# HOW TO SHOW UP BETTER AND MAKE THE MOST OF

# EVERY OPPORTUNITY

**BEST BUSINESS PODCAST WITH MICHAEL MARCIAL** 

Are you looking for an effective way to improve your skills and achieve your goals? Look no further than this activity workbook! Packed with practical exercises and expert guidance, this workbook offers a step-by-step approach to help you develop new skills, enhance your knowledge, and build your confidence.

Whether you're a student, a professional, or just someone looking to learn and grow, this workbook provides a range of activities to help you unlock your potential. From goal-setting and time management to communication and problem-solving, each activity is designed to be engaging, informative, and easy to follow. So why wait? Start your journey to success today!

# The Best Business Coach Activity On How to Show Up Better and Make the Most of Every Opportunity

#### **Activity 1: Understanding Yourself**

What are your strengths and weaknesses?

Strengths	Weaknesses

What are your core values and beliefs?

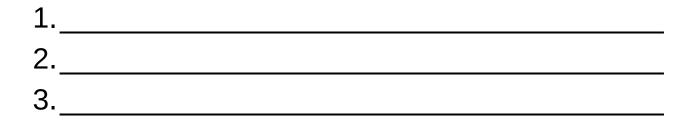
What motivates and drives you?

#### **Activity 2: Mindset**

What is a growth mindset?

How can you cultivate a growth mindset?

What are some common obstacles to a growth mindset, and how can you overcome them?



#### **Activity 3: Taking Action**

How can you identify opportunities?

How can you overcome fear and take action?

What are some strategies for setting and achieving goals?

#### **Activity 4: Building Resilience**

How can you bounce back from setbacks?

What are some strategies for building resilience?

How can you stay motivated during challenging times?

#### **Activity 5: Reflection and Self-Care**

How can you reflect on your progress and celebrate your successes?

What are some self-care strategies that can help you show up as your best self?

# How can you maintain a positive outlook and stay energized?

1		
2		
3		

## What You Will Learn from the Activity

By completing the activities in this workbook, you will learn how to show up as your best self and take advantage of every opportunity that comes your way.

The first section focuses on self-awareness, helping you to identify your strengths and weaknesses, values, and goals. Through a series of reflective questions and exercises, you'll gain a deeper understanding of yourself and what you want to achieve.

The second section is all about taking action. You'll learn strategies for setting goals, staying motivated, and overcoming obstacles that may be holding you back.

By the end of this section, you'll have a clear plan for how to move forward and take every opportunity that comes your way. In the final section, you'll learn how to maintain your momentum and continue to show up as your best self over the long term. You'll explore strategies for selfcare, building resilience, and staying connected to your purpose. By the end of this section, you'll have a set of tools and practices that will help you stay on track and continue to grow and develop as a person.



# DARYL URBANSKI

FOUNDER | PRESIDENT OF BESTBUSINESSCOACH.CA HOST OF THE BEST BUSINESS PODCAST

*Daryl Urbanski* is best known for his ability to create seven-figure, automated income streams from scratch.

First, as Senior Marketing Director for Neurogym. He helped generate over \$1.6 Million USD in under 8 months with a single marketing strategy.

This became \$7.5 Million USD in 3 years. He continued this success with multiple clients.

He's now set on a mission to help create 200 NEW multi-million dollar businesses. How? *Science & Accountability.* 

After 400+ expert interviews & \$50,000 in evidence-based research. He uncovered 8 critical business habits.



These 8 critical habits will determine who survives & thrives in these unprecedented times and who succumbs.

Daryl has quickly climbed the entrepreneurial ladder, gaining respect from thousands of business owners worldwide.

An author to speaker, marketer to coach - Daryl's multi-faceted business approach sets him apart as one of the leading business experts of his generation.



