

## **The Sovereign Consultant - The Simplest Path to \$1m**

### **The Sovereign Path**

The model you choose dictates how you spend your time, energy and the results you ultimately generate for yourself and others.

If it's not the biggest decision you make, it's close.

The Sovereign is a model for now.

Intentional, lean and flexible.

It's less about building a business and more about building a life that a business feeds.

### **The Space**

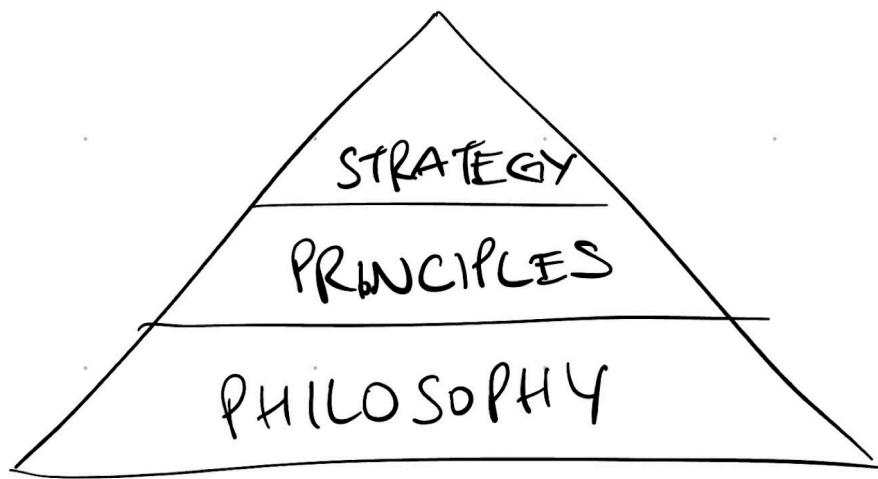
Strategy is attractive because it's tangible and can offer the lowest cognitive load. It's simply a series of tasks. Purely operating at a strategic level will be highly volatile and exhausting as the rate of change is high. High rates of change induce high rates of anxiety.

Anxiety is destructive for life and business.

Principles require thought and consistency. They can guide strategy and lower the volatility as they evolve more than change.

Philosophy has the lowest rate of change. It morphs and evolves but the fundamental beliefs change very, very slowly.

Your personal philosophy is the strongest platform to build on.



Show me your calendar and it will tell me what is important to you.

Without a personal philosophy, an approach to life, you will be blown about by the whims of change.

It's easy to say a certain thing is important to you but how you spend your time actually demonstrates what is important to you.

MON	TUE	WED	THU	FRI
13	14	15	16	17
Email and post 6 – 6:45am	Email and post 6 – 6:45am	Email and post 6 – 6:45am	Email and post 6 – 6:45am	Email and post 6 – 6:45am
	Office Hours 7 – 8:30am			
Pay household, 8am	Sovereign Circle 8:30 – 10am	Boltz Training 8:30 – 9:45am		Boltz - Training Session 8:30 – 9:45am
Boltz - Training Session 8:30 – 9:45am			Conrad Tracey, your call with James	
				Eva phone top up, 12pm
Pilates 2:30 – 3:30pm	Boxing 3 – 4pm		Euro Office Hours 3 – 4pm	

To live intentionally and live what's truly important to me I must create time to feel, think and create.

Time and Values Constraints:

- Have dinner with my children everyday
- See my kids before they leave the house everyday
- Move everyday

Translates to:

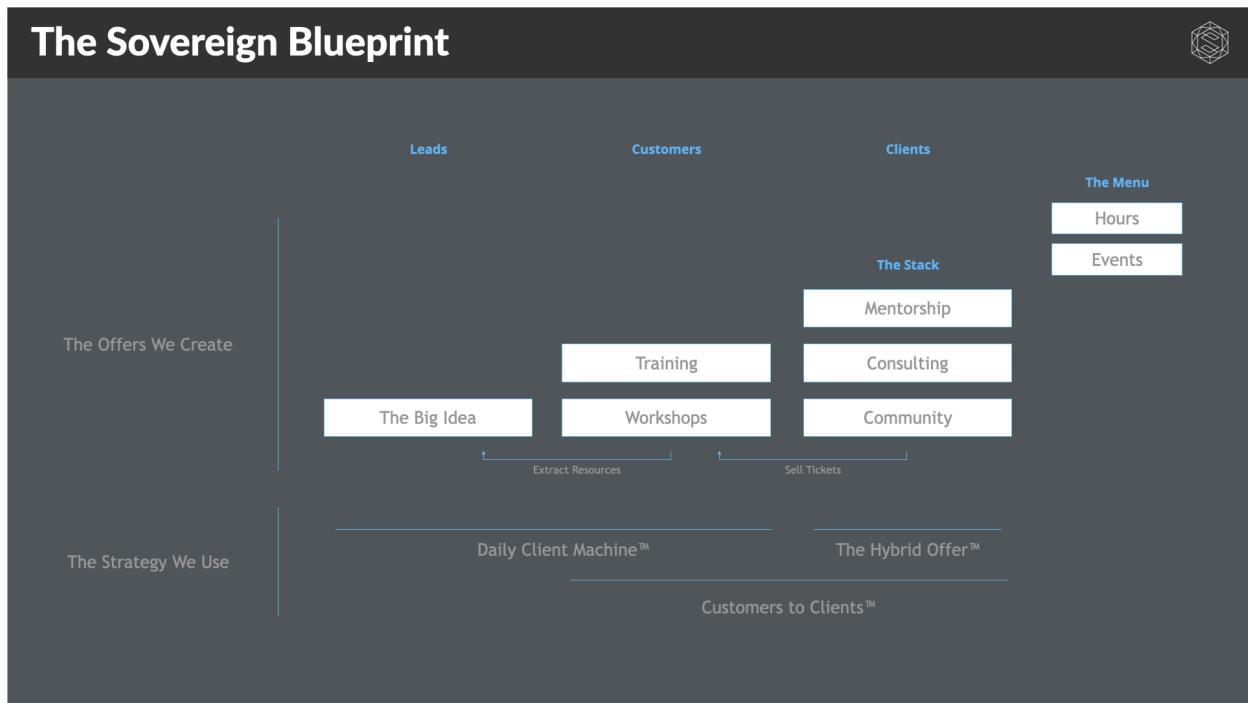
- Non-negotiables - daily exercise, date night, family dinner together
- Essentials - client group call weekly
- Flow - Calls only on Tues and Thu Mornings

The Sovereign World has very, very high rates of leverage.

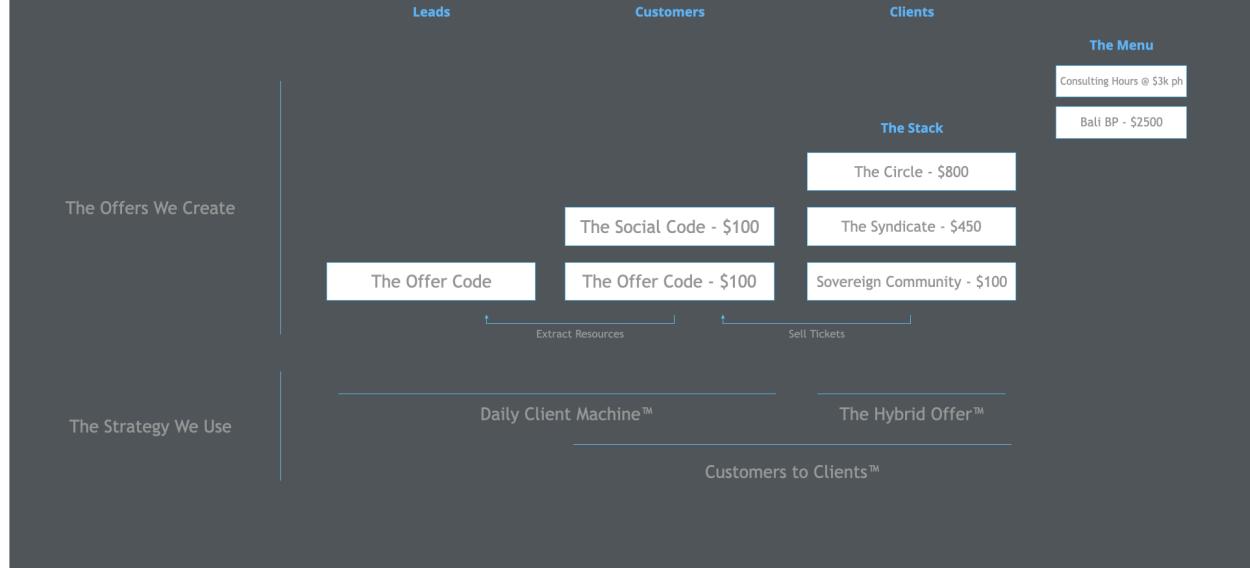
All inputs are intentional and it does not require much time to 'run'.

But the space is where you and

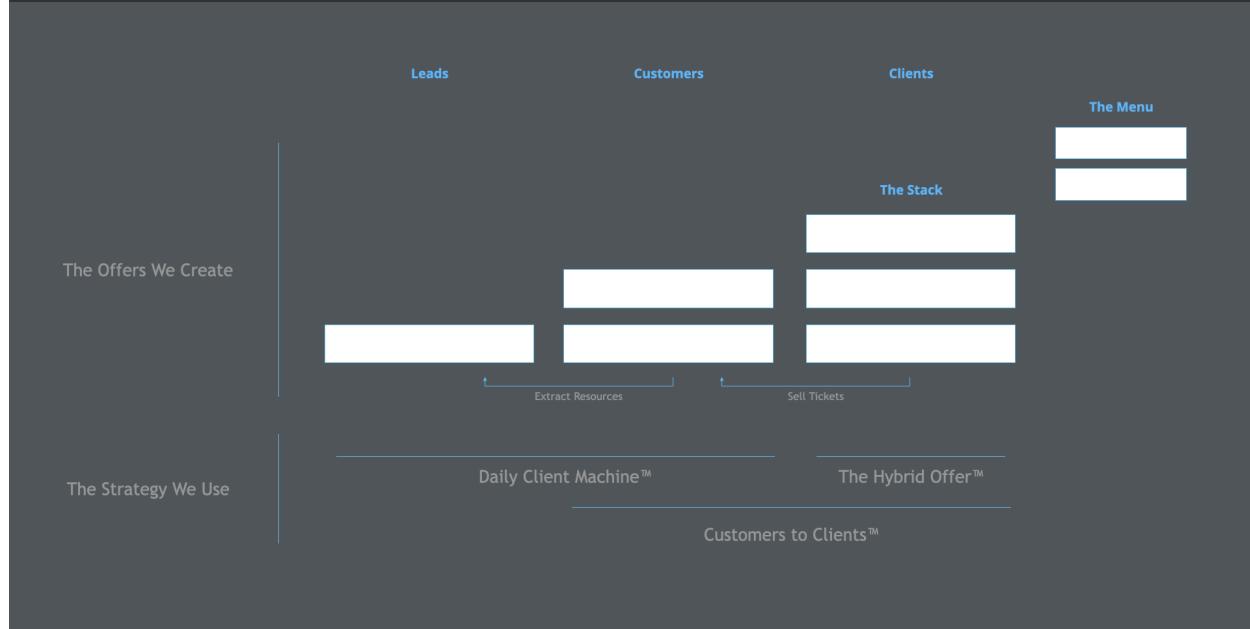
## The Blueprint



## The Sovereign Blueprint - Example



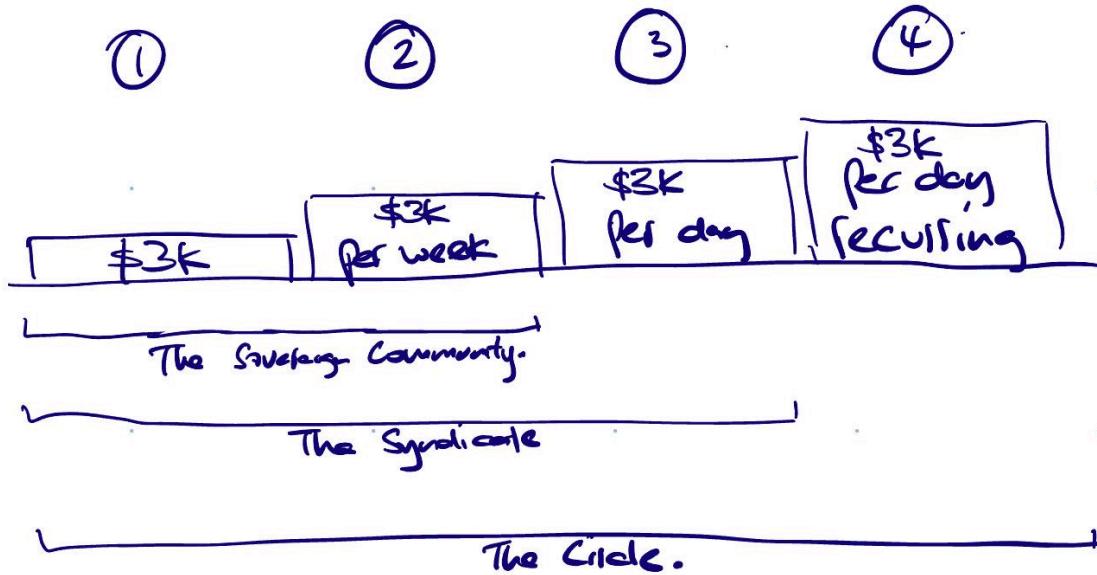
## The Sovereign Blueprint



Template Download Link:

<https://www.dropbox.com/scl/fi/knh22051st9d9ots3dpII/The-Sovereign-Blueprint-Templates.key?rlkey=dkv284wt2p8zis9qapyy95to&dl=0>

## The Sequence



The common approach is to work 'forwards' from marketing to sales to offer.

This is deeply flawed because of the number of variables at each stage.

The best way to hit a goal is not to work towards it, it's to work backwards from it.

Working forwards is chaotic because there are so many potential variables.

Working backwards is methodical because it reduces the variables to only the ones that move you to the next stage.

Over a long enough time period, both approaches get you to the goal, but working backwards gets you there faster and with more certainty.

At a strategic level, we work in this order:

1. Create and validate \$3k Offer by making 3 sales from a simple Google Doc
2. Create and sell Customer Offer that converts 5% of buyers into Clients
3. Promote Customer Offer and ascend Customers into Clients weekly

4. Automate lead flow and Customer sales and stack recurring revenue that compounds into \$3k per day

We go from making \$3k to \$3k a week to \$3k a day.

We use 3 systems to do this:

1. The Hybrid Offer™ to generate \$3k
2. Customers to Clients™ to generate \$3k a week and per day
3. The Daily Client Machine™ to generate \$3k per day recurring

Each of these systems solve for a specific stage.

Mastering one before moving to the next one is the pace.

### **The Sovereign Brand**

Size does not matter.

There is no audience too small to get traction quickly.

Actually, the smaller the better in the beginning.

The myth of needing big followings and a huge track record are just that. Myths. Sold by people who have big followings and gate keep via experience.

You need to have solved one problem once for yourself or someone else and know how to solve it again.

Nothing more.

A brand is the thing people say about you when you're not there.

You live rent free in someone's head and they associate you with ideas and imagery.

The end point of a brand is to promote action.

When your brand consistently sells someone on ideas and imagery it is very easy to get them to take action.

It's the natural next step.

The ideal brand does all the selling needed.

Then when an offer is made it's the natural next step.

Creating a brand like this is not easy but it is simple.

There's 3 components:

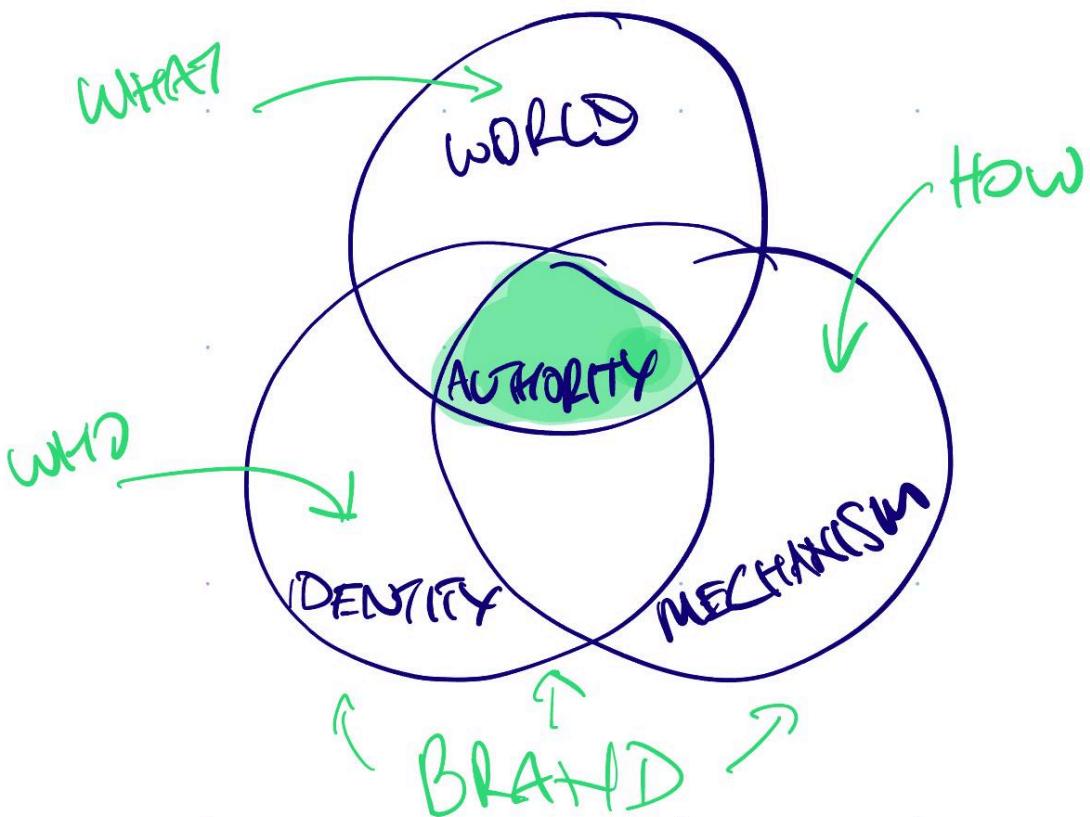
The **World** you build, The **Identity** you craft and the **Mechanisms** you use.

Inside the World you build there are characters, settings, language and story lines. When a world is in motion people can't help but pay attention.

The Identity is the one you represent yourself and the characteristics of who someone becomes when they are inside your world. The transition and transformation of the human into their ideals.

The Mechanisms are the way to get there. The map and the terrain of what must done for the World to come to life and for The Identity to be manifested.

A brand can be successful with just one of these components, the best ones have all 3.



In order of fastest to slowest in terms of ROI:

- 1) Define and Sell Your Mechanism

The way you get results.

The only defining characteristic of your mechanism is that it needs to be **unique**.

