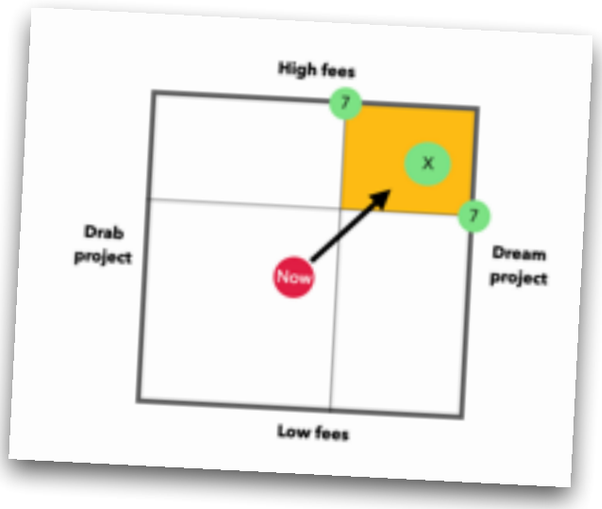
LET'S DO THIS!

1. Focus
2. Select
3. Value
4. Lead
5. Meet
6. LCC
7. Refer
8. Promo
9. Circle

SIX-AI ROAD MAP

SIX
SUNSHINE ISLAND EXPRESS

Plot your current and desired position on the Archville quadrant



High fees

Drab project

Dream project

7

7

New quarter

Sunshine Island

Artist quarter

Old quarter

Low fees

Market

The top 20% projects and people you want. If you win more of these then your Business and life changes for the better.

Message

Your offers that help your top 20% people

Media

The channels you use to get your message to the right people

1. Focus

Intentionally design your life, business then 90 day goals, backwards from a successful end vision (same way you design a great space)

2. Select

Identify the RIGHT projects and the RIGHT clients that will take your business to the next level. This will be the focus on your SIX-ai client attraction system.

3. Value

Position yourself as the #1 option.

If you cant say you are the best design lets become the #1 provider or tools resources and coaching for anyone doing a x project.

4. Lead

Become the pre eminent thought leader for your niche. Offer to solve your top 20% clients early problems

Planning pack, spreadsheets, cheatsheets, flowcharts, calculators, questions, articles, opinions and interviews.

5. Meet

Free or paid initial meeting

6. LCC

Paid pre design research that ensures better design and reduces project risk, like a doctor doing a diagnosis before an operation. A common sense part of any consultative process. What serious client wouldn't do this step?

7. Refer

Architecture is a referral business so you are only as good as your referral network. Form a referral list of people who can refer you top 20% projects and build stronger relationships with them monthly.

8. Promotions

Test other ways to reach your top 20% clients - double down on what works.

9. Circle

People will move ahead when THEY are ready, so you'll need to stay in touch, nurture and add value with all your subscribers by answering questions and solving their big early problems.

SIX-ai Project Winning Process

Market

Identify your top 20% the projects/clients who will take your biz to the next level.

Top 20%

80%

Media

Identify what how your top 20% can be reached. Start with referral networks.

1 Dirty 30 newsletter

2 Emails to your lists

Client Journey

3. Creating content

4 SM Networking

Your Helping Process

4 Website

5 Fliers

6 Advertising

Message

Offer niche relevant tools, resources, advice to attract your top 20% each month

OFFER Monkeys

Content

(Steps 4)

AMI builds your landing page and delivery system on the Sunshine Island app

OFFER ATE

Free meeting

(Steps 5)

AMI builds your landing page & appointment booking system on the Sunshine Island app

OFFER LCC

Paid advice

(Steps 6)

AMI builds your landing page & appointment booking system on the Sunshine Island app

Design

Make referrals, photos and testimonials part of doing business with you.

WIN Design Contract

SIX
SUNSHINE ISLAND EXPRESS

SIX-ai Project Winning Process

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Message

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Design

Make referrals, photos and testimonials part of doing business with you.

Client Journey

Information gathering → *Wants general feedback* → *Wants specific feedback* → *Wants to hire designer*

Your Helping Process

OFFER Monkeys → OFFER ATE → OFFER LCC → WIN Design Contract

Content (Steps 4)

Free meeting (Steps 5)

Paid advice (Steps 6)

AMI builds your landing page and delivery system on the Sunshine Island app

AMI builds your landing page & appointment booking system on the Sunshine Island app

AMI builds your landing page & appointment booking system on the Sunshine Island app

SIX
SUNSHINE ISLAND EXPRESS

'If you are going to be a champion

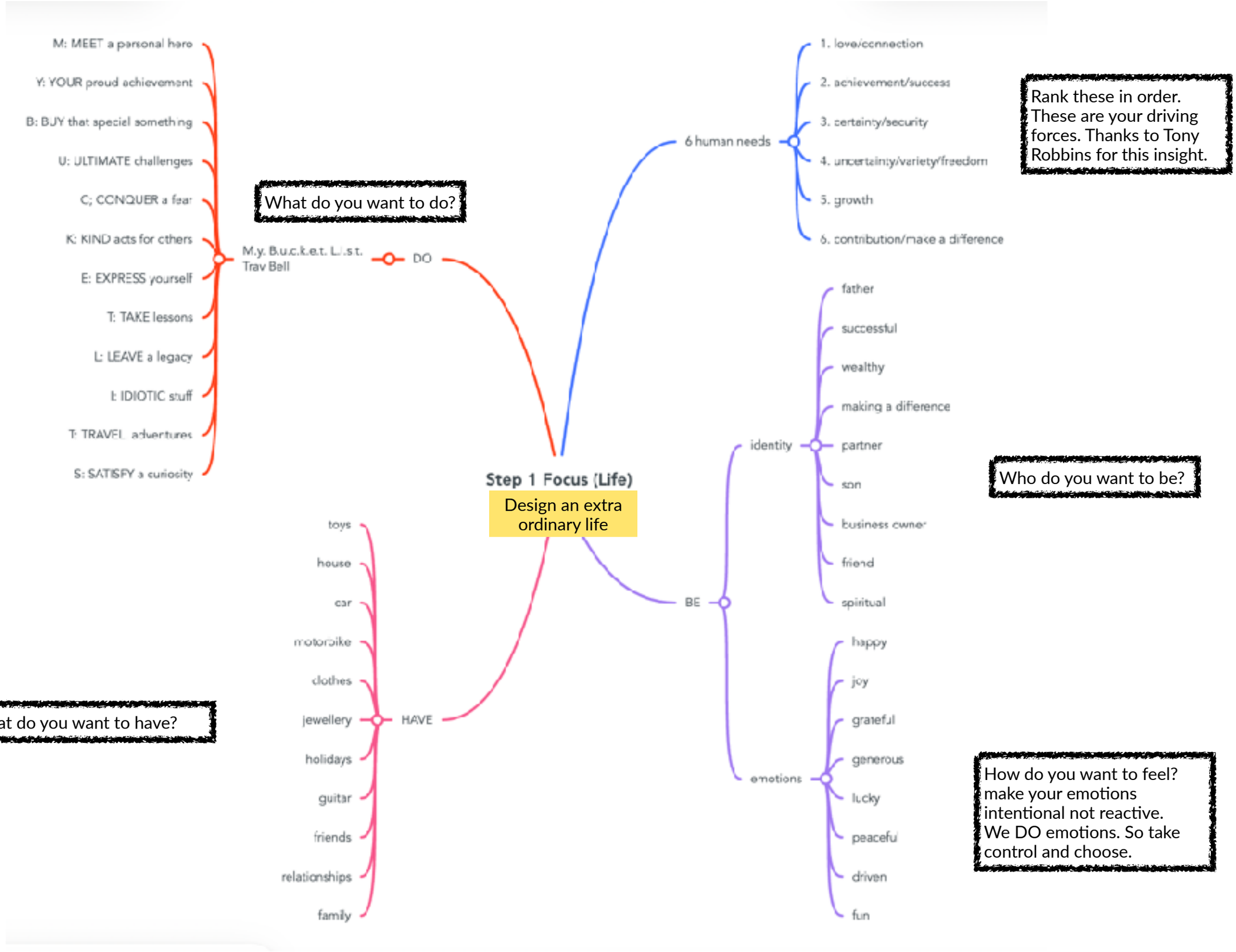
you have to think like one first'

Step 1

1. Focus

Step 1
Focus

DESIGN YOUR **DREAM LIFE**



Step 1
Focus

DESIGN YOUR **DREAM BUSINESS**

Step 1 Focus (Business)

Design an extra ordinary business

- philosophy
  - biz is a vehicle for life
  - no one wishes they worked more on deathbed
  - some die at 55 and retire at 65
- K.P.I.s
  - revenue
    - now
    - 90 days
    - 24 months
  - profit
    - now
    - 90 days
    - 24 months
  - days off
    - now
    - 90 days
    - 12 months
  - # of projects
    - now
    - 90 days
    - 24 months

You get what you measure!

