

Certified Clarity Specialist™ Program

Overview

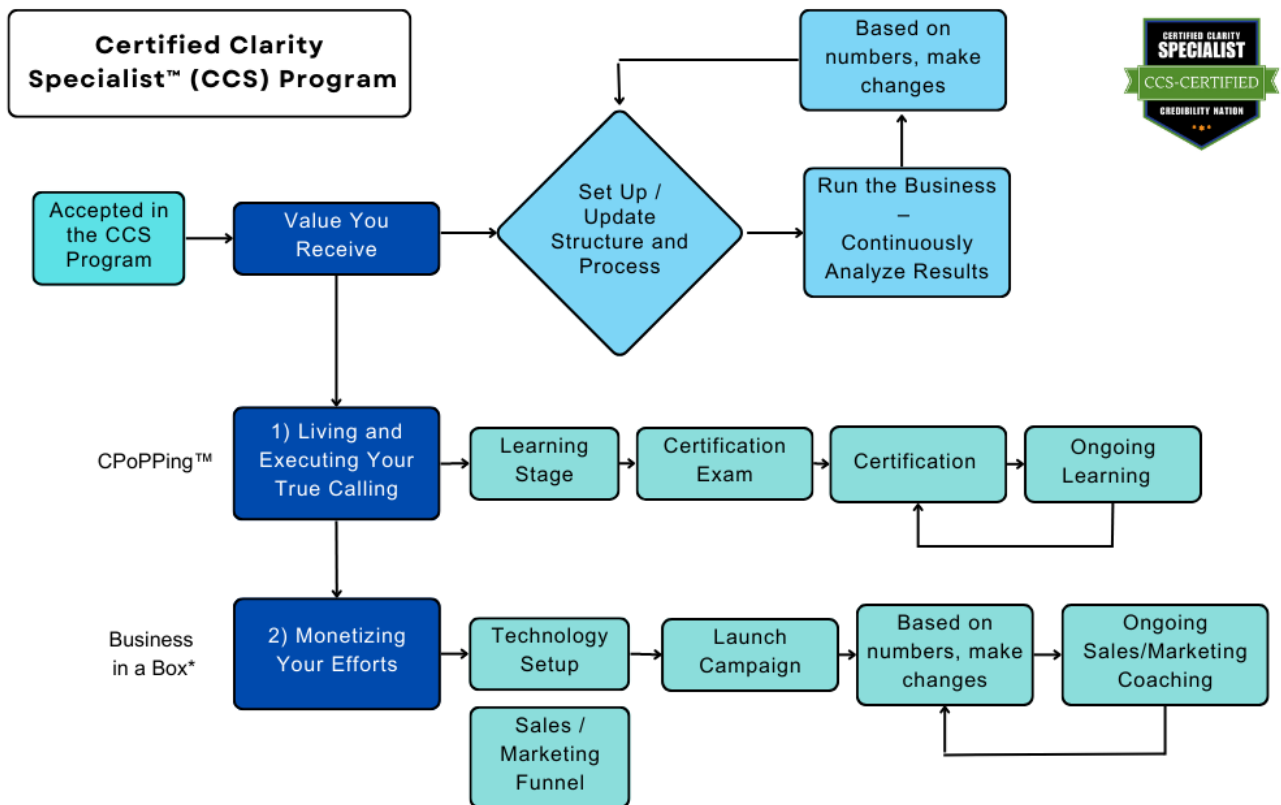
The Certified Clarity Specialist™ (CCS) program is not for everyone. It requires a servant-leader mentality, an abundance mindset, and the capability to see the potential in others.

The program is designed for those with a deep-rooted desire to help others EXCEL. It combines two fundamental elements: 1) a lead-gen, sales & marketing engine, and 2) the capacity to articulate your client's Customer Point of Possibilities (their CPoP).

The benefits of the CCS program are numerous: Establish Dependable Revenue Steam, Xfer Alignment, Cultivate Consistent Decision-Making, Enhance Visibility, and Live in Joy.

