

THE BLUEPRINT STARTER KIT

Your 5-Stage Framework for Starting & Scaling Any Business

By Roman Royce | Six Figure Blueprints

Welcome to Six Figure Blueprints.

Most people lose years and thousands of dollars starting in the wrong order. They build before they plan. They market before they have a proven offer. They spend before they know their customer.

This Starter Kit gives you the exact 5-stage framework we use with every student and client -- whether you are building a clothing brand, restaurant, coaching practice, SaaS, or content brand.

"The blueprint comes before everything." -- Roman Royce

THE 5-STAGE BLUEPRINT SYSTEM

1	CLARITY -- Define What You Are Actually Building Nail your niche, your ideal customer, and your unique angle. Most businesses fail here because they skip the plan.
2	ARCHITECTURE -- Design the Foundation Build your offer, set your pricing, define your delivery model. This is where the business is built -- on paper, before you spend a dollar.
3	LAUNCH -- Get Your First Paying Customer Execute outreach. Have sales conversations. Close your first client. Prove the model before you scale it.
4	SCALE -- Build the Marketing Machine Now you run ads. Now you post content. Now you invest in growth. Only AFTER the model is proven.
5	OPTIMIZE -- Systems, Automation, Multiple Streams Build systems that remove you from daily operations. Add revenue streams. This is how \$10K/mo becomes \$50K/mo.

STAGE 1: THE CLARITY QUESTIONS

Answer these 5 questions before you build anything else:

- > What specific problem do I solve? (Be as specific as possible)
- > Who specifically has this problem? (Age, income, situation)
- > Why would they pay ME to solve it? (Your unfair advantage)
- > What does success look like for them after working with me?
- > What would I charge for this result? (Work backwards from your goal)

SIX FIGURE BLUEPRINTS

sixfigureblueprints.com | [\\$!@sfoprints](mailto:$!@sfoprints) STATEMENT:

"I help [WHO] to [ACHIEVE WHAT] so they can [END RESULT]."

Example: "I help first-time entrepreneurs build their first business in 90 days so they can replace their income."

SIX FIGURE BLUEPRINTS

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STAGE 3: HOW TO GET YOUR FIRST 5 CLIENTS

The Fastest Path to Revenue (do this in order):

- > 1. Write a list of 50 people who might know someone who needs you
- > 2. Send a personal message asking if they know anyone you can help
- > 3. Offer a 20-minute call to share what you do
- > 4. On the call: ask questions first. Listen. Then present your solution.
- > 5. Follow up. Most sales happen on the 3rd to 5th contact.

OUTREACH MESSAGE TEMPLATE:

"Hey [Name], hope you're good. I just started [what you do] and I'm looking for my first few clients. Do you know anyone who [problem you solve]? Would love an intro if so. No worries either way!"

30-DAY LAUNCH CHECKLIST

WEEK 1

- ☐ Define your niche and ideal client
- ☐ Write your one-line offer statement
- ☐ Set your pricing (at least a starter package)
- ☐ Create a simple social media profile

WEEK 2

- ☐ Build your list of 50 referral contacts
- ☐ Send 10 outreach messages per day
- ☐ Book your first 3 discovery calls
- ☐ Set up a way for people to pay you (Stripe)

WEEK 3

- ☐ Run your discovery calls
- ☐ Close your first client
- ☐ Deliver an incredible first result
- ☐ Ask for a testimonial and referral

WEEK 4

- ☐ Repeat outreach with new contacts
- ☐ Refine your offer based on what you learned
- ☐ Post 3 pieces of content about your results
- ☐ Join the SFB community and share your progress

Ready to go deeper?

The Blueprint Core Course, live group coaching, and the SFB community take you through every stage -- with Roman and the team behind you.

skool.com/six-figure-blueprints-2939 -- Join the Community

sixfigureblueprints.com/apply -- Apply for Mentorship

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