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Blueprint Overview

“In 2007, after ‘breaking through’ and personally earning over \$10 million in commissions online, I launched my first Internet marketing business system called CarbonCopyPRO. The mission and intent was simple; I wanted to make my personal ‘success formula’ duplicable.” – Jay

Since 2007, countless students have gone on to apply Jay’s success formula to their everyday lives and have enhanced their quality of life. In 2012, the Toronto Star did a case study on one of Jay’s baby boomer students, Jane Ball. Check it out along with other success stories here: <http://www.jaykubassek.com/press>

Better and Better

The process of earning an income through affiliate marketing has been continually refined in an effort to create the most simplified game plan that yields the best possible longterm results. Many students have even gone on to start their own successful online communities and income opportunities that have helped transform them into millionaires. You will have the potential to change your life!

Why Have a Blueprint?

Building your digital life is metaphorically similar to constructing a brick and mortar building in that there is a specific sequence of events that leads to the final building design of the engineers. In many cases, it takes almost as long to complete the preparations and foundation as it does to erect the building. It's obvious that without a strong foundation and proper preparation – without all of the utilities and services in place – you can't even think about shingling the roof let alone opening for business.

Building a successful digital business is no different in a lot of ways. The reason the majority of first time entrepreneurs fail (about 82%) is because they don't follow a proven business plan. Success is never a guarantee, however, failure is imminent if you don't properly position yourself, establish a solid foundation and do the work required for success.

Commit to being successful and ask yourself the following:

- Are you willing to persist?
- Are you ready to be disciplined and strategic with your time, energy and resources?
- Do you want this badly enough?

Everything Matters

All the thousands of thoughts we have every day drive us toward our future. Whether it's good, bad or indifferent, our thoughts drive us. By creating positive thoughts we have the capacity to create a positive outcome – it's that simple. Don't let thoughts of doubt and fear drive you! By practicing being proactive, your mind learns to block out negative thoughts that hold you back.

You can set yourself on a course to live by the three success principles and be successful. That's how you align yourself with what you want, and it will bring you closer to your goals. You will see a world filled with new opportunities to create when you approach life in this way. There's so much for you to achieve!

Orientation & Blueprint Workshop

Introduction

Please review this introduction carefully. It is important to implement each step in chronological order in order to successfully complete this module.

As a successful entrepreneur, it is necessary to possess the ability to hold yourself accountable on all followthrough. Attending the Orientation Workshop any less than fully prepared is a recipe that rarely works. We encourage you to take the time to fully prepare yourself prior to attending the workshop, so that you will get the most out of it.

Once your Orientation Workshop is complete, we expect you to hold yourself accountable for completing assigned tasks and taking full responsibility on your followthrough. While the community of mentors is here to help, it will be your responsibility to step forward and create a path to success, for yourself. You will

be glad that you took the time to plan and prepare a proper foundation before starting to build your business.

The Workshop is infamous for a few reasons. If you have sensitive ears or are easily offended, please consider yourself forewarned. The Workshop is live, interactive, and suitable for adults. This is not something you will want to invite your spouse or partner to if they have no context for it. The purpose is singular; to wake you up to the incredible opportunity under your nose. Our suggestions are relevant and forthcoming. We are open and honest on these calls and hope that this will help move you to the next level.

Double-Check That You've Completed Every Step

You must complete each of the prerequisite steps before attending your workshop. You will not be able to participate in the workshop if you haven't completed all of the required steps. Steps that are "ongoing" are marked as such; please take note of them.

Proper Blueprint Implementation

“There are three simple strategies that I can personally trace to my own success. I embodied them as a result of studying so many other successful entrepreneurs.” – Jay

Principle 1: Define the Outcome You Desire

Successful people know exactly what they are working toward at all times. Their goal is perfectly clear in their minds. This clarity allows them to have laser like focus and lights a fire inside of them that burns so bright they will stop at nothing to get what they want. Specific goals drive specific actions to achieve those goals. It's not good enough just to know what you don't want! Define what you want, and make it as specific as possible.

Principle 2: Create an Action Plan

You are only as good as your plan. Successful outcomes are driven by solid plans. Sporting events, business goals and battles cannot be won without a plan. Most people don't have a plan because they haven't clearly defined what they want out of life.

Once you define a goal, you can form a specific plan of action to accomplish the outcome you want. Knowing that you need to make more calls in order to bring in money is not specific enough. A goal of, I want to add \$10,000 to my income this year, yields a specific plan like, I will make three calls to my business contacts every day to meet this goal. Specific actions yield specific goals.

