

Module 5 – Build the Future

Becoming Indispensable and
Unforgettable Mastery Program

Blanca Vergara MBA

Bold beginnings

Great endings

Picture yourself as the primary
author and driving force of
your story

How do you see the future?

- The future is tomorrow
- The future is uncertain and daunting
- The future can be planned
- The future can be predicted
- The future is today
- The future is expansive and inviting
- The future can be rehearsed
- The future can be created

Linear analytical predictable

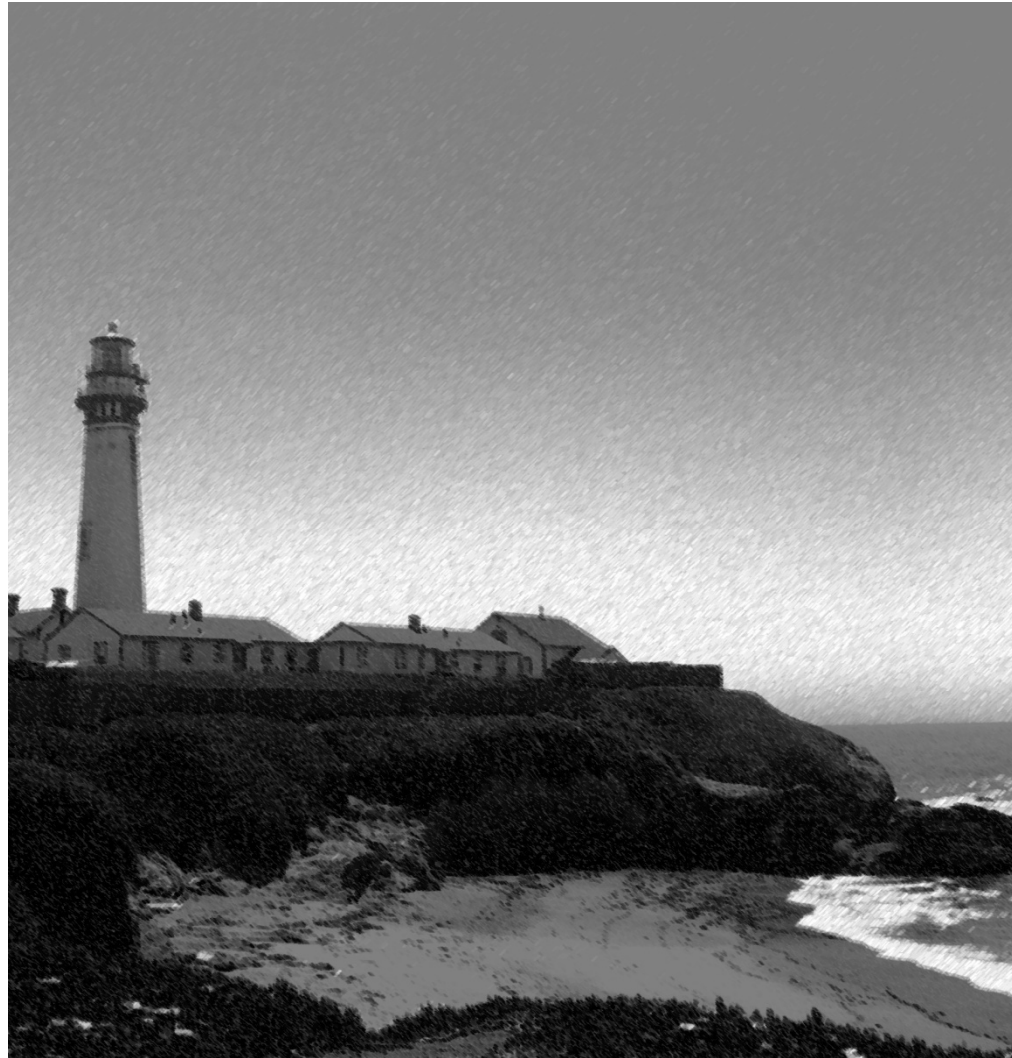
Emergent intuitive transformational

Trip Checklist

- Passport – purpose
- Baggage – helpful stuff
- Map – sense of direction
- Traveler's checks – money/job
- Address book – conversations with people I love
- Travel journal – a place to renew myself
- Adventuring Spirit – am I willing to get lost?



Purpose
Is your reason
for being



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What calls
you to be
Big



Signature presence

- State your beliefs and passions (your passions intersect with your talents)
- Articulate your mighty cause
- Combine what you want and what the world wants most from you





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Repacking your own bags

Unpacking your bags

- What am I carrying?
- Why &^*%% am I carrying all these?

Repacking your bags

- What do I want to carry?
- How do I balance the load?



See the BIG picture

- Imagine the future you most desire as if it has already happened
- Make it reality



What do you want to be when you grow up?

- Imagine that you're just starting out in your work life (and guess what, you are!). Put yourself in the position of being able to decide to be anything you want. What would that be? If you could do anything, how would you do your living?
- Create an image of that job
- Describe 3 things you would have to do to make the work a reality. What education would you need? Where would you have to move? Whose support would you have to solicit?

