





Topic 1 – Getting Started Planning Sheet



ACTION STEP	DESCRIPTION	ACTION REQUIRED	NEEDS HELP WITH	
YOUR BIG WHY 	<ul style="list-style-type: none"> Why do you want to make this happen? How much do you want it to happen? Sexy Six - Understanding the mindset states that you need to be in to create results and also the mindset traps that coaches fall into that stop them from succeeding 	Write out your big why – the impact for you, friends, family & beyond		
YOUR REALITY, ROADBLOCKS & RESULTS	<ul style="list-style-type: none"> What is your reality right now? What are the results that you want to achieve? What is holding you back? 	Complete worksheet		
YOUR STRENGTHS & WEAKNESSES	<ul style="list-style-type: none"> What are you good at and confident in doing – include aspects outside of coaching – your job, your life skills? What areas overwhelm you or you need extra support with? 	Complete Worksheet		
AVATAR 	<ul style="list-style-type: none"> Who is your perfect customer? What are their demographics, but more importantly what are their behaviours, thoughts, problems, frustrations? What is the problem that you solve? Is it real? Can you solve the problem? Can you convince people that don't know you that you have the solution they seek 	Create Your Avatar – download from Digital Marketer		
STATEMENT OF VALUE 	<ul style="list-style-type: none"> The first blank should contain the name of your product or service. Alternatively, go broader by inserting your brand or product name. The second blank should describe your customer. The third blank should describe the customer's desired 'After' state (Name of Product) enables (avatar) to experience (AFTER state). "Our product enables you our customer to experience this (ideal AFTER state) that we know you want". 	Create Your Statement of Value – from Digital Marketer		
BUSINESS DNA – YOUR PILLARS/ TOPICS of your CORE PROGRAM	<ul style="list-style-type: none"> This is the framework which gives you clarity when someone asks "What do you do?" They are really asking "What's in it for me" (WIIFM) What is the overall outcome? Brainstorm everything and chunk into pillars or your topics Sift through everything they need, not what you want – more about the what and the how. The destination is the why Put it all your pillars together to design your model. When people ask you what you do, you can draw the model out and explain it 	Create Your Business DNA – Your Pillars/ Topics (resource taken from Winning International)		
CORE/KEystone PRODUCT/ BLUEPRINT 	<ul style="list-style-type: none"> Key Principles & Outcomes for each topic. Map it out Map out your lessons – create a visual model of what you are going to teach people. How many sessions or weeks will it be delivered over? What resources are you going to use? Little and simple and easy as possible to get the biggest result possible. Get them to get results quickly and easily so they can follow along Biggest mistake is to put too much stuff in there, confuses people Do you need to create handouts, audio, templates, videos, presentations? Perfect it as you go in terms of systemising it - progression not perfection 	Create Your Blueprint (resource taken from Winning International)		
TIME	<ul style="list-style-type: none"> Work out how much time you actually have? Go through your diary/online calendar and put everything in – including time for you. 	Schedule everything		