It matters much more that it's yours than what it does.

The underlying mechanism must work.

The underlying mechanism does not need to be yours.

But it must be positioned as unique and sprinkled with unique twists:

The Daily Client Machine = Lead magnet with a self liquidating offer

Customers to Clients = low ticket workshops with an offer

The Hybrid Offer = selling via doc

I invented none of these things. I just innovated on them and own the mechanism around them.

You don't need many. One will do.

James Kemp  
October 11, 2023 ·

3 Steps To Selling High Ticket With A 3 Page GDoc:  
Since July 24th I've Had 98 People Sign up to pay me between \$10k and \$75k per year.  
And I did it all with one Google Doc.  
I've been selling without calls for 5 years but in the past 6 months I've uncovered some principles that dramatically increase both the conversions and the average customer value.  
I call it a Hybrid Offer.

## 2) Craft An Aspirational Identity

Identity manifests from a core question:

Who does someone become when they commit to your world?

What ideal characteristics do they attain on an individual and societal level.

If we see our identity is a transaction with society then we can use currencies to define it.

Money. Time. Energy.

Universally valuable currencies.

Crafting an Identity steers people through ideas towards offers.

Selling them on who they can become if they come inside.

There are layers of specificity here.

If you use concepts that you can point at then the ideas are stickier.



JK Molina ✅ @OneJKMolina · Apr 2

Once you see content creators vs. Cash Creators you can't unsee it.

...

- Scale vs. Simple
- Value vs. Insight
- Show business vs. Business
- Fish Bait vs. Whale Bait
- Sales calls vs. Google Docs
- Unlimited offers vs. Limited Offers
- Lead Nurturing vs. Offers
- Likes vs. Cash

21

2

73

7.2K

2

↑



JK Molina ✅ @OneJKMolina · Apr 15

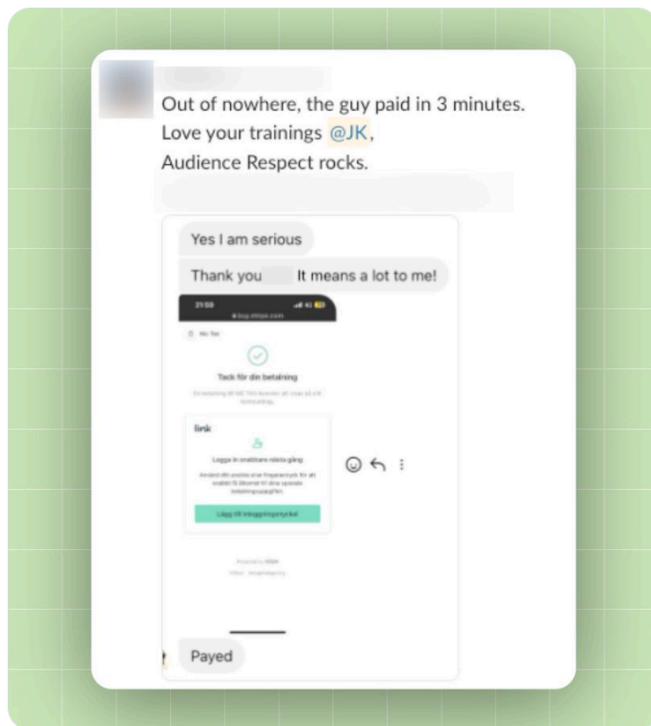
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**Cash Creator** used to get a bunch of "maybe's" because his audience didn't respect him.

We started taking things away and the audience started responding.

Sometimes you don't need to add value to get people to act.

Sometimes you need to add consequence.



7    20    6.2K

↑

### 3) Build A World

World building is the demonstration and dramatization of the world you live in.

It's an abstraction to varying degrees of your reality.

How much of an abstraction is personal preference.

If you get too far away from reality then you are playing a character which can be exhausting for many.

There must be some substance behind the world otherwise it is a fairy tale and fairy tales always end.

The core components of World building are:

- Characters - Who inhabits your world
- Language - What unique or distinguishing language is used (ideally crosses over with mechanisms)
- Places - The locations and environments that it takes place in

The world is communicated through:

- Story Lines - consistently communicated open loops
- Memes - consistently communicated ideas

My Characters:

The Brazilian, Mr 13, Miss 7, The Cat, The Dog.

My Language:

Customers, Clients

My Places:

Bali, Planes, The Villa

My Story Lines:

Simplifying after separation, solo Dad, road to \$3m

My Memes:

Oat milk, Atomic Habits

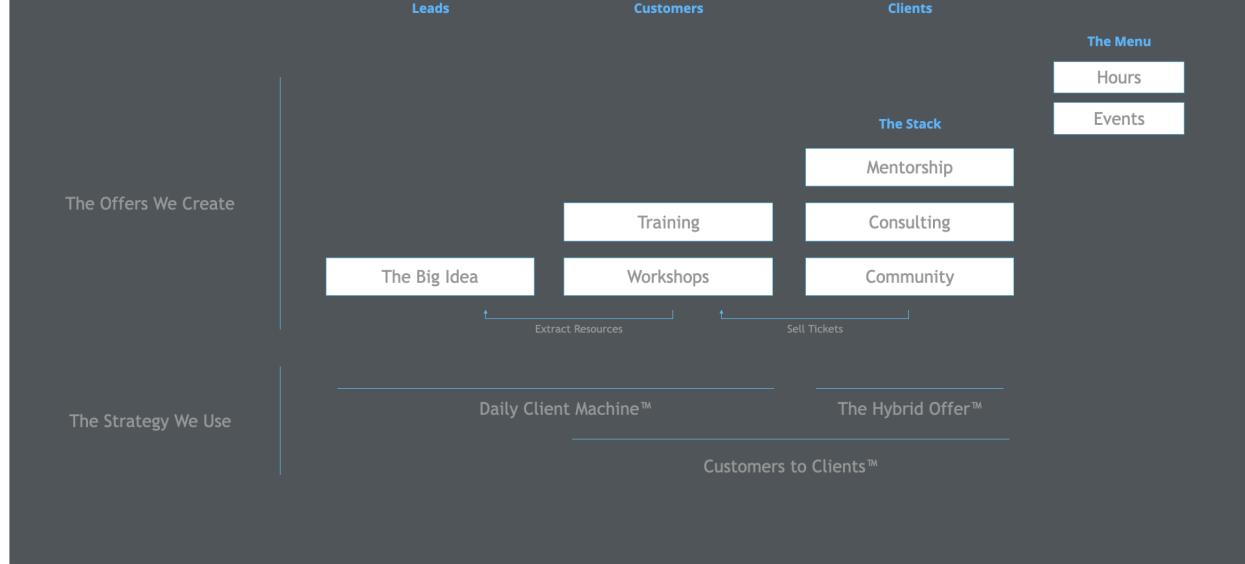


### The Sovereign Stack

We've setup the platform.

