C.L.E.A.R. Purpose™

Designed for People with Too Many Ideas, Too Many Plans, and Too Many Directions

paul b evans

Course Goals

01: Teach the concept of C.L.E.A.R. Purpose™

02: How to apply it to your life and business

03: Provide a simple process you can use to gain clarity

All over the place…

7 offline businesses
3 online businesses
3 subscriptions
100+ individual products

Orphanages in 9 countries

Married 29 years
2 boys + 2 daughters in law

paul b evans

the

5

steps to

C.L.E.A.R.

Purpose™

the

5

tenets of

C.L.E.A.R.

Purpose™

QUESTions™
& Scoring

C.L.E.A.R. Purpose™ vs Simple Six Figures

the
5
steps to
C.L.E.A.R.
Purpose™

#1 Select an Idea or Project

For this guide, I'll compare two options I was considering: CLEAR Purpose vs Simple Six Figures.

This will serve as an example of how the process works. After the walkthrough, the worksheets are provided for you to do on your own.

#2 Work the Words

C.L.E.A.R. is obviously an acronym.

Cause
Love
Energy
Aptitude
Return

Work the Words means taking each word into account for an overall decision.

#3 Answer the QUESTions™

Quest: "a search for something that is difficult to find, or an attempt to achieve something difficult."

That may feel a little heavy, but what I am suggesting you do is to sit with the ask.

Write your answer by hand and give it full consideration.

You'll see how this works in the examples.

#4 Rate on Scale

I will share a rating on each word in CLEAR on a scale of 01-10 as it relates to the "project."

01 = No Go!

10 = Full Flow!!

(01) (2) (3) (4) (5) (6) (7) (8) (9) (10)

#5 Score

There are 50 points total. You can decide what level is a "flow" for you.

It may be 40/50 or 30/50.

When comparing between projects it simply may be the highest overall score or something like energy may mean the most to you.

C.L.E.A.R. Purpose™

Designed for People with Too Many Ideas, Too Many Plans, and Too Many Directions

paul b evans

the

5

tenets of

C.L.E.A.R.

Purpose™

Cause

A cause is a person or thing that gives rise to an action, phenomenon, or condition.

A principle, aim, or movement that, because of a deep commitment, one is prepared to defend or advocate.

A cause is something you stand up for and stand out for. Something you believe in and won't backdown from.

I love to _____ because I am sick of _____.

<u>L</u>ove

Love is an intense feeling of deep affection.

We don't usually use that definition in business except on the surface. Such as, 'I love that idea!'

However, when you have deep affection, you do things that aren't normal. You would rather embarrass yourself for true love than always wonder about what could have been. Love results in evidence. It's not simply spoken; it's alive.

<u>E</u>nergy

When we have CLEAR Purpose, we are energized by what we are creating, and we transfer that energy to others.

Everyone is affected by the energy of everyone and everything around them. A negative person drains energy and makes others critical and cynical as well. A positive person creates energy.

We might say something like, 'Every time I am around Susan, I get excited. Her positivity is contagious.' We've all felt that.

<u>A</u>ptitude

It should be apparent you need to be able to make the idea come to life.

This can be a natural or a trained ability.

A skilled strength that others turn to you to deliver.

You want to be able to state with confidence, 'I'm great at (project name) _____. You should absolutely use me if you want _____ result.'

R̲eturn

In finance, we talk a lot about ROI - Return on Investment.

When you give your all toward the Cause, Love, Energy, and Aptitude, what Return comes your way?

It might be a combination of things...

Positive pride	Making money
Impact	Followers
Self-help	New friends
Sharing value	Subscribers
Helping people _____	

QUESTions™
& Scoring

C.L.E.A.R. Purpose™ vs Simple Six Figures™

C.L.E.A.R. Purpose™

Cause

QUESTion: How will I advocate, defend, and stand up for this idea?

(1)(2)(3)(4)(5)(6)(7)(8)(9)(10)

paulbevans.com

<u>C</u>ause

QUESTion: How will I advocate, defend, and stand up for this idea?

CLEAR Purpose - I believe all creatives or entrepreneurs should be able to make quick and accurate decisions about ideas they want to bring to market.

(01) (2) (3) (4) (5) (6) (7) ● (9) (10)

Simple Six Figures - I believe that anyone with experience, education, or expertise can leverage SSF for recurring revenue resulting in a minimum of six figures.

(01) (2) (3) (4) (5) (6) ● (8) (9) (10)

C.L.E.A.R. Purpose™

Love

> QUESTion: What would you say you love most about this idea?

CLEAR Purpose - I love knowing that people would gain clarity on the direction when it comes to their ideas. It's so easy to get trapped there.

Simple Six Figures - I love that this takes so much guess work out of the way when it comes to making money online. It's very precise with few moving parts.

<u>L</u>ove

QUESTion: What evidence proves that's true?

CLEAR Purpose - It's worked for me and my friends who I shared it with.

(01) (2) (3) (4) (5) (6) (7) (8) (●) (10)
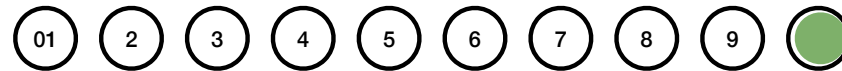
Simple Six Figures - This is a former released that helped thousands of online entrepreneurs launch their simple six business.

(01) (2) (3) (4) (5) (6) (●) (8) (9) (10)

Energy

QUESTion: Looking into the future 137 ideas later, how do you feel about this one?

CLEAR Purpose - Awesome! Purpose never get old because it's fluid.

(01) (2) (3) (4) (5) (6) (7) (8) (9) (●)

Simple Six Figures - I'd look back and feel proud, but it would not still be a passion.

(01) (2) (3) (4) (5) (●) (7) (8) (9) (10)

<u>A</u>ptitude

QUESTion: Why would you hire yourself before anyone else for this idea?

CLEAR Purpose - I'd hire me because of simplicity. A lot of "find your purpose" resources require reading big books and weeks of investment.

(01) (2) (3) (4) (5) (6) (7) (8) (●9) (10)

Simple Six Figures - I'd hire me because I've used the model several times. It has two components that other recurring and subscription methods don't.

(01) (2) (3) (4) (5) (6) (7) (8) (9) (●10)
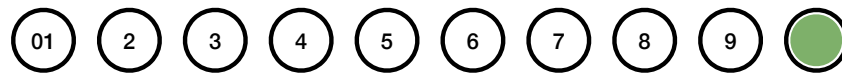
Return

QUESTion: What could I expect to come my client's way and my way as a result of bringing this to the world?

CLEAR Purpose - Clients will receive a clear process they can rely on time and again for direction. I would know I made an impact and possibly money.

01   2   3   4   5   6   7   8   **(9)**   10

Simple Six Figures - Clients would learn and apply a low maintenance subscription program with a tiny churn rate. I would help a lot of solopreneurs and create subscription income.

01   2   3   4   5   6   7   **(8)**   9   10

Scoring

C.L.E.A.R. Purpose™
45/50

Simple Six Figures™
37/50

C.L.E.A.R. Purpose™

Designed for People with Too Many Ideas, Too Many Plans, and Too Many Directions

paul b evans