



Topic 1 – Getting Started

Hi everyone it's Colleen from Niche Networkers – Online Coach Support

*This is the first topic of my new course **The Honeycomb Effect** which is predominantly going to be a homestudy course for our financial members of onlinecoachsupport.com. I will also run this as a live course four times next year. This course has six different parts to help you build your honeycomb which are six key pillars to building your biz.*

- 1 **Getting Started***
- 2 **Money Magic***
- 3 **Creating Content***
- 4 **Marketing Pysche & Funnels***
- 5 **Ninja Support***
- 6 **Partnerships***

The Honeycomb Effect is based on the analogy of the honeybees. Whilst their end result is to make honey the most important part of their journey is with the cross pollinating of flowers. My mission is to help promote and support our members so each of you can grow your biz and get your messages and support out to your tribes. This is what I liken to the Honeycomb Effect – the cross pollination. By us all helping, supporting and promoting one another we will each have a better chance of achieving our end goal

I suggest that before you get started that you use the Honeycomb template to identify your main goal and the six steps or milestones that may help you to get there by breaking down your goal into six sizeable chunks. Basically you have a target or main goal that you want to each achieve in a given timeframe.

By chunking it down into 6 key steps initially, it reduces the feeling of overwhelm, it will stop you from getting distracted or trying to do more than you should be doing and most importantly it gives you clarity and focus. This course has purely been designed to help you create your online biz by:

-  ***Building the foundation***
-  ***Building momentum***
-  ***Building success***

As part of this Homestudy you will receive

-  ***Audio & Video Recordings***
-  ***Notes – notes, resources and templates***
-  ***Regular Facebook and/or email support***



Topic 1 – Getting Started

In this topic we will cover the following:

-  *Identifying your big main goal*
-  *Identifying how much time you actually have for your biz*
-  *Setting milestones*
-  *What you need to start, stop and keep doing*
-  *Reality, results and roadblocks*
-  *Identifying your perfect customer*
-  *Decluttering*
-  *Celebrating your highs and lows and how far you have come*

Identifying your big main goal

The first thing to do to get started is that you need to identify your big main goal.

Start with the end in mind

What do you want to achieve as your end goal?

If you have not already completed your Honeycomb Template then you can either download this template and the Planning Template from the website - onlinecoachsupport.com/topic-1-getting-started.html or mind map it out.

Mind mapping is where you can just draw a circle in the middle and put your main goal inside.

Use this as the hub and then have lines going out from different parts of the circle. Put your ideas, your steps, milestones or tasks at the end of each line.

Identify your main goal in the middle and the six milestones you will need to help you get there. You can also use the Planning Template to add extra detail for each step, task or milestone.



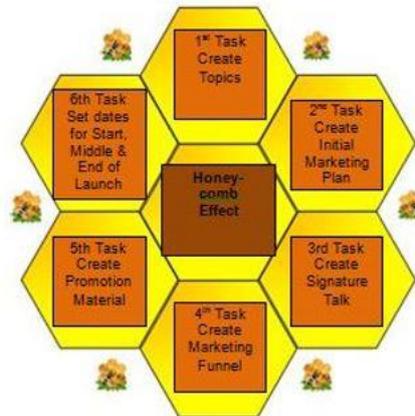


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Honeycomb Template – My Big Vision



The Honeycomb Effect Course



The Honeycomb Effect Topics





Topic 1 – Getting Started

Use the Planning Template in conjunction with your honeycomb template.



