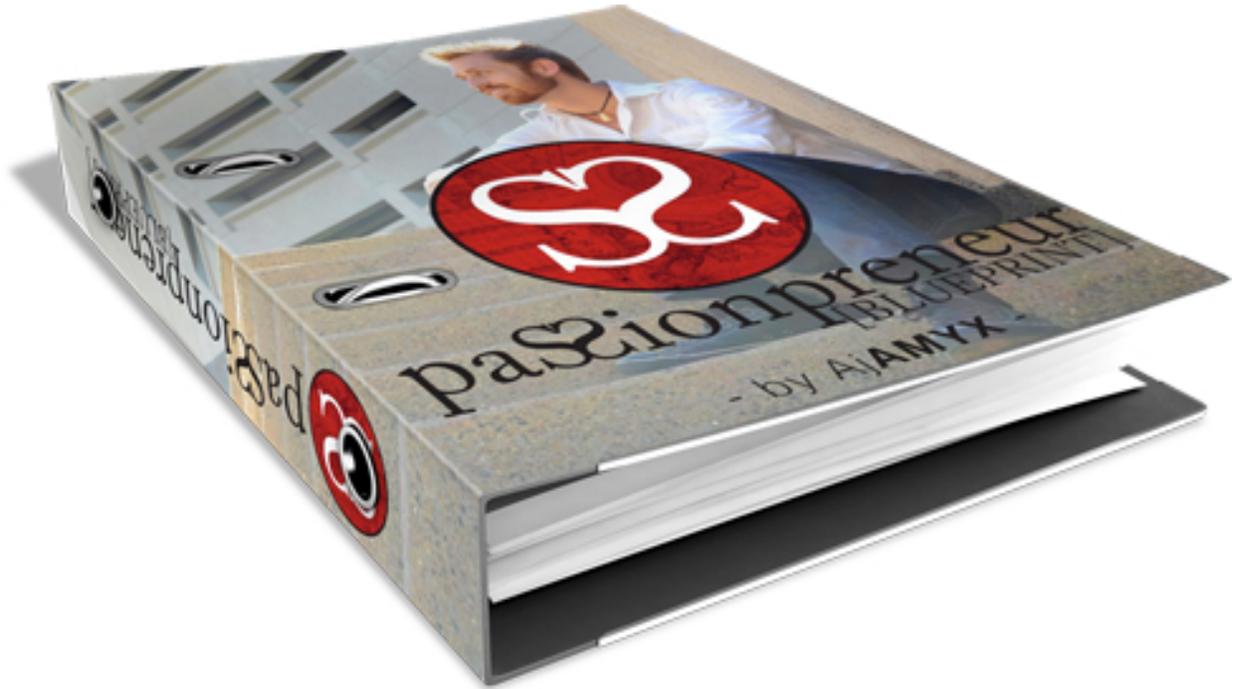


**AJAMYX** presents...



**There is a FASTER PATH to Results.**

**All you need to do is...**

**Get Clear.**

**Gain Confidence.**

**Build an Empire.**

## INTRODUCTION FROM AJ

Today is a day you will look back upon for years to come with joy, appreciation and excitement. It's a day that you made the decision to fully invest in yourself and your future. It's a day you opened up, shared your dreams, identified where you were, and decided to get moving again. It's the day you stepped into my Inner Circle...

The Passionpreneur Blueprint begins with this in-depth Coaching Questionnaire. You'll notice this Questionnaire is different from others you may have seen before—it's detailed, it's thoughtful, and it's built to help you think through your life both personally and professionally. It's also built to help you understand your world and assist you in moving forward faster.

I'm asking you to take a good hard look at yourself and set aside plenty of time to honestly and openly complete this Questionnaire. Trust me, it will help you. A lot of people who hire me as their business coach say, *"I don't truly know why I'm where I am in life or my business, and I don't know really know how to get going again."*

To these folks I gently reply, *"Yes, the fact is, you do know. All the answers lie within you."* Then, in order to prove this to them, I often give them what I call a sentence-completion activity. In other words, I write the start of a sentence and I let them finish it. For example, I'll give them a statement that says, "To move forward in my life again, the first thing I have to do is..."

It's amazing how fast my Clients can complete the sentence. They'll immediately say, *"Finally ask for a promotion,"* or *"Stop beating myself up over the past,"* or *"Ask for some help,"* or *"Stand my ground rather than get steamrolled."* Most of my Clients are surprised at how immediately they know exactly how to finish the sentence. They feel a renewed sense of confidence and competence when they know they have all the answers within them. Sometimes, they just need a little help finding clarity.

So, to begin our relationship together, I'm going to give you similar sentence-completion activities throughout this Questionnaire. When you complete these simple yet profound statements, you will help yourself understand your world a little better and enable us to move forward more quickly. Please be honest and open in completing this Questionnaire. If at times the questions seem leading or assumptive, that's because they are; please don't take offense in any way if the statement doesn't exactly apply to you and simply answer from your gut (or better yet, from your heart). Please understand some of these questions may stir strong emotions, so give yourself time to complete them and begin from a place of strength and sureness that you are on the right path to breaking through.

Your Questionnaire is entirely yours and if you feel lead to share, you can do so. Simply email me at [aj@ajamyx.com](mailto:aj@ajamyx.com) I encourage you to cast off your pride and ego and ALLOW yourself the opportunity to step into a better you, a more vulnerable you. Jesus said, *"The meek will inherit the Earth."* I have learned the more vulnerable I become, the more impact I can make. My goal is to give you a little more clarity about where you are and where you want to go. This give us the opportunity to leap into a land of greater possibility and abundance when working together.

There is a reason this form is ordered and structured the way it is. I start with your personal life and then move into your professional life. I ask that you simply trust the process and fill in the blanks. The magic will all come afterwards. Believe me. Believe in yourself. Now let's CRUSH IT!

-- Aj

## THE QUESTIONNAIRE

Please provide open, candid responses to the following sentence starters. Take your time thinking through these—the more complete and honest the response, the more clear you will become. Remember, your responses are yours and do not have to be shared unless you want to. This exercise is for your own clarity. Take your time, take as much space as you need, and enjoy the process! You're on your way!

