

# THE DRAGON 100™ PATH

## The 5 Stages of Evolution Every Company Goes Through to Hit \$100+ Million a Year

In business, there is no such thing as a one-size-fits-all solution to growing your company.

Depending on your company size and a few other criteria, some strategies will work better for you than others. To find out exactly what to do in your current stage, here's what the most successful Dragons in the world have already figured out.

All you need to do is follow their proven Dragon 100™ Path.

You can't build a great legacy on a weak foundation. Even if you're already generating \$1 million+ in annual revenue, as a Dragon, you start at Stage 1.



DRAGON 100™



BLACK DRAGON



RED DRAGON



### STAGE 1 <\$100K

#### Dragon Ready Collection

Tap into 40 years of business-building wisdom revealed in 40 of my favorite, groundbreaking virtual trainings

#### High Ticket Closer™ 3.0 (HTC) Certification Program\*

Commit and go through HTC along with a High Ticket Coach™. You'll get a world-class education on psychology and sales in 90 days. You could generate thousands or even hundreds of thousands of dollars with this system.

#### High Ticket Coach™ (HTCoach) Certification Program\*

Great leaders are great coaches. HTCoach provides a proven process for instant momentum in your leadership. Your Coach will take your mindset, productivity, leadership and results to a completely new level of world-class.

### STAGE 2 \$100K ~ \$1 MILLION

#### Stage 1 Completed

You have completed all the steps in Dragon In The Making™

#### Code of Conduct & Board Meeting Guidelines

Enforcing the Code of Conduct allows us to ensure the safety of all members within the Board

#### Dragon 100™ Awards Video

Watch the Dragon Awards walkthrough video, enter your name, and print out the Dragon Awards you're aiming for in the next 1 year, 3 years, and 5 years. Place it on your vision board.

#### Dragon Talk

You have prepared and delivered your first Dragon Talk™ in front of your Dragon peers

#### How Strong of a Dragon Are You?

You could confidently and honestly score yourself 16 points or higher

#### Become a Dragon Sponsor

Sponsor 1 NEW Dragon

#### Dragon 100™ Annual Event

Register and attend our Dragon 100™ Annual Event

#### High Income Copywriter™ (HIC) Certification Program

Commit and go through HIC to develop the skill of closing in print. It will equip you with strong foundations in offers and marketing. It literally compresses decades of experience into 60 days.

#### S.M.A.R.T. Dragon System

Access all my best strategies on how to scale using social media, marketing, remote teams, and persuasion

### STAGE 3 \$1 MILLION ~ \$10 MILLION

#### Stage 2 Completed

You have completed all the steps in Red Dragon™

#### Become a Dragon Sponsor

Sponsor 2 more NEW Dragons

#### If you want to scale your team:

##### Laying The Foundation To Scalability

##### Maximize Your Team and Multiply Your Profits Using E.O.S.

##### The Secret Psychology of Team Building

##### Leading Like a Dragon

##### Delegate Like a Dragon

#### If you want to massively grow your YouTube channel and leverage Organic Traffic:

##### Tube Your Own Horn

#### If you conduct any type of events online or offline:

##### Event Monetization System

##### How To Run Wildly Profitable Virtual Events

##### Platform Closing Secrets

#### If you want to scale your paid ads:

##### Perfect Client Pipeline

#### If you want to build and scale your sales team:

##### Sales Management Secrets

Take a look behind the scenes on how we structure, compensate, and manage our sales team

##### HubSpot Sales System & Implementation\*

This shows you exactly how we set up our sales pipeline using cutting technology and Hubspot

#### If you want to grow your wealth while you sleep:

##### Invest In DragonX Capital

Apply to co-invest in the next Unicorn (billion-dollar valuation company), with other Dragons

### STAGE 4 \$10 MILLION ~ \$100 MILLION

#### Stage 3 Completed

You have completed all the steps in Black Dragon™

#### Complete all the training in Dragon 100™ Vault

#### Complete Dragon On Demand™

#### Private Consulting\*

Consult with me or our executive team at least once a month to scale your business with less effort

#### Convert Profits Into Wealth

Allocate at least 25% of your profits towards investments

### STAGE 5 > \$100 MILLION

#### Congratulations!

All your years of hard work and dedication has paid off! Time to celebrate! You've finally created generational wealth. What do you want your legacy to be?



DAN LOK, Chairman

\*Not included in the Dragon 100™ membership. Additional investment required. Please contact your Dragon 100™ Concierge for more information.