- Archville
  - ability. /10
    - now
    - 18 months
  - projects /10
    - now
    - 18 months
  - income /10
    - now
    - 18 months

Rate yourself now and in 18 months

See following page

- dream biz spectrum
  - days working
  - generalist----specialist
  - local----global
  - small projects----large
  - no staff ---- lots of staff
  - home office. ------ office
  - by referral only. ----- marketing
  - secret ---- famous
  - clients dont care ----- client value great design

Step 1
Focus

DESIGN YOUR **DREAM BUSINESS**

1 day pw — 7 day pw

Generalist — Specialist

Local — Global

Low fees — High fees

Small projects — XL projects

No staff — Many staff

Home office — Office

By referral — Marketing

Secret — Famous

Clients don’t care — Clients love design

Create other spectrums that are even more important to you these are just examples

Step 1
Focus

3 YEAR MASTERPLAN

1. Put this worksheet in a highly visible place to see your Vision, Goals, Projects and Actions on one page
2. Review this sheet each Monday. Add a new set of weekly actions with a Post-It note in the bottom right section.
3. Redo this Master Plan every 90 days or sooner if you complete your projects faster.

3 Year Vision

Why

1 Year Goal

Why

90 Day Projects

7 Day Actions

Step 1
Focus

YEAR PLANNER

Step 1 Brainstorm all possible projects

Step 2 Choose the best projects then put them in the order you will implement

Step 3 Schedule the best projects into the project planner below (focus on quality)

Q1 Focus

Month 1	Month 2	Month 3

Q2 Focus

Month 4	Month 5	Month 6

Q3 Focus

Month 7	Month 8	Month 9

Q4 Focus

Month 10	Month 11	Month 12

Step 1
Focus

90 DAY ACTION PLAN

Action	Who	When	Resources Needed	Tick

'Choose your clients and projects

...before they choose you'

Step 2

2. Select

Step 2
Select

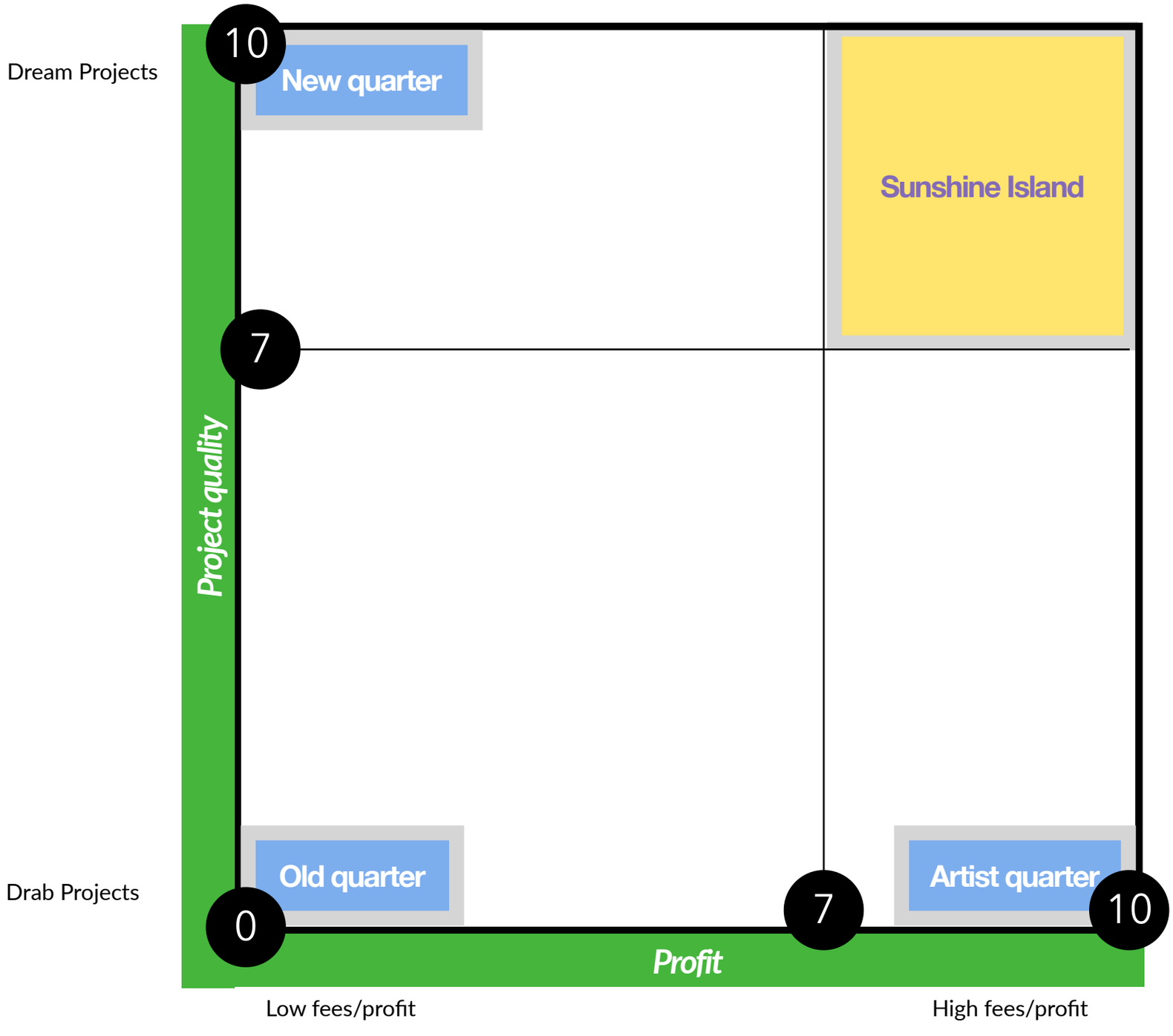
FAST TRACK **80-20 EXERCISE P1/2**

Step 1	Step 2 Profitability/fees	Step 3 Enjoyment
e.g. Petrie Project	9	9

List and rate all past projects out of 10 for fees and enjoyment

Step 2
Select

FAST TRACK **PLOT ON CHART P2/2**



Step 2
Select

SELECT YOUR **TARGET MARKET**

SPECIFIC STYLE SPECIALIST
Modern
Traditional
Simple house design
Detailed homes (elaborate designs)
Transformable housing
Tiny Houses (mobile homes)
Luxury design
Villa specialist
Artistic homes
Beach front
Art Deco
Apartments
Magic homes (secret doors)

SPECIFIC METHOD SPECIALIST
Designed using your own unique design methods - hint, create new category
Passiv Haus
Feng Shui
Adaptive reuse
Super homes

MATERIAL SPECIFIC SPECIALIST
Pre-Fab housing
Straw Bale Construction
Concrete
Container
Wood

There are riches in niches

SPECIFIC CATEGORY SPECIALIST
Industrial housing
Mobile homes
Retreats
Wellness Centers
Medical clinics
Cancer clinics
Universities
University libraries
Commercial offices
Production studios
Fitness & Sports facilities
Community Centres
Town Houses
Multi-Family Housing
Coastal residential
Wellness design
Magic rooms, secret doors

WHO YOU DESIGN FOR
Residential
Developers
Industrial
Government
High end clients
LGBT+
People with disabilities
People from a cultural group
Professionals eg doctors
Highly sensitive

PURPOSE DRIVEN DESIGN SPECIALIST
Return on design (ROD) for investors
Allergy Free Homes
Invisible design - senior living spaces that doesn't look like hospitals
Green
Sustainable
Ageing on place
Affordable
ADAAG Accessible Design
Net-Zero
Socially Conscious
Biophilic design
Wellness design

Problem solver
Can't get permits
Project out of control
Health and safety issues
Difficult sites

OTHER
Trained by (famous architect)
Difficult design (Red Adair)
Projects over $Xm

Pick from niche options

You can create ultra defined sub niches by combining elements
e.g. doctors who want art deco houses

