

WELCOME TO

# THE RISE OF THE DIGITAL CEO

3-PART LIVE TRAINING

JAMES WEDMORE'S  
**BUSINESS  
BY DESIGN**

**THE OFFICIAL COMPANION  
WORKBOOK**

[WWW.BUSINESSBYDESIGN.NET](http://WWW.BUSINESSBYDESIGN.NET)





**The following is your **Digital CEO Dashboard**  
and **Companion workbook** to the  
3-Part **Business-Transforming Series**:**

## THE RISE OF THE DIGITAL CEO

**Print out, staple, and use it for all that wonderful note-taking!**  
**And let's begin...**

For a condensed B&W version click [HERE!](#)

*Make sure to share your progress with me by tagging me on Instagram*

 [@JAMESWEDMORE](#)

## Are You Ready to RISE?!

**THIS is How You **ACTUALLY** Turn Your Expertise into a Wildly Profitable Online Business that **ACTUALLY** Operates Like a Business!**

You're here! You made it! And chances are, you're here because you WANT to make more sales with your online course or digital product, right?

Or maybe that amazing product is still in your head and you need help flushing it out! Or, maybe that product is out there, but you're not getting the sales you'd like?

Well, that's where I come in!

It's a little silly, but I've been called 'The Guy Who Gets You to 7-Figures' more than once. That's probably because I've been around a long time and have helped a lot of people, like...



**Kathrin Zenkina went from generating \$600K a year while completely stressed out to now having a thriving team and being on track to generate over \$4 Million after joining Business by Design.**

HEAR MORE OF KATHRIN'S STORY AT:  
[jameswedmore.com/kathrinsstory](https://jameswedmore.com/kathrinsstory)

**Britt Seva went from having \$20,000 launches to quitting her 9-5 job to having one of her most successful launches, generating a whopping \$638,000 in 2018, a little over two years after joining Business by Design**

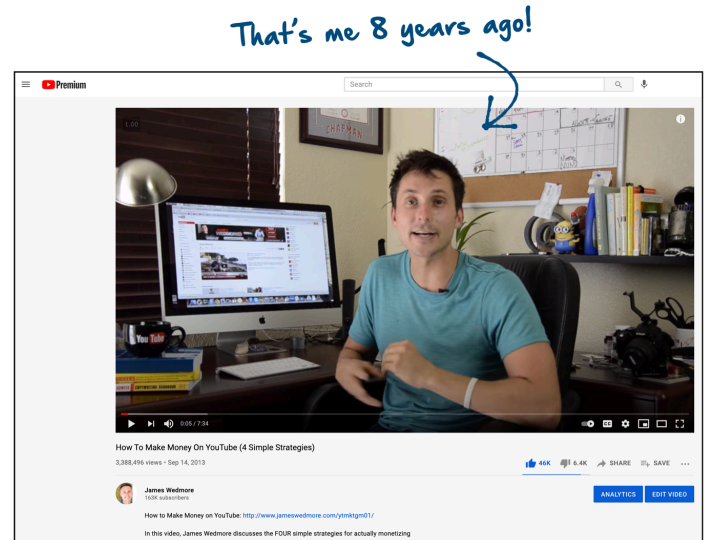
HEAR MORE OF BRITT'S STORY AT:  
[jameswedmore.com/brittsstory](https://jameswedmore.com/brittsstory)



It all started with a \$97 online course (back in 2011) teaching my passion for making videos. I took it to \$1.2 million in sales/year. And I did that with just me, an assistant, and a VA.

But I started to realize that what I accomplished was anything but common. Heck, even a lot of the people you know out there who are making sales with their digital products aren't actually profitable. Their expenses for Facebook Ads and overpriced freelancers are just as high as their revenue. And what's worse, is they are working twice as hard as when they worked for someone else.

**Does this sound like you at all?**



What I realized is that there is a BIG difference between learning how to create a course and get a few sales vs. actually running a profitable business. And if you don't learn how to run it properly, it's going to RUN you... Into the ground.

You see... Simply having an online course doesn't mean you have a business.

Having an Instagram account or a Facebook Group is NOT a business.

A launch? NOT a business (yes, even when it's profitable). Because none of those produce the one thing all successful businesses have:

Successful Entrepreneurs have all figured out a proven way to sell their product in a scalable model that produces predictable and consistent income every day whether you show up that day or not. Think about it!

Have you ever seen a successful business that didn't know how it was going to sell their products next month? Or where the founder does everything from customer support to building their own website?



The REASON so many entrepreneurs struggle and never see their dream business become anything more than a dream is because they don't **actually** think like a business owner.

## Do you want to know why 7-figure entrepreneurs become 7-figure entrepreneurs?

It's because they **make the decisions, take the actions, and do the things that 7-figure entrepreneurs do.**

And the people who **don't** grow their business are still making decisions and taking actions that failing entrepreneurs make. It's as simple as that.

How do you expect to become successful when you don't take actions that successful people take? When you take the actions of an employee...

...And **not** of The Digital CEO.

THAT'S EXACTLY what we're going to do together over these next few weeks. **I'm going to show you HOW to step into the Digital CEO Role of your business so you're equipped to create the income and impact you truly desire.** I'll introduce you to the EXACT systems and processes I've followed in the past 10 years to generate millions online with digital products.

Plus, I'll reveal the **FIVE CORE INGREDIENTS** that I bake into every business that allows it to scale without requiring you to hustle day in and day out. AND, you'll discover what it really takes to create success, abundance, and a life you've only dreamed of from the inside out.

## Here's What to do RIGHT NOW:

Mark your calendar for June 2nd, for the first of my **THREE LIVE Trainings** that will pull back the curtain and show you how business is actually done!

## Who You're Learning These Business-Growth Principles From:

In November of 2007 (yes, over 15 years ago), I had my first idea for an online course: an online school teaching anyone how to bartend. Yup. That's about all I knew how to do at the time.

