


AIM Curriculum



	Time	Benefits	Results	Online Course Outline	Group Workshops
	6 Hours: Online 2 Workshop 4	Franchises offer a proven business model with an established support system. <ul style="list-style-type: none"> ▪ Individuals are inspired by identifying their Primary AIM (life purpose) and ILWE (Income, Lifestyle, Wealth, and Equity) ▪ Identify business models that best meet personal objectives with the understanding that a franchise solution comes with pre-established systems ▪ Establish that a business is a vehicle for achieving personal dreams and success 	<ul style="list-style-type: none"> • An introduction to E-Myth's Business Success System and The Entrepreneur's Source Journey of Discovery • Introduction to Systems • Time Management tracking and analyzing techniques • Articulation of Primary Aim and ILWE • The ability to view business as a vehicle for achieving personal objectives • Use of Strategic Objective to bring clarity and focus to business goals 	<ol style="list-style-type: none"> 1. Your Primary Aim 2. The Primary Aim Discovery Process 3. Bringing Your Primary Aim to Life 4. Introduction to Business Ownership – The Entrepreneurial Myth 5. Introduction to Business Ownership – The Five Core Principles 6. The Seven Centers - Marketing, Money, and Management 7. The Seven Centers - Client Fulfillment, Lead Conversion, and Lead Generation 8. System Strategy & Introduction to Franchise Ownership 9. Your Strategic Objective <p>Worksheets:</p> <ul style="list-style-type: none"> • Primary Aim • Personal Objectives • Time Log • Results Listing • Action Plan • Strategic Objective 	<p>Primary Aim</p> <ul style="list-style-type: none"> ▪ Learning Objectives: After discovering ILWE, the tangible measurement of one's life needs, the Primary Aim helps individuals discover and articulate their intangible needs and life purpose. ▪ Business Benefits: Allows participants to create a system to assure that their ILWE and personal objectives are met by the franchise they choose. <p>Strategic Objective</p> <ul style="list-style-type: none"> ▪ Learning Objectives: Understand the purpose of creating a business vision and will learn the components of the strategic objective. ▪ Business Benefits: After creating a strategic objective, participants will be armed with a road map of what the business will be after a declared amount of time. This will bring clarity to everyone involved with the organization and assist a leader in keeping the business on track with its goals. <p>Effective Time Management</p> <ul style="list-style-type: none"> ▪ Learning Objectives: Strategically evaluate how you spend time and how to make the most of it. ▪ Business Benefits: Provides a framework for understanding and analyzing how time is spent, which facilitates efficient business operation. <p>Action Plans</p> <ul style="list-style-type: none"> • Learning Objectives: Learn how to develop successful business systems for the approximate 20% of the systems not provided by the franchisor and build greater understanding for what the franchisor provides through pre-established systems creation. • Business Benefits: Helps participants build a predictable, sustainable business