

Success Accelerator Blueprint

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The 5 Success
Signature Codes
for Impact and
Profit Acceleration



Your Success Accelerator Blueprint

This is not only your Success Accelerator Blueprint... it is also your workbook for the **Success Webinar Series** and **live, interactive Success calls**.

We've personalized this free series for you so it applies specifically to you and your business. Keep this on hand as you go through the webinars.

Within this blueprint are hidden codes, which, once revealed, become the powerful fuel that truly accelerates your business.

Where did these Success Signature Codes come from you might ask?

They are the culmination of two-plus decades of research, coaching and consulting with entrepreneurs, thought leaders, doctors, lawyers, artists and healers, plus individuals in many industries, including: automotive, consumer, technology, retail, and consumer electronics. All told, almost a thousand business owners have contributed insights to this new, groundbreaking paradigm in business.

What we discovered are **5 distinct Success Signature Codes** that come with additional attributes... all of which we will share in this evolutionary blueprint and **through the powerful webinar series** you registered for by accessing this blueprint.

This is a complementary piece of the business puzzle that, along with the webinar series, will open something within you that has been dormant. When this part of you is ignited, it will create a seemingly new world order in your thinking and approach to business.

This system is single-handedly re-writing all the books on business AND success.

These codes, when applied, are what every single successful entrepreneur had

activated to achieve true and lasting success in their business (and life).

You know that old saying, “be careful what you ask for?” Well, all I can say is, “hold on!” Because your business is about to accelerate.

AND, if you don’t yet have a business, the pieces are about to fall into place for you seamlessly. Before you know it, you will literally “be in business.”

This is an evolutionary leap in business that is creating a revolution for business-from-the-heart, business with compassion, and business that comes from an authentic conversation, releasing the need for any kind of manipulative tactics.

I’m thrilled at who you, your business, your customers and the planet are about to become.

Let’s dive into the 5 Success Signature Codes...

[Remember: this blueprint is a complement to the webinar series. In fact, this is also your worksheet for the webinars... [so be sure to show up for the webinars!](#)]

Introduction

Your Genius Ignited

You Can Access The Introduction Video [HERE](#) (Available Friday July 8)

For your specific success acceleration, you start with identifying the emerging genius and gifts within you, while shining the light of consciousness on your potential.

The acceleration occurs when you alter that “light of awareness” from a flashlight to a strong spotlight. Like the sun cracking opening a seed, the “light of your awareness” can crack open the seed of your potential.

You are being introduced at the start of this blueprint and webinar series, to an important concept: “You are here to heed your soul’s purpose, your very calling.” From this calling you start to recognize that there is something emerging within you as part of your mission.

What is waiting for you is... your tribe. There are a group of individuals that are looking to you, to help them in some way... in fact they need you.

Now, the starting point of every successful entrepreneur is to get really clear on what motivates, sparks and enlivens you as a business owner.

What BIG IDEA got your entrepreneurial juices flowing and ignited that big ball of business savvy to start rolling, ultimately claiming, “I can do this”?

What was activated deep within you that called you to follow your soul’s purpose, that beckoned you to share your genius, your potential with the world?

Now tapping into YOUR potential, your genius, gifts, skills and YOUR big seed calling, what powerful products or services are you compelled to share and provide with your potential customers, your tribe?

As you get clear with what activated and beckoned you and then shine a big spotlight of awareness and intention on it, life and your business start to open.

Opportunities will now show up to encourage and nudge you to share your genius, your skills and your potential with the world... Then, notice. From this powerful activator, the money follows.



Question 1 from Introduction:

What is your BIG seed idea or calling that motivated you to share your gifts, skills, and potential?



Question 2 from Introduction:

When you tap into your potential, how would you describe the energy, essence and/or the sensations?

Success Signature Code #1:

 You Can Access Webinar 1 [HERE](#)

The first Success Signature Code is encoded to **awaken and amplify your prosperity** code, which is also known as the “wealth code.”

In webinar 1 we will go even deeper into Success Code #1. Be sure to attend each webinar to maximize, customize and expand your business with each Success Code.

The purpose of this code is to find a balance in your life and business. This ensures you are playing full out, that you AND your customers are served, AND your efforts are making a difference on the planet.

It is a mindset WAY beyond work/life balance and instead moves us into a realm of play in all areas of business... even delight in your business.

It starts with the yearning in your heart to make a difference in your life, your family's lives, the lives of your customers seeking impact worldwide.

There is a deep, constantly nudging potential which has you asking questions about how to have a different life, or a bigger, up-leveled business, or more freedom, doing “work” that is on your terms and done your way.

It's about seeking an end to overwhelm and no longer having to figure it out without a lot of data or support.