<b>Starter Statements: COACHING</b>	<b>Your Responses</b> Please type your answers in the boxes below.
The thing that motivates me the <i>most</i> to learn from Aj Amyx at this time in my life is...	
The reason I am absolutely committed to succeeding in my business is...	
If I had to focus on just two things with Aj, they'd include...	
If I could have any project promoted or sponsored right now, it would be X project and I'd love X JV partner and X company to be involved.	

**Starter Statements:  
MY LIFE**

**Your Responses**  
Please type your answers in the boxes below.

The thing I'm really proud about in my life right now is...

The thing I need to work the most on in my life right now is...

The main reason I am where I am in life right now is because I chose to...

The main areas of my life where I seem to be succeeding are...

The main areas of my life where I seem to be spinning my wheels are...

The times when I feel overwhelmed are when things happen like...

The emotions I felt on a consistent basis over the past six months could be described as...

<p>If I am being totally honest, what's held me back from being my best in the past is...</p>	
<p>If I am being honest, the reason I don't have exactly what I've always wanted in life right now is because...</p>	
<p>If I am being totally honest, the reason enough people don't know what I really want and need is because...</p>	
<p>If I am being totally honest, I've held back a few times in my life because...</p>	
<p>If I am being totally honest, the reason I'm not standing out from the crowd more right now is because...</p>	
<p>The emotions that have prevented me from moving forward as fast as I know I can are...</p>	
<p>When I hear a disempowering voice in my head, it's usually telling me that...</p>	

<p>The way I really feel about what I'm doing in life right now is...</p>	
<p>The real reason I'm doing what I'm doing for a career right now is...</p>	
<p>If I continue doing what I'm doing, five years from now I'll feel...</p>	
<p>I always wish I had more time to spend doing things like...</p>	
<p>The work or hobbies that completely absorbs my attention when I'm doing them is...</p>	
<p>A recent experience I had when I felt completely authentic, completely me, was when...</p>	
<p>In the past, the parts of me that I sacrificed or hid or buried in order to please other people were...</p>	

One area of my life where I'm consistently adapting and acting like someone else seems to be when...	
The people in my life who are treating me poorly right now are...	
I've allowed these people to treat me this way by...	
A person in my life from whom I have been backing down lately is...	
If I truly believed in myself, I'd step up to this person and say...	
If I didn't care so much what other people thought, the first thing I'd probably do is...	
If I started believing a little more in myself, I'd be much likelier to...	
I know that the people in my life want me to be happy, because...	

<p>The relationships in my life that are truly supporting my well-being and growth are the ones I have with...</p>	
<p>A person who was a real miracle worker in my life was...</p>	
<p>The person in my life who could use a miracle right about now is...</p>	
<p>The three reasons I most appreciate my current or last lover or significant other are that he or she...</p>	
<p>I would describe my ideal relationship as one where...</p>	
<p>I know I'm a worthy and capable person because...</p>	
<p>In order to be the person I know I'm capable of being, I'd have to start behaving more like...</p>	
<p>Three reasons I should be hopeful about the future are...</p>	

<p>The dream that I absolutely must start moving toward once again is...</p>			
<p>The main goal I'm going to focus on in the next three months to improve my life is...</p>			
<p>The reason I must achieve this goal is...</p>			
<p>The five bold steps I'm going to take to achieve this goal are...</p>			
<p>My ideal life is worth fighting for because...</p>			
<p>I know I'm much more courageous than I give myself credit for, because ...</p>			
<table border="1"> <tr> <td data-bbox="191 1344 511 1543"> <p><b>Starter Statements:</b> <b>MY BUSINESS</b></p> </td> <td data-bbox="511 1344 1416 1543"> <p><b>Your Responses</b> <b>Please type your answers in the boxes below.</b></p> </td> </tr> </table>		<p><b>Starter Statements:</b> <b>MY BUSINESS</b></p>	<p><b>Your Responses</b> <b>Please type your answers in the boxes below.</b></p>
<p><b>Starter Statements:</b> <b>MY BUSINESS</b></p>	<p><b>Your Responses</b> <b>Please type your answers in the boxes below.</b></p>		
<p>If I could do anything in the world, and KNOW that I could make an awesome living while doing what I love, I would...</p>			

<p>For the last three years, my business has been mostly focused on...</p>	
<p>If I maintain the same course I'm on now financially (previous to this coaching program), in five years I will...</p>	
<p>A problem or fear that I've been backing down from in my business lately is...</p>	
<p>The thing I must do right now in order to step up to this problem or fear is...</p>	
<p>My areas of expertise that are real strengths include...</p>	
<p>My main source of income right now is from...</p>	
<p>The product(s) and/or service(s) that I have created and am currently marketing today include...</p>	
<p>The number of full-time employees I currently have is...</p>	

<p>Right now, each month I'm earning approximately...</p>	
<p>On a scale from 1-10, the level of <u>JOY</u> I feel when I do the following is...</p>	<p>[Type in 1-10, 10 being the highest level of joy, you experience when doing the following:]</p> <ul style="list-style-type: none"> <li>Writing:</li> <li>Speaking or Training:</li> <li>Consulting Businesses:</li> <li>Coaching Individuals:</li> <li>Being Interviewed:</li> <li>Conducting Interviews:</li> <li>Creating Web Pages or Coding:</li> <li>Creating New Products:</li> <li>Creating New Services:</li> <li>Creating Partnerships:</li> <li>Cold Calling:</li> <li>Chasing Sponsorships:</li> <li>Attending Networking Events:</li> <li>Volunteering:</li> <li>Developing Strategy:</li> <li>Developing Marketing Materials:</li> <li>Accounting:</li> </ul>
<p>The number of HOURS I'm spending a WEEK doing the following is:</p>	<p>[Type in the average number of hours you are CURRENTLY spending each WEEK doing the following:]</p> <ul style="list-style-type: none"> <li>Writing:</li> <li>Speaking or Training:</li> <li>Consulting Businesses:</li> <li>Coaching Individuals:</li> <li>Being Interviewed:</li> <li>Conducting Interviews:</li> <li>Creating Web Pages or Coding:</li> <li>Creating New Products:</li> <li>Creating New Services:</li> <li>Creating Partnerships:</li> <li>Cold Calling:</li> <li>Chasing Sponsorships:</li> <li>Attending Networking Events:</li> <li>Volunteering:</li> <li>Developing Strategy:</li> <li>Developing Marketing Materials:</li> <li>Accounting:</li> </ul>

<p>I believe my fastest route to financial independence in the next five years is for me to...</p>	
<p>If I'm going to be financially wealthy, the first thing I have to START doing RIGHT NOW is...</p>	
<p>If I'm going to be financially wealthy, the first thing I have to STOP doing RIGHT NOW is...</p>	
<p>The best things I've found to keep myself motivated with my business include...</p>	
<p>If I could name five qualities that make a person successful in business, they would be...</p>	
<p>I'll know I've succeeded in my business when...</p>	
<p>In ten years, I'd like to be in a financial place where I can...</p>	

<p>At the end of my life, I want to look back at my business life and know that I...</p>	
<p>When I succeed at the level I really want to, the way I'd like to celebrate is to...</p>	

**Congratulations!**

**Thanks for completing this Questionnaire!**

**You STEPPED UP. And now it's time to STEP FORWARD.**

**Next Steps and Reminder:**

1. Complete the Outline.
2. Work through completing your map.
3. Don't skip around. Just follow and implement this Simple Blueprint.
4. If you ever get hung up implementing your Blueprint or you want to accomplish your goals quicker send me an email at [aj@ajamyx.com](mailto:aj@ajamyx.com)

## THE OUTLINE

1. What made you want to start a business?
2. Why do you want to grow your business?
3. What areas do you personally need to improve in to grow your business?
4. What motivates and drives you?
5. What are your obstacles?
6. What are your strengths that will give you a competitive edge?
7. What do you enjoy most about your work?

8. What's your 3 month goal?

9. What's your 6 month goal?

10. What's your 12 month goal?

11. What's your 5 year goal?

12. What's your 10 year goal?

## YOUR MAP

### Section 01 - "The Prison"

In this section you will be uncovering the "EVENTS" and the "Experience" of three Key events that are linked directly to the Maps and Solutions you are potentially bringing to the marketplace. As you go through each question take the time to play out in your mind the "end" solution you are bringing to the "Problem" and its connection to the "events" and "prisons" you are selecting.

#### Section Questions:

**1. EVENT 01** - What was the Event that begin the awakening to the Prison you were living in? Take the time to "Label" the event and to also describe the event in as much detail as you possibly can. Again remember this is the "Trigger" experience that acted as a catalyst to you being able to see.

**2. PRISON 01** - Once you experienced the Awakening Event there was the "Reflection" into the past of your experience. It was at this time you begin to see the "Pain" and the "Prison" of the "Pattern" you were engaged in. Take as much time as needed to describe the following:

Q1. What did it "LOOK" like to be in the "Prison Pattern"?

Q2. What did it "FEEL" like to be in the "Prison Pattern"?

Q3. What did it "SOUND" like to be in the "Prison Pattern"?

Q4. What were the "Painful Patterns" of the Prison?

Q5. What were the results in your Body, Emotions, Money & Relationships from living those "Prison Patterns?"

- a. Who else in your life was stuck in the "Prison" with you?
- b. Why did you choose to be connected to those People in the Prison?
- c. When you left behind the Prison what did you have to let go of?
- d. What is the Connection between your "Prison Pattern" and the "Problem" you desire to serve and Build and Empire with?

## **Section 02 - “The Promise Land”**

In this section you will be describing the experience of “arriving” at the new level of freedom in your life that is this training we are referencing as The “Promise Land”. This is when you begin to paint the vision for the future fruit in peoples lives of liberating themselves from the Prison and being willing to take the Path to the Promise Land.

### **Section Questions:**

#### **1. PRIMARY EVENT**

- a. What does it “LOOK” like in the “Promise Land”?
  
- b. What does it “FEEL” like in the “Promise Land”?
  
- c. What does it “SOUND” like in the “Promise Land”?
  
- d. What are the new Power Patterns of the “Promise land”?
  
- e. What are the results in your Body, Emotions, Money & Relationships from living those “Prison Patterns?”
  
- f. Who else in your life has joined you in the Promise Land? (People who came with you or people who you have met since you have arrived)
  
- g. What is different about these people in The Promise Land vs. those whom you left in the Prison?

## **Section 03 - “The Path Step 01-04”**

In this section you will be describing the first step you took in order to arrive at the Promise Land. This pattern of questioning will be the same for each step along the way. Remember this is the part of the MAP you will be leveraging to show people how they too can accomplish what you are accomplishing. This is the tactical part of your MAP...the How To!”

### **Section Questions:**

#### **Step 01:**

1. What is the KEYWORD that will represent this step?
  
2. How would you define that word?
  
3. Why is the word significant to you?
  
4. What is the Key Story that Supports that word?
  
5. What is a Key Word to identify that Key Story?

6. What is a Model or Formula to success in this step?
7. What is the KEY Lie that is exposed in this step?
8. What is the Key Truth that must be understood in this step?

**Step 02:**

1. What is the KEYWORD that will represent this step?
2. How would you define that word?
3. Why is the word significant to you?
4. What is the Key Story that Supports that word?
5. What is a Key Word to identify that Key Story?
6. What is a Model or Formula to success in this step?
7. What is the KEY Lie that is exposed in this step?
8. What is the Key Truth that must be understood in this step?

**Step 03:**

1. What is the KEYWORD that will represent this step?
2. How would you define that word?
3. Why is the word significant to you?
4. What is the Key Story that Supports that word?
5. What is a Key Word to identify that Key Story?
6. What is a Model or Formula to success in this step?

