



brianjdixon



Hi, I'm Brian...









a week wandering



I discovered my who







what's obvious to you  
is magic to other people

obvious / magic

mastermind take 2





it wasn't about me

it was for Cheryl



my business began  
that day





I have good news for you

if you're discouraged





if you've been hustling



there is a map



there are twelve steps

You know how 1 wants to 2?  
Well I help 3 4 do 5  
so they can 6.  
I do this by 7 and 8.  
This gives me 9 and 10.  
My clients say I 11  
so they can 12.



You know how nonprofit leaders want to raise more money? Well, I help (educate, encourage, and empower) startup and stuck nonprofits bring in more funds so they can fulfill their mission. I do this through a free weekly podcast and on group coaching calls. group calls and in-person trainings. This gives me the flexibility in my life to spend more time with the people that I love and the ability to end the poverty mindset so our nonprofit leaders can change more lives! My clients say that I've given them the tools and the confidence to go out and ask for more funds knowing that they don't have to do it alone; they don't have to suffer through the fundraising process and now they actually "like" raising funds for their mission!

it starts with your people

people to purpose

purpose to profit

profit to practice

people  
purpose  
profit  
practice



start with your people



your mirror manifesto

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step by step

1 = your industry



ie: moms, business owners, school  
teachers

2 = their goal

ie: manage their house, get more  
clients, organize their classroom

3= adjective

4= industry member

ie: homeschool moms,  
heart-centered entrepreneurs,  
innovative school teachers,

5= the action



ie= manage their temper, organize  
their classroom, build their team

6= the desired result

ie= enjoy their life, have more free  
time, experience less stress

7 = your free offering

ie= creating a weekly podcast,  
going live on Facebook, posting on  
my blog

8= your paid offering

ie= coaching a small group,  
teaching an online course,  
speaking at conferences

9 and 10 = your dream life



ie: location freedom, impact, and  
income

1 1: service outcome

ie: help them save time, give them  
confidence, clean up their systems

1 2: client's long term goal

ie: grow their online business,  
experience location freedom,  
enjoy their work again

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the big question:

will this work for me?







in short: yes.

it's classic







it's backed up by research

Implementation intentions create a heightened accessibility of the mental representation of the specified situational cues and induce direct control of the intended behavior through these cues. The formation of implementation intentions promotes goal achievement through both of these processes because they eliminate problems associated with the control of goal-directed action.

-Peter M. Gollwitzer



it shakes out the grumpies

it gives you a daily reset

it pushes you through resistance

let's workshop this.





start with your people