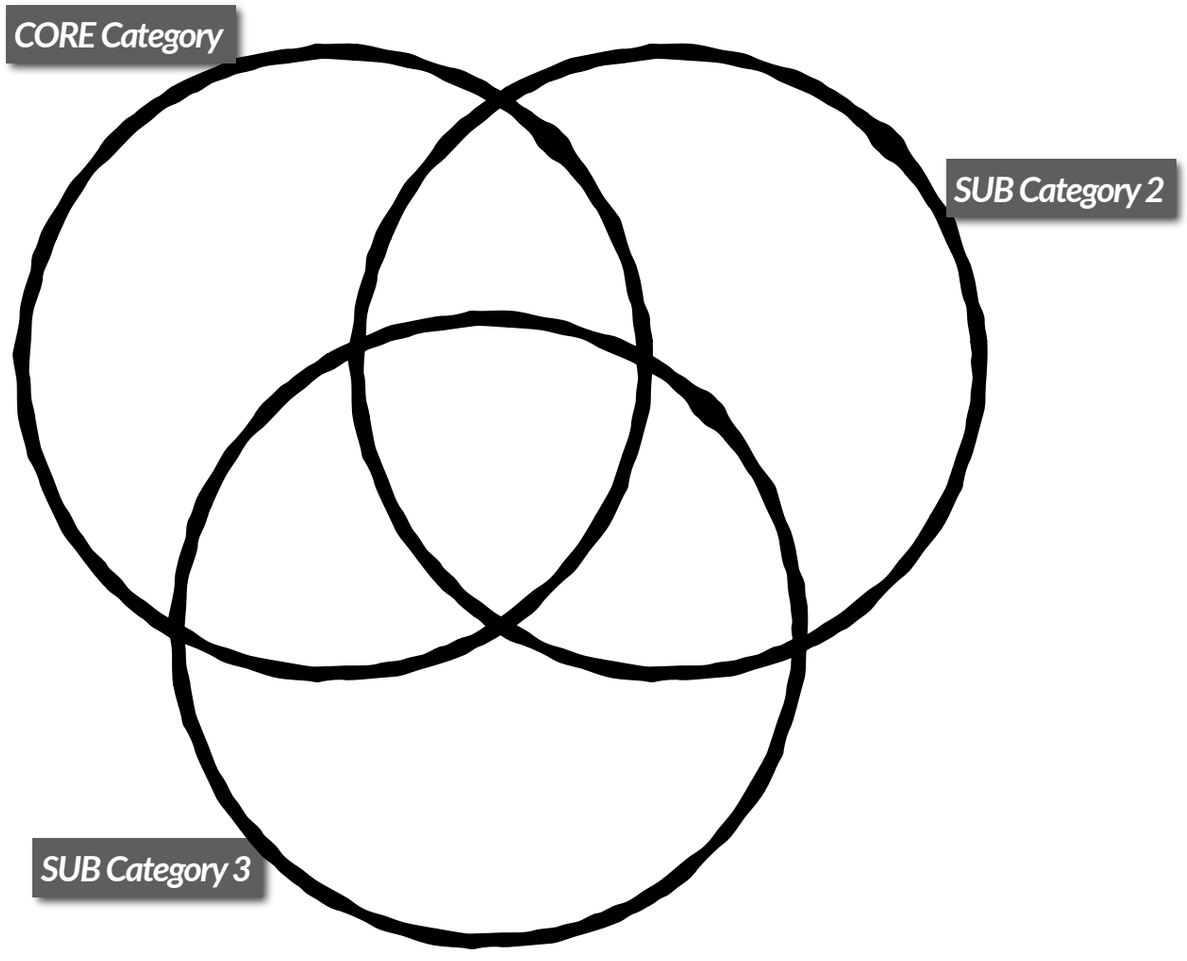
Step 2
Select

‘BRUCE LEE’ **NEW CATEGORY**

The purpose
Rather than be the #1 option.if you create a new category you become the ONLY option.
If you can sell the big idea or story behind the new category

OR create a new niche like Bruce Lee did by creating a new martial art with Jeet Kune Do

STEP 1 Choose 2 or 3 subcategories and create a new category that intersects all



STEP 2 List your rules required to qualify for your new category

Step 3 Give your new sub category a catchy name and explain why a client should seek a specialist in this new category

Step 2
Select

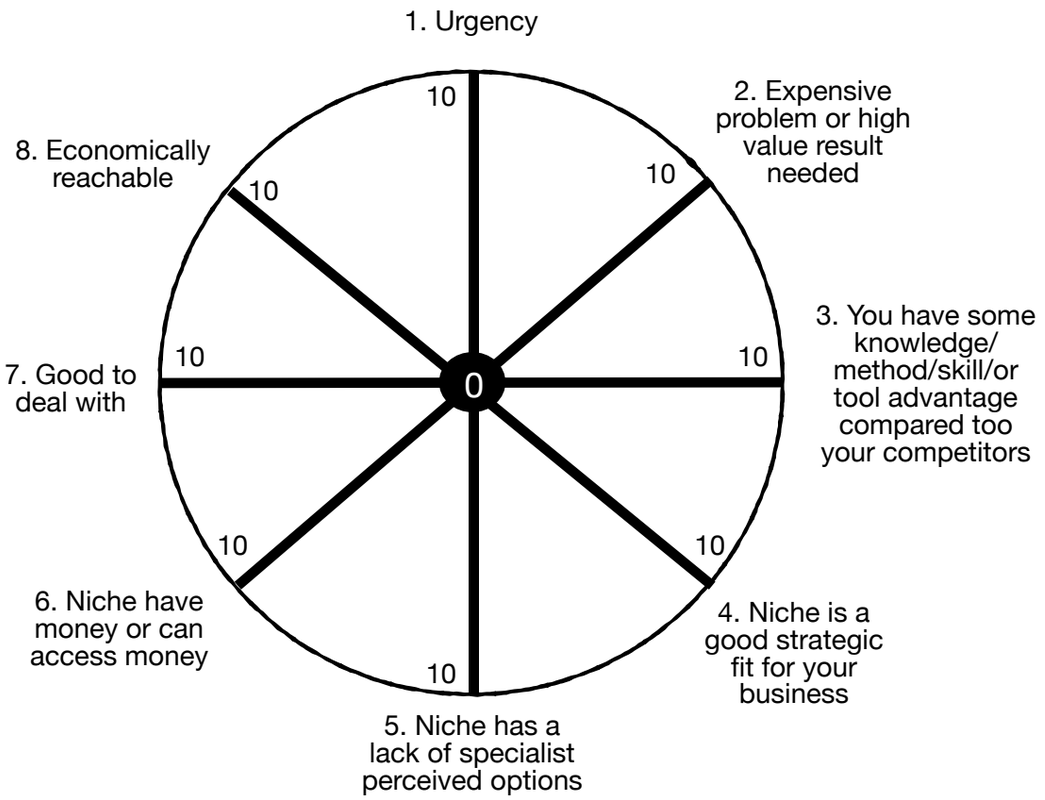
EVALUATE YOUR TARGET MARKET

Or evaluate niches using a more analytical approach

Step 1 CHOOSE potential markets or new categories to evaluate

Step 2 RATE each niche out of 10 (10 being perfect)

1. Urgency	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
2. Expensive problem or a lot to gain	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
3. You have some advantage	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
4. Good fit for your business	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
5. Lack of specialist options	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
6. Have money or access to money	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
7. Good to deal with	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
8. Economically reachable	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10



Step 3 Which niche do you choose to focus your marketing effort on and why?

Step 2
Select

EVALUATE YOUR TARGET MARKET

Step 1 CHOOSE potential markets or new categories to evaluate

Step 2 RATE each niche out of 10 (10 being perfect)

1. Urgency	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
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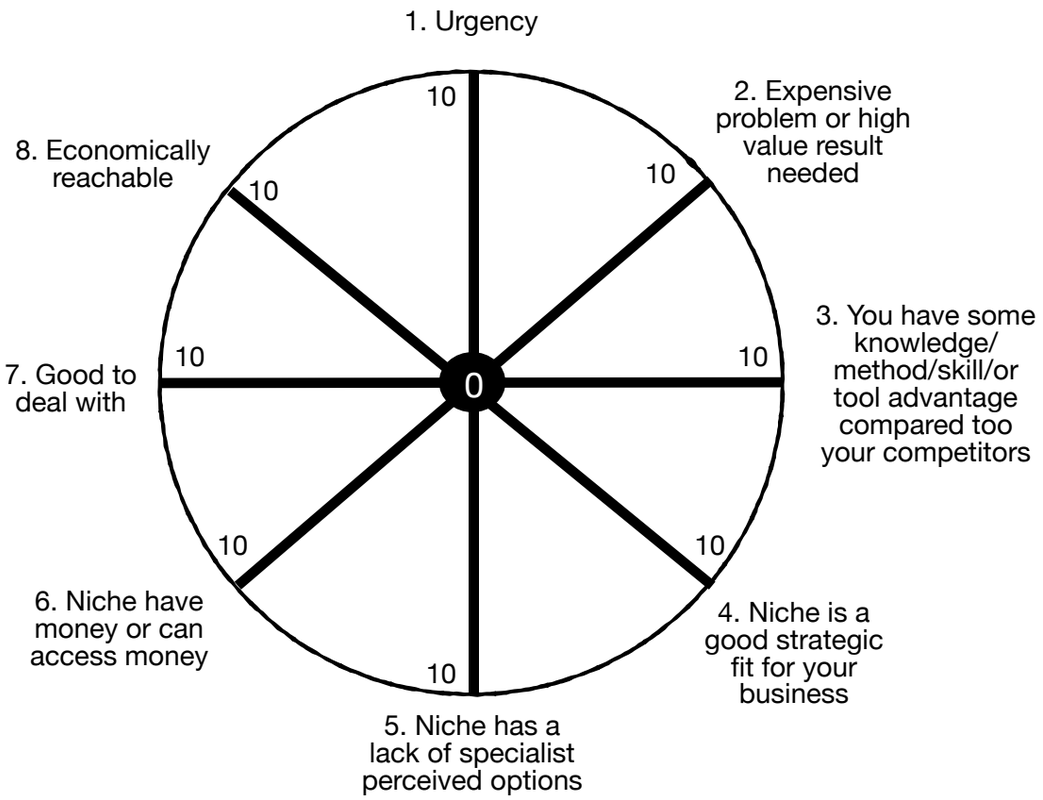