7. What is the KEY Lie that is exposed in this step?

8. What is the Key Truth that must be understood in this step?

**Step 04:**

1. What is the KEYWORD that will represent this step?

2. How would you define that word?

3. Why is the word significant to you?

4. What is the Key Story that Supports that word?

5. What is a Key Word to identify that Key Story?

6. What is a Model or Formula to success in this step?

7. What is the KEY Lie that is exposed in this step?

8. What is the Key Truth that must be understood in this step?

**Section 04 - “The MAP Summary”**

Take 30 minutes and either A. Do a Video or B. create a journal entry via text and describe the entire process that you just mapped out. This means you will include all aspects of the MAP from the Prison to the Path to the Paradise. Be prepared to share this with your Buddy.

## YOUR TRIBE

### Section 01: IDENTIFY

1. What is the Primary Dimension I am serving in?
  - a. (Physical, Social, Financial)
2. What is the Primary Problem, Challenge I am solving in that Dimension?
3. What is the limiting belief connected to that Problem?
4. What is the Painful Consequence of that Problem on the Primary Dimension?
5. What is the Painful "Cascade" effect on the other two Dimensions?
6. What new Problems have begun to show up in the other two Dimensions as an effect of the cause of the Primary Problem?
7. What are the current "patterns" you observe that seem to keep the person experiencing the problem "stuck" and unable to solve the problem on their own? (Hint: This is going to likely be the core pattern you are going to be addressing as a coach/consultant)
8. What is the current Supply in the form of "Coaching" Products or Programs for people experiencing this Problem & Pattern? (Hint: Google it :-)
9. What is the current Demand, meaning people who are looking for solutions?

### Section 02: NARROW

1. Who are the people you feel the deepest desire to serve?
2. Do these people currently experience the problem you want to solve?
3. Do these people currently invest in Products and Programs to solve these problems?
4. Why do have a passion for these people and this problem?
5. What experience do you have directly in your own life with this problem and these people?
6. When I am in the experience of studying, preparing, creating and coaching/consulting on this topic does it excite me and inspire me?

7. What are the feelings, thoughts and ideas you gain while “serving” these people and “solving” these problems?

8. What can you see at this point as a Possible solution for these people and their problem?

### **Section 03: SELECT**

1. Which of the Primary “3” dimensions is your focus? (Hint: Physical, Social, Financial)

2. Which of the Niche’s are you going to focus on?

PHYSICAL = Choice a. Health or b. Fitness

SOCIAL = Choice a. Relationships or b. Dating

FINANCIAL = Choice a. Money or b. Business

3. Which of the Sub-Niches are you going to focus on?

(PHYSICAL) HEALTH & FITNESS:

- a. Natural Weight Loss
- b. Stress
- c. Muscle Gain
- d. Low Impact/ High Impact exercise
- e. Fat Loss
- f. Organic Food
- g. Natural Healing
- h. Wellness
- i. Disease Management
- j. Other...there are so many more

(SOCIAL) RELATIONSHIP & DATING

- a. Dating
- b. Relationships
- c. Marriage
- d. Sexuality
- e. Conflict
- f. Divorce
- g. Body Language
- h. Parenting
- i. Education
- ii. Other...there are so many more

(FINANCIAL) BUSINESS & MONEY

- a. Real Estate/ Stock/ Currency Investing
- b. Personal Investing
- c. Estate planning
- d. Retirement planning

- e. Debt management
- f. Starting a business
- g. Making Money
- h. Marketing, Sales, System
- i. Time management
- j. Other...there are so many more

#### **Section 04: CONFIRM**

##### **Section Questions:**

1. What do they dream of?
  
2. What do they fear?
  
3. What do they need?
  
4. What do they Google?
  
5. Who do they follow?
  
6. What do they despise?
  
7. What is being bought and where?
  
8. Who is buying what from whom?
  
9. Why do customers buy the way they do?
  
10. How do these components predict future purchasing behavior?
  
11. What influences customers to buy-marketing/promotion/advertising?
  
12. What creates customer satisfaction?
  
13. What brands are customers/prospects aware of?
  
14. What media/advertising reaches customers best?
  
15. What is the price that customers are willing to pay?

16. What are the forecasted marketing trends?

**Fill In the Blank:**

The results they are trying to get are...

The obstacles they face are...

The steps they would need to take are...

The way my stuff is different is...

So I'm going to give them...

## YOUR IDENTITY

### Section 01: CAPTION

1. I AM \_\_\_\_\_
2. THE TAG OPTION #1 \_\_\_\_\_
3. THE TAG OPTION #2 \_\_\_\_\_
4. THE TAG OPTION #3 \_\_\_\_\_
5. KEY WORD #1 \_\_\_\_\_
6. What is the significance of Key Word #1?
7. KEY WORD #2 \_\_\_\_\_
8. What is the significance of Key Word #2?
9. KEY WORD #3 \_\_\_\_\_
10. What is the significance of Key Word #3?

### Section 02: CREATION

1. Option #1 FOUNDER OF \_\_\_\_\_  
(Hint: Name of Business)
2. Option #2 FOUNDER OF \_\_\_\_\_  
(Hint: Name of Business)
3. Option #3 FOUNDER OF \_\_\_\_\_  
(Hint: Name of Business)
4. Option #1 CREATOR OF \_\_\_\_\_  
(Hint: Name of Product/ Program)
5. Option #1 CREATOR OF \_\_\_\_\_  
(Hint: Name of Product/ Program)
6. Option #1 CREATOR OF \_\_\_\_\_  
(Hint: Name of Product/ Program)

### Section 03: COURSE

1. Option #1 - WHERE I(we) TRAIN (teach) \_\_\_\_\_  
(Hint: Target Market)
2. Option #2 - WHERE I(we) TRAIN (teach) \_\_\_\_\_  
(Hint: Target Market)
3. Option #3 - WHERE I(we) TRAIN (teach) \_\_\_\_\_  
(Hint: Target Market)

4. Option #1 - TO \_\_\_\_\_  
(Hint: What do you do for Target?)

5. Option #1 - TO \_\_\_\_\_  
(Hint: What do you do for Target?)

6. Option #1 - TO \_\_\_\_\_  
(Hint: What do you do for Target?)

**Section 04: COMPLETION**

1. Option #1 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

2. Option #2 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

3. Option #3 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

4. Option #4 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

5. Option #5 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

6. Option #6- SO THAT \_\_\_\_\_  
(The valuable benefit or result)

7. Option #7 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

8. Option #8 - SO THAT \_\_\_\_\_  
(The valuable benefit or result)

**Section 05: PUT IT ALL TOGETHER**

I AM \_\_\_\_\_ THE \_\_\_\_\_

FOUNDER OF \_\_\_\_\_,

CREATOR OF \_\_\_\_\_,

WHERE I TRAIN \_\_\_\_\_,

TO \_\_\_\_\_,

SO THAT \_\_\_\_\_,

\_\_\_\_\_

\_\_\_\_\_

and \_\_\_\_\_.

Always remember to

KEY WORD #1 \_\_\_\_\_.

KEY WORD #2 \_\_\_\_\_.

KEY WORD #3 \_\_\_\_\_.

## **PACKAGING**

1. Who are you as a person?
  - a. What does this LOOK like?
  - b. What does this SOUND like?
  - c. What does this FEEL like?
2. What do you need to do to BE yourself with Excellence?
  - a. What types of clothes do you need to wear?
3. What type of photoshoot do you need?
  - a. Lifestyle
  - b. Headshot
  - c. Who can you hire now?

## **HOME PAGE \$\$ MACHINE**

A website MUST do three things:

1. Provide Value
2. Capture Leads
3. Make you Money

I will provide value weekly on my website by...

I will capture leads by offering...

My Call-To-Action is...

**NOTES**

1. My Opt-In Offer is...

2. Immediately after they opt in Video 1 is...

3. One day after they automatically receive Video 2. It is...

4. Two days after they automatically receive Video 3. It is...

5. Three days after they automatically receive Video 4. My call to action is...

## VIDEO SCRIPTS

### The Simple 4 Step Video Script Formula

1. Problem
2. Possibility
3. Path
4. Solution

Are you experiencing...

Would you like to experience...

I've discovered/learned...

So (insert call-to-action)...

### NOTES

## MESSAGING

### Your Stories Strategy

In a land where information flows like water, your stories are THE thing that make you UNIQUE. There are two stories you MUST learn to master.

1. Your Story of Connection - In this story you must share a personal life story that allows your target audience to understand you KNOW what they are experiencing.

What is your story of Connection? (Refer back to your map and look at the Prison and your Pivotal Experience)

2. Your Story of Credibility - In this story, you must share something that lets your target audience you know what you are talking about and why they should listen to you. This can be testimonials or refer back to your Path in your Prison to Paradise Map.

What is your story of Credibility?

**HOME PAGE**

**WEBSITE COPY**

**ABOUT PAGE**

**WEBSITE COPY**

**PRODUCTS PAGE**

**WEBSITE COPY**

**SERVICES PAGE**

**WEBSITE COPY**

**REVIEWS PAGE**

**WEBSITE COPY**

**BLOG PAGE**

**WEBSITE COPY**

**CONTACT PAGE**

**WEBSITE COPY**

## WRITING EMAIL COPY

### Tips:

1. Be personable.
2. Chunk out your emails.
3. Your emails should be Stand-Alone Content pieces.
4. Your subject line's goal is to get them to OPEN the email.
5. Your body copy's goal is to get them to CLICK on a link.
6. Reverse Engineer emails from leaders in your industry.
7. Keep a folder of SWIPE files for good email copy.
8. Best times to send email are 6am EST and 2pm EST

### Email Examples from Passionpreneur Academy Launch 2013:

#### Email #1 Wednesday morning

Subject Line: GOOD NEWS!

Good Evening {firstname},

GOOD NEWS:

I just completed a new video training series for you.

**You won't believe I'm giving this away for free.**

Most people pay for this type of training.

It's on the exact steps Aaron and I use to make money doing what we love.

If you've ever wanted to Profit from Your Passions, then check this out:

**The 10 Essentials Steps to Make Money Doing What You Love:**

<http://www.growmypassiontoday.com/10essentials>

INSERT PIC OF VIDEO

#### You'll learn:

- The exact 10 steps Aaron and I have been using to continually make a full-time income doing what we love
- The 3 Main Things your website should be doing for you
- How to really share your divine talent in a BIG WAY
- How you can get a Free Audio Program just for posting a comment

**I hope you like it. This is some of my best training to date.**

Please post a comment to let me know why you should be making money doing what you love.

Nothing for sale here. Just hoping you'll share the link with others.

I hope this serves you in sharing your divine talent with

the world.

Always remember...

Be Passion. Be Profitable.

- {owner name}

PS: Make sure you leave a comment below the video to get the Free Audio Program.

**Email #2: Thursday Morning**

Subject Line: SHAZAM! Zombies Everywhere!!!!!!

Good Morning Philadelphia!!!! I mean...{firstname}

You'll have to excuse me. I still have a little of that touring Rock N Roll musician in me. ;-)

If you haven't had a chance to watch one of the best training videos I've ever created, Make Sure You Go Watch it Now.

**I pull back the curtains.**

I share the exact step-by-step formula Aaron and I use each and everyday.

It's Amazing to get paid to do what you love!

**I walked into a corporate office the other day.**

I do not spend much time in that type of environment.

I noticed something very peculiar while observing all the people.

There were some women who were frantically running to catch the elevator. BMW's and Mercedes were ripping and roaring in the parking lot.

Everyone was in such a hurry.

It was 5 minutes after 9am...then I realized...

**I was surrounded by zombies!**

No I was not at a costume party...I wish...

**THIS WAS WORSE!**

I'm talking about real zombies. I call them Life Zombies.

These are people who are drudging through life, living unfulfilled lives.

### **MAYBE YOU CAN RELATE?**

Aaron and I have figured out to to make money from our passions and we want to teach you how to do the same.

Click Here to Watch the 10 Essentials Video:

<http://www.growmypassiontoday.com/10essentials>

INSERT PIC OF VIDEO

Please post your questions or comments on the video page to let me know why you think it's soooo important for you to do what you love.

Nothing for sale. Just hoping you'll share the link with others.

I hope this helps you to share your divine talents with the world and make money doing so.

You are truly special. I need you. The world needs you.

It's Your Time!

Remember...