Now we need offers to monetise and deliver.

# The Sovereign Blueprint



This is an offer driven model.

To generate a client we can break it into phases:

Lead = Someone we've earned the right to communicate with

Customer = Someone who has transacted with us

Client = Someone we commit time/resources to

To obtain a client efficiently we must demonstrate competence at each stage. People **can** skip any of these steps. Eg a lead can quickly become a client, but this is the exception rather than the rule.

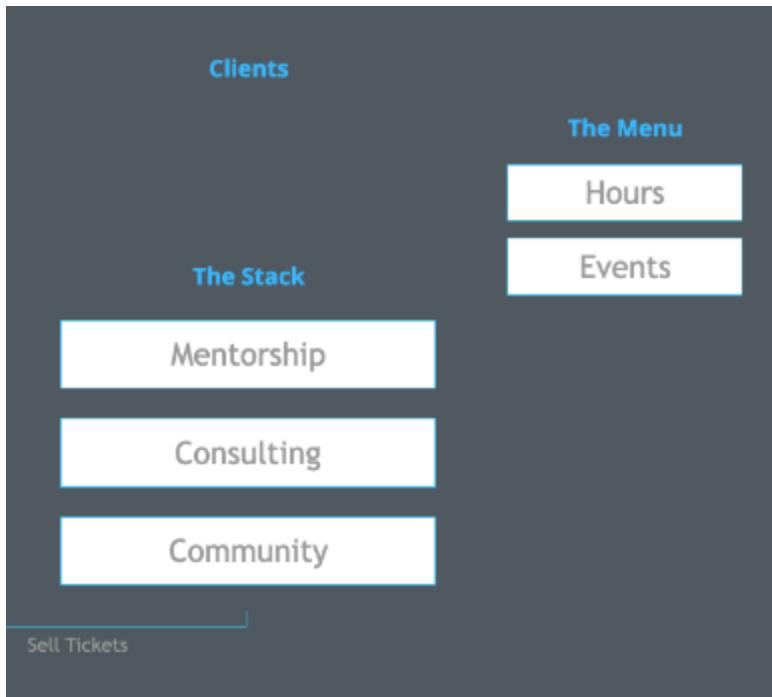
For a client to ascend and identify themselves we must understand intent and desire.

The fastest way to understand intent and desire is to initiate a transaction.

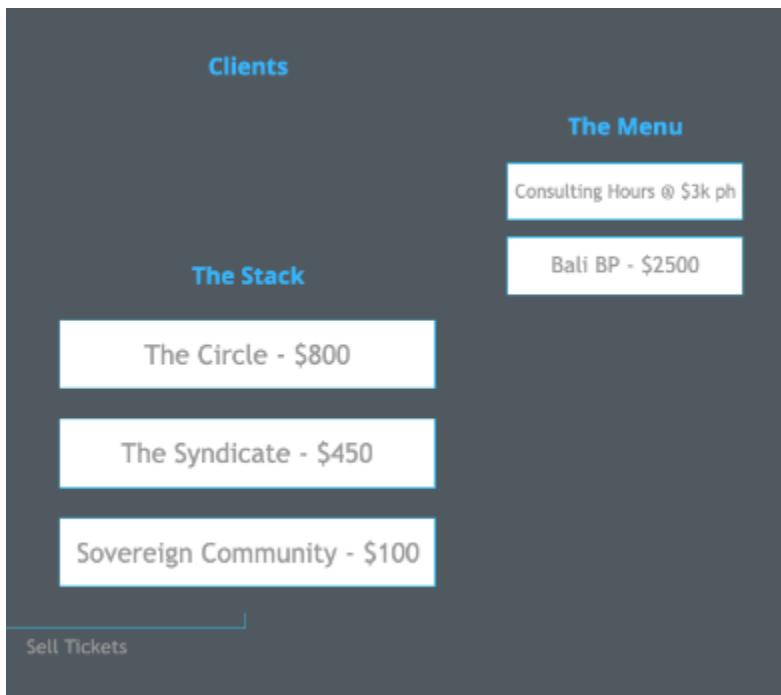
IE Get someone to give you money.

For someone to give you money you must gain their attention and trust by demonstrating you have something they desire.

Zooming in to The Blueprint:



My example for reference:



## The Core

There are Four Core Reasons people buy help:

- Make more money
- Save money
- Stay legal
- Live a better life

You only solve for one Core.

All other benefits are exactly that, benefits.

Personally I solve for making money.

Stemming from one of my core beliefs that true freedom is downstream from financial freedom.

The benefits that come along with working with me, and the way I make it, keep people around but they are attracted to the core idea of making money first..

### **Validating Your Market**

1. Which one of these four things are you solving for your customer?
2. What is the main problem you are solving?
3. How does this problem show up in people's lives?
4. Are they aware this problem exists?
5. In what way are people trying to solve this problem right now?

These questions are an exercise in understanding, not a test.

Any confusion around your Core reason bleeds out into your offer creation and marketing.

### **The Maths**

To get to \$1m in one year, you need to average \$83,333 revenue every month.

You have two tiers in your Client Offer - Tier 1 Community and Tier 2 Consulting.

15 Tier 2 Clients @ an average of \$600 per week = \$38,700

50 Tier 1 Clients @ an average of \$150 per week = \$32,250

65 Clients generates \$70,950 of recurring monthly revenue.

This requires signing just 1.25 clients per week.

Sell 30 Customer Offers at \$100 per week and generate \$12,900 per month.

\$83,850 every month.

Only 4% of your Customers need to convert to Clients to hit your numbers.

We choose pricing that maximises conversions and economics.

I have 5 years of data behind this and I'm giving you the shortcut:

Community offers at \$100-\$200 per week and a \$3k PIF work the widest range of markets.

Consulting offers at \$300-\$600 sell to the right people in the right ratios.

\$100 Customer Offers convert 5-15% of buyers into Clients

### The Hybrid Offer™

Traditional coaching and consulting sells one or more products at specific price points for specific durations.

While it is 'simple', it is closer to easy than simple.

This is why the majority use it, it's easier to leave money on the table than work out how to take it off in a simple manner.

