

Your NLUM GAMEPLAN

Expand Your **N**etwork, Build Your **L**ist, Establish Your **U**nit, And
Catalyze A **M**ovement All With Social Distancing

JY

CONGRATULATIONS FOR BEING HERE...

You have two choices in life...

- 1: Show Up And Execute
- 2: Or Don't

And the outcome of your decision
will be exactly as expected.

Jared Yellin



A stylized, handwritten signature in white, enclosed within a white rounded rectangular border.

LET'S DO A QUICK SURVEY...
PLEASE SHOW UP
AND ANSWER

HAS COVID-19 RUINED YOUR LIFE?



NOT AT ALL

(I Have Never Been More On FIRE)

DEVASTATED

(I Don't Know How I
Showed Up Today)

Please answer this question...

COVID-19 HAPPENED _____.

A

For Me

B

To Me

Thank You For Having The Courage To Show Up By Answering Those Questions...

**NOW, IT'S TIME TO SHOW UP IN LIFE...
TOGETHER!**

Let's Commit + Go!

JY



Just In Case We Have Yet To Meet...

I AM JARED YELLIN

Dad First ALWAYS - Parallel Entrepreneur
Edge Fanatic - #FreedomMovement

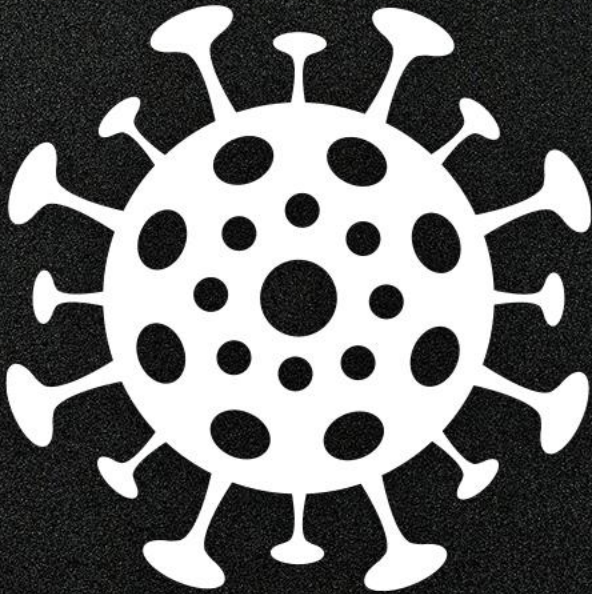
I know this is going to sound weird because I absolutely love sales but...

I HAVE NOTHING TO SELL!

Instead...

Hang With Me Until The End To Download An NLUM Worksheet To
Organize Your Execution + A Copy Of These Slides!

YES, THE CURRENT STATE OF AFFAIRS IS RATHER BIZARRE...



- 1 - Unemployment Rate
- 2 - People sick and suffering
- 3 - Mandated masks
- 4 - Events and sports cancelled
- 5 - Quarantine is making life difficult
- 6 - Insanity in schools for kids
- 7 - I'm sure there are dozens of things you can add...

**BUT WITH ALL OF THIS BIZARRENESSE,
YOU NEED TO MAKE A CHOICE...
FOR ME OR TO ME**

*coronavirus**divorce**bankruptcy**sickness*

WHAT IF _____ IS HAPPENING FOR ME NOT TO ME?

*bad weather**contentment**injury**job loss**introspection**lack of drive**settling**stress*

HERE ARE MY COMMITMENTS FOR YOU RIGHT NOW...

- 1 - I Won't Hype You Up
- 2 - I Won't Sell You Anything
- 3 - I Won't Confuse You
- 4 - I Won't Teach You Something You Can't Do

And heres what I will do...

I Will Share A Tactical And Practical Plan Forward And You
Must Make A Choice...

“

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Jared Yellin



JY

*For Those Who Decided To Show
Up And Execute...*

**I WILL
MATCH YOUR
ENERGY!**



The First Step

CROSS YOUR CHASM

A**B****"WHERE YOU ARE RIGHT NOW"****"WHERE YOU'LL BE IN 6-MONTHS"**

QUALITY OF LIFE		
PRODUCT		
RELATIONSHIPS		
MONEY		
MARKETING		
TEAM-BUILDING		
SCALE		

The Second Step

YOUR NLUM GAMEPLAN

NETWORK

A group or system of interconnected people or things that have a defined relationship of varying degrees.

LIST

Organized relationships for the purpose of optimization for each party involved.

