



**FIRE  
RING**

# **PARTNER GROWTH TRACK**

## **THE FIRE PATH**

Success requires both correct information and correct implementation. **FIRE RING** provides both. The Fire Path Partner Growth Track is the map to help you identify, engage, and establish synergistic partnerships in your industry.

Below, you'll see a brief overview. We take **FIRE RING** Partner Growth members on this uniquely designed journey. We help educate, equip, and empower them for their own partnerships. We accomplish this through the Fire Ring Proprietary Partner Process<sup>®</sup>.

**The result is deep partnership transformation.**

# MONTH 1:

## CALCULATE YOUR VALUATION



The more value you bring, the more valuable your partnerships. By raising your service proposition you'll naturally raise your stakes.

You'll identify, execute, and expand your SuperPower, so you, in turn, can increase your SellingPower. All made possible through the PartnerPower Payoff<sup>®</sup>:

**PartnerPower Payoff<sup>®</sup>**

**SuperPower + SellingPower = PartnerPower**  
**(Competence) + (Confidence) = Cash**

# MONTH 2:

## CREATE YOUR DREAM LIST



**Sometimes partnerships seem to “appear” out of nowhere. In reality, when you prepare for the moment, the moment is prepared for you. You need a filter to remain focused.**

**In this module you’ll integrate urgency, agency, and energy as you bring capital to your collaborations.**

# MONTH 3:

## JUMP THE LINE



Patience has been called a virtue, but many times, it's just an excuse. Wisdom knows when to wait and when to work.

The majority struggles with apathy. Only a small minority has been hacked by ambition. There's always a third door. But how do you jump the line?

In this module, you'll deconstruct the process and reengineer your own irresistible partnership.

# MONTH 4:

## BEFRIEND THE GATEKEEPER

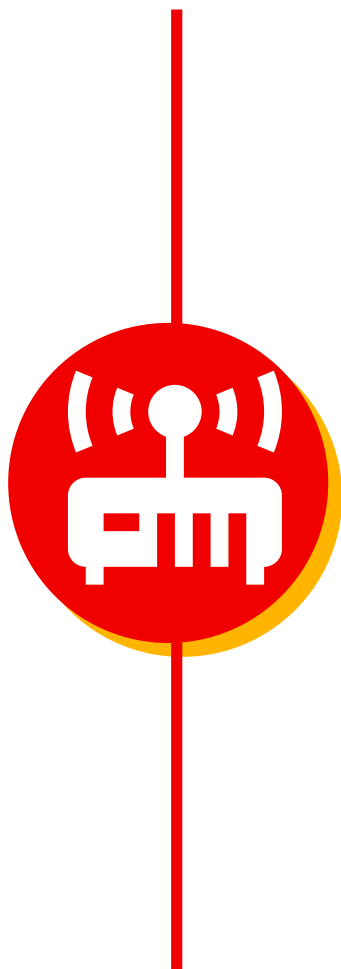


Everyone chases the influencer. This energy is predictable and off-putting. But outliers rarely collaborate with commoners. Stop positioning yourself as forgettable. Instead, posture yourself as a partner.

In this module, discover how to identify the real decision makers. Then create top of mind awareness by showing up filled up.

# MONTH 5:

## CHOOSE YOUR FREQUENCY



**Every interaction earns credibility or erodes credibility. You can stack the odds in your favor.**

**What do you say? How should you act? Can you prepare? How should you follow up? Is it possible to make an impression by what you don't say and what you don't do? Absolutely! Your frequency can speak volumes without you even saying a word.**

# MONTH 6:

## LION AND BEAR



**You're not supposed to know the how. Every goal should be outside your comfort zone and every partnership beyond your skill set.**

**Too little challenge, and you're bored. Too much, and you're anxious. You want to stretch—not snap. Take inventory of your accomplishments, and position your portfolio. This is what you've been waiting for. A bigger stage won't ruin you, but it will reveal you.**

# MONTH 7:

## DEFER THE ASK



**There's a time to ask, and this isn't one of them. Anyone can do a favor and expect a reward. Receive a payday and you'll be well on your way —out the door that is.**

**Influencers aim to reciprocate, and they'll be happy to even the score. Respond with more value and you'll get inside their head. They can't shake you, and that's the point. You've gained the mental edge.**



# MONTH 8:

## CLARIFY THE CURRENCY



**Two types of people exist: Takers and Givers.  
Which are you?**

**Takers:**

- 1. Visibility**
- 2. Self**
- 3. Transaction**

**Givers:**

- 1. Value**
- 2. Service**
- 3. Transformation**

**If there's been any doubt, there's no turning back. It's decision time. Proximity is power, and now you're close enough to define value terms. Because you've earned time and trust, you'll both create enough margin to clarify the currency.**

# MONTH 9:

## SEAL THE DEAL



**Relationships are rocket ships, and it's almost time to blast off. Before you launch, it's essential you agree on terms. It might feel uncomfortable now, but outer space is not the place to define the relationship.**

**In this module, you'll structure the deal in a way where you will both win and come out on top.**

# MONTH 10:

## CHECK THE DIALS



**Partnerships require readjustments.**

**If you expect to set it and forget it, you're in for a surprise. Both partners must identify their most important dials and then adjust accordingly. This habit communicates respect.**