## **SUGGESTED TOPICS:**

## 8 Critical Success Factors

- 1. Self-efficacy
- Personality Traits
- Leadership Skills
- Personal Disciplines
- 2. Strategic Planning
- Flexible Strategy Development
- 3. Marketing Strategy
- Brand Integrity & Trustworthiness
- Corporate Social Responsibility
- 4. Market Intelligence
- Top 10 Solution Providers
- Emerging Technology Trends
- 5. Sales Strategy & Skills
- 6. Money Management
- 7. Business Operating Systems
- 8. Business Intelligence
  - Data Analytics

## **FEATURED ON**







# Player FM gaana

# enchantingLawyer

with Daryl Urbanski on using automation to grow your business





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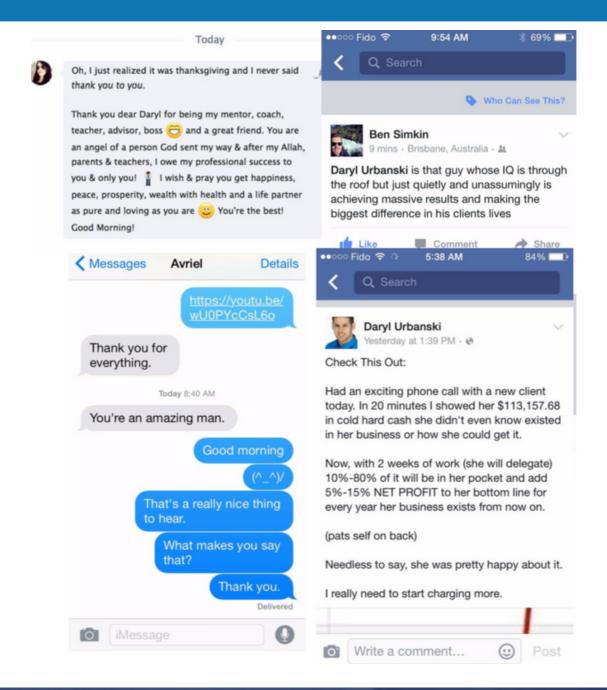




# Who is Daryl Urbanski?

Daryl Urbanski	Back (1) +1 (289) 700-1345	district and the district and the distribution of the distribution			
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urious to know what and who's out there. The more specific you are the etter.	Really appreciated your speech and table topic	Ye-hoshua Mumba ► Daryl Urbanski Just now - ♥			
Like Comment A Share	today.	Hey Daryl Urbanski, I just wanted to take a			
Varena Dee, Ismail Abdallah and 5 others	Hello Daryl, this is	moment to appreciate you and express my gratitude for your life. Thank you for your			
Jennifer Jonassen You where a listening ear.when I was at a very low point and for that. I am grateful.xo	Indraneel.	selfless pursuit in adding value to the lives o others, including my own. Thank you for			
Unlike · Reply · 2 1 · 7 hrs	Love the sincerity and	being a great example of living a happy,			
Tom McGuire You helped me grow my mma school. I was on a call with you and another expert. He gave some good advice. You gave me GREAT advice! Thanks!!!!	raw energy.	healthy, wealthy and joyful life by truly serving others. I continue to learn from your awesome podcasts and your life and I just			
Like · Reply · 6 hrs		wanted to take this moment to acknowledge			
Rukstar Lorde You have helped me and the whole family in a huge way. I'll never forget. You used your facility, time, money and effort to fundraiser for baby Fatna.	But, mostly importantly I love the undying passion you have for the	you. So glad that you've been reunited with your family and I hope ya'll have an awesom			
Like · Reply · 5 hrs	betterment everyone.	Thanksgiving! All the best and thanks again			
Amie Loxton Some days when I'm feeling down I look at your posts. You're always so positive and uplifting. Totally turns my day around.		📫 Like 🗰 Comment			
Like · Reply · 4 hrs	I find it inspiring and is	Demil Urbanski			
Ben Bush We where surfing in Solana and I was telling you about something spiritual and how I felt stuck. You told me to change my story and I was finally ready to hear that advice and it clicked. I always check my story now.	quintessential for all humans.	🙆 Daryl Urbanski			
Like · Reply · 3 hrs		Write a comment			
Varena Dee I just started paying attention to your postings and the one that caught my attention was if you gave someone \$1,000 how would they make it provide the provided of the provided	Taut Massage				
grow First time I became interested in your posting have a lovely day Like · Reply · 3 hrs	Text Message				