See your
signature
impact

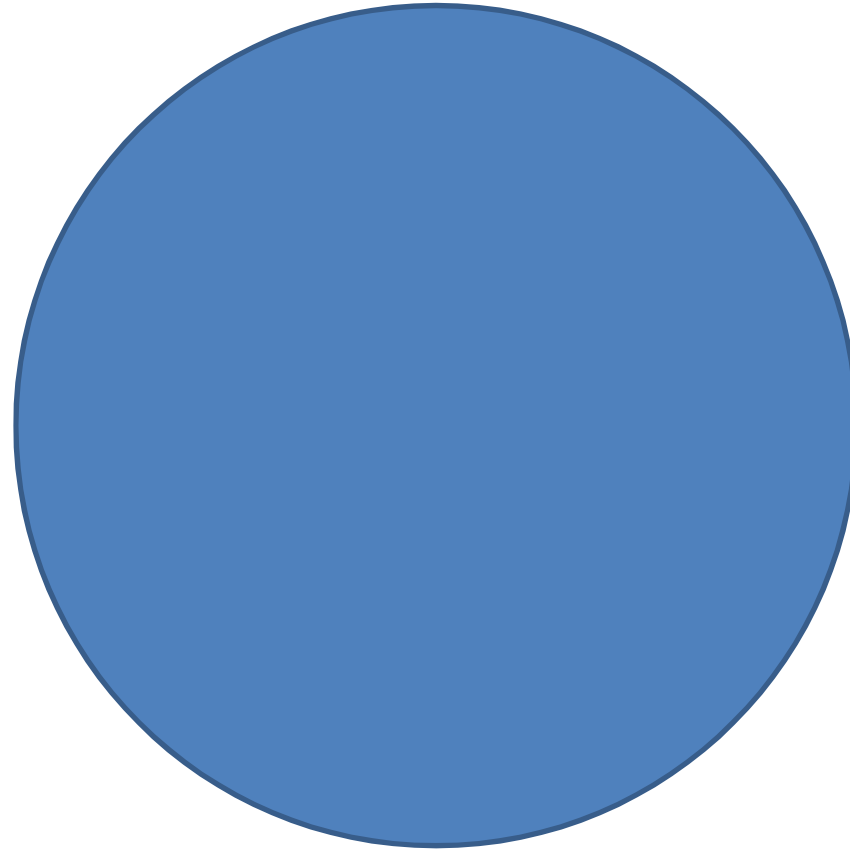
Impact on YOU
Before and After

Impacts on Others

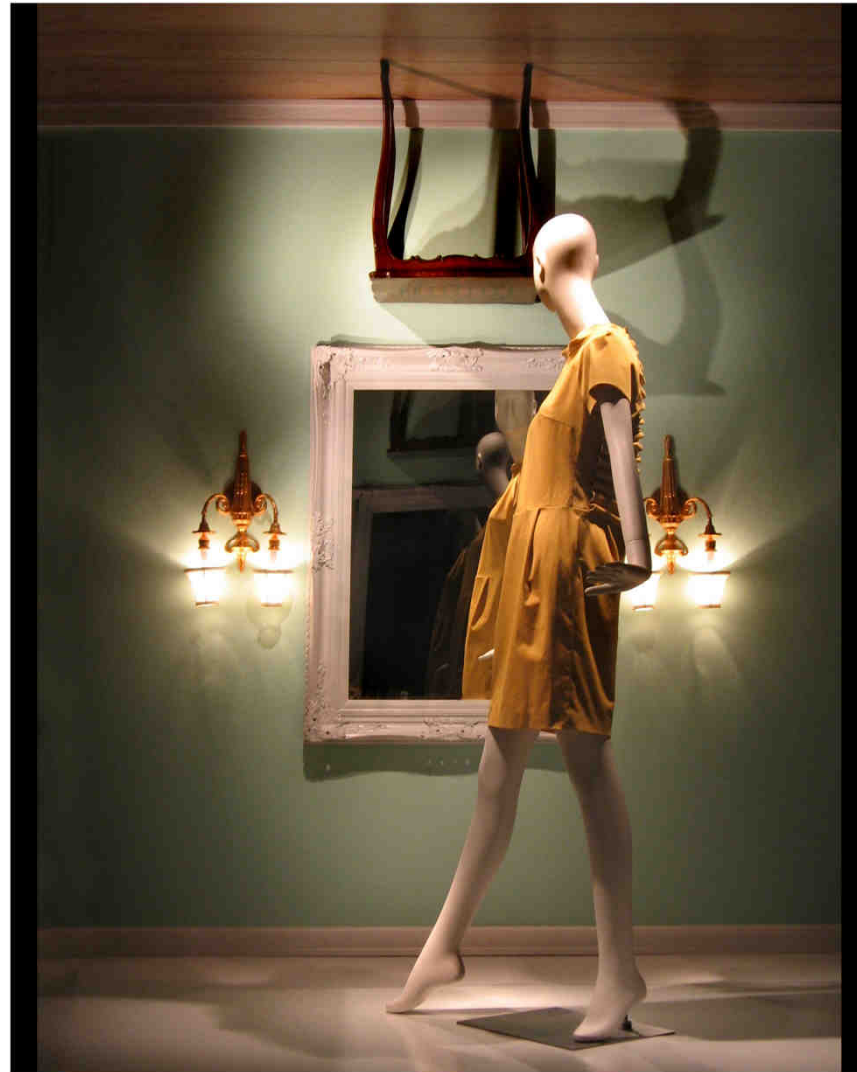
Impact on
Situations



Circle of Power



Plan
Upside
Down



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Discovery methods

Social Media
Affiliates
Speaking
Blog
Publishing articles
Video
Networking

Cold Calling
Advertising

Build expert status /Engagement

Social Media
Newsletter
Speaking
Blog
Social Proof
Media Kit
Follow up

Promotional events

Conversion Methods / Sales

Sales Call/Conversation
Launch (e-mail marketing, video, teleseminars, affiliates, JV partnerships)
Speaking

Cold Calling
Advertising

Products and Services Delivery

Lower and Higher Ticket, VIP services
Tangible products
E-Products
Online courses
Live events