It took more than 6 months of 12-hour days working myself to the bone, but on April 18th, 2008... I made my very first sale! \$199 plus \$18.99 shipping and handling. My life was forever changed.

Fast forward a few years, I ended up stepping into a bigger passion: ONLINE VIDEO. I quickly became known by most in the industry as THE Go-To-Youtube & Video Marketing Expert. Armed with a \$97 online course, I built a 7-Figure Business. I worked just a few hours a day, surfed the rest of the day, helped a lot of people, and got to make silly videos. #livingthedream

Then... I got bored.

I got that nudge that we all get. That feeling that you are meant for something more.

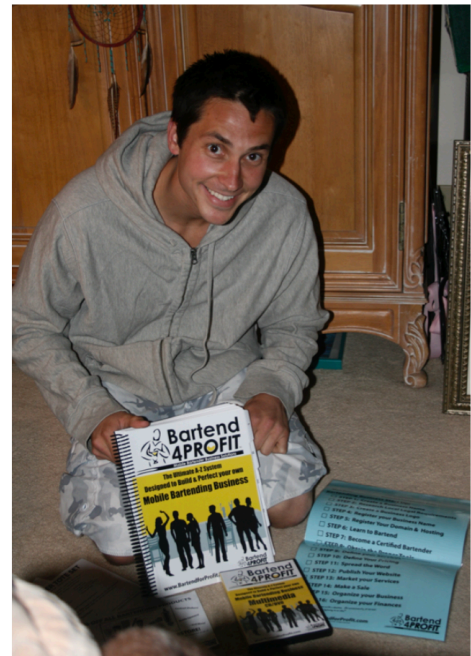
**In 2015, I launched a podcast: The Mind Your Business Podcast, started a Business Mastermind, and then released what has become my signature program: Business By Design.**

All of which was designed to do one simple thing: Teach people how to do exactly what I was able to do myself - successfully sell digital products.

In those few years, I took the business from \$1 Million in annual revenue to over \$10 Million annually.

But most importantly, we've been able to help a lot of people!

And that's me after I sold my 1st Online Product

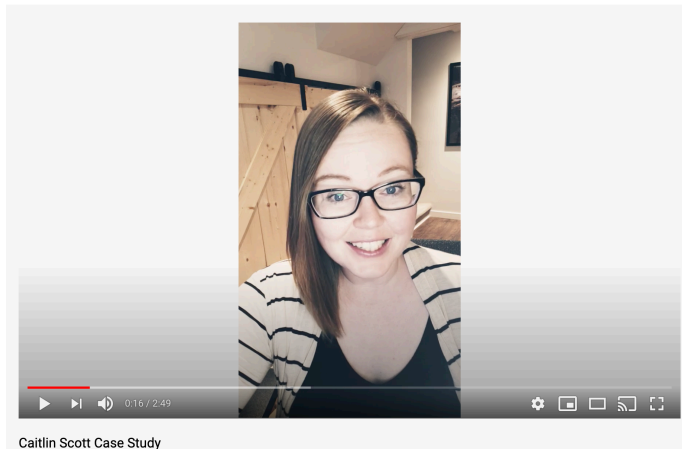


Allison Hollinger Case Study

**\*ALLISON HOLLINGER**, who took her membership from 0 students to 4,000+ Members in 2.5 years.

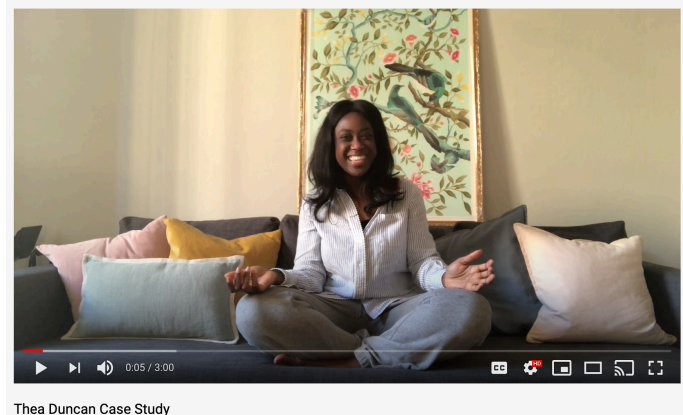
CLICK ON THEIR **\*NAMES** TO HEAR THEIR STORY!

**\*JASON BROWN**, who went from being excited about \$1,200 in sales to averaging 80K months.



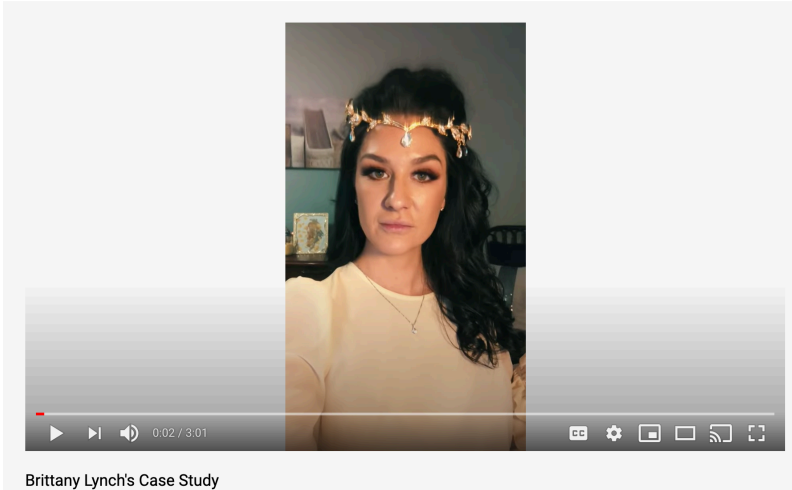
**\*CAITLIN SCOTT**, who went from being a tired, stressed, scrambling, wife and mom of 2 to 3x'ing her income in the first 4 months.

Or take **\*THEA DUNCAN**, who was put on leave during the pandemic and went from \$0-15k in her first launch, then scaled to +100K... all during the pandemic!



