ProfitMancer

MONEY MASTERY

Overview Videos

TRANSCRIPT

Video #1: Welcome

Hello everyone! This is Sharon Hayes, the Trainer for the ProfitMancer Money Mastery Core Program and Certification. I am thrilled to be on this journey with you.

In these overview videos, I will be reviewing how everything works on the Certification program. You'll understand what you get exactly, how to make use of it and we'll even jump ahead so you can be clear about what you can do with all of this newly gained knowledge and what's next if you want to continue to be part of the ProfitMancer family.

Video #2: An Introduction to Sharon Hayes

I want to share a bit of my background. It will help you understand how the Money Mastery program came together and why this is something I feel is important and is my legacy work.

I was raised by my grandparents. I grew up in a ghetto area of Montreal. A typical blue collar upbringing. Very much the work ethic of - get a good job, work hard, save up when you want to buy something and don't borrow money. My grandparents never owned their own home. They never stepped foot on a plane. They didn't even graduate high school. Needless to say, we didn't have a lot of money. It was always make do with what we did have. Although they started a small business when I was in my teens, I really didn't grow up in an environment where finance and business were really talked about.

But I knew I wanted more in life. From the time I was 7 or 8 years old, I read a lot. At least 200 books every year. They showed me the possibilities of what life could be like.

One thing that my grandparents did instill in me was the importance of education. They always encouraged me to do my best, work hard and do what I could so that I could advance.

Change started for me in my first year of university. I was in engineering. I was the only female in most of my engineering classes. Misogyny was real. But more than that, I really was bored. What we were learning felt like it was behind where the world was. I had a mentor at the time. A successful businessman who I was helping write a memoir. He told me, "Sharon, why would you want to waste your time studying engineering? If you understand business and money, you can always hire an engineer to create what you want.”

I listened to him and switched to a different university and into business school. I majored in finance, focused on investment management and investment banking. To be clear, this wasn’t an entrepreneurial track!

While in business school, I ended up starting my first business. It was a subscription program and catalog of audio books in the field of personal development. It went unbelievably well. In my first year, I did about 750,000 in sales and 250,000 in profit. In today’s dollars, that translates to about 1,8m in sales and 600,000 in profit. Really, given how little I actually knew about starting or running a business, in retrospect, it’s kind of surprising.

But here’s the thing: I had no idea that starting a business was supposed to be hard. I had no idea of the high failure rate of start-ups. All I knew was that I had a dream - a vision for what I wanted to create - and then I went after it.

I focused on a couple of marketing methods. I set my pricing so that profits were guaranteed. I got creative with equipment - bought it at a bankruptcy sale - and studio time - bartered my time. I didn’t create any product before I had actual orders. I negotiated licensing rights to content that meant I only paid money if the content actually sold.

Since that time, I’ve built or been part of the growth of more than 40 different businesses both in the physical as well as the digital world. I got started on the Internet with a financial newsletter called “All About Money” in January, 1998. Within 3 short months, I was able to grow my subscriber base to over 65,000 readers and $20,000 a week in revenue. Although I ended up selling that business, I still own business ventures in the personal finance space. Otherwise, most of my current business interests are in supporting other businesses and health and wellness.

Through the years, I’ve had successes like helping build a chain of stores to $150m in revenue. I’ve sold multiple businesses for 7+ figures. Business owners I’ve mentored have gone to their own 7 and 8 figure businesses.

I’ve worked with people from all different walks of life. I’ve now worked with a dozen billionaires in some capacity.

It’s not always been easy. A lot of what I’ve learned has come from my own errors in judgment and mistakes.

As I get ready for my own next stage of life, I wanted to create Money Mastery as my legacy work. A way that I could pull together what I've learned in business, in business finance, in personal finance and in the field of personal development to help more business owners.

I think for a lot of reasons, people make all of this just so much harder than it really needs to be. So my aim is to simplify that for those that want more in life. I believe that if we - this means you as a Certificate participant - can help others, it will be like a butterfly effect - causing ripples throughout the world.

You see I believe at the heart of it, we're all given a big purpose to be here on this earth. What would it be like if all the dreamers and innovators of the world could focus more of their time on fulfilling their purpose rather than being caught up in all the rest of it? It all starts with the money.

Let's help make the world a better place one client at a time!