UNIT

An individual thing or person regarded as single and complete but which can also form an individual component of a larger or more complex whole.

MOVEMENT

A group of people working together to advance their shared beliefs, ideas, or code.

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A white circular logo containing the stylized initials 'JY' in a handwritten font.A photograph of Jared Yellin, a man with dark hair, wearing a blue blazer over a white shirt. He is gesturing with his right hand, pointing towards the camera. The background is dark and out of focus.

BENEFITS YOU WILL GAIN

When You Execute On Your Network...

Crystallize the benefit of each network you belong to while opening your mind to networks you should belong to AND eliminating networks that have crossed the *fine line of in service of and in disservice of*.

Networks must be
WIN-WIN
or they are
NO WIN.

Jared Yellin



LETS GET TACTICAL + PRACTICAL

YOUR CURRENT NETWORKS	NETWORKS IN SERVICE OF YOU	NETWORKS IN DISSERVICE OF YOU	YOUR DESIRED NETWORKS
(List)	(List)	(List)	(List)

NETWORK STEPS...

STEP 1: LIST YOUR CURRENT NETWORKS YOU BELONG TO - ALL OF THEM!

BNI, Chamber, Facebook Groups, LinkedIn Groups, Industry Groups, Entrepreneur Societies, Masterminds, Religious, School, University, Kids, Educational Programs, Etc.

STEP 2: LET THE ASSESSMENT PROCESS BEGIN AND PLEASE DON'T BE ROMANTIC

In Service Of: Business Growth, More Time, More Life Experiences

Disservice Of: Business Shrinking, Less Time, No Life Experiences

STEP 3: DO RESEARCH (RECOMMENDED 1 HOUR PER WEEK) ON DESIRED NETWORKS

If you could have it all your way, which networks would you belong to? And then, record a 3-minute video and email, text, or message it to the head of the network explaining why YOU MUST BELONG in-service of THEM and YOU!

"DESIRED NETWORK" VIDEO STRUCTURE

WHAT IF

IDENTITY

**WHY THE
NETWORK**

**WHY YOU IN
SERVICE OF THEM
AND YOU**

ASK

“

I AM INTERESTING
because I am
AUTHENTICALLY
INTERESTED.

Jared Yellin



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A man in a blue suit and light blue shirt is pointing his right index finger upwards. He is wearing a small microphone. The background is dark with some blue and yellow lights.

BENEFITS YOU WILL GAIN

When You Execute On Your List...

Catalyze a daily ritual of mining and organizing relationships in order to serve the relationship so that every relationship gets exactly what it needs from you and you get what you need from them.

“

Your relationship capital is the **single greatest asset you have in your life and business**, but most people spend more time searching for the cheapest gasoline when it's time to fill their car versus cultivating, loving on, and investing in this human capital.

Jared Yellin



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LETS GET TACTICAL + PRACTICAL



**YOUR RELATIONSHIP
CAPITALIST!**

LIST STEPS...

STEP 1: SCHEDULE 15-MINUTES EVERYDAY (365 DAYS) FOR MINING AND ANOTHER 15-MINUTES FOR CONNECTING

Mining relationships is a daily activity and when you commit, you will begin to reap the benefits by recognizing who you know, who they know, and who you want to know with a straight line to get there.

STEP 2: UNROMANTICALLY, SELECT A CONDUIT AND A LETTER TO RESEARCH AND

Whether you select Facebook, Linkedin, Your Phone, CRM, Email List, etc. pick a daily conduit and a letter within that conduit and begin to MINE your relationships. Mining looks like:

1 - CATEGORIZING THE PERSON
2 - QUICKLY ASSESSING WHERE YOUR WORLDS COLLIDE

3 - DEFINING AN OUTCOME FOR THE PERSON
4 - SEEING WHO THEY KNOW AND WHAT NETWORKS THEY

STEP 3: USE YOUR CONNECTING TIME AND RECORD 1-2 MINUTE CONNECTION VIDEOS

Yup, you are on video once again and you will send direct connection videos with 3 people each day - 365 days! (Via email, text, message, etc.)

"CONNECTION" VIDEO STRUCTURE

**WHY YOU
THOUGHT OF THEM**

**WHAT YOU ARE
UP TO**

**BOLD
COMMITMENT**

ASK

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BENEFITS YOU WILL GAIN

When You Execute On Your Unit...

Initiating the building of your unit

because anyone can accomplish anything with the right UNIT... period! The right unit is a force of nature and a force of good but it must be initiated and facilitated with intention.

