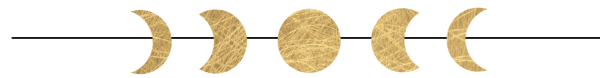


BELIEF GRID



Where your passion,
purpose, power, &
prosperity ignite!



MY BELIEF GRID EXAMPLE

	Pillar One	Pillar Two	Pillar Three
Name of Pillar	EVERGREEN	CLIENT ATTRACTION	QUANTUM PHYSICS
What industry norms exist that are outdated, bad, the old way, but people think are normal?	- A typical launch sequence is the best way to sell - Inconsistent income is normal	- I need to have a big following to sign high ticket clients - I have to post reels and go live with free trainings often to grow my audience and sign high ticket clients	- Quantum isn't relevant to scaling an online business - Q physics is super complicated - Only highly educated scientists understand it - You constantly need to be aware of your thoughts to manifest your desires quickly
What limiting beliefs does the struggling avatar have about this pillar?	- I have to trade my time going live to convert sales - Webinars don't work anymore - Group or self-paced programs don't get people results - You always have to be launching something new to earn 6-figures+ - You need to spend hours online and work hard to earn 6-figures+ - You have to get on tons of sales calls to sign 2-3 new clients per week	- It's impossible to sign 2-3 new clients each week - I'll have to cold DM people and be annoying - I need a large following to scale quickly - I need a large following to earn 5 figures per month - The coaching industry is over saturated - It's too difficult to stand out	- This stuff isn't even real - I'm not an energy expert so it won't work for me - I'll need to become a meditation pro - I'll have to change my current beliefs

MY BELIEF GRID EXAMPLE

What objections will they have to listening to you or to needing this Pillar?	• Setting up an Evergreen funnels will be too complicated • Running ad's is only for pro's with lots of money and I don't have thousands to waste • I need to be a copy and ad's expert to create an evergreen offer	• It's difficult to find my ideal clients • It's difficult to find ideal clients who can afford high ticket offers	• It won't work for me because I don't fully understand it
What objections will they have to buying?	• I can find free resources and figure this all out on my own • I'm too early in my business to create an evergreen offer • I don't want to create a pre-recorded video	• Ads are too expensive • I'll waste my money • I can scale quickly organically	• I don't need to understand energy, I just need the strategies and steps to follow

YOUR BELIEF GRID

Answer the questions on the left-hand side for each pillar. Use this document to gain clarity on the 3 main pillars you will use in your masterclass, webinar etc, to funnel your ideal client into your offer. This may evolve over time as your offer evolves. Feel free to add additional columns if your unique framework has more than three pillars, however, I suggest sticking to “the big three” when creating a masterclass or webinar. You will use this information for your live training. This will also give you a ton of content ideas! So take the time to fill this out as thoroughly as possible. Refer to my example if you need extra guidance.

	Pillar One	Pillar Two	Pillar Three
Name of Pillar			
What industry norms exist that are outdated, bad, the old way, but people think are normal?			

YOUR BELIEF GRID

What limiting beliefs does the struggling avatar have about this pillar?			
What objections will they have to listening to you or to needing this Pillar?			

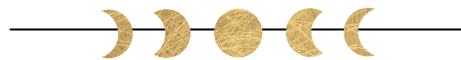
YOUR BELIEF GRID

What objections will they have to buying?			
--	--	--	--

NOTES

NOTES





All rights reserved. This document or any portion therefore may not be reproduced, given away, sold or used in any manner whatsoever without the expressed written permission of the publisher.