The Hybrid addresses this by selling across the range of prices and times with a single offer.

Simplicity is having ONE OFFER.

There is a useful distinction between offers and products that is rarely made.

Hybrid is a single offer with multiple products inside it.

We sign them up for an ongoing commitment with clear promises, outcomes and timelines along the duration.

Those who wish to go faster, or have a higher level of access, opt for Consulting or Mentorship while getting everything in Tier 1.

You include only what is required for them to get them the Core result.

The key is to have a product that allows for higher client value over and above the Community level.

Your community offer is 12 months.

We get into the nuance of how to sell this next but laying out a plan allows us to maximise lifetime value on a pathway that makes sense to the prospect.

### Offer Creation Using The 3 P's

These are 3 principles to get you started with offer construction:

#### 1/ Promise and Plan Drive The Offer

The offer lives and dies on the first page. Actually, the first 3 paragraphs. Get these right and the offer sells itself.

Clearly articulating the Promise of what gets done and the Plan of how it rolls out allows the prospect to 'see' the future if they commit to buying.

This is distinct from the logistics of how and when the offer is delivered.

No one cares how many calls there or how much coaching they get until they are committed to the result that the Promise and Plan describe.

Match this to the 'right' price and you are 80% there in having a high converting offer.

#### Promise

- What gets done?
- What can you point at?
- Can you describe what they will see show up in their lives if they commit?
- Can you articulate in words their deepest desires better than they can?
- Bonus: What aren't they going to do and what negatives downsides are you helping them avoid?

#### Plan

- What happens first?
- What happens next?
- What happens after that?
- Have you painted a clear picture of how the next few days and weeks look like and what they will see show up? (future pacing)
- Clear beat's cute. Name and brand your systems but don't overdo it.

#### Price

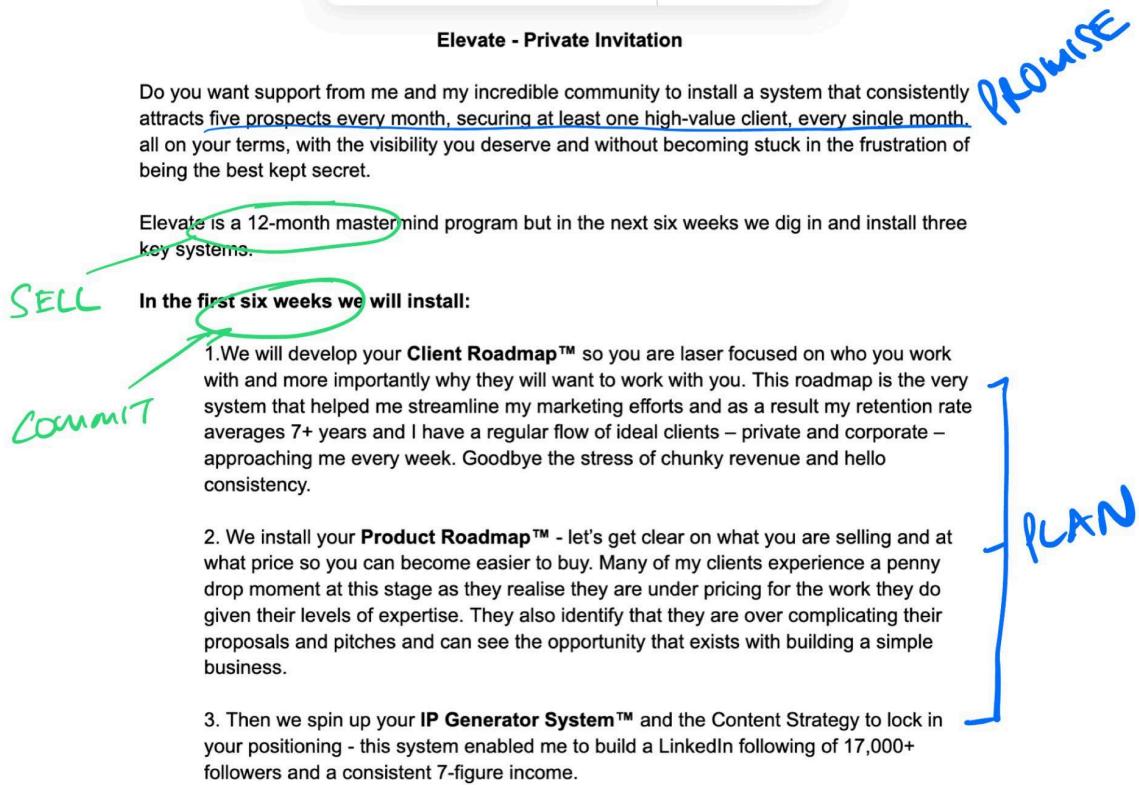
- Is there a clear ROI?
- Have you made it easy to get started?
- Does your price factor in the cost of inaction?

No one wants to watch 54 videos and attend 10 hours of calls a week.

More offers fail because they are indigestible than lean.

Telling people what's IN it is more likely to kill demand than enhance it.

Example:



Your next task is to construct an offer using a simple Google Doc.

We use a Google Doc as it is fast to create, share and modify.

Implementation:

Checklist:

1. Are you clear about your Core?

2. Have you decided what Content, Community and Customisation to include?
3. Does your offer have a Promise, Plan and Price with a clear ROI?

### Offer Validation

You now have the first draft of an offer inside a Google Doc.

Your goal is to get that offer in front of 10 people and validate it with 3 sales.

During this time you will be listening intently to feedback from prospects.

### Audit your Audience Assets

- Clients you haven't closed in the past 1-12 months
- Email database
- Social media messages
- Current advertising
- Partners
- Network

Send them a simple message:

*Hi xx,*

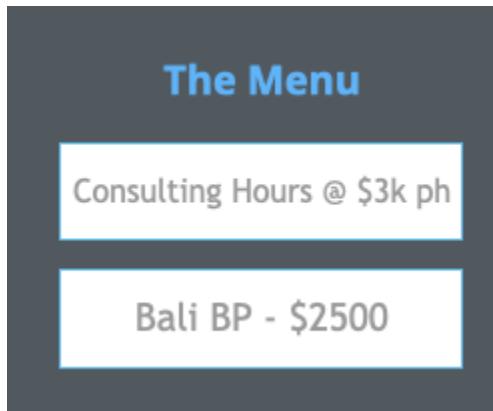
*I'm opening the doors for 5 people to work with me to get (your promise) in (time it takes).*

*I've made it easy to get started for \$100.*

*Shall I send you the details?*

*Xx*

## The Menu



Growing your Community and Consulting via the Hybrid Offer is your focus for building long term value.