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**BestBusinessCoach** 

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# Young Entrepreneur Award

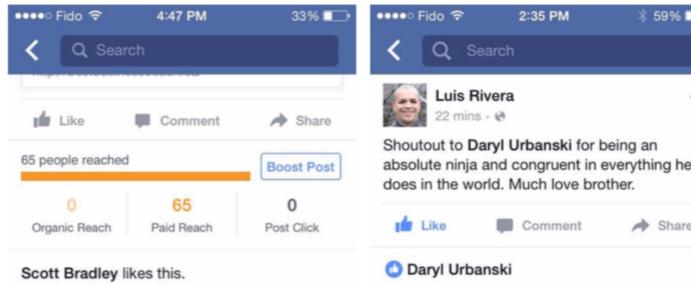


#### Daryl Urbanski BestBusinessCoach.ca

At the age of 17, Daryl Urbanski did his first workshop with Bizbound.ca on 'How to Start and Grow a Successful Business'. Today, he is the author of the top selling book on Amazon, 'Ancient Secrets of Lead Generation: Your Primitive Business Guide to Better Leads with Less Effort', and owner of BestBusinessCoach.ca. He is also the author of two other books; 'Business Success Secrets, Principles, Formulas & Ethos' & 'Primitive Business Tools For Success'.

Award sponsored by







#### Scott Bradley

Just now · Like · Reply

Daryl Urbanski is the real deal. He knows his stuff, and can provide you with a TON of value that will help you in your business! I've worked with him personally, and not only did I experience that he is someone you can trust, but more so he comes from a pure place of service and really wanting to help you get what you need/want.



Luis Rivera

Observation and appreciation. It's why I have you as my first appearance post on my timeline. Value in everything you share is uncanny. :)

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### **Case Study**

#### Turning \$50,000 USD into \$212,484 USD with paid ads and automation

Today's case study is the **CEO** of another USA-based company.

Her business caters to women in their 40s. Women who are into Reiki and other energy healing. Including alternative medicine techniques.

She felt trapped by her dependence on her industry peers. And their practice of promoting to each other's patrons. She didn't want others to sell to her community. Or even share her base with them just so her company can maintain growth. She wanted to be independent without sacrificing sales.

Thus, she turned to Daryl for a marketing solution. A solution to give her freedom from external influences.

#### **Objectives**

- Establish a profitable, fully automated paid advertising campaign to build her audience.
- Determine who are the company's best customers.
- Attract new customers and turn them into the highest paying clients.
- Create a membership program for a stable income growth.

#### What Daryl Did

- Established a "golden path" for lead generation and client acquisition process from the first to the sixth purchase.
- Analyzed 20,000+ orders to determine who their best customers are, where they come from, and how they make their purchases.
- Set up a paid advertising campaign for the first step their best customers took and automatically sent the next promotions for the second, third, fourth, fifth, and sixth products at the appropriate time.

