MELISSA LAHTI BROWN PRESENTS

# THE GAME OF BUSINESS

## WHAT'S YOUR NEXT MOVE?

A quick scorecard to help you see what you've built, where you're stuck, and what to do next.

1 2 3 4

**STOP WAITING TO FEEL READY.**

Make the move. Learn the skill. Keep playing.

# BUSINESS IS NOT A FINAL EXAM.

## It is a game you learn by playing.

Every post, conversation, offer, mistake, win, pivot, and awkward first attempt teaches you something. You are not supposed to know every move before you begin. You build the skills by making the moves.

This scorecard is not here to grade you. It is here to help you notice what is already working, find the part of the game that needs your attention, and choose one next move that creates momentum.

### HOW TO USE THIS SCORECARD

| | | |
|---|---|---|
| **1** | **Score yourself honestly** | Circle one number in each category. Go with your first answer. This is a snapshot, not a permanent label. |
| **2** | **Find your lowest score** | That is usually the skill asking for your attention right now. It is not proof you are failing. |
| **3** | **Choose one move** | Do not attempt to fix your entire business today. Pick one move you can finish in the next seven days. |

### Before you score yourself...

What would feel different if your business had real momentum 90 days from now?

# YOUR PLAYER SCORECARD

Rate each statement from 1 to 5. Circle the number that feels most true today.

| GAME AREA | STATEMENT | SCORE |
|---|---|---|
| **VISIBILITY** | The right people regularly see me and understand what I do. | **1 2 3 4 5** |
| **MESSAGING** | I can clearly explain who I help, what I help them do, and why it matters. | **1 2 3 4 5** |
| **RELATIONSHIPS** | I consistently connect, follow up, collaborate, and build genuine trust. | **1 2 3 4 5** |
| **SALES** | I confidently make offers and give people a clear way to work with me. | **1 2 3 4 5** |
| **SYSTEMS** | My business has simple processes that save time and help me follow through. | **1 2 3 4 5** |
| **CONFIDENCE** | I make decisions and take action without needing perfect certainty first. | **1 2 3 4 5** |
| **CONSISTENCY** | I keep showing up, even when the results are not immediate. | **1 2 3 4 5** |

## READ YOUR TOTAL

| | |
|---|---|
| **7-15 WARMING UP** | You are learning the board. Pick one skill and practice it. |
| **16-25 IN THE GAME** | You have movement. Your next level needs focus, not more random effort. |
| **26-35 LEVELING UP** | Your foundation is working. Strengthen the lowest score and keep going. |

# FIND THE MOVE THAT UNLOCKS MOMENTUM

Start with your lowest score. If two areas are tied, choose the one that would make the biggest difference over the next 30 days.

| | |
|---|---|
| **VISIBILITY**<br>Post one clear piece of content that tells people what you do and who you help. | **MESSAGING**<br>Write one sentence: I help [person] do [result] so they can [why it matters]. |
| **RELATIONSHIPS**<br>Reach out to three people with genuine encouragement, curiosity, or connection. | **SALES**<br>Make one direct invitation to your offer and clearly explain the next step. |
| **SYSTEMS**<br>Create one repeatable checklist for something you do more than once. | **CONFIDENCE**<br>Make the decision you have been circling and take the smallest real action. |
| **CONSISTENCY**<br>Choose one action you can repeat three times this week, then put it on your calendar. | **YOUR WILD CARD**<br>What move do you already know you need to make? |

**My lowest-scoring game area is:**

**The move I will finish in the next seven days is:**

# YOUR SEVEN-DAY POWER PLAY

A good next move is specific enough to finish and small enough to start before you feel completely ready.

### THE MOVE

What exactly will you complete?

### THE FIRST STEP

What can you do in 15 minutes or less?

| | |
|---|---|
| **WHEN WILL I DO IT?** | |
| **WHO CAN SUPPORT ME?** | |
| **WHAT COULD DISTRACT ME?** | |
| **HOW WILL I KNOW IT IS DONE?** | |

**THE RULE: FINISHED TEACHES YOU MORE THAN PERFECT EVER WILL.**

## What will become possible when I make this move?

# VISIBILITY IS PART OF THE GAME

You can be brilliant at what you do and still stay stuck if the right people cannot find you, understand you, or remember you.

That is exactly why I created Magnetic Content Club.

It is a practical, supportive community for business owners who are ready to stop waking up wondering, 'Crap... what do I post today?' Inside, I help you turn your experience, personality, ideas, and offers into content that helps the right people know you, trust you, and hire you.

- ✓ Discover your Content Creator Type and the pattern keeping you stuck
- ✓ Get practical content strategy without putting on a Business Lady Costume
- ✓ Use Magnetic AI to turn your real voice and ideas into strategic content
- ✓ Receive coaching, creative support, and a community that helps you keep playing

**YOUR NEXT MOVE: JOIN THE CLUB + DISCOVER YOUR CREATOR TYPE**

**www.skool.com/magnetic-content-club/about**

Already a member? Head to the classroom, take the Content Creator Type Quiz, and share your result inside the community.

**You do not need another perfect plan. You need your next move.**

Melissa Lahti Brown | Business Strategist + Content Coach | Founder, Magnetic Content Club