**In this module, learn what you can overlook, what's simply a preference, and what's non-negotiable.**

# MONTH 11:

## OPTIMIZE YOUR RELATIONSHIPS



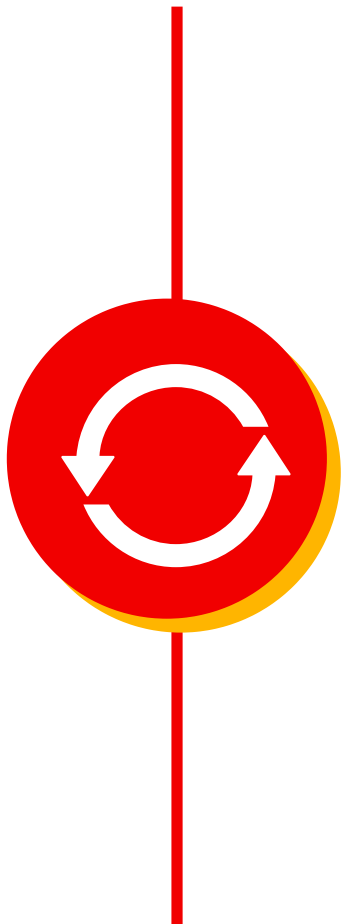
**You didn't get to this level by doing the minimum. Now is no time to start. When you learn how to out-serve each other, you both insure your assets.**

**It's time to protect the partnership by optimizing the relationship. Discover a rhythm that's friction free. Identify new ways to add value and you'll naturally stay visible.**

**Become so referable you have to turn away anyone but your ideal client. Send more ideal clients to your partner too.**

# MONTH 12:

## REAP AND REPEAT



**Remember, the best marketing is storytelling.  
Weave a narrative that attracts more influencers  
in the industry.**

**You didn't come this far only to come this far.  
You're building a portfolio of select high  
performance partnerships.**

**Enjoy the fruit of your labor and repeat the  
Proprietary Partner Process<sup>©</sup>.**

# **FIRE RING PARTNER GIVES YOU POWERFUL BONUSES:**

**Receive 4 extra workshop days.**

**You may stay the day after your **Partner Track** workshop and join the **Personal Track** or **Business Track** in order to benefit from the content and community**



**You may also access the **Business Track** OR **Personal Track** content throughout your 12 months in FIRE RING 2021.**



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# BUSINESS GROWTH TRACK

**1**

**12 Months of Unlimited Access  
to the BAE Curriculum**

**BUSINESS**  
ACADEMY  **ELITE**

**2**

**Entrepreneur Operating System  
Training with Jill Young**

**Value = \$500**



**3**

**Message Mapping & Strategic  
Planning Training with Joel Kessel**

**Value = \$250**



**4**

**Speaker Training Masterclass  
with Lisa Moser**

**Value = \$250**





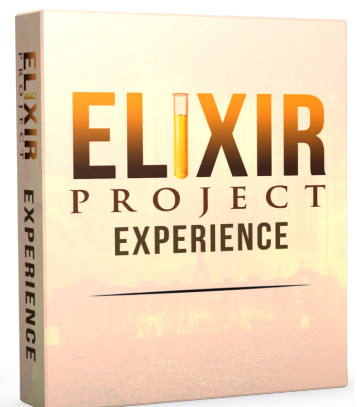
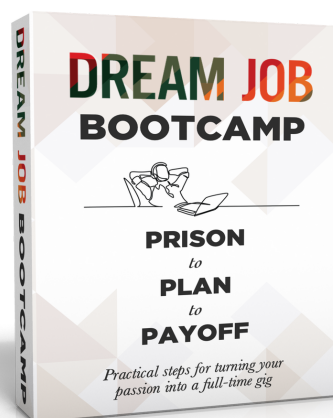
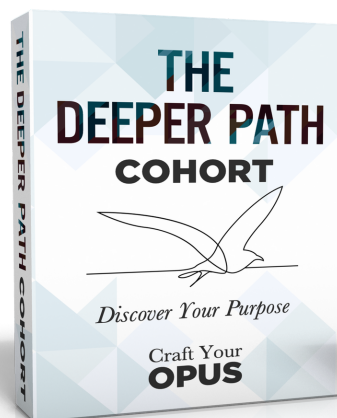
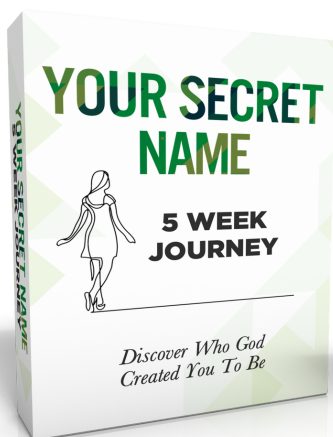
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# PERSONAL GROWTH TRACK

**12 Months of Unlimited Access to the 4 Courses Below**

Plus each member of the Personal Track will receive  
lifetime certification for the Igniting Souls Team  
of their choice: YSN, DP, DJDJ, or UC.

**Value = \$997**







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# **PARTNER GROWTH TRACK**

## **4 WORKSHOPS**

**4 Private FIRE RING 1-Day Workshops**

## **12 MASTERCLASSES**

**12 FIRE RING Monthly Masterclasses with your Coach**

## **1 YEARLONG MEMBERSHIP**

**Membership in a Private FIRE RING Community**

## **52 WEEKS OF COACHING**

**Regular Weekly Office Hours with your Coach**

## **1 VIP CONFERENCE**

**VIP Ticket to 2021 Igniting Souls Conference**

**\$15K**

**OR**

**6K FOR 3 MONTHS**