Be Passion. Be Profitable.

Aj Amyx, The Creative Entrepreneur  
Founder of A New Way to Market  
Co-Founder of the Passionpreneur Academy

PS: Make sure you leave a comment right below the video.  
I want to give you a Free Audio Program.

### **Email #3: Friday Morning**

Subject Line: BAM! Home Page \$\$ Machine

Hellloooo {firstname}!

The actionable marketing strategies in this new video will CHANGE your world (and sales) forever.

People went crazy when they watched the first training video in Aaron and I's Passionpreneur Academy series!

For Real...

**One person said it changed her life.**

So friking AWESOME! LOVE IT!

This second video takes it to a whole other level.

If you thought my energy level in the first video was intense, you better BE READY...

**You'll learn:**

1. The exact 3 Things your website MUST be doing
2. How to actually Make Money from your website
3. How to create a TRIBE of people who LOVE YOU
4. How to Get a FREE CALL I had with our paying students where I taught them how I got a client over 40,000 views on YouTube.

Click here for my best home page money making secrets:

<http://www.growmypassiontoday.com/>

INSERT VIDEO PIC

Please post your questions or comments below the video to let me know what you think.

Nothing for sale here again. Just hoping you'll share the link with others.

I hope this serves you in sharing your divine talent with the world.

The world needs you. It's your time.

Now go watch the video.

Be Passion. Be Profitable.

- {owner\_name}

PS: Make sure you leave a comment below the video to get the FREE CALL where I teach the exact steps I used to get a client over 40,000 views on YouTube.

**Email #4: Friday Afternoon**

Subject line: Hackers...God Aweful Creatures...

Hellloooo {firstname}!

If you received an email this morning and it was in GREEK, I am sooo sorry.

Hackers got into our server early in the morning and made for an interesting day.

**I fixed it!**

Many thanks to all the people who responded

letting me know. Here's the email from this morning.  
Enjoy!

The actionable marketing strategies in this new video will CHANGE your world (and sales) forever.

People went crazy when they watched the first training video in Aaron and I's Passionpreneur Academy series!

For Real...

**One person said it CHANGED HER LIFE.**

So friking AWESOME! LOVE IT!

This second video takes it to a whole other level.

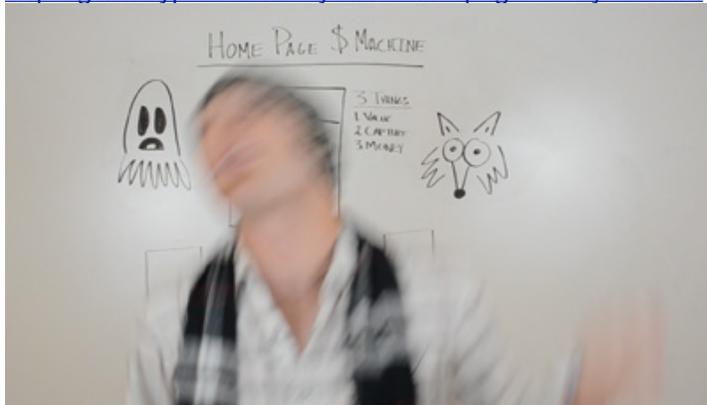
If you thought my energy level in the first video was intense, you better BE READY...

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1. The exact 3 Things your website MUST be doing
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Click here for my best home page money making secrets:

<http://growmypassiontoday.com/homepagemoneymachine>



Please post your questions or comments below the video to let me know what you think.

Nothing for sale here again. Just hoping you'll share the link with others.

I hope this serves you in sharing your divine talent with the world.

The world needs you. It's your time.

[Now go watch the video.](#)

Be Passion. Be Profitable.

- {owner\_name}

PS: Make sure you leave a comment below the video to get the FREE CALL where I teach the exact steps I used to get a client over 40,000 views on YouTube.

**Email #5:**

Subject Line: your STRATEGY?

Good Morning {firstname},

I had this dream several years ago of helping Creatives share their divine talents with the world.

I wanted to teach them strategies that I learned and wished I had known about when I was a touring musician.

I'VE PULLED IT OFF and I'm giving you what I've learned for Free!

Click Here ---> <http://bit.ly/Yfrd0C> <---

These are 3 GREAT STRATEGIES you MUST know if you have a website or are thinking about creating one.

**Here's what someone said about the first video:**

*"Another excellent video. Useful tips on monetizing your website, done in a very humorous way. Lots of gold nuggets littered throughout.." - Keith*

Another person said:

*"Really fantastic stuff AJ!" - Forrest*

This is the second no-cost video in this training series and you don't want to miss it before I pull it down later next week.

Watch it Now:

INSERT PIC

**This second video covers your STRATEGY:**

1. The exact 3 Things your website MUST be doing
2. How to actually Make Money from your website
3. How to create a TRIBE of people who LOVE YOU

4. How to Get a FREE CALL I had with our paying students where I taught them how I got a client over 40,000 views on YouTube.

MOST PEOPLE PAY FOR TRAINING LIKE THIS.

But no way. You're on my list and I'm committed to bringing you value that will change your life.

Nothing for sale here. Just some rockin' training.

Please post your questions or comments on the video page to let me know if you could do anything, what would it be.

I'll give you a FREE AUDIO PROGRAM. :-)

Enjoy!

Be Passion. Be Profitable.

- Aj Amyx

PS: Make sure you leave a comment right below the video. I want to give you a Free Audio Program.

**Email #6:**

Subject Line: Are you ASKING the Right Questions???

Good Morning {firstname},

Video 3 of 3 ---> <http://bit.ly/SHiKku>

This is the last no-cost video in this training series and you don't want to miss it before I pull it down later this week.

**THIS IS A MUST WATCH!**

INSERT VIDEO

It might be controversial and raise some heat, but I'll stand by it because I shared my heart.

Make sure you leave a comment right below the video. I want to give you a 24 Hour ALL ACCESS PASS to Grow My Passion.

**I HAD A BEER. ACTUALLY TWO.**

...with my business partner Aaron last night.

We were discussing this training series and trying to figure out more ways to really help creatives share their divine talents with the world.