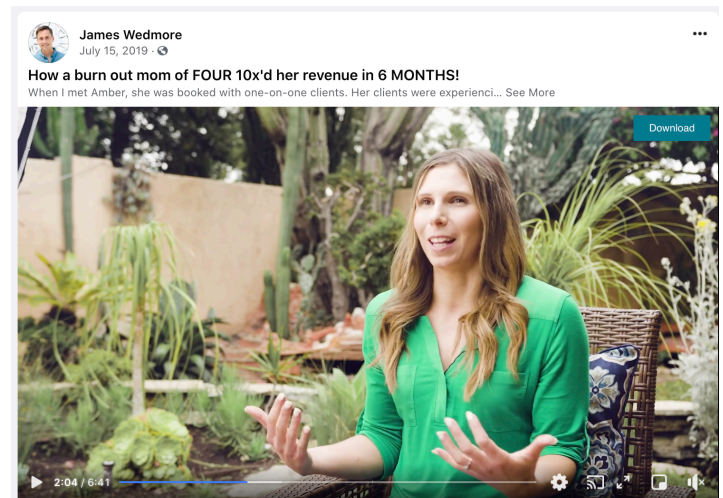
CLICK ON THEIR **\*NAMES** TO HEAR THEIR STORY!





Take **\*BRITTANY LYNCH**, on Christmas Eve of 2019, she woke up to \$4 in her bank account. 3 months later, she was totally burnt out, physically sick from stress, and on the verge of a mental health breakdown. She joined BBD in June of 2020, and just two months later, effortlessly generated \$20,000. Now, almost a year later, she is healthy, thriving, and on track to hit 6-figures in her business!

Take **\*AMBER BRUESEKE**, when I met her, she was booked with one-on-one clients. Her clients were experiencing amazing results... But this mom of four was burnt out. She felt like she had hit her limit of the number of people she could impact and help. She couldn't take on any more work without sacrificing even more time with her family... Amber will explain how, using the processes inside Business By Design, she went from confused about the launch process (how DO you do a webinar, anyways?) to putting out her first beta program and making \$10K.



She then turned around, launched it again, and made \$80K. Shortly after that, she had a \$125K launch... All in less than 6 months of joining Business by Design (crazy, right?!). A little over a year later, Amber launched her same program and generated \$390K with a \$297 offer.

Today, she is on track to generate over a million dollars in revenue in 2021!

CLICK ON THEIR **\*NAMES** TO HEAR THEIR STORY!

These stories are extraordinary BECAUSE these entrepreneurs are extraordinary. And quite frankly, I believe EVERYONE is extraordinary, including you! I have too much evidence today to see that we are UNLIMITED POTENTIAL, and every day it's simply about the choice to tap more and more into that potential to discover what we are really made of.

**These entrepreneurs were able to do that, and their businesses exploded, and now, I'm here to help YOU do the same!**

The goal is simple: by the time you complete this entire series, you'll have the practical strategies for rapid growth in your business. Not to mention the CLARITY to focus on the few things that actually DO MATTER when it comes to scaling.

### **If We Could Go to Coffee Together, This is What Would Happen:**

If I only had an hour to share the few critical factors that have made the biggest impact on the growth of my business, what I would share would be EXACTLY what you're about to consume in this free business-growth series.

SO, if you are an Online Expert, coach, speaker, author, or difference-maker looking to rapidly grow your online business so you can have a greater impact in the marketplace, this series was created specifically for YOU!

These THREE training classes will be broadcasted LIVE and the replays will be available (but only for a limited time). Make sure to block the time in your calendar and watch them at LEAST twice as soon as possible.

Here is a quick breakdown of what you'll learn by the time you complete this Live Business Training Experience:





## The Rise of the Digital CEO LIVE!

### Live Training I: The DNA of the Digital CEO

In this first training, you'll walk away knowing EXACTLY what separates the successful from the unsuccessful, and how today's Leading Experts and Authorities are taking a completely different approach to their businesses. You'll be introduced to the ROLE of The Digital CEO. The type of entrepreneur that has the clarity and confidence to focus on the RIGHT things in their business, and delegates the rest. This will help you to focus on what is actually important, and begin to ignore all the noise and distractions out there.

### Live Training II: Creating Money on Demand

In Part 2 of our training, I'll walk you through a 5-Step, Outcome-Oriented Process for creating an Irresistible Offer that you can go plug into your business for more sales right now. Imagine knowing what to sell, how much to sell it for and how to actually sell it to finally get the sales/revenue you have been craving! That's what awaits you in this training!

### Live Training III: The Five Gears of Your Business Machine

You'll discover that Successful 6 & 7-Figure Digital CEOs see their business as a MACHINE. And every Business MACHINE has FIVE Gears that make that business SCALE profitably without YOU — the Founder working day-in and day-out! Even if you are missing just ONE of these gears, you could be running into problems without even knowing it!

## The Digital CEO Dashboard

On the next page, you will find **YOUR Digital CEO Dashboard**. So, *what is it?*

Well, when you think of an airline pilot, their DASHBOARD consists of all the essential dials and knobs that help the captain fly the plane. These METRICS help tell them where they are going, what is working, and what isn't. It gives you focus, control, certainty.

### ***Do you have that in your business?***

If you don't have a DASHBOARD currently, then chances are you're going to be like a pilot without a cockpit: Flying Blind!

To keep things simple, your Dashboard is one page... With a secondary BONUS page for extra credit.

Together through The Rise of the Digital CEO Workshop, I will walk you through the process of setting up your unique Dashboard. By the time we finish the training, you'll walk away with a completed Dashboard that gives you clarity on what to focus on, and those million-dollar light-bulb moments of what you've been accidentally ignoring! Oops! This will change everything!

**This is important because...**

***What You Focus Your Energy On... Grows!  
...and You Can't Grow What You Don't Measure!***

That's why I'm keeping things simple for you! There are just a few key functions and metrics that really matter in your business. If you already know what they are, please feel free to begin filling out your dashboard now, but for more assistance and clarity, simply wait for the training, and I can assist you!