The Honeycomb Effect Planning Template



| No | Action Step | My Example | Your Checklist/Plan |
|----|--|---|---------------------|
| 1 | For each action step you may need to use the Honeycomb Template again to chunk things down further. This time put your Step or Task in the middle and what you need to do to complete the task on the outside. Start with Step 1 or task 1 | Work out course outline - topics: <ul style="list-style-type: none"> ▲ Getting Started ▲ Money Magic ▲ Creating Content ▲ Marketing Psyche & Funnels ▲ Ninja Support ▲ Partnerships | |
| 2 | Step 2 | Create initial Marketing Plan Outline to get prospects to attend webinar need to include the following: <ul style="list-style-type: none"> ▲ Signature talk – free webinar that will then encourage prospects to sign up to paid course ▲ Lead Magnet/Hook ▲ Landing Page ▲ Ads – social media ▲ Blog posts, videos, newsletters ▲ Email sequence – pre webinar and follow up | |
| 3 | Step 3 – this may vary depending on whether you have already started creating your content and need to repurpose it or if you are starting off from scratch. | Start Creating Signature Talk – flesh it out. The what and the why <ul style="list-style-type: none"> ▲ Slide deck – powerpoint presentation – roughly two slides a minute | |
| 4 | Step 4 | Create marketing funnel outline | |
| 5 | Step 5 | Create promotional material – Blog posts, email sequence – lead up and follow up, and content, landing page including lead magnet | |
| 6 | Step 6 | Set dates for signature talk – start campaign/funnel process allow at least a week or 10 days beforehand Set dates for Course – start date, weekly sessions, end of course | |

This enables you to drill down for what you need to do to complete each step or milestone. Use bullet points. Included in this template are my examples that you can use as a guide. If you need any help with this either email info@onlinesupport.com or private message me.

Identifying How Much Time You Do Have

One of the things that you may underestimate is actually how much time you do have to work on our business.

You may also be working part time or full time, have a household to run, family to consider and look after, friends that you like catching up with regularly, other commitments such as YOU time – relaxation, meditation, exercising that you need to include

Use a weekly planner or your Google Calendar. Include everything.

How much time do you want to spend on your business?

Add your milestone dates into your calendars or planner. Be specific - not just the month pick a day within that month that you want each milestone achieved by.



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Look at your first step or milestone in your honeycomb structure and what you need to do. How long do you think it will take? If in doubt add extra. Do this for each of the steps or milestones. What steps are you going to take? Does one of your steps need to be broken down further? Have you got clarity to what you want to achieve?

Work out how many hours each week you can allocate to be working on your biz and making this happen? Please make sure you take into account all other activity including fun times, study times, health and wellbeing activities, personal time and family time.

What are the most effective hours in the day for you? What will you be doing during those hours – again remember to be specific. How much time will you spend on social media or emails? How much on creating content? How much on networking or reaching out and connecting with your tribe or coaching clients? How much on study or learning are you going to allocate?

Try and batch your time. If you intend to do more than one hour at a time set the timer for 50 mins and focus on that task only. Then ensure you have a 10 minute break doing something totally away from your computer - have something to eat or drink, go outside, whatever before commencing on the next hour of work

What time slots each day are best for you to spend time on this?

| <i>Set dates for each milestone and the rewards you will give yourself for each step of your honeycomb</i> | | | | | | | |
|--|--------------|----------------|-------------|------------|--------------|------------|------------|
| <i>Milestones/Steps</i> | <i>Dates</i> | <i>Rewards</i> | | | | | |
| <i>Step 1</i> | | | | | | | |
| <i>Step 2</i> | | | | | | | |
| <i>Step 3</i> | | | | | | | |
| <i>Step 4</i> | | | | | | | |
| <i>Step 5</i> | | | | | | | |
| <i>Step 6</i> | | | | | | | |
| <i>Hours each week on your biz</i> | | | | | | | |
| <input type="text"/> | | | | | | | |
| <i>Effective days/hours for you – block out in calendar or planner</i> | | | | | | | |
| <i>Hours & Task</i> | <i>Sun</i> | <i>Mon</i> | <i>Tues</i> | <i>Wed</i> | <i>Thurs</i> | <i>Fri</i> | <i>Sat</i> |
| <i>AM</i> | | | | | | | |
| <i>Task</i> | | | | | | | |
| <i>PM</i> | | | | | | | |
| <i>Task</i> | | | | | | | |



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Ask yourself these questions

| | |
|---|---|
| <i>How much time do you want to spend on:</i> | <i>How much time are you currently spending on:</i> |
| <i>Social Media?</i> | <i>Social Media?</i> |
| <i>Emails?</i> | <i>Emails?</i> |
| <i>With clients?</i> | <i>With clients?</i> |
| <i>Creating content?</i> | <i>Creating content?</i> |
| <i>Editing content</i> | <i>Editing content</i> |
| <i>Marketing and promoting your course, product, service or event</i> | <i>Marketing and promoting your course, product, service or event</i> |



You now have direction. You know what you want your end result to be in a given timeframe.

