



## Welcome to the Own Your Bold® Influence Challenge!

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## Pre-Challenge: Clarify Your Bold Goal

“Whatever you can do or dream you can,  
begin it; Boldness has genius, power,  
and magic in it.”

- Goethe

Your bold goal is something that you know deep inside its time to do, but you haven't yet. Often you don't know how or have fears and doubts that are holding you back. **By claiming your bold goal in the Own Your Bold® Challenge you will activate a powerful momentum that will propel you forward.** Be brave, be courageous, find a way to “bold up” and commit to it.

You may have more than one bold goal, or have several bold moves to make as part of a big vision. Feel free to write them all down in the notes section. During the challenge, **focus on the one bold goal that has the most energy around it!**

Once you've claimed your bold goal for the challenge, **take a few minutes to write out WHY it's important to you.** Your why is a motivational force. If you are clear why you are doing something – basically what's at stake – then it's 100 times easier to stay focused and not get distracted! Your why might be financial, or it might be tied to your purpose. Make sure its compelling!



**My Bold Goal for the Challenge is...**

**Why this goal is important to me....**



## Day 1: Own Your Bold®

“The mind, ever the willing servant, will respond to boldness, for boldness, in effect, is a command to deliver mental resources.”

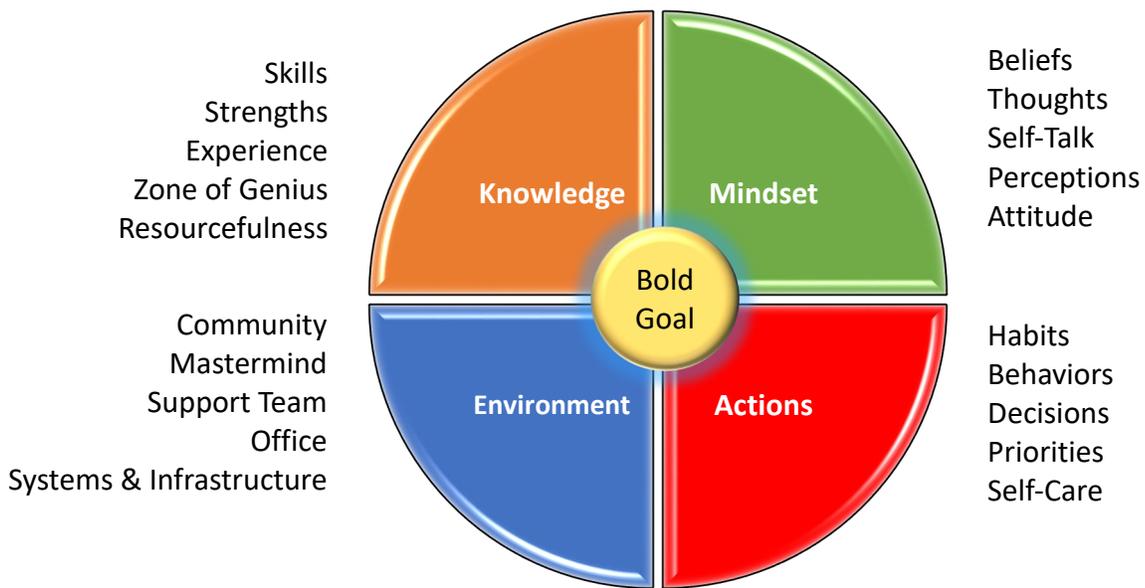
- Norman Vincent Peale

In day one, we'll go through the Success Compass, which is a tool to help you get clear what you need in order to be able to pull off your bold goal. As you listen to the Day 1 video, see if you can identify what factors you need in each of the four pillars. Once you've written them all down, highlight the top 2 – 3 that you will focus on during the challenge.

Be sure to circle back to your Success Compass once a month to review what you need to achieve your bold goals! Your needs change as you evolve and it's helpful to stay present to what needs to be improved.



Exercise: Success Compass



Next, write in your unique factors for each of the four pillars. Be sure to highlight your top 2 – 3 that must be tackled right away in order to pull off your bold goal!