Enjoy!

# THE DIGITAL CEO DASHBOARD

MY \$ \_\_\_\_\_ / YEAR BUSINESS

## THE 3 CORE FUNCTIONS:

<p>1. _____ OF _____</p> <p>PLATFORM:</p>	<p>2. _____ OF _____</p> <p>LIST BUILDING STRATEGY:</p>	<p>3. _____ OF _____</p> <p>SALES SYSTEM:</p>
R:	R:	R:

## MY ONE OFFER:

PROMISE	PROCESS ONLINE COURSE MEMBERSHIP GROUP COACHING 1-ON-1 OTHER: _____	PRICE
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## MY ONE SALES SYSTEM:

MY SALES SYSTEM	REGISTRANTS NEEDED	E.P.L.
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# THE DIGITAL CEO DASHBOARD

**BONUS:** \_\_\_\_\_

PROMISE	PROCESS	PRICE

**12 MONTHS TO MY \_\_\_\_\_/YEAR BUSINESS**

<b>Q1</b>	OFFER: _____	SALES SYSTEM: _____	= _____
<b>Q2</b>	OFFER: _____	SALES SYSTEM: _____	= _____
<b>Q3</b>	OFFER: _____	SALES SYSTEM: _____	= _____
<b>Q4</b>	OFFER: _____	SALES SYSTEM: _____	= _____

**I KNOW I AM OPERATING AS THE DIGITAL CEO  
MY BUSINESS NEEDS WHEN...**

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MAKE SURE TO SHARE YOUR  
PROGRESS WITH ME BY  
TAGGING ME ON INSTAGRAM  
@JAMESWEDMORE

## Live Training #1: The DNA of the Digital CEO

In this first live training, I'll introduce you to the model, the strategy, and the WAY of The Digital CEO. You'll begin to notice that today's Digital CEOs are building their businesses differently. They know what to focus on... And what to ignore.

By the time you finish this first workshop, you will have a clear understanding of what has been missing, and what you can begin to do differently to start selling more of your digital products!

### 1. What are the 3 things 7-Figure CEOs do differently to become 7-Figure CEOs?

*(Fill in the following blanks)*

They make the \_\_\_\_\_, take the \_\_\_\_\_, and do the things that 7-Figure Digital CEOs do.

There are FIVE types of entrepreneurs determined by the role they fill, and as you already know, it's the role that determines the results.

***So, where do you find yourself on this scale?***

ROLE	IMPACT
Digital CEO	+ 10
The Overworked, Underpaid Employee	+ 1



2. What has brought you to the ROLE that you are in now? What are the things in your business that are holding you back from elevating your role to that of the Digital CEO?

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3. What specifically would change in your life if every action and decision you made shifted to match those of the successful people that you currently look up to? (Be specific).

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SHARE YOUR BUSINESS  
BREAKTHROUGHS AND  
AHA'S WITH ME BY TAGGING  
ME ON INSTAGRAM  
@JAMESWEDMORE