Use this Adventurers Club Oath taken from tut.com





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What do you need to start, stop and keep doing?

Ask yourself: “What do I need to focus on and do right now? What do I need to keep doing and do I need to stop doing so I can solely focus on achieving my goal?” Just in time learning, not “just in case” learning or doing.



This is a simple but effective template also taken from Taki Moore's Million \$ Coach Intensive course - What do you need to start doing, keep doing and stop doing to move you forward in your biz?

You need to stop doing the things that are costing you extra money, effort and time. You need to stop if it is not being effective to achieving your goals and creating success.

There are two templates that you can use - either use the circle template or three columns in a table format. The circle format is just two circles overlapping each other. On the left hand side is where you put all the things you need to start doing (green), on the right is what you need to stop doing (red), and where it overlaps in the middle is what you need to keep doing (orange). Use the traffic light colours. What is your example??? My example is below.

Start - just in time learning for what I am focusing on right now to get things done, unsubscribing from email lists- decluttering, using 24 hour weekly planner or google calendar, defining hours that I can solely dedicate to biz and what needs to be done, blogging creating videos

Keep – promoting and supporting financial members of onlinecoachsupport.com in newsletters, blog articles, social media, teleseminars and webinars

Stop - signing up to everything (just in case - this is a big one for me), spending too much time on Social Media



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| Start | Keep | Stop |
|-------|------|------|
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Where are you currently at? What is the reality for you right now? What are the results you want to get and what are the roadblocks that are stopping you from achieving your goal?

| <i>1 - Reality (from this)</i> | <i>3 - Roadblocks (overcome this)</i> | <i>2 - Results (to this)</i> |
|--------------------------------|---------------------------------------|------------------------------|
| | | |

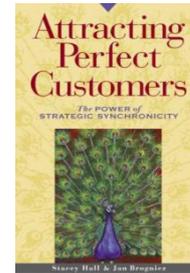
This is another template from Taki Moore's Million \$ Coach Intensive. This helps you identify the gap between where you are and where you want to get too. It also helps identify the things that are stopping you from achieving your goal.



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Identifying your Perfect Customer or Target Market

How often are you, your employees, and your coworkers operating like lighthouses standing securely on the shore, attracting and safely guiding the boats (customers) that need your business with your light? How often do you run up and down the beach frantically looking for boats (customers) to serve?



Reference - *Attracting Perfect Customers – The Power of Strategic Synchronicity* by Stacey Hall & Jan Brogniez

A quote which I love from the same book *"Our business now attracts Perfect Customers only"*

By being clear on who you are, what you do and who you serve you will attract your perfect customer.

Spend some time on this as this is the most important aspect to get right, to be in alignment with yourself and your core value.

Be really specific - no more than 60 seconds. This is your elevator script.

| | |
|------------------------------------|--|
| <i>I help (people - what type)</i> | |
|------------------------------------|--|

| | |
|--|--|
| <i>Who (problem - be specific, drill down)</i> | |
|--|--|

| | |
|--------------------------------|--|
| <i>To (solution - do what)</i> | |
|--------------------------------|--|

Reference Nicola Bird's Jigsaw Bootcamp Course – 50 Days to 50 K

My Statement for Niche Networkers – Online Coach Support

I help new overwhelmed and stressed coaches who have techo & marketing fears learn the basic skills to get set up and move forward in their new business by giving them the experience to try different platforms and have a place to share their ideas with each other.