Knowledge Leveling Up:

Mindset Leveling Up:

Environment Leveling Up:

Action Leveling Up:



My Top Success Factors I will focus on immediately are:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Next Steps

Post now in the [Amplify Your Success Community](#) what your 2 – 3 Success Factors are that you will focus on first.



## Day Two: Influence Platforms

“Never underestimate the power of dreams and the influence of the human spirit. We are all the same in this notion: The potential for greatness lives within each of us.”

- Wilma Rudolph

### The Influence Trifecta

The strategy aligns with your strengths (so you can rock it), is being used by your ideal clients, and positions you as an industry leader and authority.





**Exercise: Identify Your Best Influence Platform**

Rate each platform strategy against your strength, who your ideal clients are and what will allow you to share your message and stand out. Once you rank each options, total your score. Remember, this isn't a definitive score but a helpful way to evaluate your options.

Platform	Strengths	Ideal Clients	Authority	Total Score
Host a Podcast				
Video Show				
Speaking on Other People's Shows/Stages				
Hosting Your Own Live Events				
Author a Book				
Write for Highly Visible Platform				
Leadership Position				

**Next Steps**

Post now in the [Amplify Your Success Community](#) what your # 1 Influence Platform will be (if you already have it, how can you improve it?)



## Day Three: Leverage Points

“If it doesn’t scare you, you’re probably not dreaming big enough.”

- Tory Burch

Leverage is by far the fastest way to accelerate the achievement of any goal. With leverage, the idea is to multiply your outcomes. Each of the leverage points we cover in Day 3 have the potential to skyrocket your business – but the key is to use the right one at the right time.

High Payoff Activities	Relationship Marketing	Implementation Support	Leveraged Offerings
<ul style="list-style-type: none"> <li>• What activities accelerate desired results?</li> <li>• What generates revenue fast?</li> <li>• What gives me energy?</li> </ul>	<ul style="list-style-type: none"> <li>• Who are the colleagues who serve a similar audience?</li> <li>• What are the masterminds I'd like to join?</li> <li>• What communities can I tap into?</li> </ul>	<ul style="list-style-type: none"> <li>• Hire the team that takes you to next level</li> <li>• Delegate tasks you don't have time for</li> <li>• Outsource what you don't do well</li> </ul>	<ul style="list-style-type: none"> <li>• What offerings could I create (or change how I deliver) for:</li> <li>• Group Programs</li> <li>• Workshops</li> <li>• On Demand Training</li> </ul>



**Exercise: List Your Leverage Factors**

Make a List of Your Top 3- 5 High Payoff Activities

What Relationships Would You Like to Leverage?



What are 3 Tasks You Could Delegate to Free Up Time?

What's One Offering You Could Leverage Your Time Around?

Now, what's the #1 Leverage Factor I'll focus on first?

### Next Steps

Post now in the [Amplify Your Success Community](#) what your main Leverage Factor is and how you will put it into action!

### Resources Mentioned

[Build Your Dream Team](#)

[Amplify Mastermind Application](#)



## Day Four: Power Up

“There’s a difference between interest and commitment. When you’re interested in something, you do it only when it’s convenient. When you’re committed to something, you accept no excuses; only results.”

- Kenneth H. Blanchard

Day four is all about powering up. One of the biggest barriers to action is when you lack clarity on what to do next. For this exercise, make a list of all of the projects that are swimming around in your mind. Then, prioritize them using **The Amplify Prioritization Matrix**. **Move your Quick Wins and High Priority Gems to your Action Items for Get It Done Day!**