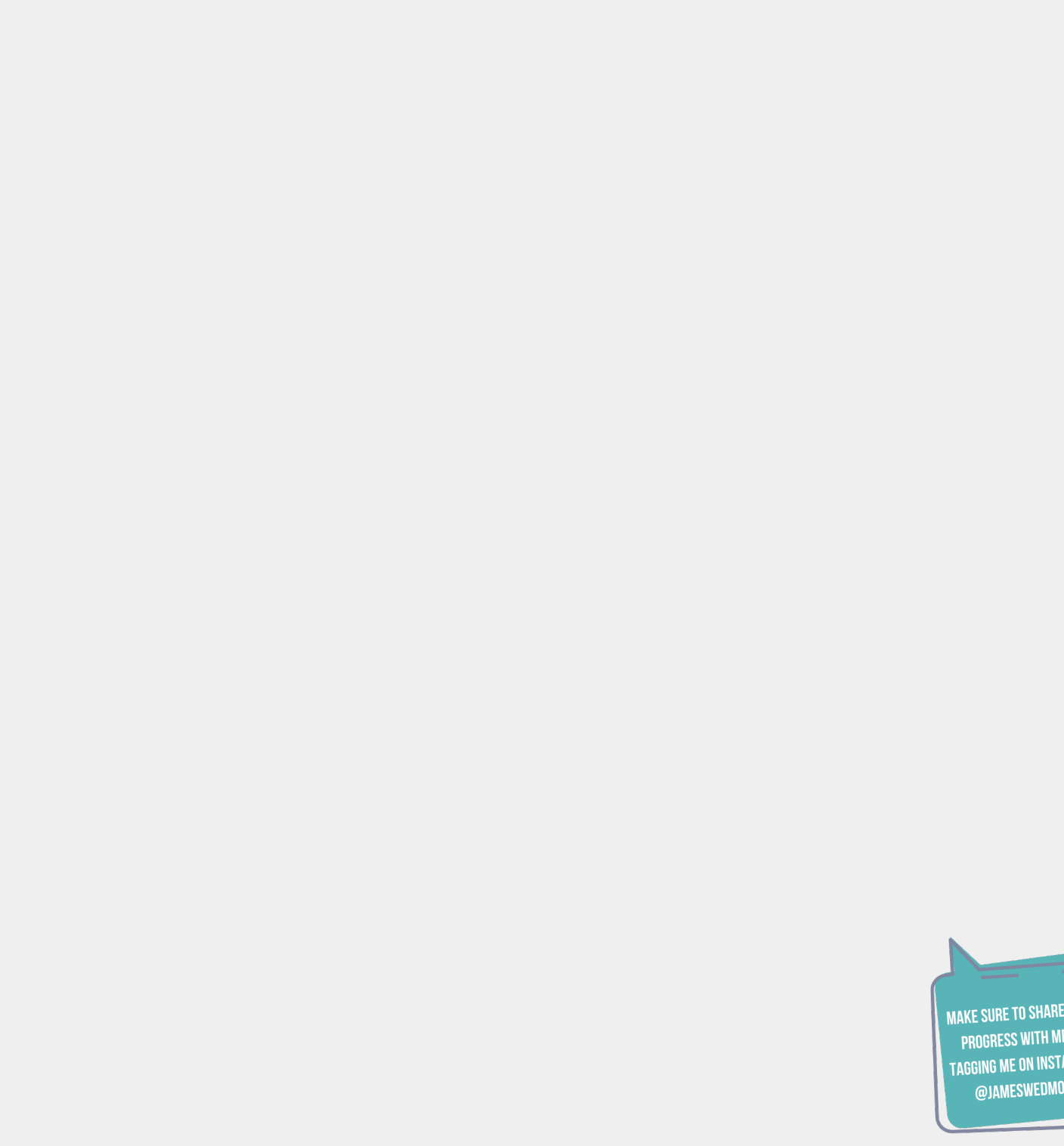


HEAR ABOUT HOW ONE MEMBER STARTED WITH NO LIST  
AND NO PRODUCT, AND GREW HER MEMBERSHIP HERE:

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/227](http://WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/227)

**NOTES:**

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## Live Training #2: Creating Money on Demand

As Stephen Covey infamously said, "Begin with the End in Mind." And that's exactly what we are going to do! Following our simple process, we will walk you through an outcome-oriented approach to unlock the Irresistible Offer within and a plan for getting it out there!

***"Your Offer is NOT the Same as Your Product"***

### The 3 ESSENTIAL Ingredients to Your Irresistible Offer

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

1. Your PROMISE is the \_\_\_\_\_ you solve, for whom, and the \_\_\_\_\_ you make possible. It's the TRANSFORMATION.

What is the result your offer promises?

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2. The **PROCESS** is the \_\_\_\_\_ in which that problem gets solved, like through the service you deliver or your online course. And notice it is secondary to the Promise. People need to know what your product will do for them before they ever care about how you do it.

What process will you utilize to deliver your promised transformation?

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3. Your **PRICE** plays a vital role in crafting your offer and making it \_\_\_\_\_. For starters, price is relative, if people don't have something to compare your price to, they're likely to come to the conclusion that your price is too expensive or they can't afford it, no matter what price you choose.

And when you offer higher prices, it doesn't just increase your revenue, it allows you to create more impact too because you actually have the **TIME** to help people instead of running around doing all the things yourself.

Higher  = More \_\_\_\_\_ & \_\_\_\_\_





What in your life would change if you could create an impact in more people's lives  
AND do it without having to worry about your business?

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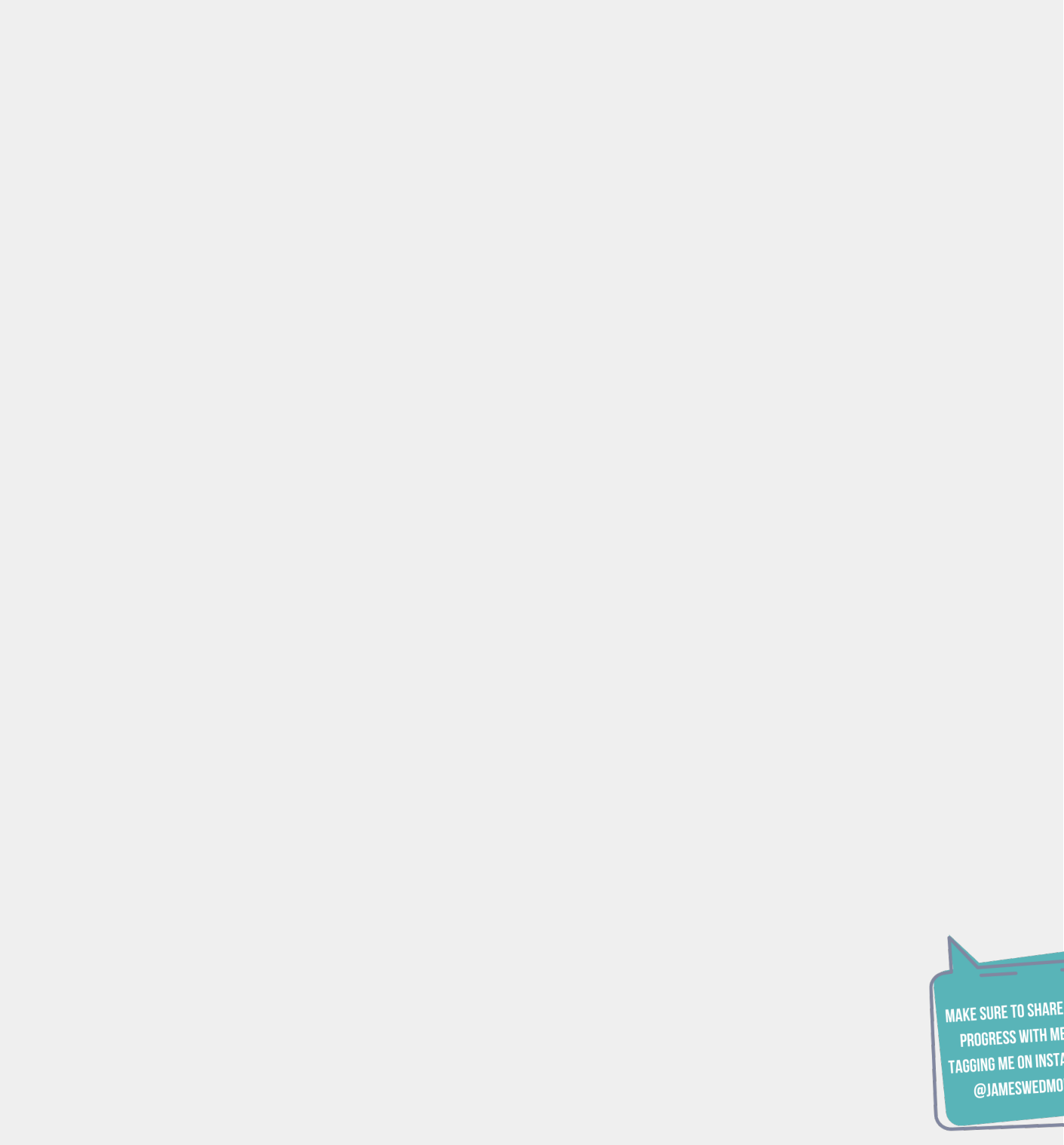
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LEVELS OF VALUE DISTRIBUTION	
1	Done-for-You
2	
3	Done-with-You
4	
5	