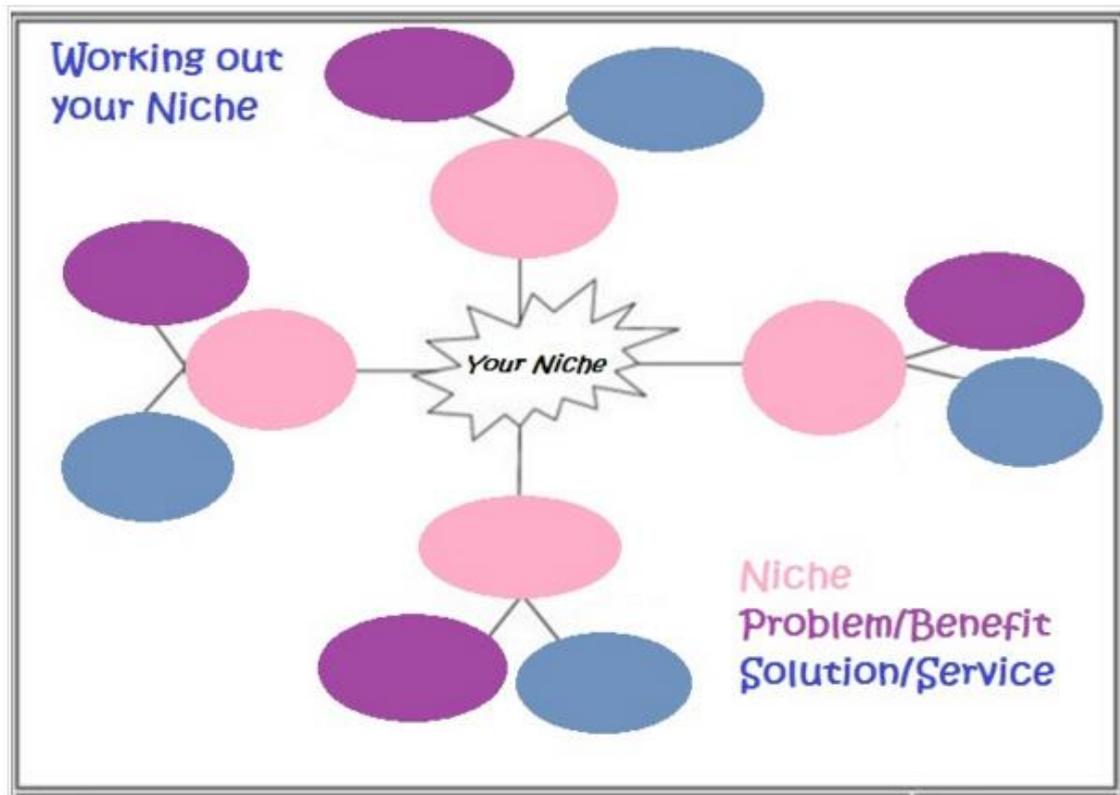


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My Statement for Online Coach Support

I help coaches who want to really excel in their own biz using the Honeycomb Template goal setting tool to get focused, clearly identifying and breaking down their main goal into 6 smaller milestones, reducing procrastination and overwhelm.

Mind map out your potential niches or problems



If you need further help with this look at our Resources Section in our Membership Site – [Your Target Market](#)

You may want to help anyone or everyone but then you are not being specific. Drill down like a well – narrow and deep. Become a Key Person of Influence or Expert.



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Decluttering

Declutter and Unsubscribe from your Inbox

Keep doing this until you only have what is relevant right now. If you are hesitant create folders and have those emails sent directly to them removing them from your inbox. You will be surprised as to how many emails you may be collecting that you don't even refer to or open.

Whenever something new pops up that you may want to sign up for (just in case) look back at your Honeycomb Template and ask yourself **"Is this going to help me with my next step"** (just in time learning) that I can apply straight away.

Write down the 10 subscribers you want to keep receiving notifications from and why.

| No | Who | Why |
|----|-----|-----|
| 1 | | |
| 2 | | |
| 3 | | |
| 4 | | |
| 5 | | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |

Declutter your office or workspace

Look at your honeycomb template and then put away any books, programs or anything that is not relevant to your goal right now. Decide what you need and put them closer to you or so you can quickly reference that resource when required.

Have you got your honeycomb template up on the wall directly in front of you so you can use as a vision board and to maintain your focus?

Keep your office or work space clean, organised and tidy.