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Select

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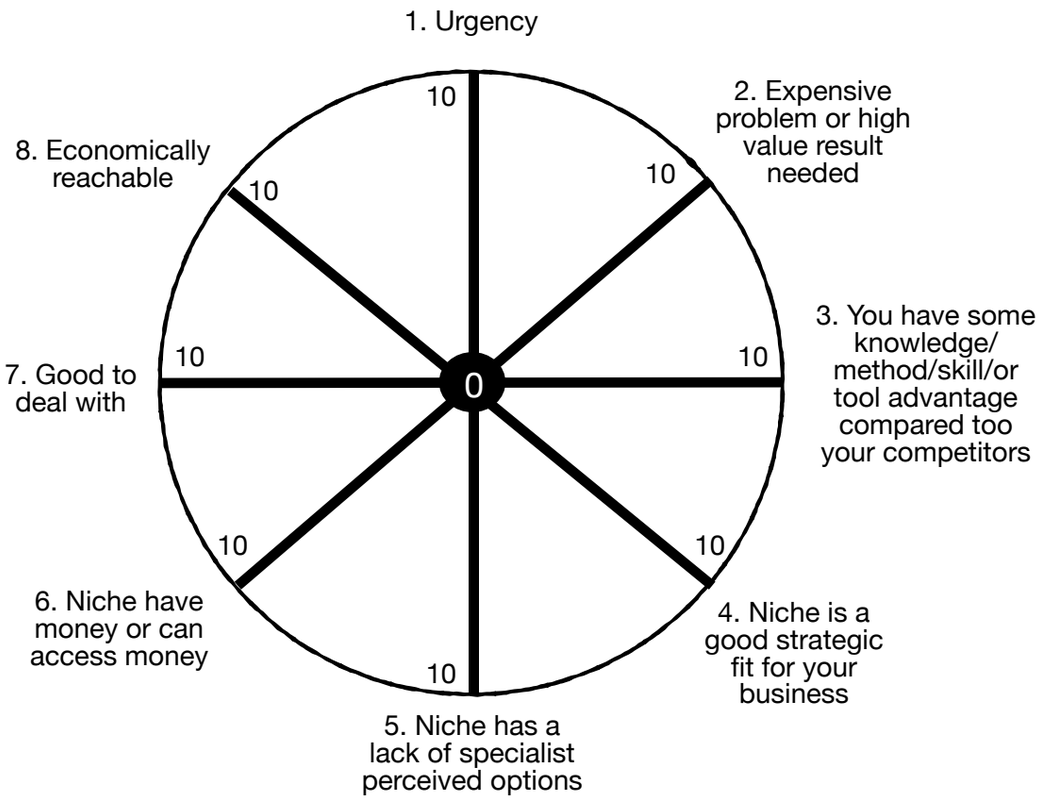


Step 3 Which niche do you choose to focus your marketing effort on and why?

'Communicate such extreme value that price and competition become irrelevant'

Step 3

3. Value

Step 3
Value

VALUE QUOTES

If you want to sell what John Smith Buys you need to see the world through John Smiths eyes

Price is what you pay value is what you get - **Warren Buffett**

Its not the hours I bring, but the value I bring to those hours - **Jim Rhone**

I don't mind being manipulated as long as it makes me feel good - **Claire Hazledine**

"Value is created when the buyer feels they got the better end of the deal." **– Dan Kennedy**

Good projects come from good people - **Adrian Ramsay Mastermind member**

The answer is VR, what was the question? **Peter Twohy Mastermind member**

Marketing is simply finding out what people want and giving it to them

Some people know the price of everything and the value of nothing - **Oscar Wilde**

If you think hiring a pro is expensive, wait until you hire an amateur - **Red Adair**

The bitterness of poor quality remains long after the sweetness of low price is forgotten."
Ben Franklyn

"Don't find clients for your products, find products for your customers." – **Seth Godin**

"You can't make a good deal with a bad person."
– **Warren Buffett**

Step 3
Value

FAST TRACK

Be the most valuable by positioning yourself as the most helpful designer in your niche NOT necessarily the best designer (hint: there's no competition for project specific education and people just want help more in the early stages anyway. Be helpful give them your tools in return for their details and build a relationship as their project coach to start with.

Welcome to the home page for tools resources and advice for people planning a successful X project

~ *Website*

'Who ever educates the market owns the market'

[your name] is the leading provider of tools resources and advice for people planning a successful X project

{

Articles

Email signature

Bio

Newsletter

Social media bio

Step 3
Value

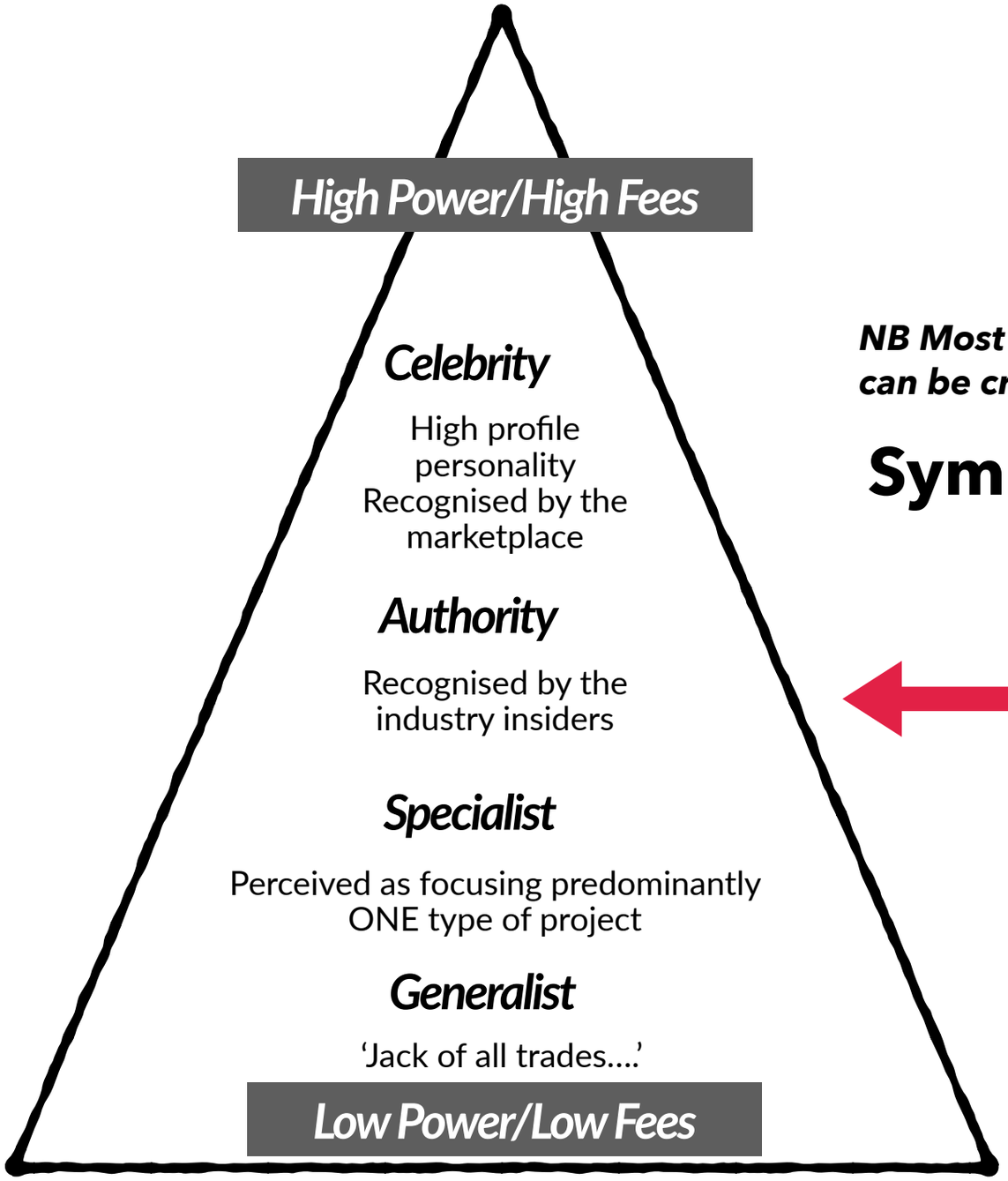
FAB FORMULA

Take any cool aspect of your service and explain it in a client centric way using the FAB Formula

Feature	***Advantage***	***Benefit***
What it is	***What it does***	***How it can change your life***

Step 3
Value

POWER PYRAMID



NB Most of these symbols can be created by you

Symbols of Power

Your fees
Books you've written
Articles you've written
Being interviewed
Who you are seen with
Whats written about you
Who your clients are
What people say about you
Thought leadership
Past projects
Awards
Celebrity style images

Where to plant

Website
Shock and awe box
Facebook instagram page
Pre meeting emails
Circle of love
Local publications
Newsletter
Press releases