But having a Menu of one off or short term offers helps smooth cashflow and provide access to you during the growth phase.

For me, selling time and events are the simplest, highest value offers I can make.

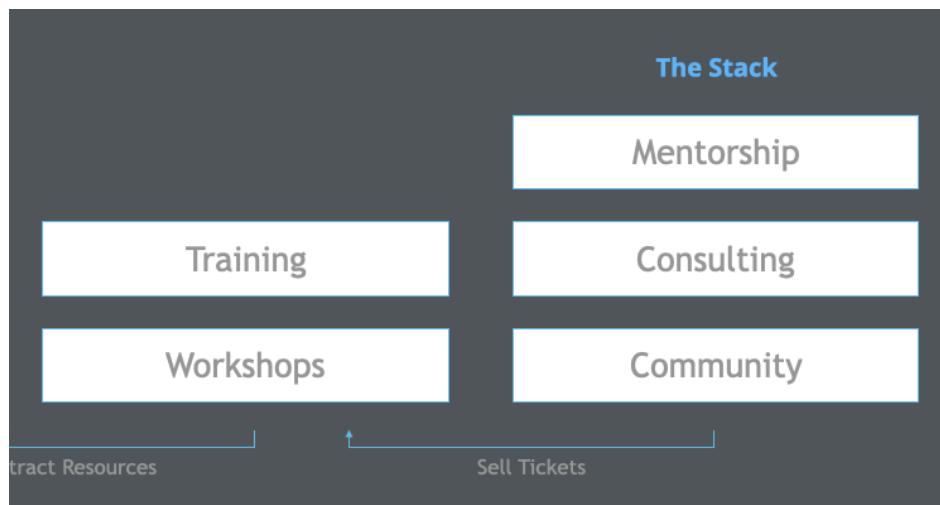
Many who invest in these end up as long term clients as well.

I also have Off Menu one-to-one, partnerships and licensing that I will invite people into after they have become Clients or bought Menu items.

## **The Sovereign Sales (Secret)**

An offer driven model is driven by....offers.

In the delivery to your Clients you are creating assets that can be used in offers.



This is an exercise in simplicity.

I hold two workshops a month for Clients.

I sell tickets to those workshops and create Customers.

I invite those Customers to become Clients.  
Offer driven.

I tell people I'm hosting a workshop on a valuable topic and they buy tickets:



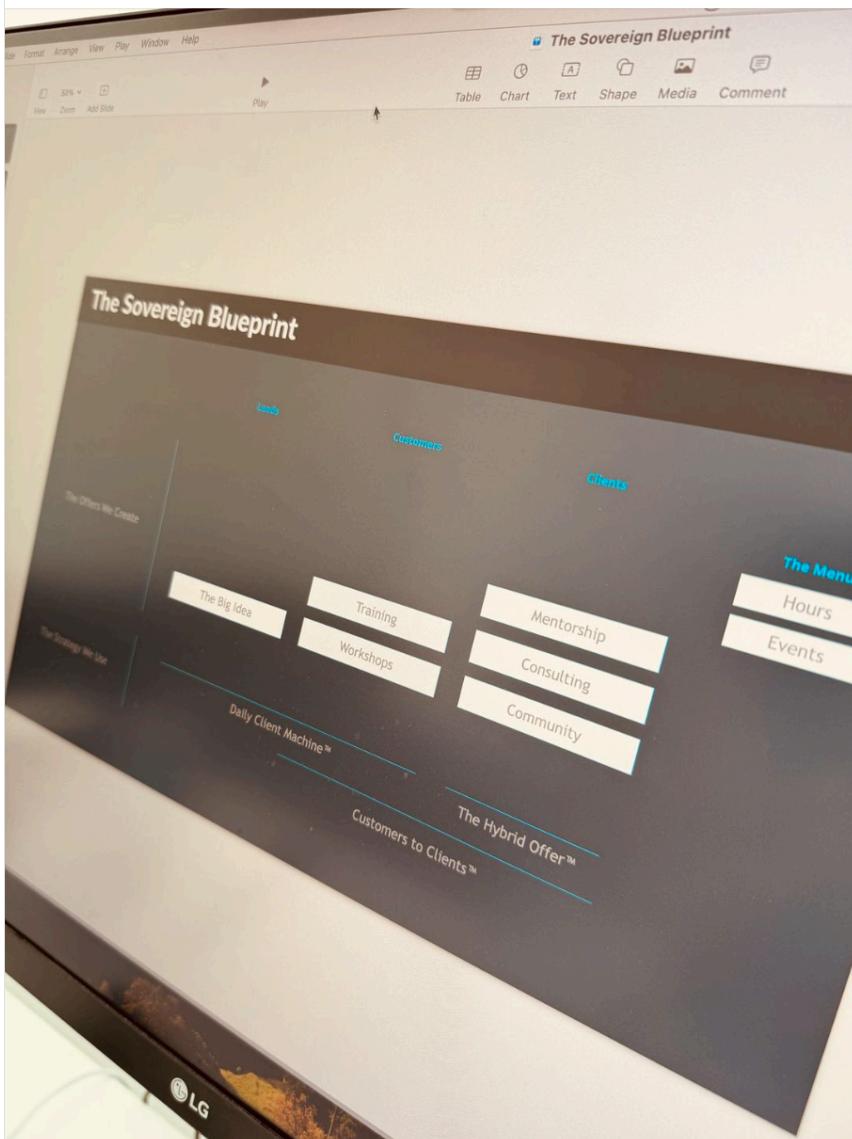
James Kemp  
2 days ago

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### The \$1m Plan:

13 months ago I re-started my consulting business.