## **Do You Know How to Ask Questions?**

No really...after two beers and about 4 lemon pepper wings, we realized something...

The reason most Creatives ARE NOT MAKING IT is because they don't know what questions to ask.

This can be crippling.

## **I USED TO BE THERE.**

I didn't know such a thing existed...

Tony Robbins introduced me to this concept of asking empowering questions.

It **REVOLUTIONIZED** My Life.

Get Answers Now ---> <http://bit.ly/SHiKku>

In this final video, I'm going to GIVE YOU ANSWERS to Empowering Questions.

Because of this...Video 3 is a BIG DEAL.

It is a summary of the 10 Most Important questions you are likely asking yourself or you should be asking yourself...

Take 20 minutes today, EXPAND your mind and always remember...

Be Passion. Be Profitable.

- Aj Amyx

PS: Make sure you leave a comment right below the video. I want to give you a 24 Hour ALL ACCESS PASS to Grow My Passion.

### **Email #7:**

Subject Line: LAST NO-COST VIDEO!!!

{firstname},

Do you smell what the Rock is cooking?

Click Here ---> <http://bit.ly/SHiKku>

I know I certainly didn't. In fact, I never

understood why the Rock said this in his wrestling matches.

**YES. THAT WAS CIRCA 1998 or 1999.**

I was in middle school/high school and WWF was in full swing.

What in the world does this have to do with Creative Entrepreneurs and YOU?

Well...the Rock asked a question.

**MOST CREATIVES DO NOT...**

Click Here ---> <http://bit.ly/SHiKku>

I'm convinced if more people would ask better questions, more people would be making money doing what they love.

**WATCH the TOP 10 FAQ VIDEO**

Make sure you leave a comment right below the video. I want to give you a 24 Hour ALL ACCESS PASS to Grow My Passion. (\$200 Value)

**Here's what people are saying about Video #2:**

*"This is entertainingly educational. I was immediately drawn-in by the front and center presence that Aj adopts in this video. I am a fan and follower already." - Stanley*

I'm still blown away from all the responses from people like Stanley.

**It's Amazing what happens when you stand in your truth.**

This is the last no-cost video. Don't miss it!

Be Passion. Be Profitable.

- Aj Amyx

PS: Leave a comment right below the video to get a 24 Hour ALL ACCESS PASS to Grow My Passion.

**Email #8:**

Subject Line: LIVE Training 4 You!!!

Good Morning {firstname}!

You won't believe this!

**Click Here to Find Out About Special News**

---> <http://bit.ly/ShZW9R> <---

My business partner, Aaron, and I were on a call today with a dude named Garret J. White...

We were masterminding and he suggested we GIVE YOU some Free LIVE TRAINING.

He challenged me to teach you the exact steps Aaron and I used to make \$2,400 in 7 days.

**The WARRIOR in me NEVER backs down from a challenge...**

so...I Agreed. :-)

Super exciting! More Free Training and it's not even Christmas yet.

I'm hosting a webinar for you.

Click here to Register.

Make sure you reserve your spot.

Seriously, we only have a limited amount of virtual seats. No Fear of Loss stuff here, just plain truth.

Be Passion. Be Profitable

- Aj Amyx

PS: This Free LIVE Webinar has the potential to make your 10's of thousands of dollars if you follow the 4 steps I share in the training.

Seriously, it can be LIFE CHANGING.  
Register Now ---> <http://bit.ly/ShZW9R>

**Email #9:**

Subject Line: don't worry - I'M TOTALLY FINE

Good Evening {firstname},

BLATANT PROMOTION --> <http://bit.ly/ShZW9R>

The weather was amazing the other day so I decided to go outside and trim the hedges.

I ended up cutting myself. All is well...

**...IT WAS A MINOR FLESH WOUND...**

Totally not relevant to today's conversation.

What is relevant is getting paid from your passion. Seriously...

Aaron and I have learned the 4 P's to Profiting from your Passion.

Once you know the formula and then take action on it, you'll make money.

We like to call it the Passionpreneur Blueprint.

**By following this 4 step process we made \$2,400 in about 7 days.**

And the really cool part was **WE DIDN'T have a list, no product and no paid traffic.**

Seriously...all organic.

We want to teach you the exact 4 steps we used.

This will WORK for any passion.

**Click Here to Register for Webinar**

Following this process has changed my life.

I literally wake up to emails from students saying, I've changed their life. Just like this one...

*"To say you two are Rock Stars... sounds like scant praise! You are both over the Moon transformational in your being-ness and in what you bring to your clients for their own transformation.*

*I am so grateful you both sailed into my life to shed such brilliant light on my path.*

*Before working with you, I was aiming with a flashlight, now you've turned on a stadium full of floodlights to show me what I was missing.*

*The big surprise is what FUN marketing is when now that I'm allowing myself to be transparent and genuine.*

*Thank you, many many times over." - Sherle*

I can't make something up like that! I wish I could... ;-)

Anyway...hope you'll join us on Thursday.

Be Passion. Be Profitable.

- Aj Amyx

PS: If you have super cool friends who are struggling to make money doing what they love, then share this email with them. Help a brotha or sista out!

Share this ---> <http://bit.ly/ShZW9R>

**Autoresponder 1 after they signed up for Free Video Training:**

Subject Line: You're inches away from Gold...

Hi <firstname>,

First of all, I want to thank you for taking action.

Today is your day!

You made a decision to stand in your truth and take a step to radiate your light.

**Congratulations! You're a rockstar!**

Here's the first video I promised you.

Click here to watch the video about the 10 exact steps I took to make money doing what I love.

The first step to Profiting From Your Passion is to pick a subject matter.

**Many times, you are inches away from Gold...**

Usually Creatives start digging hole after hole after hole instead of digging one hole and sticking with it until it yields a return.

I want you to think about this...

**What Subject Matter Do You Want to Own in the next 12 months online?**

Another Essential step is having a Sales Process.

You should have a website that does 3 simple things:

1. Add Value
2. Capture Leads
3. Make Money

Aaron and I use online sites to create reoccurring revenue.

All our sites do these 3 things and yours should too.

