



Prospect & Flourish

From *Random Acts* to *Rhythmic Growth*™

Attacking Sales' Weakest Link, Fueling Prosperous Relationships and Building Purpose-Driven Value.

Prospect & Flourish is a field-tested system for transforming how professionals attract, qualify, and build trust with the right clients—without hype, gimmicks, or burnout. Now in its Fifth Edition, fully updated and presented as an online training platform, this hands-on curriculum helps you eliminate guesswork in your outreach, clarify your message, and build a prospecting rhythm rooted in purpose, and fully aligned with creating long-term value for you, your clients and other stakeholders in your life.

At its core, *Prospect & Flourish* addresses the real “weakest link” in most sales pipelines: *lack of prospects, and an approach to identify them*. Whether you're a seasoned professional, a business owner, or someone new to business development, this framework helps you stop chasing leads and start building real relationships—rooted in trust, relevance, and shared values.

This edition includes the complete 10-Unit curriculum along with video summary lessons, handouts, worksheets, and access to digital training tools (and a growing community of fellow learners). You'll learn how to:

- Identify and engage your ideal prospects using structured, repeatable methods
Build credibility and momentum using the Know, Like & Trust Funnel™
- Align your outreach with personal rhythm and purpose, not just productivity hacks
- Move from scattered activity to strategic engagement
- Replace manipulative tactics with authentic, value-first conversations

Through structured content and practical application, *Prospect & Flourish* gives you the tools to prospect with confidence, clarity, and consistency. Whether you're part of a sales team or working solo, this program will reshape how you approach client relationships—making trust your greatest asset and alignment your most powerful strategy.

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MODULE I: GETTING STARTED

Purpose: Module I lays the foundation for the *Prospect & Flourish* system by confronting the core misunderstandings that cause most prospecting efforts to fail. Rather than diving straight into tactics, this module invites professionals to pause, reframe, and examine the *why* behind their outreach—establishing a mindset and message rooted in clarity, alignment, and strategy.

This is where the shift begins—from random acts of prospecting to intentional, purpose-driven engagement.

This module includes:

■ **Unit 1 - The Prospecting Enigma** - Prospecting is often misunderstood, avoided, or approached with outdated habits. This unit reveals the deeper challenges behind ineffective outreach and sets the stage for a more principled and confident approach.

■ **Unit 2 - Not Everyone is a Prospect** - A powerful lesson in discernment. Learn to focus on the right people at the right time—by identifying fit, readiness, and true alignment—rather than wasting energy on unqualified contacts.

■ **Unit 3 - Sharpen Your Point of Contact** - Discover how to position yourself clearly and memorably. This unit helps refine the way professionals describe who they serve, what they offer, and why it matters—so their outreach actually lands.



MODULE II: BUILD MOMENTUM

Purpose: Module II shifts from foundational thinking to forward motion—helping professionals establish momentum through real-world connection, meaningful relationships, and clear personal benchmarks. This module is about anchoring good strategy in consistent action. It invites professionals to engage their network with purpose, track meaningful progress, and recognize the powerful moments where trust and opportunity intersect.

The goal is not just to move—but to move in alignment with who they are and what they offer.

This module includes:

■ **Unit 4 - Networking for Prosperous Relationships** - Explore how to build a network that actually works. This unit reframes networking as an opportunity to invest in others, deepen trust, and create reciprocal value—not just gather business cards.

■ **Unit 5 - Setting Your Benchmarks** - Progress begins with clarity. This unit introduces tools to set and track personal success metrics—based not on vanity numbers or generic goals, but on meaningful behaviors that lead to long-term growth.

■ **Unit 6 - Your Moment of Truth** - Every conversation is an opportunity to add value—or miss it. This unit equips professionals to show up fully in the moments that matter, aligning action, intention, and integrity when it counts most.



MODULE III: ADVANCED STRATEGIES

Purpose: Module III introduces the specialized strategies that distinguish Prospect & Flourish from conventional sales and marketing approaches. At this stage, professionals are equipped not only to maintain momentum—but to amplify it through targeted, trust-based systems. These advanced methods blend marketing with relationship-building, allowing professionals to reach further, qualify faster, and deepen engagement through both digital and in-person channels.

This is where nuance and mastery begin to take shape—anchored in integrity, delivered with precision.

This module includes:

■ **Unit 7 - Know Like & Trust Marketing** - Move beyond generic lead generation. This unit introduces the Know-Like-Trust Funnel™—a trust-first marketing strategy designed to warm up prospects before the first real conversation even begins.

■ **Unit 8 - The Wedge** - Designed for highly competitive environments where no prior connection exists, this unit teaches B2B professionals how to engage C-suite decision makers—without manipulation or pressure. A strategy for standing out by serving first.

■ **Unit 9 - From Screen-2-Screen to Face-2-Face** - Digital outreach is only the beginning. This unit helps professionals bridge the gap between online interaction and real-world trust, showing how to guide digital conversations toward meaningful face-to-face connections.



MODULE IV: MUSCLE MEMORY

Purpose: At first glance, Module IV may appear shorter—just one unit, one lesson, one final step. But beneath that simplicity lies something deeper: the shift from learning to living. After everything built in the first three modules, this final section isn't about more content—it's about integration.

This is where structure becomes rhythm, and rhythm becomes identity.

Professionals who reach this point have the tools. What they need now is alignment, consistency, and a way to stay in motion without losing their center. Module IV offers that—through a simple but profound framework that unites focus, habit, intention, and purpose across all dimensions of life and work.

This module includes:

■ **Unit 10 - Prospect & Flourish Every Day** - Mastery isn't about knowing more—it's about doing the right things with rhythm and intention. This final unit introduces a framework for consistent action, centered on alignment between one's interior life, personal habits, and professional calendar. It's the path to showing up daily—with clarity, purpose, and joy.

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