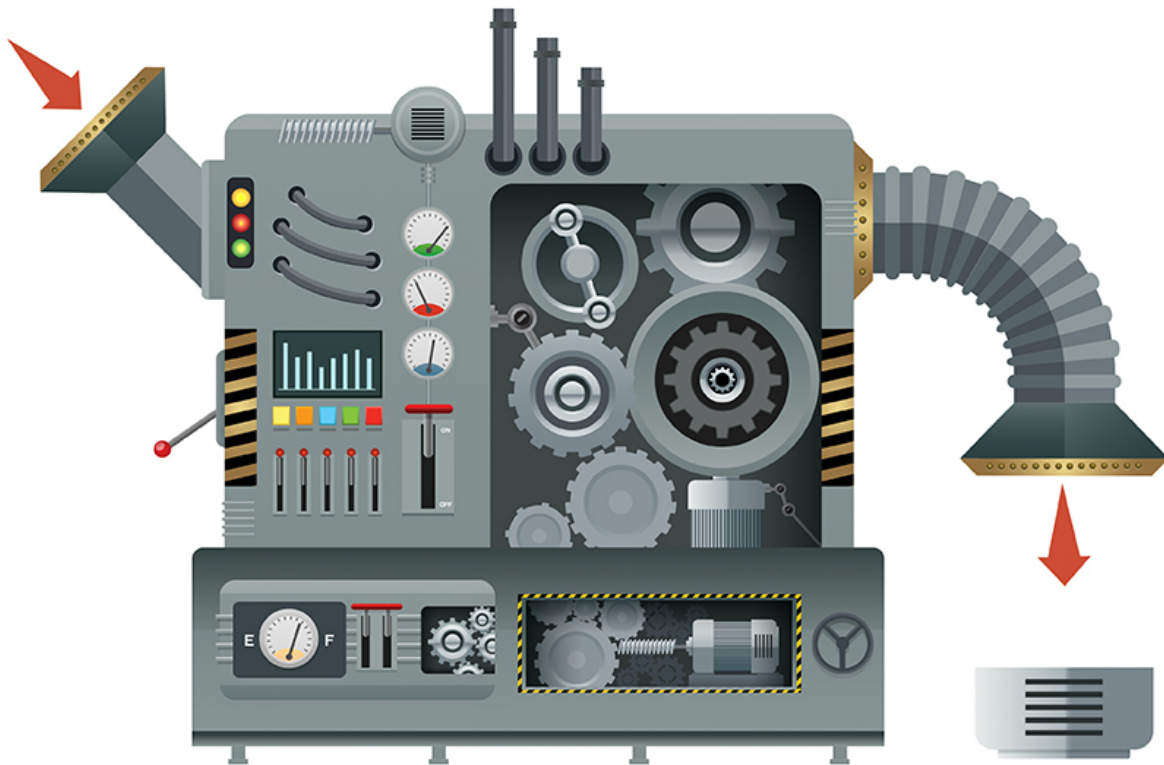
**NOTES:**



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## Live Training #3: The Five Gears of Your Business Machine

You'll discover that Successful 6 & 7-Figure Digital CEOs see their business as a MACHINE. And every Business MACHINE has FIVE Gears that make that business SCALE profitably without YOU — the Founder working day-in and day-out! Even if you are missing just ONE of these gears, you could be running into problems without even knowing it!



The FIVE Gears You Can Leverage in Your Business Machine:

⚙️ Your irresistible offer

⚙️ \_\_\_\_\_

⚙️ \_\_\_\_\_

⚙️ \_\_\_\_\_

⚙️ \_\_\_\_\_

⚙️ \_\_\_\_\_



**HEAR BBD MEMBER, TEKESIA'S STORY OF GENERATING \$390K WITH IRRESISTIBLE OFFERS HERE:**

▶ ▶ ▶ [JAMESWEDMORE.COM/TEKESIASTORY](https://www.jameswedmore.com/tekesiastory)