**I want to be able to help you as much as possible.**

Friend me on Facebook. It's the best way to connect with me.

Please send me a friend request at [facebook.com/ajamyx](https://facebook.com/ajamyx)

**Also, I want to give you a Free Gift!**

Leave a comment below the video, and tell Aaron and I why it is so important that you should be making money doing what you love.

Leave a comment and I will personally send you a private Facebook Message with a link to 5 Interviews I did with people who are already making a Full-Time Income Doing what they love.

They share how they got started, what mistakes they made, what worked, what didn't and what they would do differently if they had to start all over.

**These Interviews have the potential to Revolutionize Your Life!**

Make sure you go watch Video 1 right now!

Always remember...

Be Passion. Be Profitable.

- <owner name>

PS: Click here to watch the video, Connect with me on Facebook and don't forget to leave a comment to get your Free Gift.

**Autoresponder #1 after they signed up for Teleseminar**

Subject Line: Yuuuuuuuu

{firstname},

Thanks for Registering for the Webinar!

Here in Texas many of us are baseball fans.

This past season we had a new pitcher named Yu Darvish.

As I sat in the stadium, when Yu struck a guy out, we all cheered Yuuuuuuuu.

Maybe you feel like you've struck out?

Or maybe you are up to bat and you have a full count, 3 balls and 2 strikes.

This next pitch could be a ball and off to first base you go or you swing miss and back to the dug out.

Or maybe you hit a HOMERUN!

**This webinar will help position your to hit a HOMERUN.**

I know for a fact if you follow the 4 steps outlined in this webinar, your batting average will be one of the highest in the league.

**Here are the details:**

**DATE & TIME:** Thursday, November 8th at 7:00pm Central

**FORMAT:** Simulcast! (Attend via Phone or Webcast -- it's your choice)

**TO INSTANT TELESEMINAR, CLICK THIS LINK NOW...**

<http://InstantTeleseminar.com/?eventid=35113584>

Can't wait til Thursday evening because it's going DOWN!

Be Passion. Be Profitable.

- Aj Amyx

PS: If you haven't went through and left comments on the videos to get the FREE STUFF make sure you go back and do so. Here's a link to the videos: ---> <http://bit.ly/T5mVF2> <---

**WRITING EMAIL COPY**

**Autoresponder #1 (thank you and redirects to video 1)**

**Subject Line:**

**Body Copy Ideas/Theme:**

**One Day after Autoresponder (takes them to video 2)**

**Subject Line:**

**Body Copy Ideas/Theme:**

**Two Days after Autoresponder (takes them to video 3)**

**Subject Line:**

**Body Copy Ideas/Theme:**

**Three Days after Autoresponder (takes them to video 4)**

**Subject Line:**

**Body Copy Ideas/Theme:**

**Four Days after Autoresponder (takes them to video 4)**

**Subject Line:**

**Body Copy Ideas/Theme:**

**Seven Days after Autoresponders (takes them to video 4)**

**Subject Line:**

**Body Copy Ideas/Theme:**

## **SOCIAL MEDIA**

### **Social Media Strategies**

Social media is only valuable if you have PURPOSE, PLAN and are CONSISTENT.

### **NOTES:**

## FACEBOOK

### Your Facebook Strategy

Facebook is a wonderful platform for building relationships with current and prospective customers. Growth opportunities include targeting select demographics with ads and promoting posts to your audience and friends of your audience.

**Good for:** Modeling your brand, driving traffic to sites, creating a sense of community and staying in your customers frame of mind on a less invasive basis.

Purpose of my page is to...

Total number of fans is \_\_\_\_\_

Number of "people talking about this" on your page is \_\_\_\_\_

My goal with Facebook is...

I am attracting new fans by...

To add value to your Facebook community, I recommend you craft polarizing posts. Be WILLING to lead your industry, your niche. Be WILLING to take a STAND. Craft interesting posts and MODEL your message.

Also don't be afraid to share articles, blog posts, infographics, stats and photos that revolve around your message.

Create a list of useful resources you can pull from weekly.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

## TWITTER

### **Your Twitter Strategy**

Twitter is one of the BEST overlooked platforms for connecting with your audience and building your tribe of followers. Status updates are limited to 140 characters, so keep it short and simple. This is great place to share your content, interact with your target market and potential promotional partners.

The purpose of my Twitter account is...

My goal with Twitter is...

My strategy to grow my Twitter following is...

People who's followers I need to follow are...

The types of Twitter posts I will make are:

1. Blog
2. ReTweet
3. Quick Tip
4. Personal Touch
5. Stat
6. Trending
7. Quote
8. Celebrate Today
9. Hard Offer
10. Promote Someone
11. Question
12. Did you know
13. #FF or Follow Friday

## YOUTUBE

### **Your YouTube Strategy**

YouTube is a great way to build trust and rapport with your audience by creating fun, entertaining, educational and valuable videos.

The purpose of my Channel is...

The Total Number of subscribers is \_\_\_\_\_

The Total Number of Channel Views is \_\_\_\_\_

My Goals for my Channel is...

### **Your Blog Strategy**

Many businesses choose to have a blog and use it as a central place to store inspiration and information for their audience. It can be a great place to use as your HUB for valuable content and drive traffic and leads back to.

The Purpose of my blog is...

I will commit to posting \_\_\_\_\_ per week.

### **Your Content Strategy**

In this day and age, content is KING. Your business will be defined by the quality of content you create around your STAND. Content is what is written on your blog, posted on Facebook, Twitter, YouTube, etc. Good content builds a relationship with your audience and can even sale your products and services.

My content helps my ideal customers...

Yes or No - I am committed to creating original content on a regular basis.

I create original content in the form of...

I post new content every \_\_\_\_\_

## **WEBINARS**

### **Webinar Strategy**

Webinars are great for training and selling products, programs and services. Hosting a webinar helps build rapport, proves you know what your talking about and can train a prospect to a transaction. When hosting webinars make sure you follow the Prison to Paradise framework. The whole idea with a webinar is to take an attendee from their Prison to their Promised Land. Not completely, just enough to help them. I call this results in advance training. At the end you will want to make your pitch.