This Success Signature Code brings a conscious awareness to what, within you, has been waiting to crack open and contribute to your tribe and the world.

Please answer the following questions by watching Webinar #1



Question 1 from Webinar #1:

Success Signature Code #1 is

...and how does it feel to apply this to your life and business:



Question 2 from Webinar #1:

What in your life/business have you noticed is in a state of imbalance with this Success Signature Code? Once you name it, it is now in your conscious awareness, so, in a way, "you now have it instead of it having you." This is the first step to change.

Success Signature Code #2:

 **You Can Access Webinar 2 [HERE](#)**

The second Success Signature Code is encoded to awaken and **unlock your potential**.

In webinar 2 we will go even deeper into Success Code #2. Be sure to attend each webinar to maximize, customize and expand your business with each Success Code.

This is the piece, which, once engaged, had me finally quit my day job, start my company and make my first million in just 18 months from the day of incorporation.

It is also what every successful and HAPPY entrepreneur has activated—from the overachieving mega moguls to the very successful small business owner.

This code is ***accessing your potential*** in such a way that it is turned on and activated.

Your potential is your gifts, your unique purpose which you came here to bring into the world.

How can you discover your potential? Well, it starts with what lights you up, what has you feeling good about life and business. When you are doing this, there is a sense of ease and “hard” falls away.

There is a flipside to this as well... it goes something like, “What makes you mad in the world? What has you so riled up that you **MUST** change it and make a difference?”

Your potential is activated by this masterful internal knowing; this mastery is always available to you. In fact, it’s waiting for you right now.

When you highlight and shine the light of consciousness on your internal knowing, your internal mastery, it also leads the way to knowing exactly what to do next and you start to see your path clearly.

Imagine, right now, there is this master entrepreneur/marketer/strategist that is

available to you everyday. You can sit at the knee of this master and ask all the, “how to,” and “when” and “why” questions about every aspect of your business.

Imagine asking your questions each day and receiving the ongoing, unfolding guidance that you can apply immediately and see instant results. Then, the next day and the next, you receive more and more guidance and additional clarity.

Your level of precision is off the charts... with this master available to you, you start to trust more and know more, and success starts to simply flow in.

Well, with this code of KNOWING YOUR POTENTIAL, activating your knowing and accessing the wellspring of your gifts, purpose and mastery, you discover that... YOU are that master.

YOU are that which you have been seeking. YOU are the conduit to make ALL the changes you’ve wanted in your life... the guidance is found within you.

Activating your potential has an attribute of no longer having to constantly “figure things out” or even having to know the “how” as intensely. In fact, you can reach inside for your unique answers instead of relying on someone else’s ideas of what you should “do.”

In place of “how,” there is now a sense of flow where opportunities, support, strategies and tactics reveal themselves with gusto. Even the inner critic quiets.



EXERCISE 1:

Think about the times in your life when you did some things that lit you up and felt easy and fulfilling. What were those things? What, if anything, did they have in common?

Success Signature Code #3:

 **You Can Access Webinar 2 [HERE](#)**

This third Success Signature Code is **all about your customer** and is the absolute KEYSTONE to accelerating every single part of your business.

In webinar 2 we will go even deeper into Success Code #3. Be sure to attend each webinar to maximize, customize and expand your business with each Success Code.

Interestingly, it is the piece usually missed by entrepreneurs who are flailing and instead, focusing their attention on distracting busy work. I also refer to this “busy work” as tactical hell because it represents tactics that don’t seem to have a purpose or a clear “why are we doing this?” attached to them.

The first part of this Success Signature Code will be covered in more detail in Webinar #2, but it starts with thinking about who your customers are, and answering the question “why we are doing this.”

Oftentimes, when I ask the question, “who is your customer” to an entrepreneur who is confused or in overwhelm and feels stuck, they tell me the demographics. That goes something like...

“Female 35 - 60, upper middle class, some college education.”

Sounds right, doesn’t it? Professional even... like a real business.

Well, think about this: there is a REALLY big difference between a 35-year-old and a 60-year-old, isn’t there?

When I was in my 30s and heard that for the first time, I think my brain just imploded a bit.

So, you want to go MUCH deeper than demographics to understand who your customer is (watch the Success Signature Code Webinar #2 for all the juicy parts on this

aspect of this code).

The second part of this Success Signature Code is about **understanding how to converse with your customers...**

Actually having a true series of conversations with them, an honest-to-goodness relationship-building set of conversations that allow them to trust you and identify with you.

I call this the “marketing conversation” and it entails a cool little twist that makes it so you win AND they win (and they feel safe).

Here’s how this twist goes, by way of analogy...

You take your pet to the vet and they give you some medicine that you have to give your pet once or twice a day. When you try to give your pet the medicine, they run for the hills. So, instead, you wrap the medicine in a treat. Your pet then happily and willingly gobbles it down.