⚙️ Gear #2: \_\_\_\_\_

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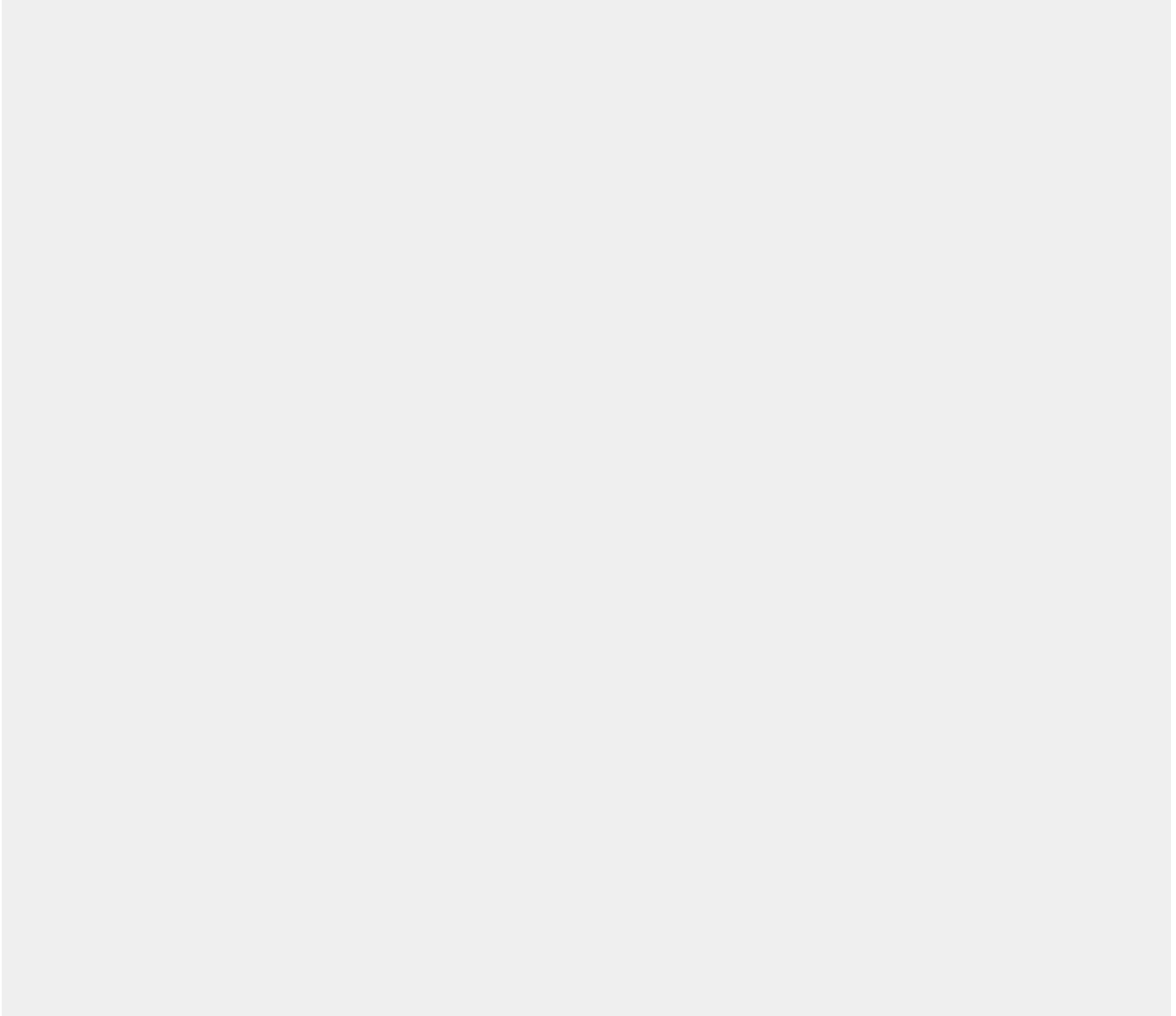


**HEAR HOW ONE BBD STUDENT CREATED 6-FIGURES IN 6 MONTHS  
WITHOUT A WEBSITE HERE:**

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/476](http://WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/476)



⚙️ Gear #3: \_\_\_\_\_



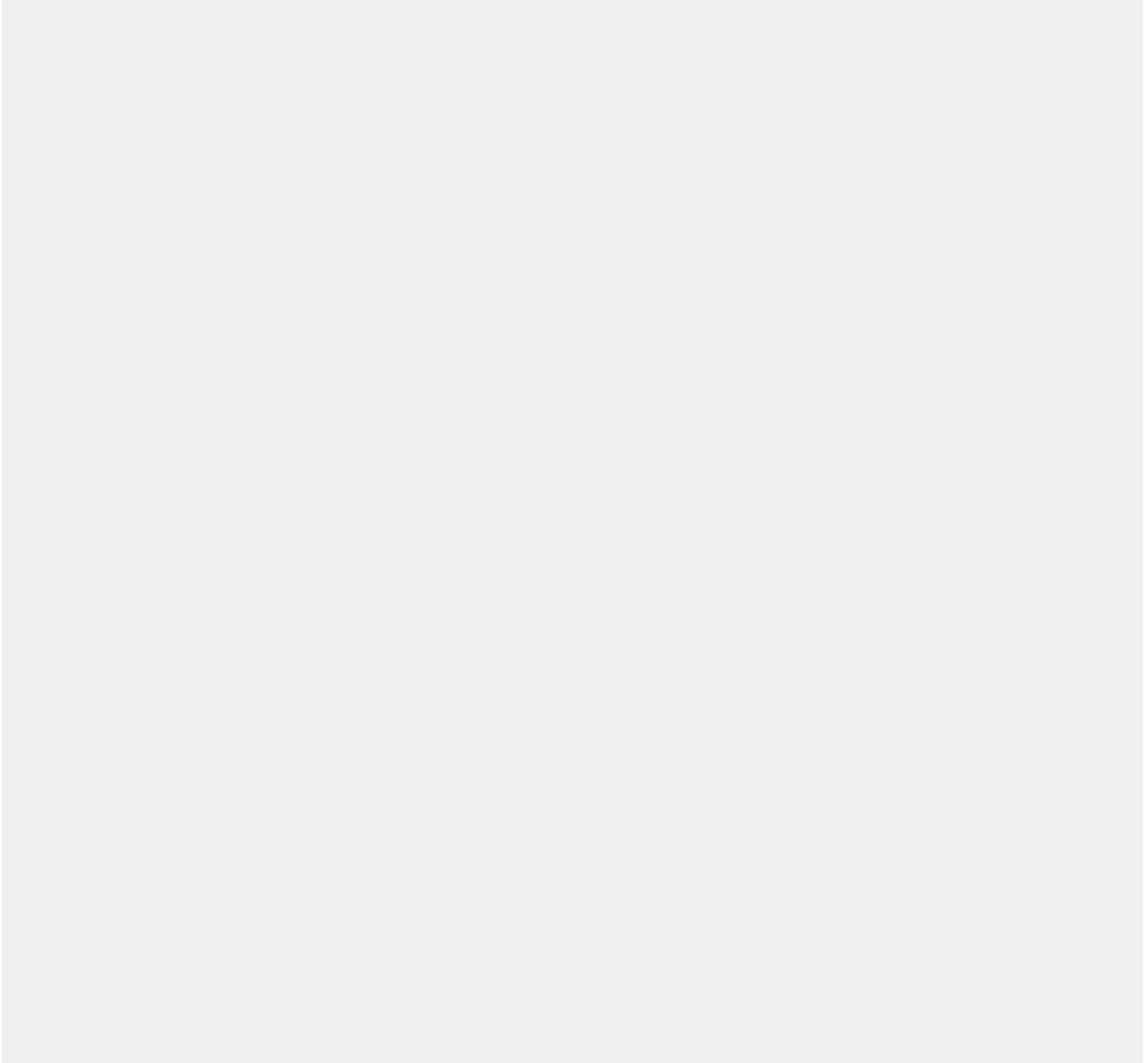
**HEAR HOW ONE BBD MEMBER WENT FROM NO AUDIENCE TO BUILDING A THRIVING ONE HERE:**