- **Establish Dependable Revenue Stream:** As a cornerstone of the CCS program, you gain access to proven client-funded sets of processes for lead generation, marketing, and sales that ceaselessly draw in potential clients. These individuals, who invest in the proven offerings of clarity and credibility, become a captivated, paid audience. As they become familiar with your unique services, a percentage will deepen their engagement by committing to your primary services, which we guide you in strategically bundling.
- **Xfer Alignment:** Bestow the gift of clarity and alignment to your clients. This clarity sharpens understanding of purpose and vision, aligns actions with intentions, and eliminates confusion and distractions. It guides you to prioritize what truly matters, fostering success in less time.
- **Cultivate Consistent Decision-Making:** Utilize clarity to make consistently superior decisions. With a clear understanding of your goals and values, you can make choices that align with your purpose, resulting in more satisfying and effective outcomes.
- **Enhance Visibility:** True visibility is about being seen and understood. When your target audience understands your mission, vision, purpose, and CPoP, they are more likely to trust you, do business with you, refer you to others, and stay loyal to you. This will lead to increased sales, revenue, and customer loyalty.
- **Live in Joy:** Clarity fosters confidence. When you are clear about your purpose and direction, you exude an attractive confidence that invites others to participate in what you do. This clarity allows you to approach challenges with self-assurance, ultimately cultivating a life of joy.

The CCS Program Flowchart



*Creating a solution that easily works for you
iin a DWY world. If you want DFY, let's talk..

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Watch this video of Mitchell talking about the flowchart in detail:

<https://aha.pub/CCS-DetailedVideoSummary>

Signup Today to Be a Certified Clarity Specialist:

<https://www.credibility.university/clarity>

Your Clarity Certification Journey

The Certified Clarity Specialist™ Program is a dynamic and ever-evolving certification that centers on empowering you to discover and embrace your true calling while effectively monetizing your efforts. Our program is designed to provide you with a comprehensive skillset, combining traditional and applied learning methods, to propel you toward success in your coaching or consulting practice.

Here's a quick overview of your journey:

Pre-Learning

1. Read *Credibility Nation: For Professionals Who Want to Be Seen as Credible*.
2. Take the 1-hour asynchronous Customer Point of Possibilities (CPoP) course.
3. Take the assessment to verify that you're a fit for the program.

Certification: Living and Executing Your True Calling (CPoPPing™)

1. Remove marketing cookie-cutter approaches.
2. Learn to listen for and apply the CPoP concept to yourself and others.
3. Express and deploy your CPoP consistently online and offline.
4. Explore how to add clarity to your existing offer (and your business and personal life).
5. Focus on delivering Credibility Boosters (intensive 4-hr programs that deliver clarity and credibility to your audience).

After passing the certification exam, you'll become a Certified Clarity Specialist, which grants you the ability to deliver clarity (CPoP) and Credibility Boosters to your audience.

Business-in-a-box: Running Your Business w/ Consistent Leads and Sales

1. Optimize your LinkedIn, website, and social media to reflect that you're now a Certified Clarity Specialist.
2. Set up a pre-launch campaign for your first Credibility Booster.
3. Set up your LinkedIn for lead generation (including webinars).
4. Set up your marketing and sales funnel that will convert leads into customers.
5. Ongoing Sales / Marketing Coaching.

After You're a Certified Clarity Specialist

- Enjoy being a Certified Clarity Specialist and putting CCS at the end of your name.
- Participate in the CPoPPing™ Network, where you get 2 meetings/per month focused on continuous learning and networking.
- Become certified in delivering Credibility Boosters.

About the Creator



Global Credibility Expert Mitchell Levy is a 2x TEDx speaker (including the 28th most popular in 2021), an international bestselling author of over 60 books, a Certified Stakeholder Centered Coach, and an executive coach at Marshall Goldsmith's 100 Coaches.

As an Executive Coach, Mitchell is a sounding board, a thinking partner, and someone who can hold the mirror to generate insights for personal change. This impact has earned him a place among the world's Top 200 Leadership Voices by LeadersHum (#16 in 2023), and as the #1 Thought Leader in Ecosystems and Top 100 Thought Leader Overall by Thinkers360.

He's an accomplished Entrepreneur who has created twenty businesses in Silicon Valley, including four publishing companies that have published over 750 books. He's provided strategic consulting to hundreds of companies and has been the chairman of a board of a NASDAQ-listed company.

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