So you want to wrap your materials, curriculum and the features of your product or service -- also know as the medicine -- into a treat (which are the benefits your customers will experience).

As an entrepreneur, you have painstakingly created a product or service for your customers that is answering a real point-of-pain. Yet, we are often so excited to share what we came up with, we focus our conversation on the curriculum, the features, the content, the cool processes.

We often feel compelled to let them know the “what” they are going to receive.

Your content and features are the medicine and, just like the pets, your customers will run for the hills before even engaging in the brilliance of the gifts you’ve created for them.

Instead, you want to answer questions for your customers in the marketing conversation: “who are they going to be,” when they engage in your products and services? What “TRANSFORMATION will they experience?” What **benefits** will they receive by engaging with you?



EXERCISE 2:

As you review who you've identified your customers to be, based on this Success Signature Code, how might you describe them differently now?

Please answer the following question by watching Webinar #2



Question 1 Success Code #3 from Webinar #2:

Success Signature Code #3 is

Take a minute to more deeply describe your customers based on the insights shared on Success Webinar #2

Success Signature Code #4:

 **You Can Access Webinar 3 [HERE](#)**

The forth Success Signature Code is encoded to exponentially **expand your presence** in your particular niche or industry.

In webinar 3 we will go even deeper into Success Code #4. Be sure to attend each webinar to maximize, customize and expand your business with each Success Code.

WOW... are you starting to get how these Success Signature Codes are opening you up and positioning you for true success?

Yet, are you noticing it's a different kind of success? It is activating a new capacity within you to up-level your confidence and ignite a sense of refined "knowing" that sparks creativity and innovation.

This, in turn, enables a new set of tactics and strategies to simply fall out of you and potentially create a new standard and way of doing things that is now different and recognized by your tribe and the market.

I love watching our entrepreneurial students crush it with totally new ways of reaching customers through ingenuity and unique products and services that have never been done quite that way before.

No more copy cat... just you, your way, on your terms. Cool, huh?

Well, this next Success Signature Code is based on the system of marketing and business strategy I created when I worked in Corporate America specializing in startups.

As I witnessed the distinct cycles of business and observed the different phases of customers, I realized and clearly saw that when you position yourself against the backdrop of all the things you've accomplished, you can actually increase the speed of success.

You can enter new markets faster. Heck, you can even create new markets by creating new categories, which you can lead, all through aligning with and acting on the principles in what I call Credibility Branding.

There is a powerful section I discuss in-depth on the 3rd Success Webinar, but this is a piece you'll find only here...

Let's take the cycles of business. I have identified distinct cycles of business, markets and products.

The first stage is where you take your big seed idea and potential, your gifts, and you see how it can fit into the current market, into the current set of trends... leveraging what's hot, what's catching on.

It gives you a bigger picture, a bird's eye view, so you can adjust the nuances of your messaging, strategies and tactics to align with what the market (and your customers) are wanting.

Let's say you have a business that focuses on alternative pain relief solutions. Some of the market trends you could utilize include the new research on NSAIDs; taking these drugs (Ibuprofen, Naproxen, etc.) increases incidents of heart attack and stroke.

You could use something like this in your marketing conversion...

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Life seems to be getting even more complicated, doesn't it?

Even the go to's in your medicine cabinet are now in research studies that can potentially harm you.

Perhaps it's time to try a more natural method of addressing your chronic pain...

In fact, maybe it's time to take the word chronic out of the equation and find honest-to-goodness health....

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Success Signature Code #5:

 **You Can Access Webinar 3 [HERE](#)**

The fifth Success Signature Code is all about the **environment and support** you create for yourself.

In webinar 3 we will go even deeper into Success Code #5. Be sure to attend each webinar to maximize, customize and expand your business with each Success Code.

This Success Signature Code is where the rubber meets the road.

This is your take-action moment to ensure you are surrounding yourself with individuals who are present for you and offer ideas that completely support you.

One of my students, Scott Sergeant, found himself in the hospital with a set of shattered vertebrae in his neck. He was told he would never walk again and he'd likely lose the ability to use his arms.

Scott walked out of the hospital six weeks later.

All the doctors and nurses said it was impossible.

Now, something that Scott shared is what this Success Code is all about...

Surround yourself with individuals who are on board with what you are up to.

The minute a nurse or doctor didn't honor Scott's plan to walk again, he fired them.

For me, personally, the up-level of this success code happened the moment I engaged with a mentor and coach; someone I could lean into.

At different stages of the cycle of your business, you will need different kinds of

coaches and, in some instances, a team of them.

They might take the form of an in-person private coach... something I DEFINITELY recommend.