It wasn't my first rodeo but I grew it quickly to \$40k a month.... [See more](#)



[See insights](#)

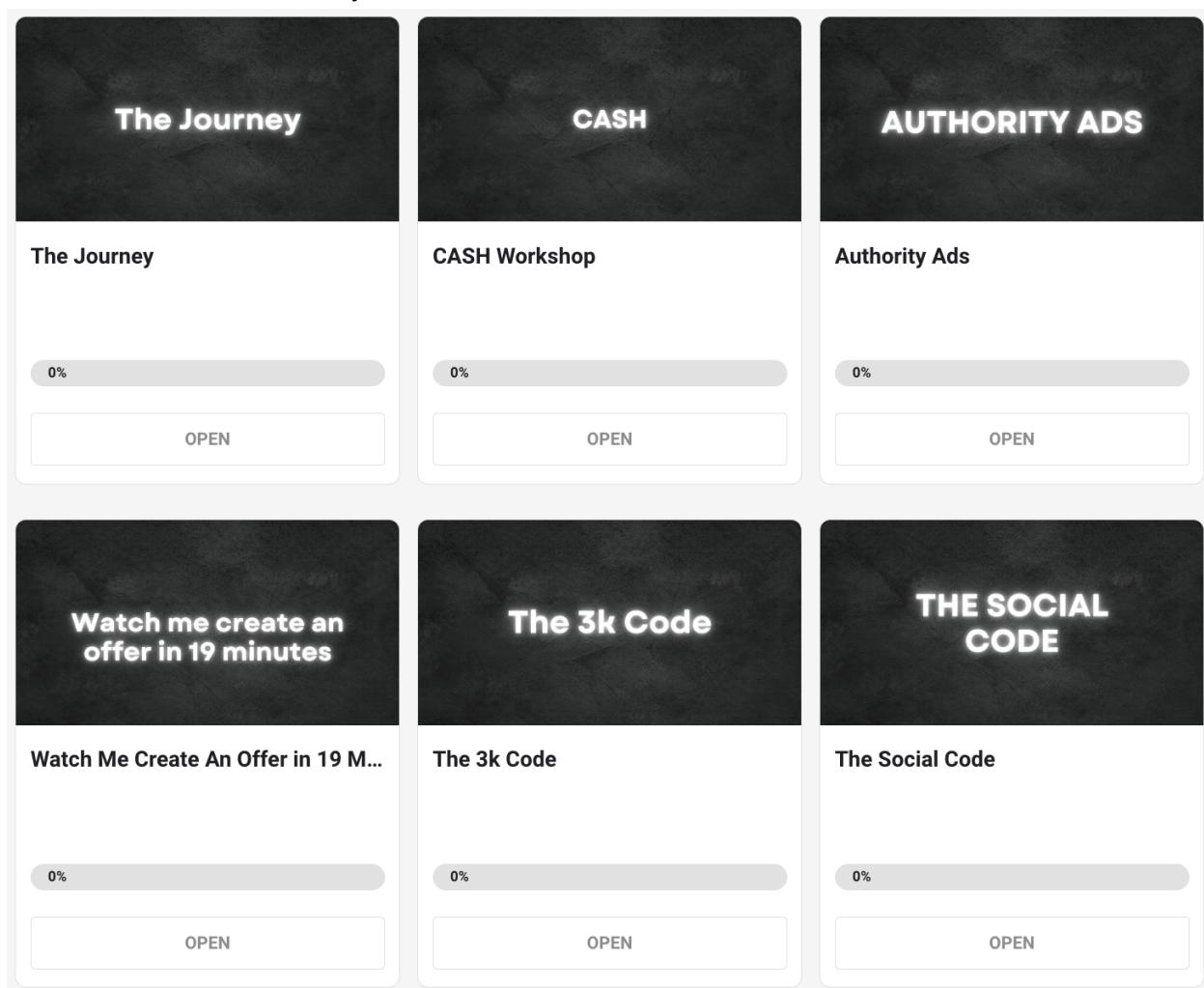


Karita Beard, Jim Tyrrell and 40 others

46 comments 2 shares

Clients are consistently being delivered new and refined content, you build a growing library of training and templates for clients and new joiners to the community have plenty of content to solve for.

It's the most efficient delivery

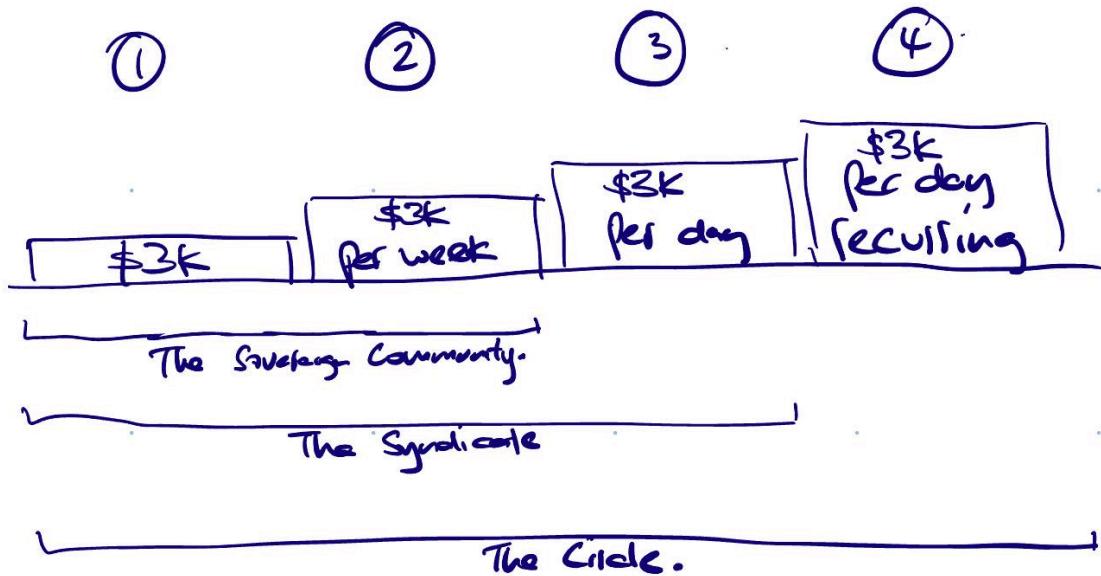


### The Rhythm

Alternating between opening the community one week and selling tickets to a workshop the next can give you a very long runway before requiring structured lead generation.

If you setup a solid Sovereign Brand from the beginning, your audience will grow consistently in the course of this promotional rhythm.

### The Steps



There are plenty of variables inside these steps but they are the steps:

1. Commit to what's important to you by intentionally setting up your time
2. Create a unique mechanism and sell your audience on the idea and results.
3. Create and validate \$3k Offer of installing that mechanism by making 3 sales from a simple Google Doc.
4. Create and sell Customer Offer that converts 5% of buyers into Clients.
5. Build an Identity that your aspires to become.
6. Promote Customer Offer and ascend Customers into Clients weekly.
7. Create a World that your leads, customers and clients inhabit that is unique to you.
8. Automate lead flow and Customer sales and stack recurring revenue that compounds into \$3k per day.