#### Results

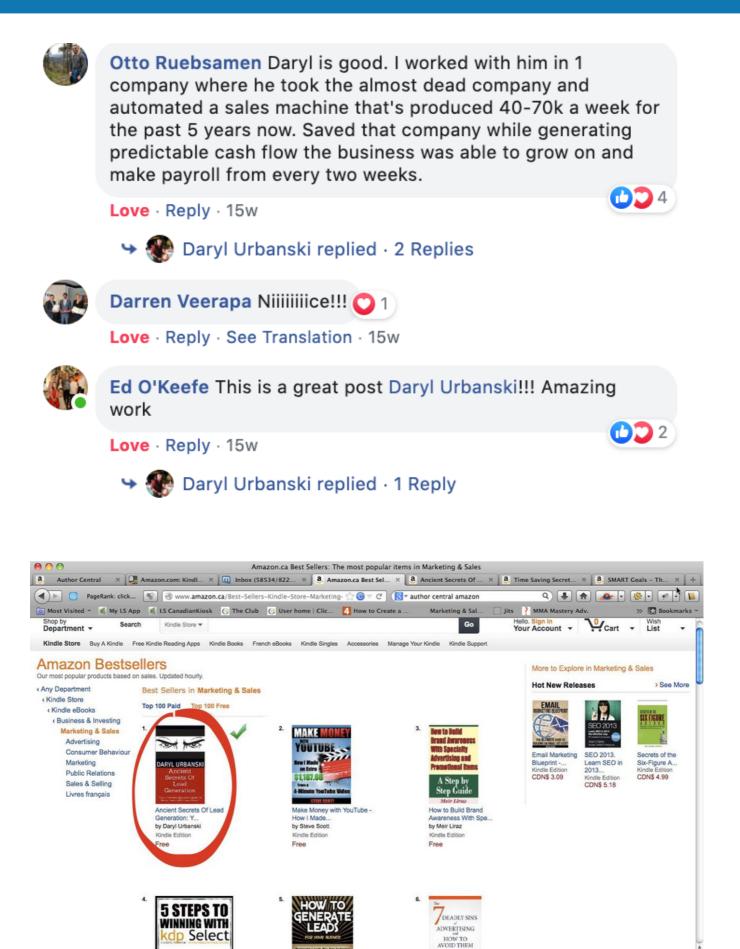
- Turned one-time buyers into multi-buyers in a predictable way
- Many people who bought a one, bought a second and third item. Immediate profit from paid ads was \$212,484 but if we include back end sales we grew her business by almost 26% or \$578,425.67.
- Produced a larger buyer base and enabled her to expand them without outside support.

#### Why It Was Smart To Work With Daryl

It was smart because he successfully helped her run a profitable paid ad campaign. The money she spent grew at least three times. She now has a larger list plus the ability to grow her list without any outside endorsement. She has a predictable way to turn first-time buyers into multi-buyers. She also has a clearer idea of who her target market is, who her best buyers are, and the multiple ways to reach them.

This has now become a cornerstone part of her business-enhancing every single big promotion she has done since then... with a bigger email list plus an understanding of how to use paid ads.