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Identify Tasks Needing to be Done for Each Step (Optional)

Use the table below for each milestone/step. List what tasks do you want/need to do first and how comfortable/confident are you with completing these tasks?

| Task | Confident Level |
|------|-----------------|
| | |
| | |
| | |
| | |

Is there anything (problems) that will prevent you from doing any of the steps above and what can you do to prevent this (solutions)?

| No | Problems | Solutions | Date to Complete |
|----|----------|-----------|------------------|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |

What resources do you need? Do you require any extra training? Who can help you?

| No | Resources | Training | Belief Buddy or Person that can help you |
|----|-----------|----------|--|
| 1 | | | |
| 2 | | | |
| 3 | | | |
| 4 | | | |
| 5 | | | |



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FOCUS, focus, focus

FOCUS, focus, focus on your main goal like a gold winning athlete. Create a vision board of how you actually see your biz at the end of the year. Draw or print out your honeycomb template and display where it is prominent (in addition to your vision board).

Use the Law of Attraction and write your perfect year. Put as much feeling and emotion into it as you can. Remember you are doing this from a place of "I have already achieved this" it has already happened and you are reflecting back.

-  *How much are you earning?*
-  *How many clients do you have?*
-  *How many workshops have you done?*
-  *How many online programs or other products have you created?*
-  *Who are your perfect customers?*
-  *Who are you involved with as affiliates?*
-  *How many joint ventures are you involved in?*
-  *How much are you receiving in passive income?*

My Perfect Biz Year

| | |
|---------------------------|--|
| <i>Earnings</i> | |
| <i>Clients</i> | |
| <i>Workshops</i> | |
| <i>Online programs</i> | |
| <i>Products</i> | |
| <i>Perfect Customers</i> | |
| <i>Affiliate Partners</i> | |
| <i>Joint Ventures</i> | |
| <i>Passive Income</i> | |



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Celebrate the Year Before - the Highs and the Lows – list everything (big and small) as it was all a learning experience

| | |
|-------------------------------------|--|
| <i>What did you create?</i> | |
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| | |
| | |
| <i>What did you achieve?</i> | |
| | |
| | |
| | |
| | |
| <i>What were your fears?</i> | |
| | |
| | |
| | |
| | |
| <i>What held you back?</i> | |
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| | |
| | |
| | |
| <i>What were your challenges?</i> | |
| | |
| | |
| | |
| | |
| <i>What did you need help with?</i> | |
| | |
| | |
| | |
| | |
| <i>What were your lessons?</i> | |
| | |
| | |
| | |
| | |



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Checklist of things you can start doing as mentioned above

| No | Checklist of things mentioned above |
|----|--|
| 1 | Identify your big main goal |
| 2 | Identify how much time you have |
| 3 | Identify what you need to start, stop and keep doing |
| 4 | Identify your reality, results and roadblocks |
| 5 | Identify your target market |
| 6 | Decluttering |
| 7 | Focus on the year ahead |
| 8 | Celebrate your journey so far – highs and lows |

Listen to the inspiring guided visualisation by Kerry Upham

VIP Gold and Platinum Packages

If you want to put some skin in the game and achieve your goal - wanting extra support to ensure you will be a success then I would like you to consider my VIP package. I want you to value this training that I can give you. I want you to know that I will be the one that makes you accountable and focused by truly devoting my time to you. This VIP program is for anyone that wants more one on one time with me. There are two options available to choose from that I will be charging at a reduced price directly as follows:

Option 1 – Gold Package

4 one on one laser focus calls (one each quarter) valued at \$600 for only \$300. Calls recorded (only with your permission) and sent through as MP3

Option 2 – Platinum Package

12 one on one laser focus calls (one each month) valued at \$1800 for only \$600. Calls recorded (only with your permission) and sent through as MP3

References/Resources used within the whole Honeycomb Effect course:

| | |
|--|---------------------------------------|
| Taki Moore – Million \$ Coach Intensive | Leonie Dawson – Double Your Biz |
| Amy Porterfield | Social Media Marketer |
| Digital Marketer | Jamie McKean – Technology for Coaches |
| James Tuckerman – Not So Freaky University | |
| Alex Mandossian | |



