

## **How long have you been doing what you do and how did you get to be a Certified Business Coach and Mentor?**

Honestly, in order for me to answer this question, I've got to share two defining moments with you because they led me directly to my purpose and destiny.

My first defining moment occurred when I was when I was 29 years old and miserable in my corporate career. You see, I had progressed in the company very quickly and by the time I was 25/26 I was a VP. But the job that I had always dreamed of had quickly become my nightmare. So I stepped down, I was only a VP for about 6 months because I wasn't ready to work that hard for someone else. To punish me, my job made me an AVP and gave me a team in one of the customer service departments. That was the best thing they could have ever done for me because I realized my gift to empower and inspire. I turned a team of the Bad News Bears into Top performers in 3 months of working with them and they remained the Top Performing Team until the day I left the company. You see, even though I was enjoying working with the representatives, I'd drive to work and as soon as I entered the parking lot, I'd get a massive migraine. I'd come to the end of my rope and I knew that there had to be more for me. So I began to seek out other opportunities. In late 2001, I had been introduced to Mary Kay Cosmetics and in mid 2003 I had become a sales director with my own unit of 30 people. I liked Mary Kay but I lacked the fortitude to make it profitable for me until I made that non-negotiable decision in 2004 that I was going to learn the business and create a business that would allow me to leave my full-time job. Unfortunately, when I made the decision, my unit was dying and if I didn't do something quick I was about to lose my directorship.

After a few nights of worry and fear, instead of making excuses, I made a plan. In January 2005, I decided that I was going to give my Mary Kay business the same respect I had given my corporate career. In January 2005, I had 22 unit members but I didn't care because I had a renewed sense of purpose and a determination that wouldn't quit. And I was ready to do the work. By the time I quit my job in April, we had well over 50 unit members and in September of 2005, I was picking up my first Pink Cadillac. By the end of the next seminar year, we had well over 500 beauty consultants in our base unit.

I noticed that I wasn't the only person who worked a corporate job and wanted out. I unknowingly, began to devise a system to help others do the same thing and within one year I helped 5 women promote themselves to car driving sales directors in Mary Kay, while also going from the number 40 unit in my National area to the number 5 in 2005 and number 1 in 2006. We even won the #1 most improved director award for the entire state of Delaware and finished in the top 3 for the state.

But that wasn't the end of my story.

My second defining moment came in late 2007 after just finishing my second Pink Cadillac qualification. I had worked so hard to get my unit to that level and at the end of it, I should have been elated but I wasn't. I was frustrated, I was melancholy....I was no longer interested in being a Mary Kay top sales director. Not because there was something wrong with Mary Kay BUT because I knew that my God-given talents were not being fully utilized and I wanted to live Darnielle's dream, not Mary Kay Ash's. The next morning after finishing the car, I prayed for direction because I desperately wanted out. I began to brainstorm on what I could do to get my passion and enthusiasm back. That night when I slept, I had a dream and in the dream, as clear as day I saw Incredible One Enterprises.

The next morning when I woke, I began my business plan to create an empowerment firm to help entrepreneurs with marketing, mindset and empowerment. You see, a function of my corporate job and my Mary Kay business had been professional speaking and life and business coaching, little did I know that those two positions had prepared me and led me directly to my destiny. I had been doing both for over 12 years in various forms. I began to create the systems that I had used over and over to quantum leap in my life and business. I had earned my MBA in Marketing while still in corporate, so I began to focus on how I could use my education and skill sets to shift the lives of many. I enrolled in a certified coaching program with Coach Training Alliance and through accelerated study; I began to coach others to Incredible success. I sent my Pink Cadillac back to the company in April 2008 and Incredible One Enterprises officially launch

in June of the same year, after developing my programs and content. As a mentor and coach, I've made a commitment to teach you, guide you and transform you and your business.

I have made a commitment to dedicate the rest of my professional life to helping other entrepreneurs and aspiring entrepreneurs learn the marketing, mindset and empowerment strategies to define, leverage and unleash their Incredible Factor to enjoy a life full of more time, more income and more freedom. I am committed to using my coaching and mentorship programs, workshops, products, masterminds and VIP private coaching and consulting days.

Since then, I have worked with thousands of clients, spoken in front of countless groups, conducted monthly marketing, mindset and empowerment workshops all over the country, and created the Leverage Your Incredible Factor System; a proven 10 step system that teaches marketing, mindset and empowerment strategy to turn a service based passion into a profit.

### **What exactly is the Incredible Factor?**

The Incredible Factor is your secret sauce; it is why others are drawn to your business. Your Incredible Factor is about your signature move because people need your gift. Without your Incredible Factor, the world will not be able to accomplish their big dreams and goals. It's why people want to do business with you over and over again. It's what makes your product and service the ONLY solution to their problem. It is a business idea or concept that can be used to serve others in a big way while creating a wealth stream for you and your family.