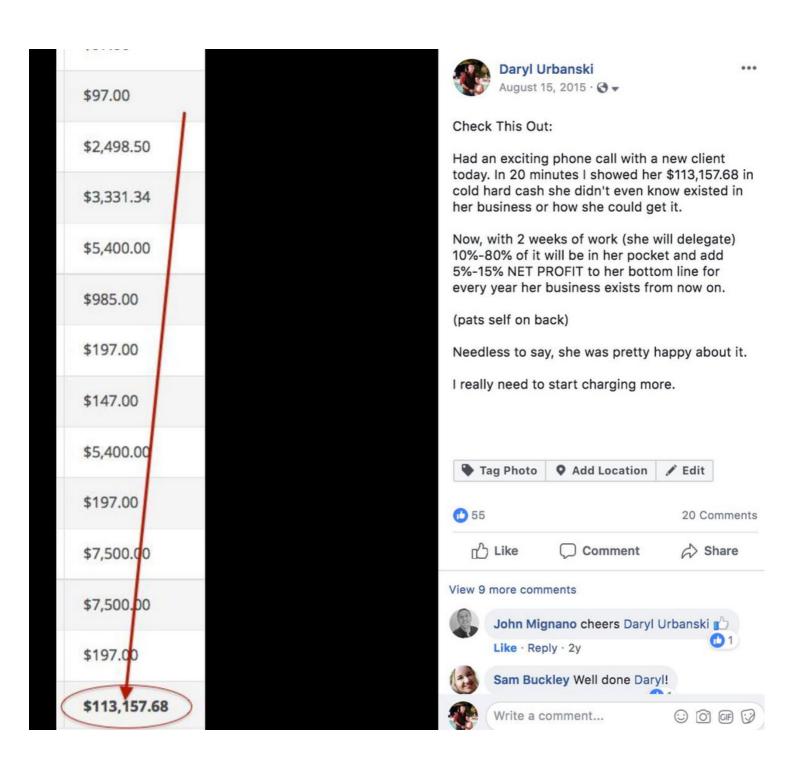
Evergreen Sales Rep	ort		5-4 (5.1.1.4.5)			
	EVG	MTD	YTD	ES-EVG	MTD	YTD
Week of May 30	\$127	\$127	\$127	\$13,673	\$13,673	\$13,673
Week of June 6	\$1,172	\$1,172	\$1,299	\$10,846	\$10,846	\$24,519
Week of June 13	\$2,315	\$3,487	\$3,614	\$13,977	\$24,823	\$38,496
Week of June 20	\$19,541	\$23,028	\$23,155	\$4,258	\$29,081	\$42,754
Week of June 27	\$5,375	\$28,403	\$28,530	\$1,272	\$30,353	\$44,026
Week of July 4	\$3,319	\$3,319	\$31,849	\$523	\$523	\$44,549
Week of July 11	\$829	\$4,148	\$32,678	\$2,266	\$2,789	\$46,815
Week of July 18	\$904	\$5,052	\$33,582	\$1,482	\$4,271	\$48,297
Week of July 25	\$10,330	\$15,382	\$43,912	\$0	\$4,271	\$48,297
Week of Aug 1	\$3,955	\$3,955	\$47,867	\$197	\$197	\$48,494
Week of Aug 8	\$1,542	\$5,497	\$49,409	\$0	\$197	\$48,494
Week of Aug 15	\$1,792	\$7,289	\$51,201	\$0	\$197	\$48,494
Week of Aug 22	\$1,007	\$8,296	\$52,208	\$0	\$197	\$48,494
Week of Aug 29	\$1,465	\$9,761	\$53,673	\$1,172	\$1,369	\$49,666
Week of Sept 5	\$2,362	\$2,362	\$56,035	\$2,461	\$2,461	\$52,127
Week of Sept 12	\$2,669	\$5,031	\$58,704	\$649	\$3,110	\$52,776
Week of Sept 19	\$18,263	\$23,294	\$76,967	\$197	\$3,307	\$52,973
Week of Sept 26	\$6,202	\$29,496	\$83,169	\$397	\$3,704	\$53,370
Week of Oct 3	\$4,458	\$4,458	\$87,626	\$0	\$0	\$53,370
Week of Oct 10	\$2,838	\$7,296	\$90,464	\$394	\$394	\$53,764
Week of Oct 17	\$2,019	\$9,315	\$92,483	\$99	\$493	\$53,863
Week of Oct 24	\$4,337	\$13,652	\$96,820	\$0	\$493	\$53,863
Week of Oct 31	\$2,667	\$2,667	\$99,487	\$492	\$492	\$54,355
Week of Nov 7	\$1,410	\$4,077	\$100,897	\$394	\$886	\$54,749
Week of Nov 14	\$3,087	\$7,164	\$103,984	\$99	\$985	\$54,848
Week of Nov 21	\$2,862	\$10,026	\$106,846	\$0	\$985	\$54,848
Week of Nov 28	\$6,497	\$16,523	\$113,344	\$590	\$1,575	\$55,438
Week of Dec 5	\$14,287	\$14,287	\$127,631	\$194	\$194	\$55,632
Week of Dec 12	\$7,885	\$22,172	\$135,516	\$97	\$291	\$55,729
Week of Dec 19	\$7,496	\$29,668	\$143,012	\$170	\$461	\$55,898
Week of Dec 26	\$4,551	\$34,219	\$147,562	\$194	\$655	\$56,092
Week of Jan 2	\$6,036	\$6,036	\$153,598	\$0	\$0	\$56,092
Week of Jan 9	\$2,567	\$8,603	\$156,165	\$226	\$226	\$56,318
TOTAL	\$156,165			\$56,318		
		otal:	\$212,484 <sup>9</sup>			



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JEFF BENNINGTON

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## **CASE STUDY**

#### <u>Almost Bankrupt to \$1.6 MILLION USD in 9 Months with a</u> <u>Single Marketing Strategy</u>

Our case study for today is the **CEO** of a company that offers online personal development courses.

