



# MIND, MONEY, & MEANING

WITH BRYAN FRANKLIN & JENNIFER RUSSELL

## 7 Figure Formula

$$\frac{\text{Merge Identity} \times (\text{High Stakes} + \text{Shrink Wrap Commitments} + \text{Continuous Improvement})}{\text{Distance from Influencers}}$$

### Distance from Influencers

- #1 Merge Your Identity with What You Do - Don't just build the bridge, become the bridge
- #2 Play High Stakes. Work with People Who Have The Most At Stake
- #3 Shrink Wrap Your Commitments Around What You Actually Do.
- #4 Continuous Improvement, Waiting to Exhale Until the Problem is Permanently Solved
- #5 Reduce Your Distance from the Influencers in Your Network. Leave a Valuable and Memorable Impression