Unfortunately, many of us start businesses without the skills, strategies and solution that will allow our Incredible Factor to create significant wealth. My mission is to show you how to define, leverage and unleash your Incredible Factor for the world to benefit from your business in a big way.

### **Who are your clients exactly?**

I work with women who are committed to serving others - coaches, authors, speakers, virtual assistants, event planners, consultants, personal trainers, etc who know that their secret sauce, signature move and products and services (Incredible Factor) changes lives. She is a previously (or soon to be) corporate un-employable business woman desperate for someone to show her how to make her business work. She needs marketing systems and backend systems and infrastructure. She needs to get clear on the exact client that her Incredible Factor is for. She is finally ready to SHIFT the way that she works in her business to produce the results that will change her life AND business. She is clear that she has an Incredible message, product and/or service to share with the world but she needs assistance in getting it out there in a big way. My ideal clients are highly motivated, passionate women entrepreneurs who know their passion, and they are very good at what they do yet they lack the foundational principles that will allow them to uncover and uproot the self-sabotaging mindsets, create compelling marketing materials and strategies and the empowerment to create a strong focus to accomplish their goals and create the life of their dreams. My ideal clients are ready to stop playing small. My clients are not afraid to say that they want to be paid for what they do and my clients, they want to be paid well while changing lives in a positive inspiring way. Divine purpose and money can work together - you can have both.

You may be an ideal business coaching/mentoring client for me if:

- You desire to turn your passion into profit
- Your passion is service based (author, speaker, coach, ministry, consultant, virtual assistant, marketing specialist, caterer, event planner, personal trainers, real estate agents)

- You are ready to do what is necessary to define and unleash your Incredible Factor (mindset, marketing, client attraction, strategies, empowerment and performance metrics that lead to BIG results)
- You are ready, willing and able to make an investment in establishing a coaching relationship with me
- You are serious about becoming the change you want to see in your business
- You are finished making excuses and are instead ready to make plans
- You are frustrated by your lack of paying clients
- You are great at what you do but you still need to master marketing and systems to profitize your business

### **How are you different from other "business coaches and mentors"?**

Honestly I'm different from other coaches in many ways. I help people align their divine purpose to a business strategy that infuses mindset and empowerment coaching with marketing strategies, that in and of itself is different. My primary focus for my clients is helping them to leverage their Incredible Factor so that they can turn their serviced-based passion into a profit. Period. My coaching style and practice is focused on a unique blend of coaching, consulting and mentoring. My goal is to provide you with skills, strategies and solutions for your marketing, mindset and empowerment to define, leverage and unleash your Incredible Factor. I ONLY work with solo-preneurs and very small businesses. I do not coach in mid-size companies or major corporations and I do not desire to be an "everything to everybody" type of coach. I am clear on my skill sets and the value I offer to my clients. My clients (solo-preneur service based small businesses) get coached on all things that pertain to running a small business starting with mindset, systems, marketing, etc. I chose to focus so that you get the very best of me. My expertise is sound, undiluted and consistent for producing results for my clients while adding in humor, empowerment and compassion. I love what I do; I have my own coach and mentors and I have made an investment in myself and my business in order to show my clients how to do the same. I help my clients connect their "heart-set" with their mindset so that it produces great results. I am clear that as you eliminate fears, beliefs and self-sabotaging behaviors you open yourself up to turn your passion into a profit, allowing you to show up in the world in a much bigger way.

### **What type of personality do you work best with and what is expected of me?**

Because I am a high achieving go getter who does not make excuses and instead makes plans and implements them, I work best with people who would consider themselves the same. They are READY to get going and just need to know what to do to make it happen. My clients are ready to do anything to get to the results they crave.

My Incredible Factor coaching programs, workshops and products were created for people who are sick and tired of being sick and tired, extremely excited and DEAD SERIOUS about turning their passion into profit. They are done complaining and making excuses. They are ready to walk into their Incredibleness.

Think for just a moment about how your life will change if you have someone committed to teaching you step by step how to create massive and consistent action in your business. No more excuses, just non-negotiable decisions, a new way of thinking and complete support to achieve your BIG goal: to love what you do and to make more than enough to enjoy your life because your passion has produce profit.

By the way, I should also mention that I am allergic to whiners, excuse makes and complainers. I break out into a rash immediately. If you are not committed, you are not willing to do whatever it takes and if you aren't committed, I'm not the coach for you.

## **Are there any professions for which your coaching program may not work?**

My time is very valuable to me; therefore, I am very selective in who I chose to work with as clients. If after getting acquainted with you, I do not feel we are a good fit, I will refer you to someone else. If I do not believe that you are truly suited for my programs or you won't get the results that you desire, I will tell you. It wouldn't be fair to do otherwise.