Step 3
Value

QUADRANT

Step 1 Choose TWO criteria for the client to judge your market place on

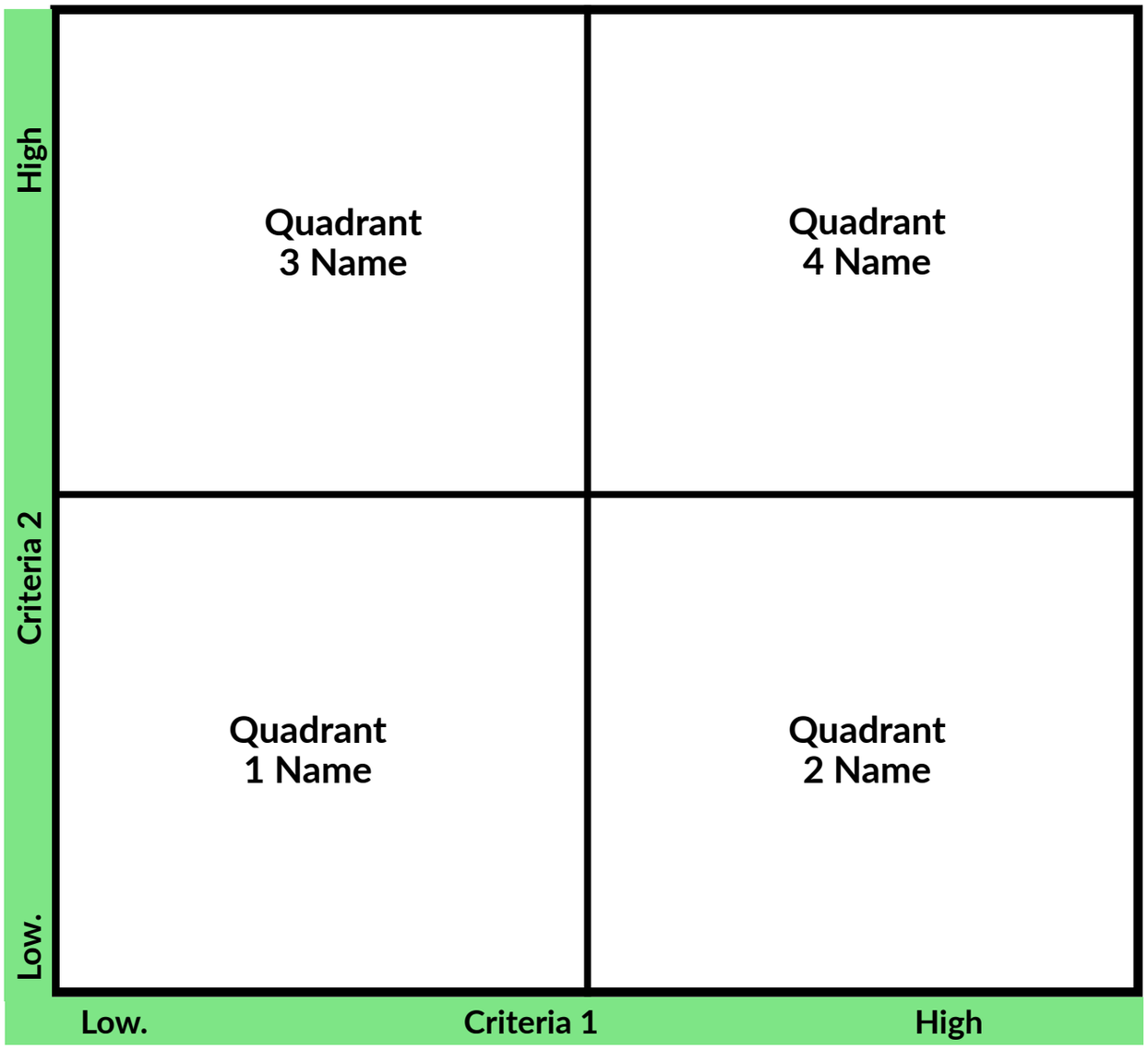
Place each criteria on the axis from low to high

Step 2 Name each quadrant

This allows the client to identify with a specific quadrant they are in NOW and one they want to go to.

Step 3 Relatable story (optional)

Craft a story that shows the journey from undesirable quadrant to desirable quadrant and the unfair obstacles, myths, and discoveries that allowed the heroes journey



Step 3
Value

MILLION DOLLAR **MESSAGE**

M$M is simply a way to explain the value of something.

Once you can explain your value using the prompts then you can adapt this message depending on who you are talking to, the media you are using and the context.

Your million dollar message is like a north star you refer to to keep your message focused and aligned.

PRO TIP: Use this to explain the value of your specific offers like monkeys fist, ask the expert meeting and LCC or any specific aspect of what you do. This is hard to do with something as broad as your business.

Places you could use your Million Dollar Message

Your website

Articles and documents you write

Interviews you do

Bios about you

Meetings and sales calls

In advertising and promotions

Step 3
Value

MILLION DOLLAR **MESSAGE**

Use the ai agent

Step 1 define your assets

(HVC) WHO is this service for?

(HVP) Their expensive PROBLEM is...

(HVR) When they use my secret weapon they get ...

(W) without...

or **(E)** even if...

(T) # of steps or days it typically takes...

(SP) My SUPER POWER is...

(SW) My SECRET WEAPON is...

(SS) My SECRET SAUCE is...

Choose ONE of these for your M$M

Paint a picture

BEFORE:
Show what life with HVP looks like

-

-

-

AFTER
Show what life with HVR looks like

Step 2 Draft your Million Dollar Message

We help/turn (HVC) ..... who are frustrated with (HVP) .....

Go from (BEFORE) ..... to (AFTER) ..... in (T)..... using (SP or SW or SS) .....

without (W)..... [OR even if (E) .....]

PRO TIP: Use this to explain the value of your specific offers like monkeys fist, ask the expert meeting and LCC or any specific aspect of what you do. This is hard to do with something as broad as your business

'Who ever educates the market

owns the market'

Step 4

4. Lead

Step 4
MONKEY

Monkey's Fist

Free problem solving information

Targets your high value client	Answers an early specific relevant question	Solution has high perceived value	Solution has high actual value
Repels non ideal prospects	Leaves the audience wanting more	Can be consumed in 5 minutes or less (ideal)	Not easily available elsewhere

Format (electronic or hard copy)

Checklist	☐	Booklet	☐	Video	☐		
Cheatsheet	☐	Flowchart	☐	Worksheet	☐		
Spreadsheet	☐	Process map	☐	Software	☐		
Directory	☐	Mindmap	☐	Info pack	☐		

Data to collect on your form

First name	☐	Phone number	☐
Last name	☐	Stage	☐
Address	☐	Budget	☐
Email	☐	Location	☐

Step 4
MONKEY

Monkey's Fist Topics

How much will my [X] project cost to build?

How much does it cost to get a set a plans for an [X]?

How long does an [X] take to build

Who are the experts I need to speak to to understand the feasibility of my [X] project?

How do I create a design brief for an architect for my [X] project?

Who is the best person to speak to first who can give me feedback on my ideas for my [X] project?

What are the questions I should ask to find the right architect for my [X] project?

What are the questions I should ask to find the right builder for an [X] project?

What's the process for getting a permit for an [X] project?

We've been refused whats the process now?

What's the process I need to go through for building an [X] project?

I'm stuck. I need help. Can someone answer a question for my [X] project?

Are there any projects like mine in the area that I can look at? What did they cost then and what would they cost today?

Can someone help me get finance for this type of [X] project?

How does an architect charge, what do they charge and are their fees negotiable?

Is an architect an investment or an expense? How do they cost me money, make me money, or save me money?

Is there anyone who provides coaching and planning advice in the early stages of considering a [X] project?

'Meet for free but advice for a fee'

Step 5

5. Meet

Step 6
Meet

Ask The Expert Ideas

Ask the Expert

For: Anyone considering an X project who has a specific question.

Outcome: Get your question answered right there or be given the steps on how to get the answer.

Permit Action Plan

For: People struggling to get council approval.

Outcome: A clear step-by-step plan showing what's needed to move your project toward permit approval – no design yet, just clarity and direction.

Budget Reality Check

For: People unsure what their dream will cost.

Outcome: A realistic understanding of what's achievable for your budget, what drives costs, and the safest way to move forward without surprises.

Site Possibility Session

For: People who own or are eyeing land but don't know what can be built.
Outcome: A roadmap of your site's opportunities and limitations – zoning, height limits, overlays – so you can plan with confidence

Design Direction Session

For: Clients who feel overwhelmed by too many design ideas.
Outcome: Clarity on which design direction best suits your goals, site, and budget – so your architect starts from a clear brief, not confusion.

One Page Action Plan (OPAP) Session

For: Anyone considering an X project who is not sure of the process,

Outcome: You'll walk away with a one page action plan and clarity on next steps.

Renovation or Rebuild Clarity Session

For: Homeowners torn between renovating or starting from scratch.
Outcome: A side-by-side comparison of the pros, cons, costs, and timelines for each option – so you make the right long-term decision.

Q&A Webinar

For: Have with a question about your project – permits, budgets, design, or next steps.

Outcome: A relaxed, monthly Zoom Q&A where anyone can turn up & ask anything and get professional advice – free, simple, and genuinely helpful.

Why These Sessions Work

Each session is designed to help you make confident, informed decisions before jumping into design or construction.

They're free, friendly, and focused on clarity – not sales.

If, after your session, you'd like detailed research or concept work done, we can discuss a paid feasibility phase.

These sessions can be free or paid, if free do not do any research - just provide general off the top of your head guidance, but let them know you can provide specific advice on their project in your paid LCC service after proper research.

Meeting Options

- ☐ **Meet at my office (no charge)**
- ☐ **Meet on Zoom (no charge)**
- ☐ **Meet at your location ($500 per hour + travel)**
- ☐ **Meet on site ($500 per hour + travel)**

Turning a meeting into a product

-Product name (needs to be cool)
-Process 1-2-3 standardised
-Promise (deliver x outcome)
-Problem (that the buyer has or could have)
-Price (fixed)
-Parable (story)

ELICITING THEIR BUDGET

“How much will it cost?”

