

GENESIS *of* **GENIUS**

SIGNATURE GENIUS WORKSHOP

“3 MASTER SHIFTS” CHEAT SHEET

**How to Build a HIGH-IMPACT Business
Around Your Secret Genius ...
Without Sacrificing Your Security,
Your Sanity or Your Freedom**

from Julie Ann Turner

"3 MASTER SHIFTS" CHEAT SHEET

SHIFT 1: DIAL IN YOUR GENIUS



- **STOP Chasing Certifications:** Forever chasing the next certification, or the next "title," is actually keeping you from packaging, offering and prospering *now* from the value you already provide.

- **START Creating and Communicating Your "Experiential Credentials"**
 - * *Signature Results* – People invest in specific, tangible results – not your "time." You must recognize and communicate the one-of-a-kind value (the outcome) your work uniquely provides (no more "hours-for-dollars").
 - * *Signature Genius* – The one-of-a-kind blend of gifts, talents, expertise, experience, and style of expression unique to you – that provides value to those you serve, and makes up your unique contribution to the world. Your Signature Genius is the most valuable, one-of-a-kind asset *you already possess* - and it is designed to bring your greatest impact and income, when you offer it.
- **When You Don't:**
 - * *You commoditize yourself* – you don't stand out, you look and sound like everyone else.
 - * *You hide your light behind labels* – like "coach" or "speaker" - instead lead with your unique gifts.
- **When You Get This**
 - * You stand out – through your unique identity, offers, and style.
 - * You make the highest income and create the greatest results.
 - * You are THE BEST at what you do.

SHIFT 2: CRAFT YOUR OWN MAP



- **STOP Chasing Templates:** One-size-fits-all-solutions don't work. You are WAY too unique! You need YOUR OWN MAP that's Custom-fit to you – to your genius, your gifts, your strengths and style. Stop Trying to FIT IN – when you were *born to stand out*.

- **START Crafting Your Own Map to Success, On Your Terms**
 - * *Be sure your ladder is on the right wall* - Too many are scrambling up the ladder of success, only to find out it is not on the right wall. You must have a clear direction, a clear map of what success means *to you*.
 - * *Message of Genius* – Be crystal clear what you stand for – share that consistently and compellingly.
- **When You Don't:**
 - * *You're chasing someone else's dream* – and building someone else's impact and wealth.
 - * *You waste money and time* – sending out scattered messages and offers, and not gaining traction.
- **When You Get This**
 - * Custom-to-you Map – clear direction and steps propel you forward faster; you navigate through change.
 - * You are THE VOICE (not the echo) – and you magnetize your ideal tribe.

SHIFT 3: OWN YOUR ZONE OF CONTRIBUTION



- **STOP Chasing Tactics:** Stop looking for "the magic bullet" outside yourself - chasing the latest hot marketing strategy or "technology" - lots of BUSY-NESS, but little or no business (and increasingly getting frustrated in the process)

- **START Owning Your Own Zone of Contribution**
 - * Deep down you know that you are unique and that you are meant to do great things – you are here to make a difference.
 - * *Unified Business/Body of Work* – Create multiple streams of income, by packaging and offering your own experiences, services and products – your Signature Book, Speech, Programs, Events – all branded around your unique GENIUS.
- **When You Don't:**
 - * *Working all the time, but spinning your wheels* – you're gaining no ground – and you will burn out.
 - * *You're in "the loop of comparison"* – will kill your business and crush your spirit. Own *your* contribution.
- **When You Get This**
 - * *Your tons of gifts and ideas become a unified, successful business* – you're doing less (only what you do best), but making the greater impact and income you desire and deserve. You reach your highest potential.
 - * *You have multiple streams of income* (create one, automate, create the next) – more money, with *much less* work.

➤ For a limited time, you may claim your **Free BONUS 1-on-1 Genius Session** personally with Julie Ann → go to GeniusSession.com now. On your call, Julie Ann will show you to dial in your own genius and craft a clear step-by-step map to prosper starting today (\$600 value).