours in Your Day

- **Four Master Steps to Time Management:**
 - *Set goals and track* your results.
 - Focus on highest wage activities.
 - Organize (*psychology & mechanics*)
 - Motivate yourself.
- **Three Key Processes to Prioritization**
 - Eliminate (80/20 rule)
 - Automate
 - Delegate
- **How do you create more than 24 hours in your day?**



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Coaching Session 5

Exponential Marketing Intensive

- **Steps to creating your ‘Double your Income’ marketing plan:**
 - **Describe where you are (what are you already doing?).**
 - *Sales* (how much time in each area?)
 - *Marketing* (how much time and \$ in each area?)
 - Possible SWOT analysis during this process.
 - **Eliminate** anything that’s wasting time or money and doesn’t compliment your marketing and sales mix.
 - **Reduce** anything that is being overdone.
 - **Add** key missing elements to both sales and marketing.
 - **Increase time, expense, and frequency** where needed in order to reach critical mass.



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Coaching Session 6

Are You a Top Producer?

- The greatest goal in business: a **relationship**
- We create relationships through **communication**
- Your behavioral center of gravity.
- 4 different types of healthy human behavior
- Ways to observe and identify that behavioral center of gravity in others
 - Introvert / Extrovert
 - People oriented / Task Oriented
- Hitting the behavioral target dead on to increase sales...