### Exercise: List Your Projects

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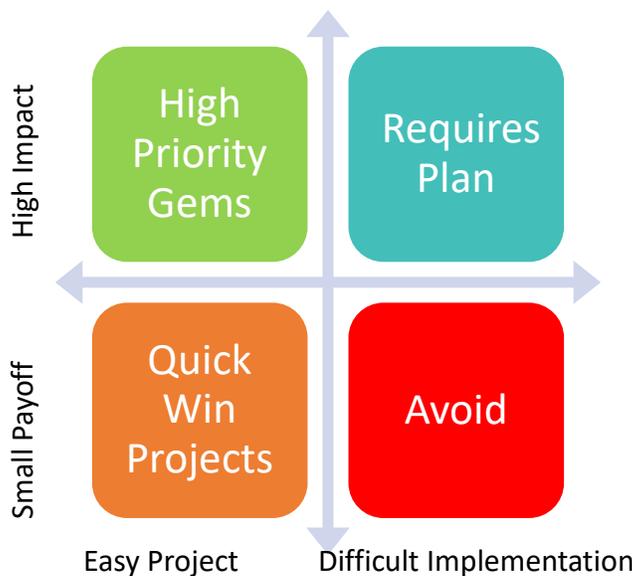


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Amplify Prioritization Matrix



Categorize your projects in the boxes below. Remember to focus on a Quick Win or High Priority Gem for the Bold Goal Challenge.



<b>High Priority</b>	<b>Requires Planning</b>
<b>Quick Wins</b>	<b>Avoid</b>

**Next Steps**

Post now in the [Amplify Your Success Community](#) what your priority project will be.

**Resources Mentioned**

[Team Work Project Management Tool](#)

[Amplify Mastermind Application](#)



## Day Five: Get it Done

“The mark of a great [person] is one who knows when to set aside the important things in order to accomplish the vital ones.”

- Brandon Sanderson

For our wrap up day, this is your chance to move your bold goals and ideas into actual results. If you are doing this session live during the challenge, we’ve got two steps.

1. Kickoff – Listen in to today’s kick off session getting into action.
2. Check in & Update – share what you accomplished!

Block out some time to work one of your action items into completion. It might be helpful to focus on just one small task that will kick off some momentum. Or, if you’ve blocked a whole or half day, tackle a bigger project!

If nothing else, take a few minutes today to organize your bold goal into action steps. This one step will help you have clarity that leads to confident, intentional action.

Remember, chunk down your action steps if you feel overwhelmed. That means break them into smaller steps that you can complete in one sitting.

Here’s an example:

**My bold goal is to publish a best-selling book.**

Now that’s a big goal with lots of smaller steps, right?



Break it down into smaller projects like:

- Brainstorm 20 possible book titles
- Brainstorm elements of my book (and write on index cards or sticky notes)
- Outline book
- Write book proposal (if going for a traditional publisher)
- Hire editor to proof book
- Write each chapter
- Write back cover blurb about book
- Find high profile person to write my forward
- Get publisher
- Hire graphic designer for cover art

You can see there are a lot of little steps. Pick one or two to work on and finish ONE during the get it done day.

Here's another example:

If your bold goal was to make phone calls to potential partners, you could make a list of all the people you wanted to call, outline your talking points, and literally pick up the phone and make those calls!

### Next Steps:

Post in the morning what your focus will be for Get It Done Day in the [Amplify Your Success Community](#). Then come back later in the day and share what you accomplished.



## Wrap Up: Celebrate Wins

“Successful leaders see the opportunities in every difficulty rather than the difficulty in every opportunity.”

- Reed Markham

Congratulations!!!! Can you feel the energy that making a bold move has given you?

You might feel more inspired, more clarity or more momentum. Maybe you surfaced what you really want to be focused on right now. That may have brought up the need for help. That’s totally normal.

The last step in the Own Your Bold® Influence Challenge is to celebrate your wins and anchor in your support systems for achieving your bold goals. Be sure to join the **Own Your Bold® Wrap Up Session** (hosted on the Monday after the challenge week. You’ll receive a special invite email to register.)

Be sure to keep the momentum going – and align with others who are ready to make bold moves and amplify their success! One of the best ways I’ve ever found is to work with a coach in a mastermind of your peers. If you’d like to explore if the Amplify Mastermind is right for you, be sure to apply (I limit the participants so don’t wait!)

Keep playing bold my friend!

Melanie