Depends on design - can do it in 2 ways…
1) can give you everything you want and then tell you the cost

2) OR you can tell us what you want to spend and we’ll try to give you everything you asked for within that number

'Prescription without diagnosis

is malpractice'

Step 6

6. LCC

'When you pay you pay attention'

Step 7
LCC

Low Commitment Consultation

Target client	LCC Name	Early Problem	High Value Result	Process

Price	Promise	Backstory

Collateral

Video	☐	Booklet	☐	Questionnaire	☐
Letter/email	☐	Flowchart	☐	Worksheet	☐
One page	☐	Case study	☐	Software	☐
Newsletter	☐	Mindmap	☐	Info pack	☐

LCC

LCC objective

1. Reduce risk
2. Improve design

Like a… 'Doctors diagnosis'

Possible inclusions…

- Client goals
- Regulation back drop
- Town planning backdrop (Zoning)
- Land risk analysis - possible geo tech
- Massing and bulk
- Site analysis (sunlight and wind patterns)
- Cost outline
- Possible schedule
- Indicative unit numbers (multi units)
- Permit submittal process
- Identify barriers to success (find enemies - Use to clarify my value and 'team up')
- Recommendations/Options x 3 pros & cons
- Sketch sheet with comments
- Architectural proposal for 'Next steps', 'Action plan', 'Prescription', 'Recommendations'

NOTE: Most architects over deliver - the client usually just wants your best options, pros and cons for each idea & ball park prices.

Possible names

1. Feasibility study
2. Design diagnosis
3. Needs & options review
4. ROI road map
5. Storyboard workshop
6. IsMySiteRight
7. WalkTheSite
8. Possibilities review
9. DesignDNA
10. Permit strategy session
11. Right Track Workshop

'Architecture is a referral business'

Step 7

7. Refer

Step 7
Refer

Dirty 30

Month

D30 Members

Newsletter	Interview them	Refer them	Lunch/coffee	Call	Relevant article	Invite to event	Monthly email	Personal email	Help them	Help their Client	Connect them	REFERRALS

WHO could be a good referrer?

- *Builders*
- *Anyone who has referred in the past*
- *Past clients*
- *Overloaded architects*
- *Architects who dont do your work*
- *Realtors*
- *Bankers*
- *Landscapers*
- *Interior designers*
- *Property developers*
- *Plumbers*
- *Electricians*
- *Financial advisors*
- *Town planners*
- *Projects that need rescuing*

Step 7
Refer

Dirty 30

Month
August 2025

D30 Members

Ed Hilary
Don Bradman
Kane Williamson
Richie McCaw
Susan Devoy
Mahatma Gandi
Ben Ainsley
Virat Kohli
Julia Roberts
Jennifer Lopez
Cindy Crawford
Darren Eagle
Martin Crowe
Jimmy Choo
John Travolta
Benny Hill
Eric Morcombe
Jerry Lewis
Jesus of Nazareth
Lord Botham
Charlie Sheen
Charleze Theron
Jeff Thompson
Dennis Lillee
Winston Churchill
John Kennedy
Holly Petrie
General Lee
General Custer
Pele
Elizabeth Windsor
John Lennon
Paul McCartney
Cilla Black

WHO could be a good referrer?

- *Builders*
- *Anyone who has referred in the past*
- *Past clients*
- *Overloaded architects*
- *Architects who don't do your work*
- *Realtors*
- *Bankers*
- *Landscapers*
- *Interior designers*
- *Property developers*
- *Plumbers*
- *Electricians*
- *Financial advisors*
- *Town planners*
- *Projects that need rescuing*

Newsletter	Interview them	Refer them	Lunch/coffee	Call	Relevant article	Invite to event	Monthly email	Personal email	Help them	Help their Client	Connect them	REFERRALS
√			√				√					
√							√					
√							√					
√							√					
√				√			√			√		1
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Step 7
Refer

Dirty 30

WHO?
Who are 30 people who can refer clients if they wanted to

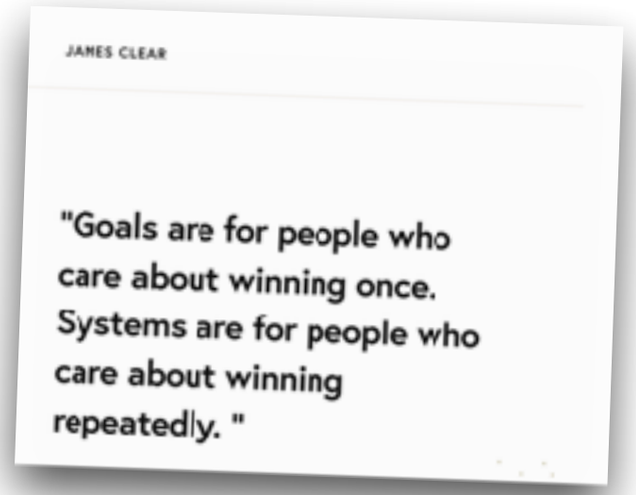
HOW?
How do you want them to refer?

HOW?
How will you build a relationship with the Dirty 30?

WHAT? *How does the referred person & potential client get rewarded?*

HOW?
How can you make myself more referable? Viral? Memorable

WHAT WHO? *What is the execution plan and who will deploy this plan?*



Step 8

8. Promotions

Step 8
Promote

Promo Calendar

Choose 6 things to do a month and track your results on the lead tracker google doc

Some promotions are 'set and forget' others require effort each month.

The more bait you have out in the water the more the fish will bite.

Remember all of your offers are invitations to help your ideal clients solve a problem.

You are a market thought leader who is a helper and educator, you don't need to sell.

	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
REFERRALS												
1. Dirty 30 referral network(s)												
2. Directory of experts												
3. Ask for referrals												
4. Making referrals a condition												
5. Referral incentives												
6. Referral pricing on LCC												
7. Co-promotion of MF												
WRITING												
8. Newsletter												
9. Email to your list												
10. Articles												
11. Press releases												
12. Flier in targeted neighbourhoods												
13. Book												
14. Social media posts												
15. 9 word email												
16. Email signature												
PROMOTION OF OFFERS												
16. Website offers												
17. Advertising offline/online												
18. Social media advertising												
19. Offer on business card												
20. Site signage												
21. Mini Murdoch												
22. Houzz												
EVENTS												
22. Networking												
23. Meeting with dirty 30												
24. Speaking												
25. Competition												
26. Workshop												
27. Tradeshows												
28. Generous George												
LISTS												
29. Your prospect list												
30. Past client list												
31. Referral list												
32. Subscriber list												
33. Other peoples lists												