Principle 3: Take Consistent Action

As humans, we only work as hard as we have to. We need a goal that inspires such a burning desire in us that we have to get it done to motivate us to do more. Consistent action, along with a plan to guide you, taken every day towards that ultimate goal, is what will get you there. Visualize your desired outcome, plan for

it, and work diligently to make it happen. Abraham Lincoln once said, "Give me six hours to chop down a tree and I would spend the first four sharpening the ax."

Most people in the world are what we'll call passive. They tend to just go through the motions of just getting by each day. On the other side of the spectrum are those we call reactive; they tend to fly by the seat of their pants without a plan or goal. The last portion of the spectrum is the proactive people, those who live by the three principles for success that we outlined, and actively create a path for success. Being proactive means thinking ahead and knowing what you want tomorrow, next month, and next year. By thinking this way, you hold yourself responsible for your reaching your goals and being successful.

The Power of a Lifestyle Blueprint

Introduction

Some people say that the one thing successful entrepreneurs have in common, that everyone else is missing, is guts and courage. Others say that success is based on little more than timing and luck while others believe there is a 10,000h our rule.

Have you ever wondered why some people always seem to come out ahead? No matter what they touch, it turns to gold? Have you ever wondered why some people seem to have such an effortless journey with success and abundance greeting them at every turn?

Success isn't about working harder. It's about knowing which actions to take and when to take them. It's not the sheer amount or volume of action, it's the right actions at the right time that makes the difference.

Unleashing Your Inner Entrepreneur

The process you will be learning in this part literally connects four parts of your brain, allowing them to work synergistically. By rewiring your brain, you shed old habits and patterns by thinking and acting differently. You begin to think and act like someone who already has the result you want to achieve. You'll notice all sorts of signs pointing you in the direction you want to go, in order to begin developing the meta stories you will create later on.

You'll be doing things you never had the courage to do before. You'll also notice that your financial thermostat begins to shift. What used to be considered a lot of money, all of a sudden seems like pocket change. Instead of feeling like certain things are "difficult", new paradigms will empower you to take action on your goals.

Resetting Your Financial Thermostat

Your perspective will begin to change. You may suddenly realize that most entrepreneurs shell out hundreds of thousands of dollars (of their own or investor) to start a new venture.

If you think \$20,000 is a lot of money, then for you it is; but for many it is not a lot of money. At one point I too thought \$20,000 was a lot of money. I now keep at least that much in my checking account because it makes me feel abundant.

I also used to think \$200k was a lot of money, and as long as I felt that way, I never earned more than \$60-70k a year. Only once \$200k seemed no different than what \$20,000 had felt like a year before, did I actually begin to make significant progress.

I used to dream of being a millionaire! What would it be like and what would I do with the money? I decided I wanted to hit that target by my 30th birthday, and did

so using my new found process. After reprogramming my financial thermostat, becoming a millionaire went from being a far-off dream and destination, to my reality.

Can I Do It?

The process itself isn't a secret. In fact, the basic premise of this process has been used for hundreds of years by millions of people. I'm asked all the time, "What's your secret to success in business?" The following is an exchange I had with a new student. Read carefully and see if you can pick up my logic.

Q: How do you pick up new skills so quickly? Who's your mentor?

A: No one and everyone. I learn best through observation and then I visualize the outcome I want, and then take actions based on gut instinct. Growing up, a formal education was not an option for me. I became really good at learning by myself.

Q: Is it because you are really smart and intelligent?

A: I wish. I never finished at the top of my class, ever. I was an average student and struggled to have attention and focus and I still can't spell. My IQ is barely above average.

Q: I'm not computer literate and barely know how to use Facebook. What do you suggest for people who say they're not tech savvy?

A: As an entrepreneur, you don't have the luxury of lacking necessary skills; you can learn anything you decide you must learn.

Q: I've tried several other businesses and opportunities and none of them worked for me. How is this different?

A: Two things: Entrepreneurs don't 'try' things. They make decisions, adjust, adapt, and then they make it work.

Q: Can I outsource the parts of my business that I don't like?

A: Yes, but only after you've mastered them yourself.

Q: Which one thing do you think is the most critical for a new digital entrepreneur's success?

A: A mindset that's properly programmed with success logic. Once you learn how to think and act a certain way, you can do virtually anything you decide to do.

Q: How do I get that mindset?

A: It's easier to change the world than it is your mind. People would rather work 50 or 60 hours a week for decades than spend one hour a day programming their mind with success logic. You have to really want it.

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