

Fwd: CONFIRMED: 1 ticket to #SophisticationNation

Mackenzie B. Fleming <mackenziebfleming@gmail.com>
 To: mack@mackenziebfleming.com

Thu, Jun 2, 2022 at 2:48 PM

Mackenzie B. Fleming sent the message. iPhone sent the typos.
 Begin forwarded message:

From: Shannon Matson <hello@thesocialbungalow.com>
Date: June 2, 2022 at 12:03:08 PM EDT
To: Mack <mackenziebfleming@gmail.com>
Subject: CONFIRMED: 1 ticket to #SophisticationNation

Hey Mack, before I dive into this, a quick reminder that I will be teaching a workshop live in 90 minutes at 10am PDT ([click here to see time in your time zone](#)).

The live training for today will break down each aspect of optimizing your offers so you can pick up more money at checkout.

Bring all your offer optimization questions, and leave with confidence knowing:

- **How to create a profitable & scalable offer structure.**
- Steps to take to lean out your offer's deliverables & deliveries.
- The 4 S's every offer **MUST** have to be structured for true client success.

To join just use the zoom details below:

Every day of the meeting, you'll join via this link: <https://us02web.zoom.us/j/86257582830?pwd=bXZHSWNVNNUhsSmg1THBJSURYbVlBZz09>
Meeting ID: 862 5758 2830
Passcode: CEO

Now, Let's play a quick game, **Mack**. I call this, 'How Low Can You Go.'



Give yourself a point for every box you can check (we'll tally 'em up at the end)...

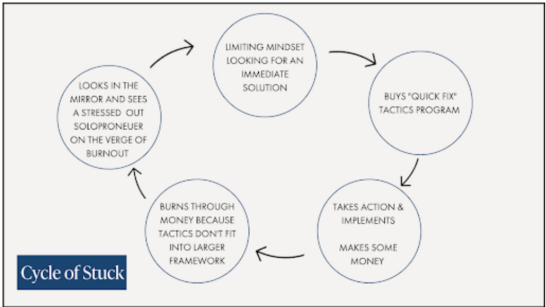
[] I've hired a coach/pro who ended up knowing not **nearly** as much as their sales page seemed to 😊

[] I tend to mistake ill-fitting strategy as being my fault, which does a number on my mental health and sanity (*Xoxo, burnout's bff* 🏹).

[] I've bought a course, implemented half of it, then totally abandoned ship when I heard about a new partial "strategy" in a free workshop that Big Name Betty was putting on.

[] I'm driven AF, and I'm great at what I do, but I **somehow** continue to find myself in serious financial strain just a month or so after celebrating big success.

[] I'm constantly throwing myself into one approach/effort/strategy (hoping that consistency truly *is* key), just for it to **flop**...again.



Ok, **Mack**, take a deep breath, and let's add up your final score. (2018 Shannon checked all 5 😊)

RESULTS:

- **If you scored 0:** Hit archive on this email, board your private yacht, and get back to living your very best life.
- **If you scored 1-4:** Keep reading...

You can be great at what you do, you can have several years of biz under your belt, you can come from a family of entrepreneurs, and you can even go to school and get your MBA.

But the stark truth has always been that building and running a successful business is a process of trial and error—it's never come with a manual.

That is, until now...**Loudly cue "Let's go girls...COME ON!"* as I enter with my hair blowing in the wind*



[The Sophisticated CEO Suite™](#) is your step-by-step *proven* manual to running an in-demand business that meets YOUR goals and fits YOUR lifestyle by integrating the 4 core pillars of any and every successful business:

- **Marketing**
- **Money**
- **Offers**
- **Operations**

MARKETING

Grow your reach, relationships and revenue strategically so your content converts every.single.time. You'll become sought after and in-demand because your content's so good that people want their eyes + ears on you at all times.

MONEY

Want to know how to not only meet your financial goals, but exceed them? It's time to master your money by forecasting your true revenue, understanding net profit, and investing back into your business growth from your cash in the bank - Oh and pay yourself too.

OFFERS

The backbone of your business- Offers & diversified revenue streams. We'll work through building a robust offer suite, ecosystem of secret menu upsells/downsells, and passive vs active income to create streamlined selling no matter the medium.

OPERATIONS

Your business needs a back end built beyond the "now" that can withstand the ever-changing industry. Having solid operations allows you not to waver when "trends" change every two months because you're doing everything with your long-term goals in mind.

POV: *"Sounds swell, Shan, but how do I know this isn't gonna end up like everything else I've tried? How do I know I won't take the same quiz above in 6 months and still have the same answers?"*

Here's my secret from being in the business of building and marketing [online] businesses for a combined 14+ years. (the same secret that's gotten me from time-for-dollars consulting to \$940k in passive income in 10 months):
It's **unity**.

(What, you didn't know 'One Love' was actually written about sophisticated business models??)

It all comes down to fully **uniting** each facet of marketing, money, offers, and operations

in a way that allows you to create a high-selling symphony as CEO running a high 6- and 7-figure business.

Which is why I created just that for you inside the [Sophisticated CEO Suite](#). Rather than trying to Frankenstein together different strategies (*heads up, you're building a monster 🧛*) and building your backends with bubblegum and band-aids, complete your Suite and turn this thing into a CEO Fairytale.

Here's to bigger rooms, bigger conversations, bigger goals & golden opportunities,

- Shannon

Sent to: mackenziebfleming@gmail.com

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