

PRESENTED BY:

— THE —
AFFLUENT
AFFECT™

CEO AND FOUNDER:
NATALEE CHAMPLIN



the

High-Net-Worth

NETWORK

Advantage

EVENT WORKBOOK

DAY 1: UNLOCK YOUR AFFLUENT ADVANTAGE

THE 3 STEP STRATEGY ULTRA-SUCCESSFUL ENTREPRENEURS USE CREATE AN UNFAIR ADVANTAGE

Step 1: Adopt an Affluent Mindset

What is an affluent mindset?

The latin root word of affluent is afluerere which means "to flow abundantly" Affluence is conscious and holistic abundance. (Health, wealth, and relationships)

A few examples of an affluent mindset:

1. "There is always more where that came from."
2. I am resourceful. it's not "I can't" it's either "How can I?" or "I choose not to,"
3. There are many things more valuable to than money.
4. Everything is working for my good.

Notes:

DAY 1: UNLOCK YOUR AFFLUENT ADVANTAGE

THE 3 STEP STRATEGY ULTRA-SUCCESSFUL ENTREPRENEURS USE CREATE AN UNFAIR ADVANTAGE

Step 2: Be Strategic

- "Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat." - Sun Tzu
- Strategy is about accurately identifying the obstacle keeping you from where you are (A) to where you want to be (B) and matching that obstacle with the right solution.
- Strategy is also about knowing your field of play and what advantage you have to compete to win ([Harvard Business Review: What is Strategy?](#))

Step 3: Implement

"Get it 80%, get it out the door." - Natalee Champlin

"Just do the next right thing." - Anna from Frozen

Notes:

DAY 2: BUILD A POWER NETWORK

3 NO-COST OR LOW-COST WAYS TO ACTIVATE YOUR NETWORK TO
CONSISTENTLY SEND YOU WARM REFERRALS AND GROW YOUR BUSINESS
FOR YOU

- Think Win-Win or No Deal
- Referral Partners vs Strategic Partners
- Collaborative conversion events

Notes:

DAY 3: SECRETS FROM MY BILLION-DOLLAR NETWORK THAT YOU CAN'T GOOGLE

THE 4 HIDDEN RULES OF HIGH-LEVEL NETWORKING



WHO I SELL TO

WHAT I SELL

HOW I TALK ABOUT IT

WHERE I PROMOTE IT

Notes: