



JANUARY 2024

FROM INVISIBLE TO INFLUENTIAL
TRUSTED AUTHORITY

I N T E N S I V E

Action Guide

CHALLENGE SCHEDULE

JANUARY 2024

Join our Community of Change Makers where Annemarie will be going live and sharing information during the Challenge.

PodcastingWithPurpose.com/ChangeMakers

Listen to Annemarie's Podcast AmbitiousEntrepreneurNetwork.com

MONDAY 22

LIVE WORKSHOP 1 Revealing the Model

How to go from invisible, underpaid coach/consultant to highly paid, sought-after Trusted Authority.

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Sunday 21: 5pm ET, 2pm PT)

TUESDAY 23

LIVE WORKSHOP 2 Clarity of Your Message

How to transform your expertise from a want into a need and from an overwhelming number of choices to becoming the ONLY choice, while having a binge-worthy podcast.

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Monday 22: 5pm ET, 2pm PT)

WEDNESDAY 24

LIVE WORKSHOP 3 Your Methodology

How not to leave tens of thousands of dollars on the table but rather nurture and build long-term client relationships that lead to profitable and sustainable business growth.

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Tuesday 23: 5pm ET, 2pm PT)

THURSDAY 25

LIVE WORKSHOP 4 Your Signature Giveaway

The POWER of Momentum: How to attract and generate a steady flow of your ideal clients right to your door so you NEVER have to 'chase' leads again, while leveraging your podcast to nurture listeners into leads from your first episode.

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Wednesday 24: 5pm ET, 2pm PT)

FRIDAY 26

CELEBRATION + MOVING FORWARD

Grab front row seats where Annemarie will be announcing the winner of the Scholarship to the Core Business Foundations Program, plus how you can move forward and go from Invisible to Influential Trusted Authority with her support.

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Thursday 25: 5pm ET, 2pm PT)

SATURDAY 27
SUNDAY 28

WEEKEND CATCH UP SUCCESS CASE STUDY

Highlight Snippets from Workshop 1-4.

Case Study: From depleted and exhausted with 80-90% hustle to get clients TO only 10% hustle and attracting higher level clients and opportunities so she can spend 90% creating value and serving clients.

PodcastingWithPurpose.com/Community

9.00 - 10.00am AEST
(Friday 26: 5pm ET, 2pm PT)
(Saturday 27: 5pm ET, 2pm PT)

MONDAY 29
TUESDAY 30

MINDSET SHIFTS YOUR QUESTIONS ANSWERED

The Mindset shifts you MUST make in order to go from Invisible to Influential Trusted Authority.

Your Questions Answered about Invisible to Influential Trusted Authority 6-month Acceleration Program and your next best step

Join in live on Zoom
Zoom: bit.ly/zoomlinkintensive

9.00 - 10.00am AEST
(Sunday 28: 5pm ET, 2pm PT)
(Monday 29: 5pm ET, 2pm PT)

GET SUPPORT



EMAIL

support@industrythoughtleaderacademy.com



INSTAGRAM

@AnnemarieCoach

#InvisibleToInfluential
#PodcastingWithPurpose
#IndustryThoughtLeader

BE IN THE RUNNING TO WIN THE SCHOLARSHIP

IndustryThoughtLeader.com/iti-live-intensive-dashboard

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TAKE ACTION CHECKLIST

Maximize your time and results from participating in and taking action during the Challenge

- Joined Change Makers Community - PodcastingWithPurpose.com/ChangeMakers
- Attended LIVE (or watched replay) of Workshop 1 - Day 1 (Remember, when you join live you get access to the secret link for the cheatsheet/slides)
- Completed Workshop 1 section in the Take Action Guide
- Secured 1 entry for Scholarship Prize by adding my AHA in FB Community for Workshop 1- IndustryThoughtLeaderAcademy.com/homebase
- Took selfie and shared on Insta/Facebook/Linkedin to increase my entries into the Scholarship Prize (valued at \$1997)
- Attended LIVE (or watched replay) of Workshop 2 - Day 2 (Remember, when you join live you get access to the secret link for the cheatsheet/slides)
- Completed Workshop 2 section in the Take Action Guide
- Secured 1 entry for Scholarship Prize by adding my AHA in FB Community for Workshop 2 - IndustryThoughtLeaderAcademy.com/homebase
- Attended LIVE (or watched replay) of Workshop 3 - Day 3 (Remember, when you join live you get access to the secret link for the cheatsheet/slides)
- Completed Workshop 3 section in the Take Action Guide
- Secured 1 entry for Scholarship Prize by adding my AHA in FB Community for Workshop 3 - IndustryThoughtLeaderAcademy.com/homebase
- Attended LIVE (or watched replay) of Workshop 4 - Day 4 (Remember, when you join live you get access to the secret link for the cheatsheet/slides)
- Completed Workshop 4 section in the Take Action Guide
- Secured 1 entry for Scholarship Prize by adding my AHA in FB Community for Workshop 4 - IndustryThoughtLeaderAcademy.com/homebase
- Attended (or watched replay) of the Celebration + Moving Forward Workshop - Day 5)
- Attended LIVE (or watched replay) of Weekend Catch Up sessions (in FB Community) - Day 6-7
- Attend LIVE (or watched replay) of Mindset Shifts and Your Questions Answered sessions - Day 8-9

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WORKSHOP 1: FROM UNDERPAID COACH/CONSULTANT TO HIGHLY-PAID, SOUGHT-AFTER TRUSTED AUTHORITY

3 Indicators you're not ready to start a podcast - yet

1.

2.

3.

4 Podcasting Mistruths

1.

2.

3.

4.

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WORKSHOP 1: FROM UNDERPAID COACH/CONSULTANT TO HIGHLY-PAID, SOUGHT-AFTER TRUSTED AUTHORITY

Common Podcasting Mistakes

1. Unclear (or incorrect) _____
2. No L_____ N_____
3. Unclear T_____ L_____ B_____ and M_____
4. Broad r_____ of t_____ and/or g_____
5. Off B_____ Podcast C_____
6. U_____ show/episode i_____
7. Ineffective C_____ to A_____

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WORKSHOP 1: FROM UNDERPAID COACH/CONSULTANT TO HIGHLY-PAID, SOUGHT-AFTER TRUSTED AUTHORITY

Common Personal Branding Myths & Mistakes

1.

2.

3.

4.

5.

6.

7.

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WORKSHOP 1: FROM UNDERPAID COACH/CONSULTANT TO HIGHLY-PAID, SOUGHT-AFTER TRUSTED AUTHORITY

Definition of Distinguishable, Uncopyable, and Irresistible

Distinguishable:

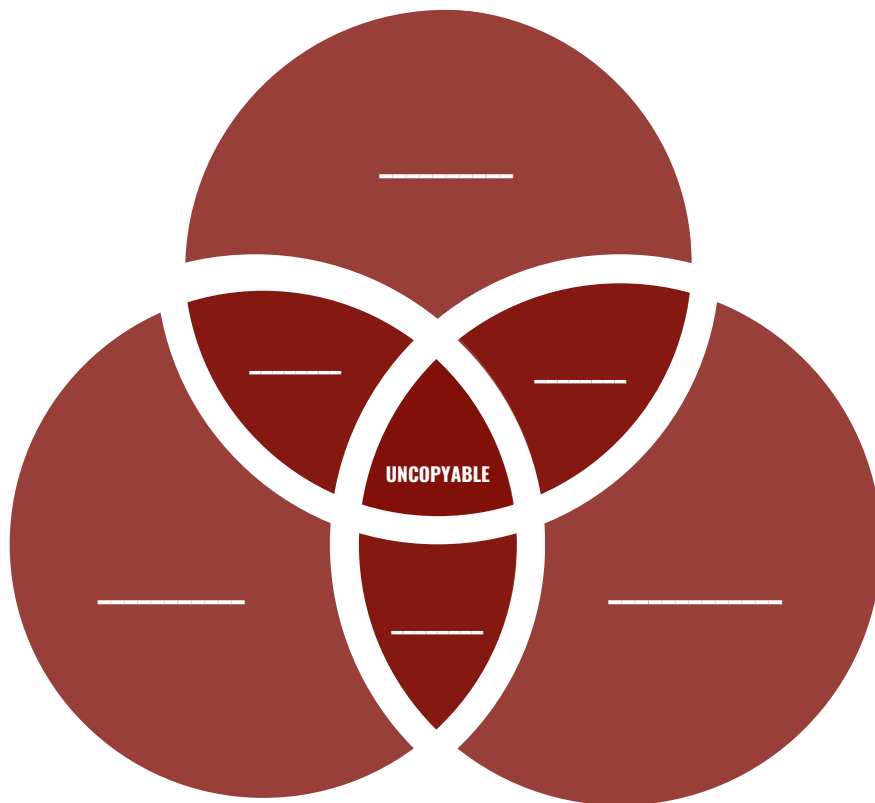
Uncopyable:

Irresistible:

How distinguishable, uncopyable, and irresistible are you when it comes to your message, your brand, and your offerings?

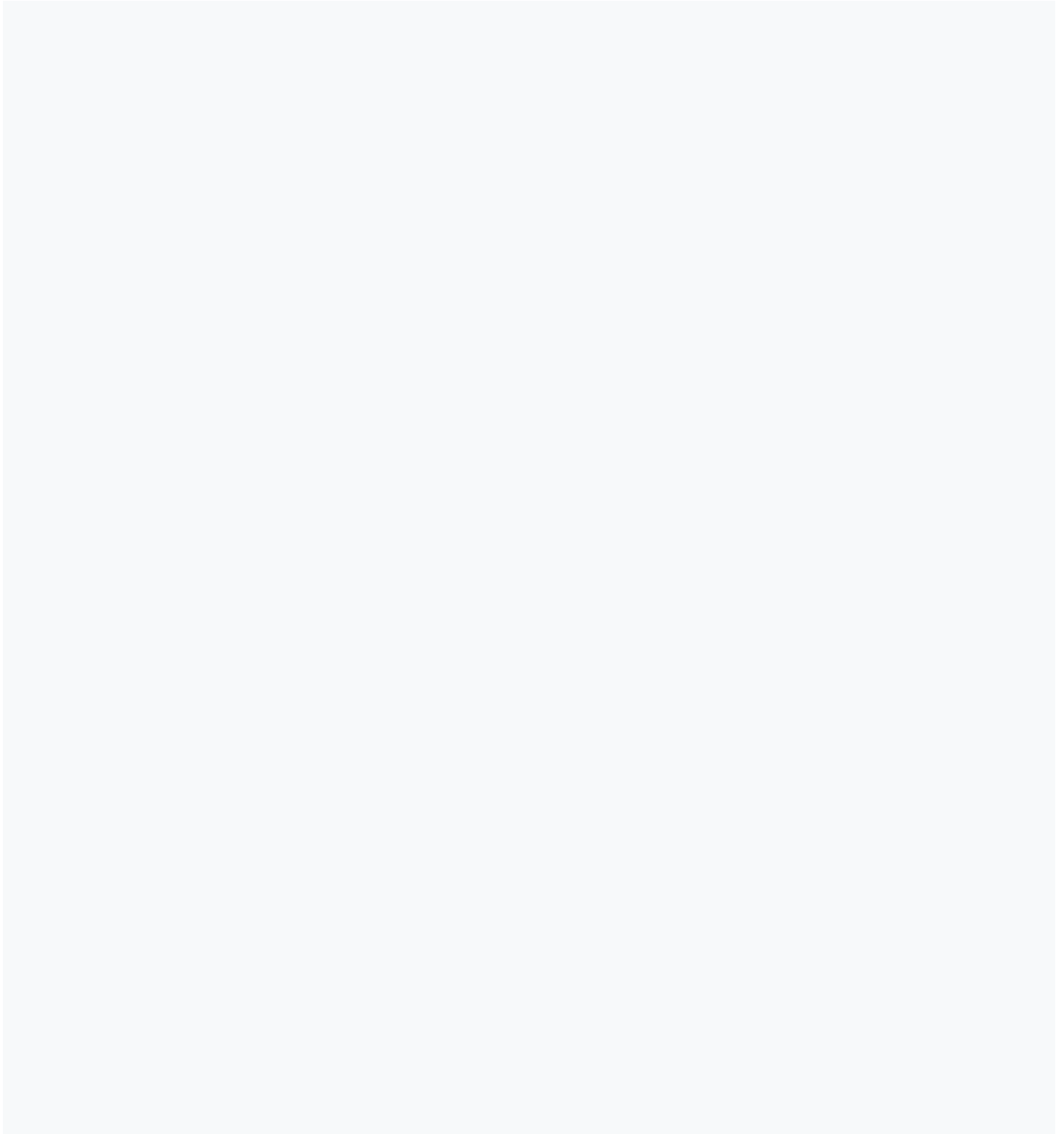
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**THE DISTINCTION MODEL: FROM INVISIBLE TO
INFLUENTIAL TRUSTED AUTHORITY**



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AHA'S AND NOTES FOR WORKSHOP 1



Remember to add your AHA in the FB Community so you can be in the running to win the \$1997 Core Business Foundations Program Scholarship.

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WORKSHOP 2: HOW TO TRANSFORM YOUR EXPERTISE FROM A WANT INTO A NEED AND THE ONLY CHOICE

The Podcast Positioning Quadrant:



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WORKSHOP 2: HOW TO TRANSFORM YOUR EXPERTISE FROM A WANT INTO A NEED AND THE ONLY CHOICE

Authenticity is...

Less is MORE

Don't _____

Don't _____

Unlearn _____

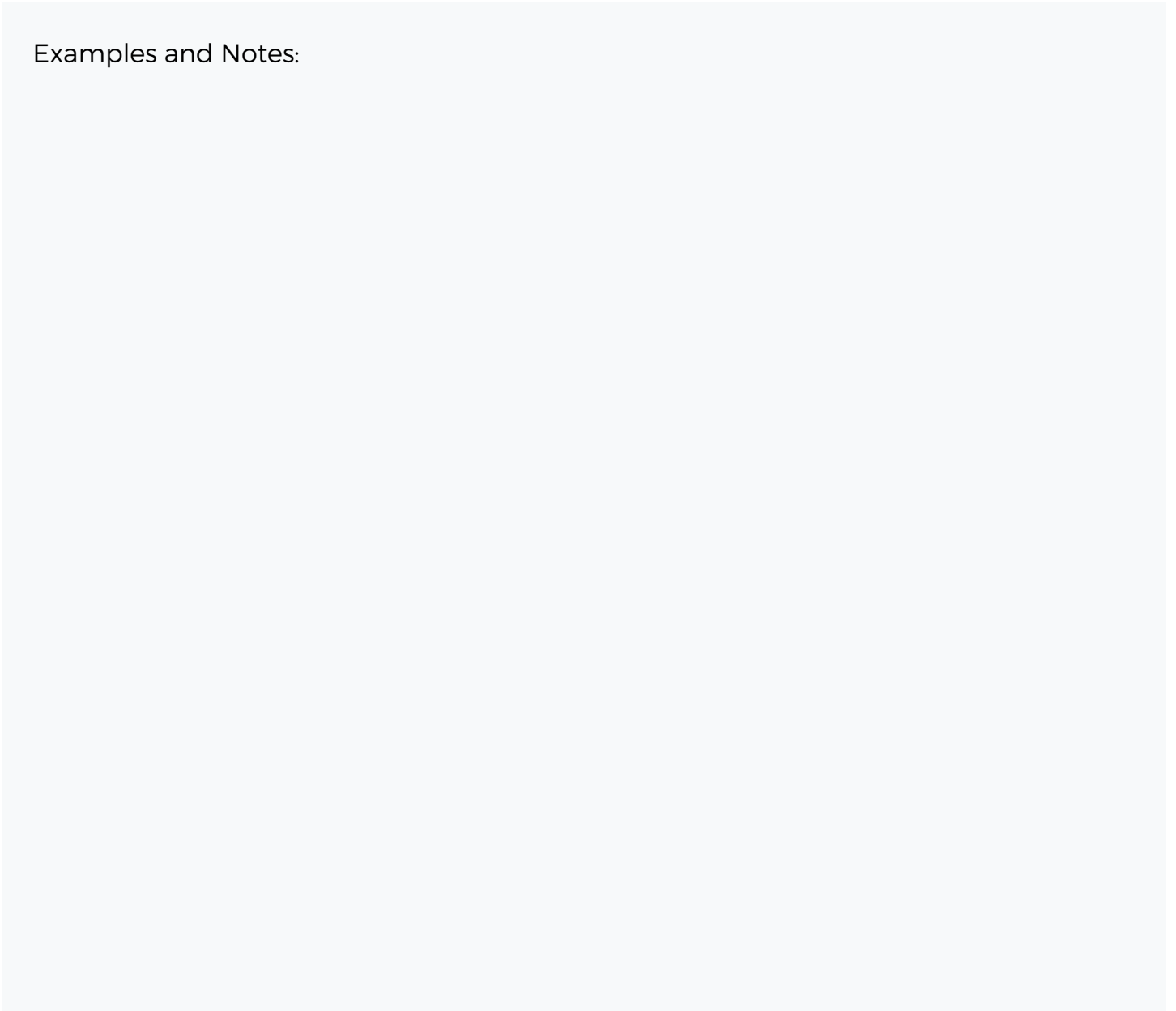
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YOUR UMBRELLA STATEMENT

Your Umbrella Statement is:



Examples and Notes:



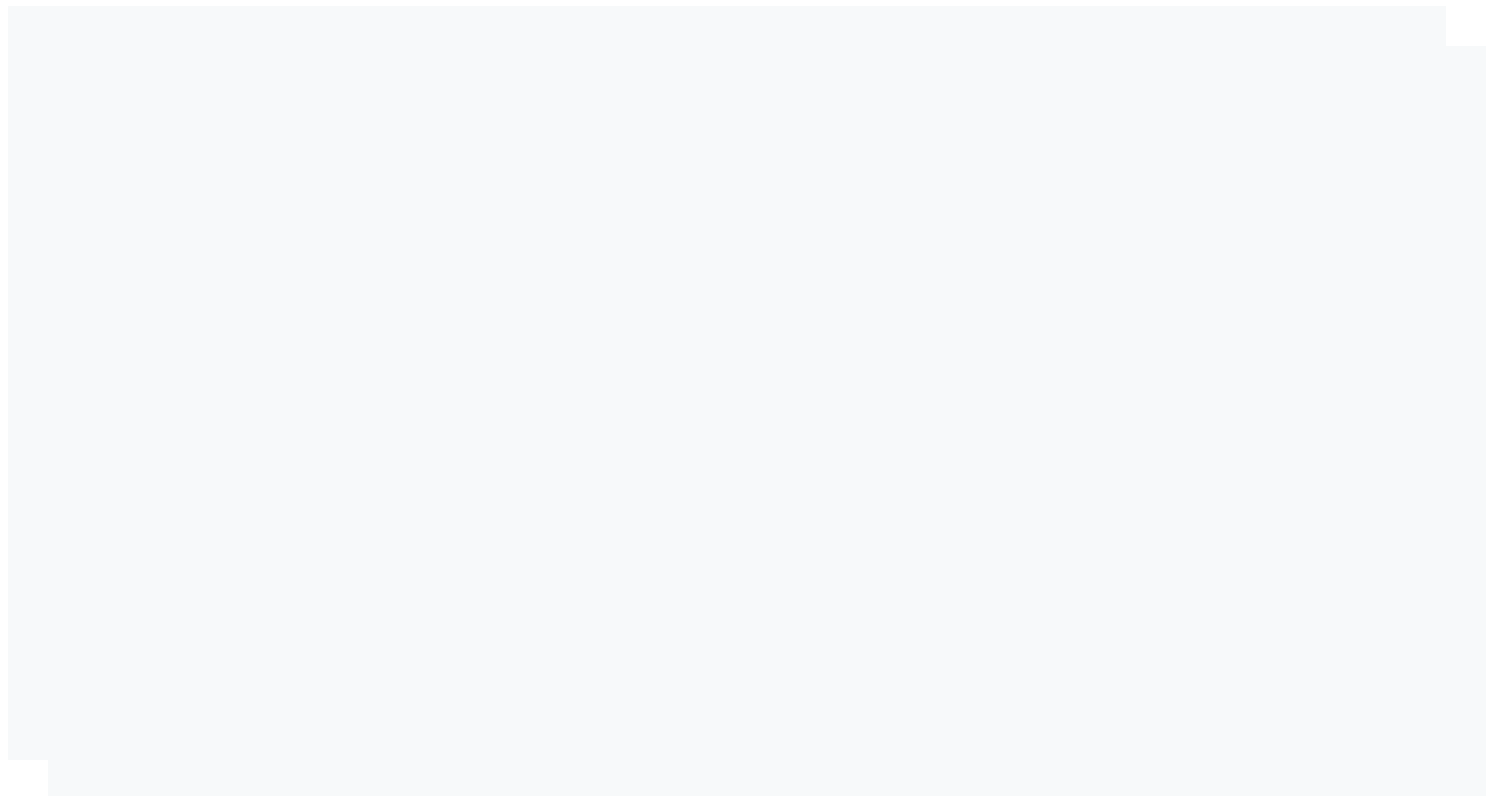
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YOUR INVISIBLE THREAD

Markers:



Milestones:



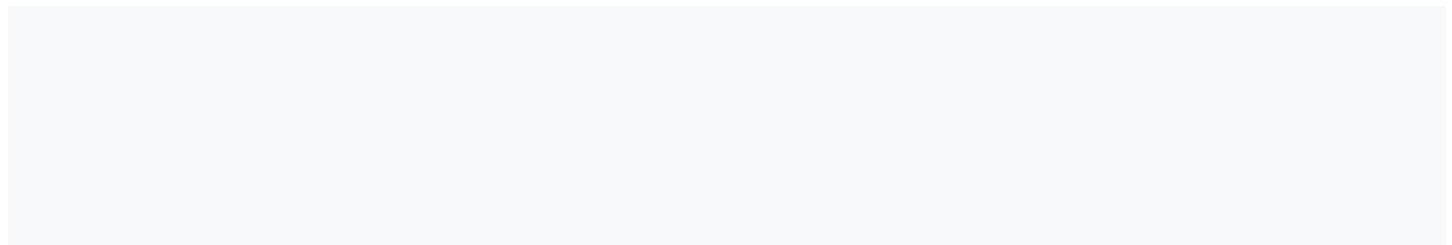
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YOUR SIGNATURE SAYINGS & SLOGANS

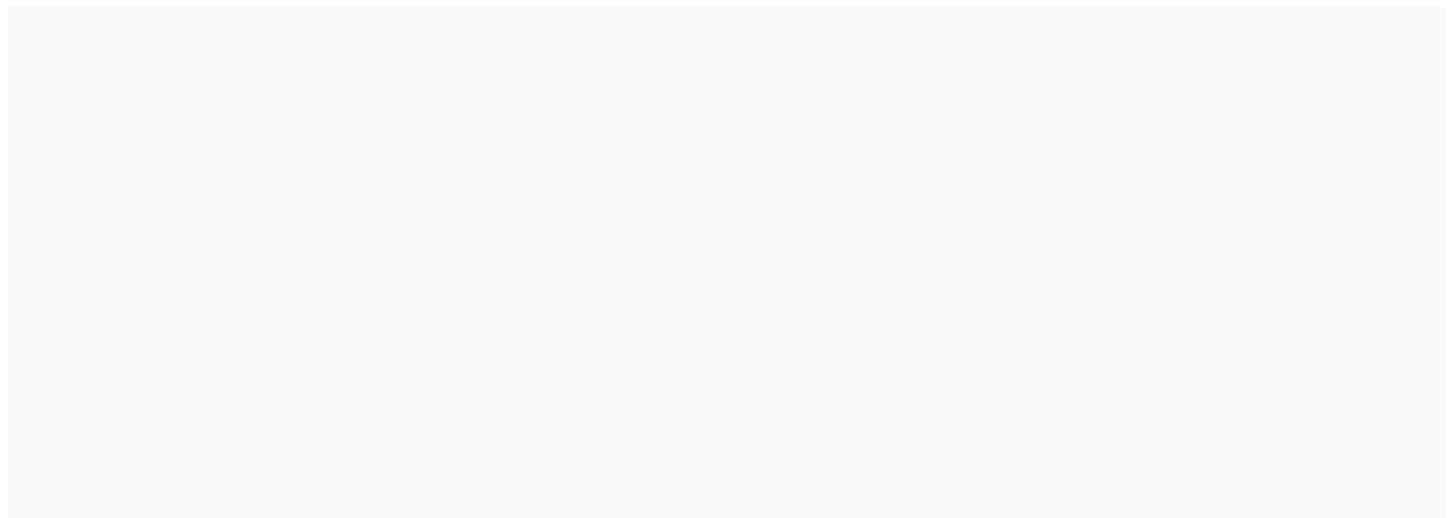
What are they?



Examples:

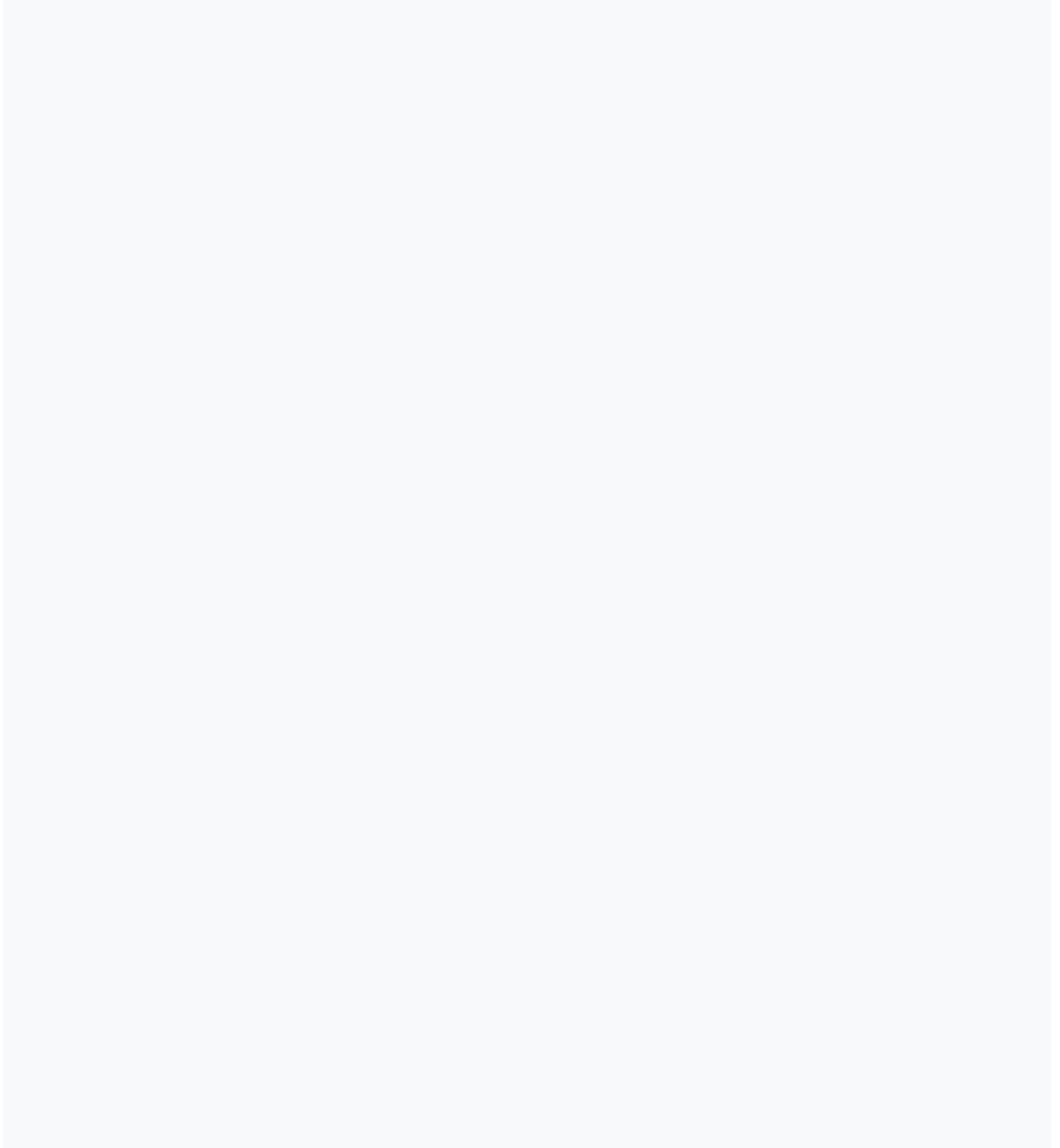


Start considering what some of your Signature Sayings & Slogans could be:



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AHA'S AND NOTES FOR WORKSHOP 2



Remember to add your AHA in the FB Community so you can be in the running to win the \$1997 Core Business Foundations Program Scholarship.

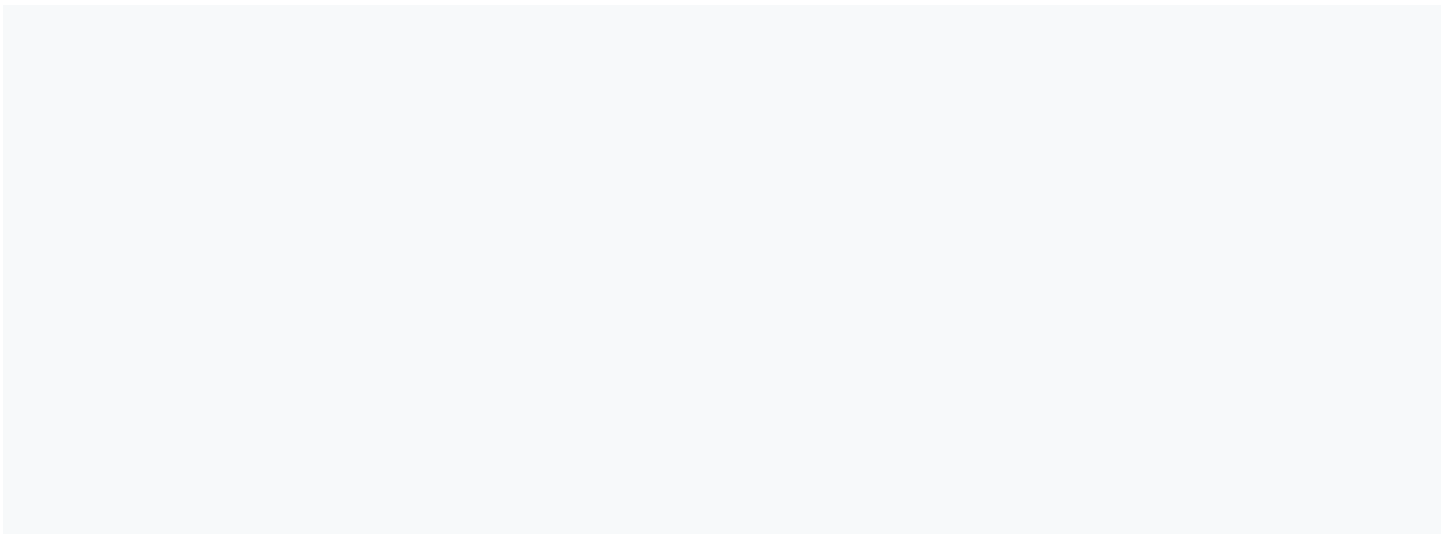
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WORKSHOP 3: HOW NOT TO LEAVE TENS OF THOUSANDS OF DOLLARS ON THE TABLE

What are the typical things we do to get clients that often leave us exhausted and frustrated? How many can you relate to?