Also, you might start in the form of packaged coaching programs that take you step-by-step through a proven system.

We live in the most amazing age of technology that enables you to receive the highest levels of coaching at your convenience.

This brings up another important piece: investing in yourself, in support, and a coach and not just rather than trying to do this in a vacuum by yourself. When I did it, it increased the success of my business by TEN times.

To give you some perspective, here is just some of what I've invested in...

Over the years, I've invested hundreds of thousands in products (in hundred dollar increments) that have answered both broad and specific questions related to my business... addressing the pieces of the puzzle I just didn't have experience in (and allowed me to avoid the common mistakes).

I invested \$20,000 for an afternoon—just 4 hours with a mentor who added a piece to my business that changed it all. I would have ventured into the area blind, yet this specialist showed me exactly what to do and helped me understand the mindset of those we were targeting.

Those 4 hours brought in about \$1.5 million within 6 months and allowed me to maintain the strategy to this day while continuing earning millions.

I've invested tens of thousands of dollars for the privilege of being in masterminds the with leaders of our industry. I've played with them, established friendships, and built partnerships generating millions through the subtle but powerful learning gained by interacting with these industry leaders.

I invested in CEO coaches to the tune of hundreds of thousands of dollars. They showed me my blind spots and helped me to create a space of innovation and leadership, resulting in my capacity to scale my business to the tune of multiple millions.

And, when I upgraded to working with a mentor/coach, I ALSO got access to their amazing list of contacts, opening doors that weren't even there prior to working with them.

Now the question becomes how to find the right one...

The key is to find trusted business advisors who can offer perspective that you simply couldn't see or understand on your own... someone who can see your blind spots.

Coaching delivers THE information, guidance and support exactly when needed most.

My coaches revealed the "I didn't know what I didn't know," showed me the better questions to ask AND gave me the answers as well.

Here is a list of things to consider as a filter for finding the right coach and program for you:

STEP 1 Ensure Your Coach Has Achieved What You Want To Achieve

What do you want to achieve?

It might be financial achievement. Wealth is usually an important one and there are many more things a successful business achieves beyond money.

Maybe it's making a difference in a certain number of lives.

Maybe what you want to achieve is more ease and grace and peace (releasing your overwhelm and stress).

You will want to work with a coach who has achieved these very goals.

Why would you work with a business coach that is only earning an income of \$150,000 if your goal is to earn mid to high 6 figures, even 7 figures or more?

If your goal is to generate millions through your business, then you better be working with a coach who has done that.

If your goal is to reach a large audience, wouldn't it make most sense to work with someone who has achieved that same goal? They can guide you through the nuances of how that is done and have you avoid the pitfalls as well.

Step one in identifying a coach most ideal for YOU is: they have achieved what you want to achieve.

STEP 2 Make Certain Your Coach Is Well Rounded (Not A One Hit Wonder)

There are coaches I have come across who have just figured something out and then claim they are THE experts. I celebrate their win, but I wouldn't want to be coached by them.

Find out how many successes they have had over time.

And, almost more importantly, find out how many FAILURES they have had, and have overcome.

The mistakes, misses and failures are truly a key piece of the puzzle that a powerhouse coach can bring to you.

Why? Because they know what to avoid, can steer you in the right direction and share the things to watch for as you grow your business.

The one hit wonders who've only done it once simply can't see the next steps and don't know the wrong turn they might be guiding you to.

**STEP
3**

Ensure Your Coach is Able to See the Broader Picture... and See You, Too

Working with a coach who simply assigns you a bunch of tactics and says “go do this,” is not engaged at the right mindset.

In fact, it is likely that they have not activated their Success Signature Codes if they are assigning tactics without considering you, your potential, your unique gifts, and your personal strategies that will work best with your tribe.

Coaches who do that are illustrating a symptom; they are not accessing the deeper piece and are running their business from their mind instead of their deep seeded potential, their Success Signature.

You want a coach who can see the broader strategies, who can see the market opportunities and, in turn, guide you on how you might fit into those possibilities.

This coach will also “see you...” and enable you to do it your way, on your terms, with YOUR genius activated (not theirs).

**STEP
4**

Ensure They Have Actually Run a Business Which Has Scaled Over Time

Coaches who have not had the time to scale their business over time might not be able to guide you on the principles of growth you require.

You want a coach who can support you over the short term and long haul.

So engage in a coach who has experienced long-term success over years even decades.

Please answer the following questions by watching Webinar #3



Question 2 from Webinar #3:

Success Signature Code #5 is

Name some of those individuals who have supported you. What did it feel like to receive that support? How did it change you?



Question 3 from Webinar #3:

What did the "Support Attunement" I offered in Success Webinar 3 feel like? How might it change how you receive?