Video #3: The GROWTHS Framework

At the heart of the Money Mastery program is our GROWTHS framework. This symbolizes the growth and success that the program aims to achieve for its participants and how you'll be able to help your own clients.

- **Goals (G)**: MindFlex: Set your sights high. The right goals shape your mindset for success at every business stage.
- **Revenue (R)**: CashFlow: Master the art of steady and healthy cash flow, because revenue rollercoasters are only fun at amusement parks.
- **Opportunity (O)**: Leverage: Seize opportunities with savvy leverage—financial, technological, and human capital.
- **Wisdom (W)**: InvestExit: Smart investing inside and outside your business, plus planning that grand, graceful exit.
- **Transition (T)**: Diversify: From revenue streams to retirement plans—diversify to transition smoothly through business seasons.
- **Harmony (H)**: GrowSmart: Sync growth with profits, because exploding growth with dwindling profits is like eating soup with a fork.
- **Security (S)**: FutureProof: Secure your business and personal financial future. It's about making sure you're not just surviving, but thriving.

The "GROWTHS" framework provides a holistic view, emphasizing continuous growth and the harmonious balance needed for long-term success and security in business.

Video #4: Daily Content

You'll be immersed into the GROWTHS framework through daily training videos.

New training videos are released Monday through Fridays.

To ensure accessibility for our global members, new content will be posted in your member's area at midnight Eastern US time/5 AM UK time, Monday through Friday.

The daily content will feature a core piece tailored for business owners, complemented by specific training for certification participants. This approach is designed to equip you with the necessary tools to apply core content insights with your clients effectively.

Video #5: Getting Support - Office Hours

You're not alone. We're here to support you on this journey. I'm personally invested in your success!

As part of the Money Mastery Certification program, you will have access to Office Hours calls.

You can find the current Office Hours schedule in your dashboard. We'll be sending reminder emails out the morning of each Office Hours call. But I suggest making sure to add them to your calendar if you haven't already done so.

These calls happen on a weekly basis. You'll get access to 18 of these calls with the Certification program.

You can submit your questions in advance of calls through the Office Hours page in your membership portal. We'll be prioritizing answering calls submitted in advance.

If you miss an Office Hours call or want to relisten to it, we'll have recordings in the membership portal within 2 business days.

If you need help for other reasons, you can either fill out the form in the membership portal under “Support” or email us at support@profitmancer.com.

Video #6: The Books - Closing Two Gaps For Coaches & Consultants

There are 2 knowledge gaps I see that many coaches and consultants have. These 2 gaps are responsible for things like:

- Having difficulty finding and attracting clients at all
- Having difficulty with clients paying your fees
- Having to work too many hours yourself
- Being on the income rollercoaster

.. and so much more.

I really wanted the Money Mastery Certification to be comprehensive. So it was important to make sure that solutions to these 2 gaps were provided. Yet at the same time, they could each be full courses on their own. And depending on your own knowledge, expertise and training, you may have familiarity with at least some of the concepts.

I ended up writing 2 books - one addressing each of the gaps. You’ll be receiving access to both books as part of the certification program. These two books will not be included in the testing material for the final assessment to get your certification, however, I strongly encourage you to read both of them as time allows. You’re more than welcome to bring questions related to the books to Office Hours.

The intent of the books is to close two gaps I often see with business coaches and consultants:

How to simplify the process of attracting and retaining clients

How to deliver exceptional value so that you can charge premium prices

Mastering these 2 areas has one amazing result: you become impervious to outside influences. This means regardless of whether the economy is growing, shrinking or is flat, your expertise will be in high demand.

I want to take a few minutes to explain what these books are all about so that you can decide how to prioritize them.

Book #1: The Keystone Coach

The first book is "The Keystone Coach: Unleashing Business Potential. Master Timeless Business Wisdom and Propel Entrepreneurs to New Heights, in One Year or Less."

If you find yourself challenged by distinguishing yourself as an exceptional business coach or consultant in a crowded market due to a lack of a deep understanding of foundational business principles and strategies required to elevate business owners' success, this book will be for you.

In "The Keystone Coach," I'll share with you ideas on how to become a standout business coach or consultant by mastering the five keystones of business owner transformation within 6 to 12 months without being overwhelmed by the multitude of coaching tools and methodologies. The idea is we want to keep things simple and bring results.

Here are some of the key ideas we'll be covering:

1. Differentiation is critical in the saturated market of business coaching
2. Coaches should focus on transformational rather than transactional relationships
3. Mastery of a few key principles is more effective than a vast arsenal of tools
4. Misconceptions can hinder a coach's effectiveness more than external competition
5. Customization of coaching services is essential to address the variety of client needs
6. Integrating various coaching philosophies enhances adaptability and effectiveness
7. Mastery of fundamental coaching skills lays the groundwork for impactful coaching
8. Strategic frameworks contribute to systematic problem-solving in coaching
9. Relationship-building is pivotal for sustaining a coaching business

By the end of this book, you'll be adept at guiding business owners through a transformational journey encompassing the development of a positive money mindset, comprehension of profit generation, scaling techniques appropriate to the business life cycle, financial literacy and strategic delegation to promote a shift from hands-on management to visionary leadership, ensuring substantial value and freedom for both you and your client.

Book #2: Elite Coaching Profits

The second book is: "Elite Coaching Profits: Mastering Money to Transform Your Business. The Blueprint for Achieving Top-Tier Earnings and Attracting Unlimited Clients."

In "Elite Coaching Profits," I go even deeper in solving that core problem of how to distinguish yourself from in an oversaturated market, securing new clients and also demonstrating tangible value to justify your fees.

You'll learn how to distinguish yourself as a business coach or consultant and secure new clients by mastering the five key stones of money mastery within 3-6 months without being held back by the uncertainty of applying financial knowledge.

Here are some of the key ideas we'll be covering:

1. Mastering finance is essential for differentiating oneself from the competition in business coaching
2. Premium pricing is justified by exceptional value delivery rooted in financial expertise
3. Knowledge of business principles alone does not guarantee financial dominance
4. Financial mastery should not be mistaken for being overly complex
5. Financial mastery and charging premium rates can develop concurrently
6. Real-world application of financial knowledge is vital
7. Core financial skills are the foundation of commandingly confident business coaching
8. Effective value articulation can substantiate a premium pricing model
9. Financial mastery empowers business coaches to shape their career trajectory and market position

By the end of this book, you'll become proficient in money mastery, which includes developing a powerful money mindset, understanding profits, scaling a business effectively, becoming financially fluent and learning how to work on your business for greater freedom - so you can be that standout business coach or consultant.

Video #7: Bonus Workshops

You'll also have access to 3 pre-recorded bonus workshops: Each of these will be released at your 5th, 9th and 13th week on the certification program.

The first will be on effectively using the ProfitMancer system and the GROWTHS framework with your own clients.

The second will be on how to structure your coaching or consulting business for maximum efficiency.

The final one will be focused on client acquisition strategies.

Video #8: Certified Coach/Consultant

Once you complete the training, access to an online assessment will be opened up in the member's area. This assessment will test your understanding of key concepts that were covered in the Money Mastery program.

In order to pass the assessment, you will need to get at least an 80% or higher score. You will be able to retake the assessment as often as needed.

Once you have passed the assessment, you will receive the following benefits:

- A link within our upcoming directory of certified professionals with your photograph and biography being featured
- The ability to use any of the worksheets provided with your own clients. Just remember to leave the copyright notice in.
- And of course, being able to use the GROWTHS framework with your own clients.

Video #9: What's Next?

You might be wondering if we have plans for what's next after people have graduated. We do have plans!

First, you will be able to continue to attend the Office Hours calls until you've made your money back. I really want to make sure that you're fully supported to get the results you want.

Next up: we are currently building a platform on GoHighLevel that all certified coach/consultants will have access to.

All of the core videos will be included in your account along with the worksheets.

You'll be able to set your own clients up with their own account and choose to give them access to selective trainings and worksheets or all of them. It will be your choice.

You'll also be able to communicate with clients directly within it including the ability to have them book 1:1 calls.

If you don't have a website, you'll be able to use this platform for it too.

You'll be able to offer a group program, work 1:1 or offer a hybrid. You'll also be able to choose to cover all of the content or chunk it down into smaller mini programs.

We expect to have a demo available in early June prior to release.

Finally, we are going to be creating a Certification graduate only track where you'll be able to attend Office Hours specific to graduates that will be hosted by me and then mastermind sessions with other graduates.