“

Let's stop focusing on the number of followers you have, and instead, let's put our **intention and attention on depth versus width.** I would take someone with 4 extremely deep relationships before someone with 400,000 surface levels "followers" anyday

—
Jared Yellin



UNIT DEFINED

An individual thing or person regarded as single and complete but which can also form an individual component of a larger or more complex whole.

Lets Get Tactical And Practical...

**REMEMBER, YOU DON'T NEED A
UNIT, RATHER, YOU WANT ONE.**

WHAT MAKES YOU UNSTOPPABLE?

WHAT ARE YOUR CODES?

DEFINE YOUR NON-NEGOTIABLES

**WHO DO YOU KNOW THAT ALIGNS WITH YOUR CODES AND
NON-NEGOTIABLES AND WILL PRODUCE A RELEVANT WIN-WIN?**

UNIT STEPS...

STEP 1: TAKE THE ANSWERS FROM THE 4TH QUESTION AND SEND A 2-3 MINUTE VIDEO ON WHY YOU ARE INVITING THEM INTO YOUR UNIT

Who Do You Know That Aligns With Your Codes And Non-Negotiables And Will Produce A Relevant WIN-WIN? Call them and explain what a unit is and why you are inviting them to join your unit.

STEP 2: SETUP YOUR WEEKLY RITUALS WITH YOUR UNIT DOCUMENT

I recommend one hour a week, plus setup a texting thread, WhatsApp group, etc. to communicate in real time. Discuss your A to B and where you are thriving and where you are struggling.

STEP 3: MEASURE AND MONITOR PERFORMANCE

Your unit will serve you (and each member) until it doesn't and that is perfectly okay. Units are not meant to last forever, but rather serve a purpose for all and then each member moves onto building a new unit to create relevant WIN-WIN outcomes.

"UNIT" VIDEO STRUCTURE

**WHAT IF
(STATE WHAT IF
QUESTIONS WHERE
YOU SPEAK INTO
THE BENEFITS OF
BEING IN YOUR
UNIT)**

**WHY DID YOU
HAND-SELECT THIS
PERSON TO JOIN
YOUR UNIT**

**RESTATE THE
BENEFITS**

ASK

“

Every action requires an intention,
because an action without an intention
will lead to a result without an
achievement. Results are by chance and
achievements are by choice.

Jared Yellin



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BENEFITS YOU WILL GAIN

When You Execute On Your Movement...

Declare your movement and back your declaration with consistent, integrity-filled, and disruptive energy. The key with your movement is to walk your talk so declaring it accurately from the start is essential.

“

People yearn to feel like they are part of something. A place where they belong, a place where they feel comfortable, and a place where they are growing. They will either choose your movement, if you declare it and then follow-through, or they will choose to be part of something different. Where do you feel they will benefit most?

Jared Yellin



Lets Get

TACTICAL + PRACTICAL

WHAT IS YOUR CALLING?

WHAT CAN PEOPLE EXPECT DAY-BY-DAY IN YOUR MOVEMENT?

WHAT IS THE NAME OF YOUR MOVEMENT?

**WHAT OUTCOME WILL YOU CAUSE INSIDE OF YOUR
MOVEMENT (AKA BENEFITS)?**

MOVEMENT STEPS...

STEP 1: SETUP YOUR MEETING GROUND IN A CLOSED FACEBOOK OR LINKEDIN GROUP

All movements need a safe space to congregate and either Facebook or LinkedIn are the perfect spot for you to establish your Movement Home. I highly encourage you to pin a video welcome message in your Movement Home so people know what to expect and introduce themselves when they join.

STEP 2: DECLARE THE OUTCOME EVERYWHERE

Once your movement has been established in your mind, it's essential that you don't keep it a secret. Get on every social platform, use email, text message, in-person meetings, and phone calls to invite people to join your movement. The right people must say YES because the power is in the pack and each person will be creating the outcome together.

STEP 3: TIME BLOCK YOUR DAILY CADENCE IN YOUR MOVEMENT

5-10 Minutes will go a very long way inside of your movement on a daily basis so commit to posting, asking questions, conducting interviews, and anything else that enables you to deliver on your promise which is the outcome you are causing inside of your movement. Consistency is KEY because people will model what they experience.