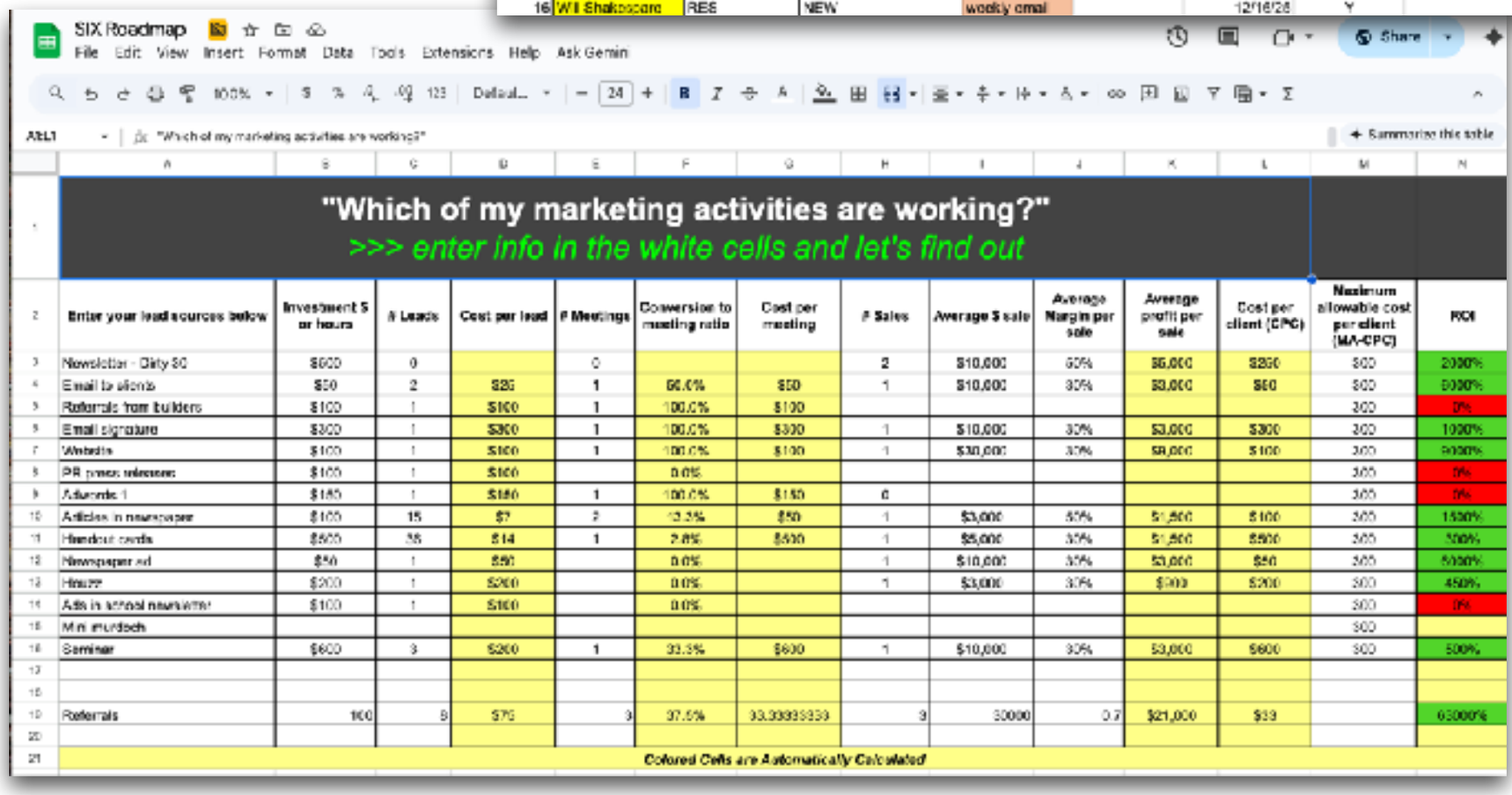
Step 8
Promote

Lead Tracker

These spreadsheets are available in your 'SIX Road Map' google doc

Track all your prospects, including where they came from

AS OF	10/20/25													
	LEAD SOURCE	Overall	% of Overall	Projects Won	% of PW's	PW/Overall		LEGEND						PROJECT TIER
	referral	13	10.40%	2	33.30%	20.00%			Awarded full project					1
	online	38	62.30%	3	50.00%	7.90%			Awarded Clarity (LCC)					2
	prior client	2	3.30%	1	16.70%	50.00%			Active					3
	weekly email	11	18.00%		0.00%	0.00%			Not awarded					4
	TOTAL	61	100.00%	6	100.00%	9.80%			Proposal Due					
									Proposal Sent					
	Name	Project Type	Construction Type	Lead source	Referred by	Date Entered	15 min chat Y/N	LCC mtg Y/N	Proposal	Client	Date won	Project Tier		
1	Bob & Barb Hawky	RES	REF	referral	Charlie Davis	11/1/25	Y		Y	Y	25/11/2025	4		
2	Sachin Tendulkar	RES	REF	referral		11/1/25	Y		Y			4		
3	Bruce Lee	RES	REF	referral		11/18/21	Y		Y			4		
4	Harvey Spector	RES	NEW	weekly email		12/10/25	Y					3		
5	David Lange	RES	REF	weekly email		11/1/25	Y		Y	Y	25/11/2025	4		
6	Jane Seymore	RES	REF	Online		11/1/25	Y		Y			4		
7	Elton Smith	RES	REF	referral		11/18/21	Y		Y			4		
8	Don Bradman	RES	NEW	weekly email		12/16/25	Y					3		
9	Chaly Chaplin	RES	REF	referral		11/1/25	Y		Y	Y	25/11/2025	4		
10	Maddona Dionne	RES	REF	online		11/1/25	Y		Y			4		
11	Harry Potter	RES	REF	referral		11/18/21	Y		Y			4		
12	Ethan Hawke	RES	NEW	weekly email		12/16/25	Y					3		
13	Richard Hadlee	RES	REF	online		11/1/25	Y		Y	Y	25/11/2025	4		
14	Sally Field	RES	REF	weekly email		11/1/25	Y		Y			4		
15	Robert Bruce	RES	REF	referral		11/18/21	Y		Y			4		
16	Wil Shakspeare	RES	NEW	weekly email		12/16/25	Y					3		



	Enter your lead sources below	Investment $ or hours	# Leads	Cost per lead	# Meetings	Conversion to meeting ratio	Cost per meeting	# Sales	Average $ sale	Average Margin per sale	Average profit per sale	Cost per client (CPC)	Maximum allowable cost per client (MA-CPC)	ROI
3	Newsletter - Daily SC	$600	0		0			2	$10,000	60%	$6,000	$250	$60	2300%
4	Email to clients	$50	2	$25	1	50.0%	$50	1	$10,000	30%	$3,000	$50	$60	5900%
5	Referrals from builders	$100	1	$100	1	100.0%	$100						$60	0%
6	Email signature	$300	1	$300	1	100.0%	$300	1	$10,000	30%	$3,000	$300	$60	1000%
7	Website	$100	1	$100	1	100.0%	$100	1	$30,000	30%	$9,000	$100	$60	8900%
8	PR press releases	$100	1	$100		0.0%							$60	0%
9	Adwords 1	$180	1	$180	1	100.0%	$180	0					$60	0%
10	Articles in newspaper	$100	15	$7	2	13.3%	$50	1	$3,000	30%	$1,500	$100	$60	1500%
11	Handout cards	$500	35	$14	1	2.9%	$500	1	$5,000	30%	$1,500	$500	$60	200%
12	Newspaper ad	$50	1	$50		0.0%		1	$10,000	30%	$3,000	$50	$60	5900%
13	House	$200	1	$200		0.0%		1	$3,000	30%	$900	$200	$60	450%
14	Ads in school newsletter	$100	1	$100		0.0%							$60	0%
15	Mrs murdoch												$60	
16	Seminar	$600	3	$200	1	33.3%	$600	1	$10,000	30%	$3,000	$600	$60	500%
17														
18														
19	Referrals	100	9	$75	3	37.5%	33.33333333	3	30000	0.7	$21,000	$33		63000%
20														
21	Colored Cells are Automatically Calculated													

Summarise how each marketing activity is performing working. Double down on the winners & cut the losers

'The money is in the 'no's'

Step 9

9. Circle

Step 9
Circle

Circle of Love

Once someone subscribes to your list nurture with relevant helpful content and offers, so that ***when*** they are ready you are top of mind and easy to find.

People say they are busy but they'll take time out for entertainment, I find its more important to be entertaining than educational but I do both

Become a memorable character. Yes we are all a little boring but you can embellish some qualities for entertainment purposes. My life sounds a lot more exciting in my emails than if you followed me around lol

Interaction is a great way to build a connection, always respond to their responses.

Invite them to the next level of help -when they are ready.

Step 9
Circle

Circle of Love

Month -

Media

- Monthly newsletter ☐
- Question of week ☐
- Social media post ☐
- Other ..... ☐

Content

Question 1

Question 2

Question 3

Question 4

Offer - next step

- Monkey's fist ☐
- Ask the experts ☐
- LCC ☐
- Other ..... ☐

Month -

Media

- Monthly newsletter ☐
- Question of week ☐
- Social media post ☐
- Other ..... ☐

Content

Question 1

Question 2

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- Other ..... ☐

Content

Question 1

Question 2

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Offer - next step

- Monkey's fist ☐
- Ask the experts ☐
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Month -

Media

- Monthly newsletter ☐
- Question of week ☐
- Social media post ☐
- Other ..... ☐

Content

Question 1

Question 2

Question 3

Question 4

Offer - next step

- Monkey's fist ☐
- Ask the experts ☐
- LCC ☐
- Other ..... ☐

Step 9
Circle

Basic Routine

If you gained 100 subscribers over the year (people who download your educational content), 50% will do nothing and 50% something within 2 years. That's 50 projects over 24 months, and that's 2 per month who become ready to go.

Now you don't know who the two are but frankly you don't need to. Stay in touch with them all, help them, entertain them and shape their thinking, so that when they are ready - you are top of mind. If they've followed you for any length of time they might be using your questions to interview architects, your spreadsheets to self assess costs, following your frameworks and philosophies for thinking about their project. They might see you as their 'coach', definitely as a thought leader for their type off project.
You wont win the all but you will win some of them. This is exactly the approach we used to attract and win you.

Aim for a weekly email. Use the SIX ai agent to write emails, Just follow the prompts Quill gives you and add any extra comments you want, She's a great l helper.

I used to write all my emails - but I can write in 20% of the time now.

Send

Monthly hard copy newsletter to Dirty 30

Weekly emails to

-past clients

-prospects

-subscribers who have downloaded something

-Dirty 30

Optional

Do a weekly post on social media

Weekly update on your website blog

Step 9
Circle

Email Examples

Case study story to client (ai)

Hi (name)

A Home for Dad: Building Connection Through Design

When Mark's mother passed away, his father was left alone several hours away, visibly withering in his solitude. Mark desperately wanted to bring him closer, but his modest home simply couldn't accommodate another resident. That's when he approached our firm with a challenging brief: create an addition that would give his father independence while maintaining connection, all within a tight budget and without sacrificing the mature trees his family cherished.
What impressed me most was watching Mark transform from someone who'd never worked with an architect into a confident decision-maker. Together with an early-involved contractor, we explored multiple design options that balanced the original home's character with the new addition's needs. We found that sweet spot where the structures could join—separate yet connected, just like the relationship Mark envisioned with his father. The time-lapse cameras Mark installed captured not just construction progress, but a physical manifestation of love taking shape.
The true measure of our success wasn't in the seamless design or budget management, but in what happened after. Mark's father moved in and flourished in his new space, enjoying three precious years of daily connection with his son's family before he passed. As Vitruvius taught us centuries ago, great design balances function and structure—but it's the delight of human connection that matters most. Those three years of togetherness were a gift that architecture helped make possible.