Catering to women who follow Deepak Chopra, the movie "The Secret," and John Assaraf, he provides coaching on mindset, hypnosis, neuro-linguistic programming, and positive affirmations.

The company encountered a stumbling block: multiple attempts to launch a flagship product—a \$20/month mindset membership—had failed. They found themselves on the verge of bankruptcy.

The CEO and his team had to do everything in their power to save the business. Either they go big or they go home penniless and insecure.

#### **Objectives**

- Generate funds to keep the business moving forward.
- Launch products that sell.
- Market the brand.

#### What we did

- Established a standard lead generation and client acquisition process using a six-hour webinar.
- Harnessed the company's 50+ strategic partner promoters which earned the company approximately \$550,000 from about 600 orders.
- Sold \$997 one-time or \$397 three-time payment plan, with around 50 percent of sales going to the partners.
- Gave a Contact Us number and assigned two phone sales reps to take inbound calls.
- Placed outbound calls to anyone who hit the order form during the broadcast or clicked to see the order form from a post-event email but didn't purchase.
- Created split tests for each step of the process when the partners were promoting.
- Made A and B versions of registration pages, reminder emails, order forms—everything.
- Took the winning versions and then set them up to play as if live but on an automated basis.
- Set up the process to run from Sunday to Saturday each week, automatically.
- Ran the six-hour event on Saturdays.
- Sent multiple pieces of pre-event videos and homework materials via email to build excitement.
- Uploaded buyer emails to Facebook Ads and made a lookalike list.
- Created three ads with a \$500 budget and ran them on Facebook to the lookalike audience of our 550+ buyers to register for the event "happening this week".

• Doubled the ad spending using the profit from the week before.

#### Results

- Earned \$1.6 million in front-end sales (excluding back-end products and services sold).
- Made \$7 million in sales in just under three years.
- Installed a massive income stream, including paid ads and customer service, requiring only three or four people to run it.
- Launched several other products under the new company brand.

#### Why it was smart to work with us

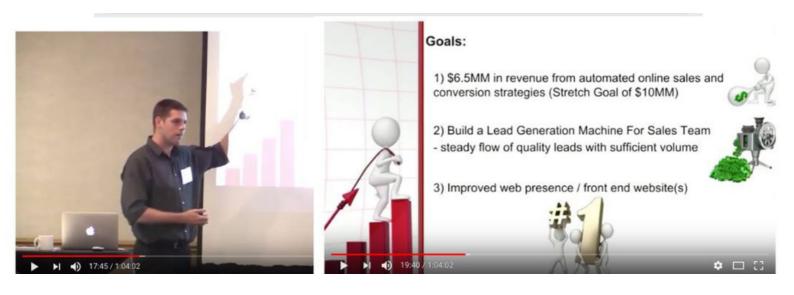
It might be hard to believe how they got back on their feet and earned millions. But Daryl's marketing strategy worked; this company is one of the many who swear by it.

◆ Listen to Daryl's interview with Kent Martin about how they grew the business: <u>https://members.bestbusinesscoach.ca/inside-a-7-</u> <u>million-dollar-automated-funnel-building-up-to-over-300000-</u> <u>facebook-followers-from-scratch-with-kent-martin-2/</u>.



#### Special Series 10 of 10: Inside A \$7 Million Dollar Automated Funnel & Building Up To Over 300,000 Facebook Followers From Scratch - With Kent Martin

Today we are joined by a good friend and very special guest - Kent Martin. I first met Kent while working as Senior Marketing Director for J...



# Oaryl Urbanski

#1 Bestselling Business Author, Business Coach, Entrepreneur, & Student Of Life...

#### YOUR SUCCESS IS MY SUCCESS!

My mission is to create 200 new multi-millionaire business owners. How? You'll do better when you know better.

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