"MOVEMENT" PINNED WELCOME VIDEO STRUCTURE

**CONGRATULATE
EVERYONE WHO
JOINED**

**ASK THEM A FEW
PERTINENT
QUESTIONS AND
FOR THEM TO
INTRODUCE
THEMSELVES**

**STATE YOUR
MOVEMENT
CADENCE SO THEY
KNOW WHAT TO
EXPECT**

**ASK FOR 110%
COMMITMENT TO
PLAY ALL OUT AND
TO INVITE
LIKE-MINDED
OTHERS**

The Second Step Revisited

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The Third And Final Step

PLAN A: KNOW YOU CAN + WILL

I live what I call a tug-of-war life where each day I wake up and my first thought is doubt. Do I have what it takes? Will I fall short? Am I out of my league? And I immediately combat this thought with the other extreme. I know I can. I know I will.

Jared Yellin

Please Read This Bold Statement...

**THE SINGLE REASON WHY I HAVE
ACCOMPLISHED WHAT I HAVE IS
BECAUSE I HAVE ONE PLAN...
PLAN A!**

I KNOW I CAN and I KNOW I WILL!

PLEASE REALIZE

This Is **NOT** A Mantra - Although I Love Mantras

This Is **NOT** Hype - Although I Love Hype

This Is **NOT** Positive Self-Talk - Although I Love Positive Self Talk...

What This Is...

JS



A WAY OF LIFE

I Refuse To Have Anything Less Than
"IT ALL" Which I Define As Absolute
FREEDOM...

And I Invite You To Share This Belief System...

**EVERYTHING HAPPENS FOR YOU,
NOT TO YOU!**

DEPLOY THESE THREE STEPS

And I Personally Guarantee That You Will Go From Where You Are To Where You Want To Be When The Rest Of The World Is Floundering And Saying "WHY ME?"

**THE FIRST STEP:
CROSS YOUR
CHASM**

**THE SECOND STEP:
YOUR NLUM
GAMEPLAN**

**THE THIRD STEP:
PLAN A:
KNOW YOU CAN
AND WILL**

Now What...

**WELL, I HAVE NOTHING TO SELL...
LITERALLY ZERO!**

My Four Asks Of You...

ASK NUMBER ONE

Promise Yourself That You Will Implement
(Say I Promise In The Comments or Chat)

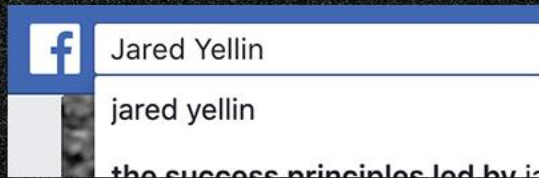
JY

ASK NUMBER TWO

Lets Stay Connected



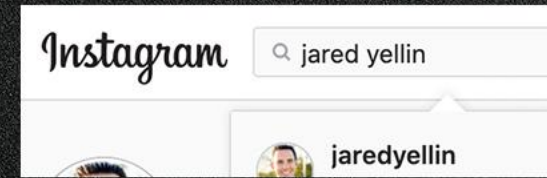
**FACEBOOK:
JARED YELLIN**



**LINKEDIN:
JARED YELLIN**



**INSTAGRAM:
@JAREDYELLIN**



JY

ASK NUMBER THREE

Heres What I Have Going On

JY

JAREDYELLIN

**VERY LIMITED BUSINESS
CONSULTING/COACHING**

JAREDYELLIN.COM

SYNDUIT
PRIVATE LABEL

**PRIVATE LABEL A
LIMITLESS SCALE
MARKETING SOFTWARE**

**SYNDUITPRIVATE
LABEL.COM**



CILA LABS

**LOOKING FOR NON-TECHY
ENTREPRENEURS WITH
TECHNICAL IDEAS**

CILALABS.COM

ASK NUMBER FOUR

Look In The Mirror Within The Next 60-Minutes
And See What I See - Limitless Potential - Now, Seize This
Glorious Opportunity!

JY

Your
**NLUM
GAMEPLAN**

POWERED BY
JY **JARED YELLIN**

**IMPLEMENTATION
GUIDE**

My Team Has Created An **Implementation Guide** To Help Direct You Through Building Your NLUM Gameplan And I Want To Give This To You Because I Am Positive It Will Help You

PLUS...

Get The Replay Of This Training

PLUS...

A Copy Of My Slides

FOR FREE WITH NO UPSELLS!

JaredYellin.com/NLUM



“

I get this weird satisfaction when something challenging happens in my life. I just know that a breakthrough is around the corner and I double down on what's important and step into massive execution mode. I invite you to try this approach on for size and compare it against being complacent and doing nothing.

—
Jared Yellin

