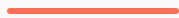


BRAND EMPIRE CHALLENGE

Day 6 Worksheet: Empire Expansion Secrets

Plan your income streams, your first hires and your next 12 months.



By Lauren "Lolo" Bailey

The EMPIRE Expansion Framework: Evolve your offerings, Multiply through team, Platform diversification, Influence & authority, Recurring revenue, Exit strategies.

Your Revenue Pyramid

TIER	PRICE RANGE	MY OFFER (NOW OR FUTURE)	TARGET LAUNCH
Premium	\$5K-\$50K+		
Group	\$500-\$5K		
Recurring	\$29-\$500/month		
Digital	\$29-\$297		

Your 12-month timeline

QUARTER	FOCUS	MY GOALS
Q1	Foundation: perfect your core offer and systems	
Q2	Scale: add team members and automation	
Q3	Expand: launch new revenue streams	
Q4	Dominate: grow your reach and authority	

| Your first hire and first automation

My first hire (virtual assistant, content creator, marketing specialist) and what they'll take off my plate

My first automation (email sequences, scheduling, CRM, payments, onboarding)

| Your thought leadership plan

My unique perspective and the topics I want to be known for

Partnerships, podcasts or media I'll pitch

| Your empire vision

My empire vision

My first milestone, and the date

| Your Day 6 action plan (90+ minutes)

- ☐ Map out your Revenue Pyramid
- ☐ Create your 12-month expansion timeline
- ☐ Choose your first hire and first automation
- ☐ Plan your thought leadership content
- ☐ Set your empire vision and your first milestone

Go deeper: Build out your income streams with the **Money Method Playbooks**, and review your plan every quarter with **The Millionaire Mindset Audit**. Use code **EMPIRE20** for 20% off. [Get the Money Method Playbooks](#) or [get The Millionaire Mindset Audit](#).