The Incredible Factor Programs are not for those who are financially struggling and cannot make an investment to work with me (at least not right away). People who are in financial crisis have problems trusting my recommendations and have historically not completed the work or made excuses as to why they couldn't get their assignments done (it could be because they are worried about money and operating from lack not abundance)

If this is you, know that it's okay but you are not ready to work with me. We've all had times of financial crisis at some point. Can I make three recommendations:

1. Keep your job and/or get a part-time job to create some positive cash flow before you call me. This will allow you to relax a little and take heed to the coaching and mentorship you will receive. Then you will be able to focus on the assignments and create the systems that will lead you to turning your passion into a profit.
2. Take advantage of all of the FREE Incredible Factor resources available to you over email. [You can click here to register](#). The free information that I provide will get you on the right path of making your goals a reality for you until you're ready to work with me as a private coaching client.
3. Consider joining the Incredible Factor Coaching Club. At just \$47/month after a 30-day FREE trial, it will get you primed to work with me. I'll be here when you are ready. [Click here to register today](#).

## **Can I contact some of your former clients?**

Absolutely! In fact, I strongly recommend you visit my [Client Testimonials](#) page by clicking here and reading all about the successes they've had by working with me. You may even find that you are drawn to one or more of them - perhaps because they've gotten a result you desire or because they do what you do or desire to do. After you've read through them, feel free to email them directly to ask them what they got from working with me.

## **What exactly is your Leverage Your Incredible Factor System ®?**

The LYIF System was designed to help service based professionals (coaches, speakers, event planners, authors, consultants, etc) define, leverage and unleash their Incredible Factor with coaching and instruction on marketing, mindset and empowerment to turn their passion into profit. It is a 10 step system for turning your passion, divine purpose and knowledge into a profit stream that can grow your life. It includes close to 15 hours of audio coaching and a 200 page manual/workbook and activity guide. This system has been proven to help my clients attract more high-paying clients, build their network, earn more income, create systems to grow their businesses, create, price and package their Incredible Factor into products and much more.

In my "keeping it real" way, I simply share exactly what you can do to leverage your Incredible Factor and start making the money of your dreams.

- **Lesson #1 Passion and Profit Producing Mindsets**  
Your inability to produce profit in your business may be tied directly to your mindset about your business and money. If you are consistently giving your gifts away for free....it means you do not believe that people should pay you for your expertise. We will examine and discuss the mindset

shifts that 6 and 7 figure earners have indoctrinated into their lives. These shifts are allowing them to cash in on their passion.

- **Lesson #2 Leverage Your Incredible Factor: The Confidence Chronicles**  
Interestingly enough, regardless of the level of expertise one holds in their chosen field, lack of confidence and belief in their gifts prevents them from operating their gifts like a business that will enable them to quit their job, earn more and have more time for the things that matter most. In this lesson, we delve into more mindset shifts that are ESSENTIAL as it relates to Creating with Consistent Confidence in your business to produce a profit that sustains you and your family. Also covered in this lesson are the fears, self-sabotaging beliefs and subconscious programming that prevents you from leveraging your Incredible Factor.
- **Lesson #3 Make a POWERFUL Shift in the way you work in your passion**  
More often than not, solopreneurs and small business owners are not focused on profit producing activities and as a result everything is suffering. When you learn how to shift to doing only what is important based on your stage in business, you will invite a shift that will lead to earning more each month. This lesson also explores delegating and outsourcing your business.
- **Lesson #4 Create Your Ideal Client Profile & Strategize Your HUG (Hot Undeniable Gift) for the marketplace)**  
In this lesson, I will teach you exactly how to find your ideal clients who are ready to purchase your solution to their pressing problem and pain point. I will breakdown in detail the 5 questions you must answer to be clear on who you serve. In this lesson we will also build your HUG (Hot Undeniable Gift) Your Incredible Factor and how to strategize your unique positioning within the marketplace by developing your compelling marketing message which will motivate prospective clients to work with you. You must learn what makes you unique, why you are the ONLY choice to solve their problem. We will spend time highlighting exactly what benefits and results you offer to your clients.
- **Lesson #5 Build an Authentic Profit Producing Brand**  
You are a brand. Period. You must become a Profit Producing Brand. If you do not create an authentic brand, not only will others not know you, but your HUG will go unused and the world will not be ready to go to their next level. I walk you through in detail the components of an authentic profit producing brand.
- **Lesson #6 Create Your Passion Plan & Portfolio**  
In this lesson, I show you how to create marketing materials that bring your ideal client to you. There's no need to beg; they will be asking you "When can we get started?" When you learn how to speak to your ideal client, they will be drawn to you like a moth to a flame...
- **Lesson #7 Create, Price and Package Your Products and Services**  
Right now, you have a product or service that is incredible. The problem is you've not learned how to present it to your ideal client in a manner that gets them to take note and make a purchase. In this lesson, we will take full inventory of your services, what you offer, what you know and we will turn them into irresistible programs, packages and systems that will make your ideal clients eager to work with you. We will also review your market positioning and discuss how to price your offerings so they sell themselves and get money deposited into your checking account on a daily basis.
- **Lesson #8 Perform Your Passion - getting where your clients are in an INCREDIBLY MASSIVE Way**  
People buy from those they know like and trust. I will show you how to maximize every opportunity to develop relationships and build clients for life. We will get you out where your clients are and minimize the busy work you do sitting in your office.
- **Lesson #9 The Keys to Closing An Incredible Sale - using this system, my clients are converting over 80% of prospects into paying clients!**