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Bonus Resource

7 Secrets of Super Productive Female Entrepreneurs taken from *The Girls Mean Business* claire@thegirlsmeanbusiness.com [via madmimi.com](http://www.madmimi.com)

1. Focus

The biggest time drain for nearly all the women business owners I know is lack of focus. It means that even if you manage to free up some precious time in your over-busy schedule to work ON your business for a change, you haven't the faintest idea where to start. You're faced with a to-do list so long and so full of huge jobs that you're paralysed into inaction. Needless to say, this is not the way to be super-productive. Instead, you need to make your to-do list more manageable and less terrifying and you can do this by breaking every huge job down into bite-sized chunks. I call it eating the elephant one bite at a time.

2. Time Management

Time flies, especially when you have too much to do. So how can you get a grip of your time and fit more into your days? Well I have a really simple tip for you and that's to set a timer. There is nothing like a good old deadline to get your mind laser focused and your productivity gland working overtime. Use the timer on your phone or get a kitchen timer and set it for 20 or 30 minutes. Even ten minutes if it's a small task that you just need to get done. Don't look at or touch anything else during that time until you've completed the job in hand. You will be amazed how much you can achieve working this way. Try it!

3. Direction

Getting by day-to-day is all very well but you'll be much more productive and much more motivated if you know where you're going. When I work with my VIP clients I get them to create a business vision that shows what they want their business and life to look like in, say five or ten years. I ask them to consider how much money they want to be earning, how many hours they would like to be working and what they will do with their time off. So I'm challenging you to do the same. What does success look like to you? You can either tear up magazines and create a vision montage on a sheet of paper or use Pinterest. Whenever you have an 'off' day or you take a knock, look at your vision board and remember why you're doing this.

4. Confidence

Confidence, or rather lack of it, is a productivity killer. I've seen so many women business owners and female entrepreneurs who have let lack of confidence rule their lives and break their business. Lack of confidence made them say 'yes' to things they'd rather not be doing, take on bad clients because they thought any clients were better than none or not stand their ground when they were being taken advantage of. Lack of confidence is characterised by mind chatter (I call it Mind Monkeys) telling you that you're not good enough, you're not clever enough, no one will pay those prices or even 'you're a bad mother'.



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But you are better than you think, so instead of listening to the Mind Monkeys on your shoulder, get out your vision board and squash them flat with it.

5. Smarter Not Harder

Working smarter involves outsourcing those jobs you hate (book-keeping, admin, social media marketing) to someone else who loves those kinds of jobs. The time you free up far outweighs the minor expense and you get to free up some valuable mental bandwidth instead of having your mind on a task you need to do but are avoiding. Leveraging your time is another smart working technique. Doing lots of one-to-one work when you could be working with groups and earning more for the same time? Having to come up with new blog content every time instead of adapting and reworking other stuff you've done? There are loads of ways to work smarter not harder.

6. Think Like A Business Owner

Many women business owners suffer from 'little old me' syndrome which is no help when you're trying to be super-productive. 'Little old me' gives in when you're faced with a neighbor at the door who wants a chat because you work from home so you can't be busy. 'Little old me' gets put upon by friends and family because you don't have a 'proper' business. Sound familiar? The antidote to 'little old me' syndrome is to think like a business owner. Would a business owner stand and chat or would she say "Glenda, I'm sorry, I'm just on deadline, can I call round tonight?" 'Little old me' syndrome is self-imposed – stand your ground and you'll start to get taken seriously.

7. Like-Minded People

Super productive business owners surround themselves with other successful people. They don't tolerate negativity or put up with whingers and whiners. There's a saying that goes "Those who say it cannot be done should not stand in the way of those doing it." And I wholeheartedly agree. There are many groups both on and offline for business owners. Find a network that works for you (there are so many different networks out there that you'll find the perfect fit) and use it. Share your problems, ask for help, be inspired, celebrate successes and use the power of the group – it's a wonderful thing.

The Girls Mean Business claire@thegirlsmeanbusiness.com [via madmimi.com](http://via.madmimi.com)