Offer email for dirty 30 (ai)

Subject: What Tanya saw in the kitchen that changed everything
Last week, Tanya sat down with a new client in Scottsdale who said the usual thing:
"We *might* want to renovate. Not sure. Just exploring."

Nothing unusual. A beautiful home, well-kept, mid-century with good bones… and a very tired kitchen. But that wasn't the real problem.
As they talked through Tanya's **One Page Action Plan**, the client started to connect the dots:

- Their grown kids were visiting less often.
- Hosting used to be a joy, now it felt like a chore.
- The kitchen layout hadn't changed since they bought the house—when dial-up internet was still a thing.

Tanya didn't give design advice.
She didn't mention paint colors or appliances.
She simply asked the right questions.
By the end of the session, the client had complete clarity: *this isn't about countertops—it's about connection.*
They left with a mapped-out set of next steps and a fresh sense of purpose.
That's the quiet magic of a One Page Action Plan. It turns *vague desire* into *decisive action*.
If you've got a client, friend, or neighbor stuck in the "someday" phase, this session is the perfect nudge. They'll walk away clearer, more confident—and no longer spinning their wheels.
Want more info to pass along? Just reply and I'll send you the quick intro blurb.
Warmly, Tanya

Offer email for dirty 30 (ai)

Subject: For when your client just. won't. decide.
You've heard it—or *said* it—before:
"I'm so tired of these clients who can't make a decision."

"I didn't sign up to hold hands through every tile showroom."

When clients stall, so does the project.
If you've got a client who's spinning their wheels, stuck between styles, second-guessing every plumbing fixture… Tanya Shively has created a tool that gets them moving again.
It's called the **One Page Action Plan**, and here's how it works:
A client books a single session with Tanya—not for design advice, but to clarify what they *really want*, map priorities, and get a plan of action down on paper.
The result?

- They go from overwhelmed to focused.
- They stop bouncing between indecision and distraction.
- And you, dear builder or architect, stop playing therapist.

One builder referred a couple who had been "gathering inspiration" for six months. Tanya met with them, uncovered what was holding them back, and turned it into an actionable list. Two weeks later, the builder had approvals, selections, and signed-off plans.
The One Page Action Plan isn't for every client. Just the ones who are either stuck—or want a fast track to clarity.
If that sounds like someone you know, reply and I'll send you Tanya's referral sheet with the details.
It's a win-win: your clients feel empowered, and your projects keep moving.
Talk soon, [Your Name]

Educational email to client (RP)

Story #6 "If only I'd known"

Once upon a time a couple decided to get some quotes from 3 designers.
Designer 1 said their job would cost $10. This was an accurate number
Designer 2 said their job would cost $7.5. The designer knew this figure was lower but that it might fool the client into selecting them.
Designer 3 sensing the client's budget was tight, quoted $7. This designer did not know this project would cost $10 because he was inexperienced.
The client selected designer 3. The project ended up costing $12 because the inexperienced designer made several mistakes. The client had to pay for these.
Moral of the story
Choose the best designer who tells you what you NEED to hear not what you WANT to hear.

Educational email (RP)

Story #3 "If only I'd known"

Once upon a time 2 foxes both wanted to build new offices beside each other on the same street.
They both called up the same 2 architects and asked them to submit their fees.
Both jobs received quotes.
One architect's fee was $8, the other was $10.
The first fox chose the $8 architect because he was cheaper.
The second fox chose the $10 architect because she was better.
"You paid 20% more than me for the same job" bragged the first fox to the second fox.
"Let's see," said the second fox.
Soon the projects were completed; the first fox's office was valued at $100 and had cost $100 to build. While the second foxes office was valued at $130 and cost only $80 to build.
Fox 1 saved $2 on design fees but received no profit.
Fox 2 paid the higher design fees and made a $50 profit.
Turns out that good design can be good for business.
"If only I'd known," said fox 1.
***Moral of the story** - be clear about whether you are after the lowest COST design or the best project VALUE.*

SIX ROAD MAP

SIX
SUNSHINE ISLAND EXPRESS

Market

1. Focus

2. Select

3. Value

Best Fish

Message

4. Lead

5. Meet

6. Diagnose

Best Bait

Media

7. Refer

8. Promo

9. Circle

Best Location

Million Dollar Message

Inability to communicate value

Inability to differentiate

Inability to justify fee

Pressure to reduce fee

Lower profit

Stuck in Old or Artist Quarter

Feeling desperate

Go for bad projects

SIX MAPS

Million Dollar Message

Marketing Rescue

The Hero — Architect

Frustrated by … — Not knowing where to promote your offers. Not knowing how to track what works and what doesn't

The High Value Result — Knowing where, and having a system to promote offers

Before — Doing nothing but waiting for referrals, problem is people refer down, and often not at all

After — Staff member follows a simple 'system'. Chart sits on the wall and allows us to track results. The architect doubles down on the winners and cuts the losers

Secret Weapon/superpower — Promotional monthly calendar

Without/even if… — You have never done marketing before, you'll become a pro because you'll see what works.

SIX MAPS

Step 3
POSITIONING

Monkey's Fist M$M

Step 1 define your assets

Module summary

(HVP) My HVC's expensive PROBLEM is...

Cant get people to contact them
> compete on price

(HVR) When they use my secret weapon they get ...

Have a large number of people contact you seeking your information so they can move forward with a project

(W) without...

Sell

or **(E)** even if...

You have never run an ad before

(T) # of steps or days it typically takes...

8

(SP) My SUPER POWER is...

(SW) My SECRET WEAPON is...

Monkeys Fist

(SS) My SECRET SAUCE is...

Choose ONE of these for your M$M

Paint a picture

BEFORE:
Show what life with HVP looks like

- Phone won't ring
- Waiting for referrals
- Taking less than perfect projects
-

AFTER
Show what life with HVR looks like

Put out the bait and wait for them to come to you.

Then you qualify and get the keen ones to take the next step to an appointment.

You qualify who you will work with

Step 2 Draft your Million Dollar Message

We help/turn (HVC) ..... Architects ..... who are frustrated with (HVP) Not getting enough leads

Go from (BEFORE) ..... Waiting for referrals ..... to (AFTER) ..... Having prospects reach out to you for help ..... in (T) 8 steps ..... using (SP or SW or SS) MF process

..... Costing you a CENT ..... You have ZERO marketing skill

without (W)..... [OR even if (E) .....]

SIX MAPS

Step 6
LCC

LCC M$M

Step 1 define your assets

Module summary

(HVP) My HVC's expensive PROBLEM is...

Long sales process that requires the architect working for free to provide a quote

(HVR) When they use my secret weapon they get ...

Pre design service where you get paid for work you used to do for free

(W) without...

Sell

or **(E)** even if...

Everyone else in your area will work for free

(T) # of steps or days it typically takes...

A week
7 steps

(SP) My SUPER POWER is...

(SW) My SECRET WEAPON is...

LCC incoming call script
Video

(SS) My SECRET SAUCE is...

LCC Method

Choose ONE of these for your M$M

Paint a picture

BEFORE:
Show what life with HVP looks like

- Turn up to site visits and have your brain picked.
- Client then hires another cheaper designer.
-

AFTER
Show what life with HVR looks like

You only meet them at your office or location.

No advice given prior to LCC being ordered

Get paid and valued for work you used to do for free

Step 2 Draft your Million Dollar Message

We help/turn (HVC) ..... Architects ..... who are frustrated with (HVP) Doing too much free work with no guarantee of a project

Go from (BEFORE) ..... Humble servant ..... to (AFTER) Getting paid prior to design for advice that leads to a better project ..... in (T) 7 steps ..... using (SP or SW or SS) LCC Method

..... Reducing your fees ..... Think you cannot

without (W)..... [OR even if (E) .....]

SIX+MAPS

The art of solving expensive problems

Magic Message

Step 1 define your assets

(HVC) My high value CLIENT for this exercise is...

Ambitious architects

(HVP) My HVC's expensive PROBLEM is...

Lack of quality projects

(W) The bad thing normally associated with getting HVR you can eliminate

Wasted effort
Embarrassing

or **(E)** a major disadvantage that stops your clients from getting HVR in the past that you can overcome.

Most expensive

(SP) My SUPER POWER is...

Xray vision to see patterns

Apply theory into step by step systems for architects

Automate

(SW) My SECRET WEAPON is...

Community Peer Group

(SS) My SECRET SAUCE is...

SIX program

Sunshine Formula

Choose ONE of these for your M$M

BEFORE:
HVC typically suffers these 3 pains

- Starving artist
- Inability to communicate unique value
- Underpaid and under values

AFTER
(HVR): HVC typically ends up achieving these outcomes

- Sunshine Island
- High fees, in demand, great design projects
-

(T) # of steps or days it typically takes...

3 steps

(T) New category or design you are in s...

Scientific marketers for architects

Offer experts for architects

Specialist marketers for architects and building designers

Project upgrade experts

Step 2 draft your million dollar message

We help/turn (HVC) .....Ambitious architects..... who are frustrated with (HVP) ..Being great at what they do but still not getting quality projects

using (SP or SW or SS) .....SIX..... Go from (BEFORE) .....Starving artist unable to communicate value..... to (AFTER) .....Indemand architect able to command high fees because finally high value clients can see their value..... in 90 days (T).....

Being salesy

without (W)..... [OR even if (E) .....You know nothing about marketing.....]

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