You can market all day and all night but unless you know how to close the sale, it may be useless. I will provide you with step-by-step instruction that will help you make more prospects your paying clients. I hope you are ready to turn your passion into profit!

- **Lesson #10 Get Your Profit Producing Systems in Place**  
When you learn to systematize every aspect of your business, you will take the guess work out of what does and doesn't work to bring in new clients. Good systems run with little or no effort and your phone will ring frequently with new clients, allowing you to never have to worry about clients again. Additionally, outsourcing and delegating all work except for working with you clients and marketing to attract more clients is key if you want to experience growth and financial success. If your vision is only big enough that you can do EVERYTHING, you are playing small.

### **How quickly can I expect to see results?**

Naturally, your results will be contingent on your determination, commitment level and implementation. That said, all of my clients report back to me within a few months (if that long) about the results they are seeing in their business. Which include increased confidence, more clarity of vision, identifying their ideal client, attracting more paying clients, booking new speaking engagements, creating new products and services, establishing systems, increasing event attendance, expanding their network, new strategic alliances, and much more. Again, you can see client testimonials [here](#).

### **How can I make sure that I leverage my Incredible Factor and begin to increase my income?**

Quite simply, do all of your assignments and field work. If you fully focus on leveraging your Incredible Factor you will see manifestation. By committing to the process and understanding that this is not a "get rich quick" scheme but a dedicated system to improving your business success and it can take time to first clear the ground and prepare the soil where you will plant all the seeds that when watered with work, positive attitude and commitment will produce a harvest so you can enjoy the fruits of your labor.

### **Will I recover the investment that I make to work with you in your coaching programs?**

Without a doubt, yes! By investing in my Incredible Factor Coaching Programs you are not only investing in clarifying your passion, purpose and profits but also marketing, mindset and empowerment. These will lead you to MORE - you will be more, do more and have more clients, systems, income, clarity, impact and success in your life.

Many of my clients have recovered their investment by just attracting two to three paying clients, creating a new product, producing a live event, etc. I want you to determine what is a new client worth to you? AND what would it be worth to learn how to make more money in a month that you ever thought possible. With systems, strategies and solutions it is possible. I show you how and if you commit to implementing what you learn, you will see results.

Working with me privately or through any of my group programs or products is a series of breakthroughs that will unleash the Incredible in your life and produce growth faster than you've ever thought possible. You will receive the resources and the step by step instruction to make it happen. Here's what you are investing in - results, revenue, more clients, personal growth and development and systems that work.

### **Darnielle, based on everything that I've read and heard about you, I am clear that you are exactly what I need to go to my next level, what are my options for getting started with you?**

Congratulations on making a decision for Incredible success! I'm so honored that you've chosen me and I admire your courage to get out your way and onto your next level. I'm happy to work with you to achieve your business goals. I offer a few different ways to work me in a group setting; and I do coach a limited

number of private clients each month.

I also offer a few Home Study Systems:

Find Your PACE - [click here for details](#)

From Passion to Profit featuring the Leverage Your Incredible Factor System ® - [click here for details](#)

In order to review your options for working with me, I invite you to apply for a [Get Acquainted Session](#). During this session, I'll answer your questions about my products and services and help you to find the best option to get you to your desired result.

**Darnyelle, I'm not quite ready to take action to be a private coaching client, is there a way to sample your work at low or no cost?**

Absolutely! To get started, I've got two options for you:

1. Take advantage of all of the FREE Incredible Factor resources available to you over email, with our weekly e-zine, The Incredible Factor. You can click [here](#) to register. The free information that I provide will get you on the right path of making your goals a reality for you until you're ready to work with me as a private coaching client.
2. Consider joining **the Incredible Factor Empowerment Network Coaching Club**. **At just \$47/month after a 30-day FREE trial**, it will get you primed to work with me. I'll be here when you are ready. [Click here to register today](#).