▶ ▶ ▶ [JAMESWEDMORE.COM/CHRISSTORY](https://www.jameswedmore.com/chrisstory)

**HEAR MORE ABOUT STEPPING INTO THE LEADER YOUR BUSINESS AND AUDIENCE NEEDS HERE:**

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/410](https://www.mindyourbusinesspodcast.com/blog/410)

⚙️ Gear #4: \_\_\_\_\_



**HEAR HOW TWO MEMBERS SCALED THEIR BUSINESSES BY CREATING  
A PRODUCT PATH HERE:**

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/258](http://WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/258)

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/464](http://WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/464)

⚙️ Gear #5: \_\_\_\_\_

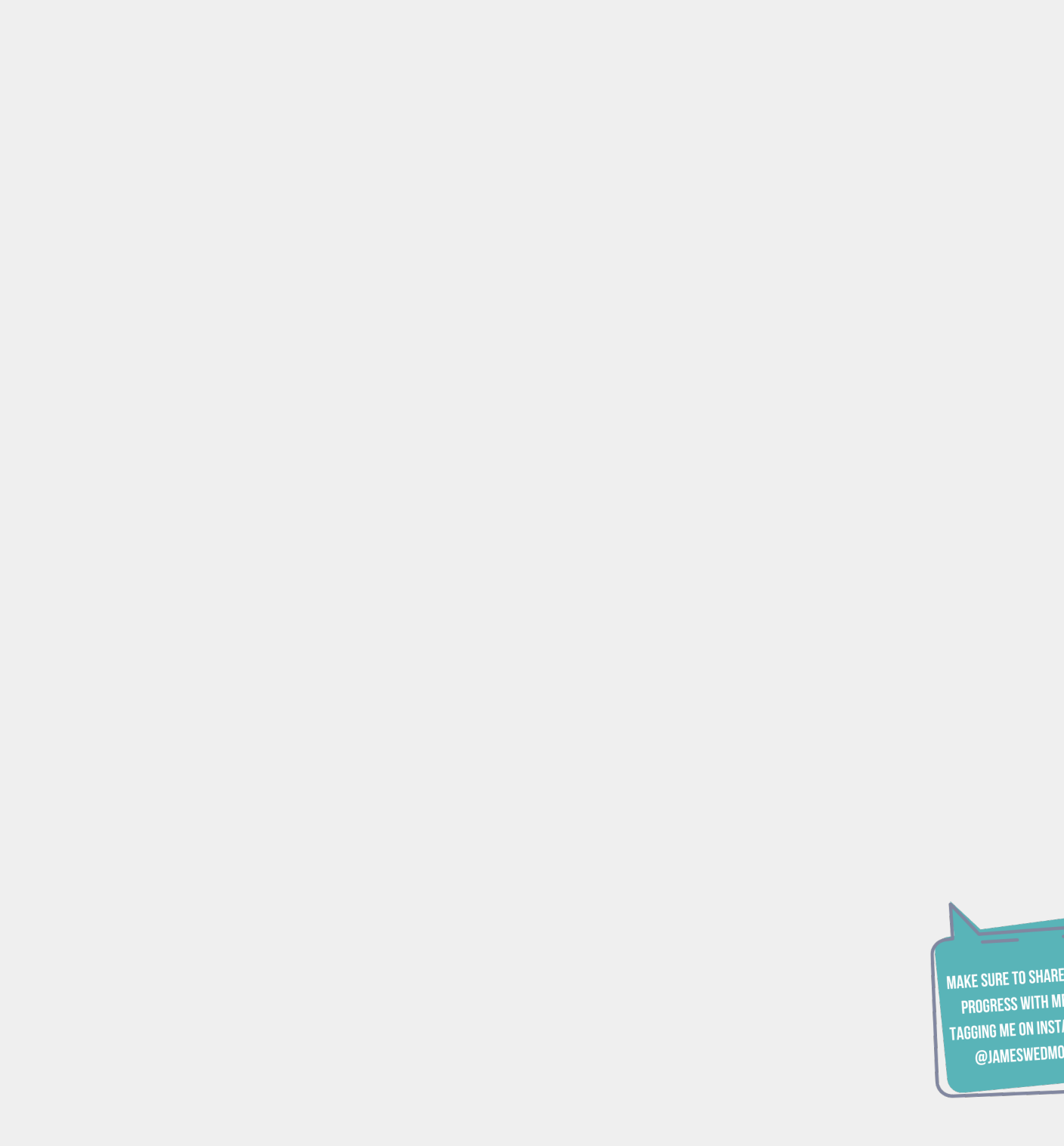


**HEAR MORE ABOUT HOW TO LET GO OF "BUSY" TASKS THAT AREN'T CREATING REVENUE IN YOUR BIZ SO YOU CAN STEP INTO THE ROLE OF THE DIGITAL CEO AND UNLOCK YOUR FULL POTENTIAL HERE:**

▶ ▶ ▶ [WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/269](http://WWW.MINDYOURBUSINESSPODCAST.COM/BLOG/269)

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