Compelling and consistent story
Love and understanding of the pain of your target market

Soul Purpose Understanding/Renewal

Expand your circle of influence

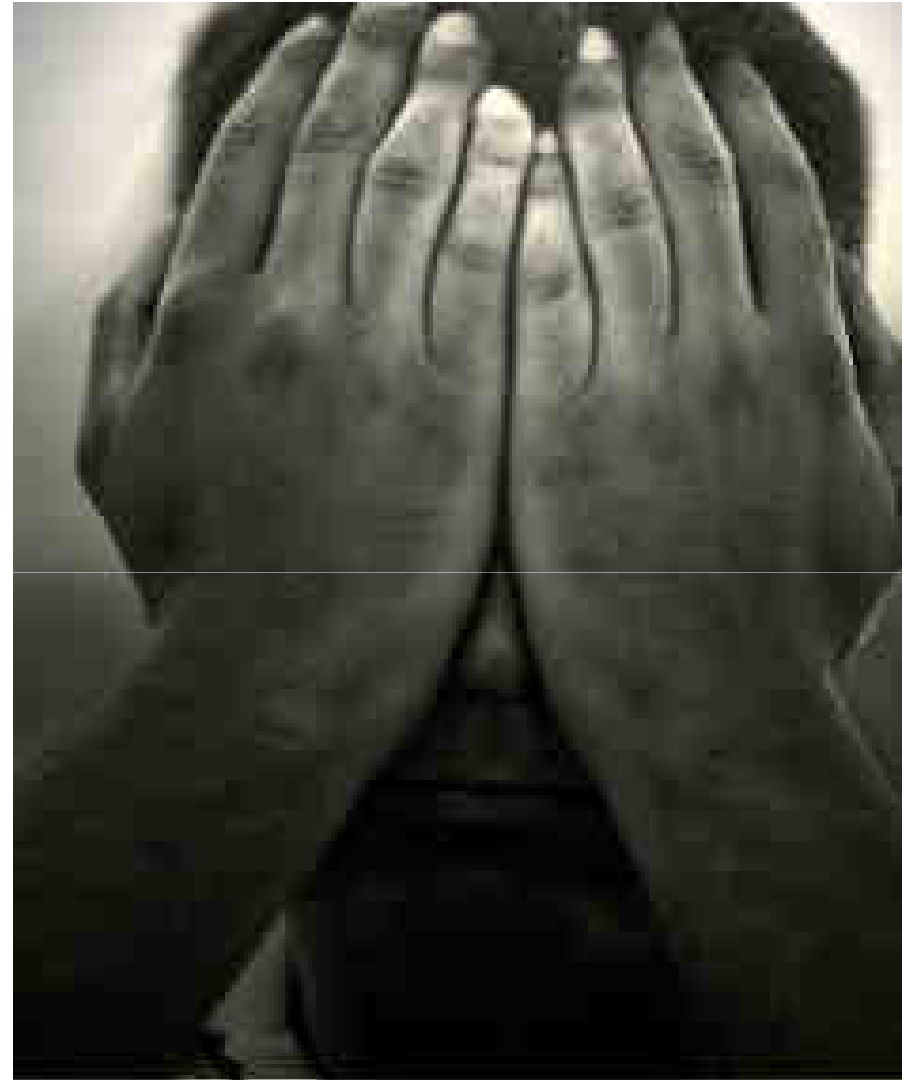
$$\begin{aligned} & \text{Allies + Windfalls} \\ & - \\ & \text{Enemies + Setbacks} \\ & = \\ & \text{Influence}^2 \end{aligned}$$



A place to
renew myself



Living with
not knowing
- flow
- decision
making



A step in the wrong
direction is better than
staying 'on the spot' all
your life

Once you're moving
forward, you can correct
your course as you go.
Your automatic guidance
system cannot guide you
when you are standing still
Maxwell Maltz



I look to the future because
that's where I'm going to
spend the rest of my life

George Burns, said at age 84

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