Is there a better way? YES!!!! Your S _____ S _____



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HOW NOT TO LEAVE TENS OF THOUSANDS OF DOLLARS ON THE TABLE

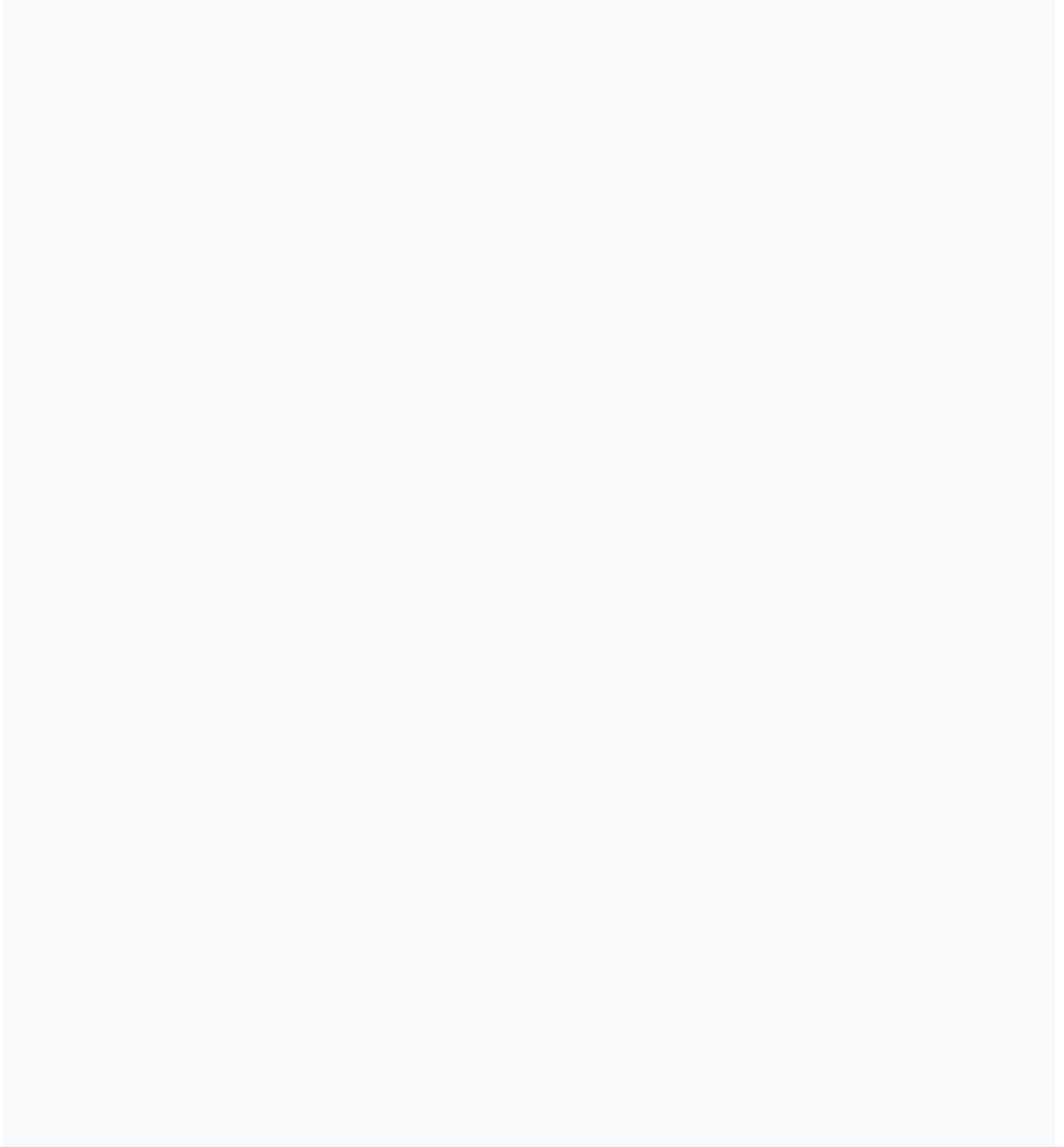
Why is this System so important?

Where can you look to begin putting yours together?

M _____ and M _____

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AHA'S AND NOTES FOR WORKSHOP 3



Remember to add your AHA in the FB Community so you can be in the running to win the \$1997 Core Business Foundations Program Scholarship.

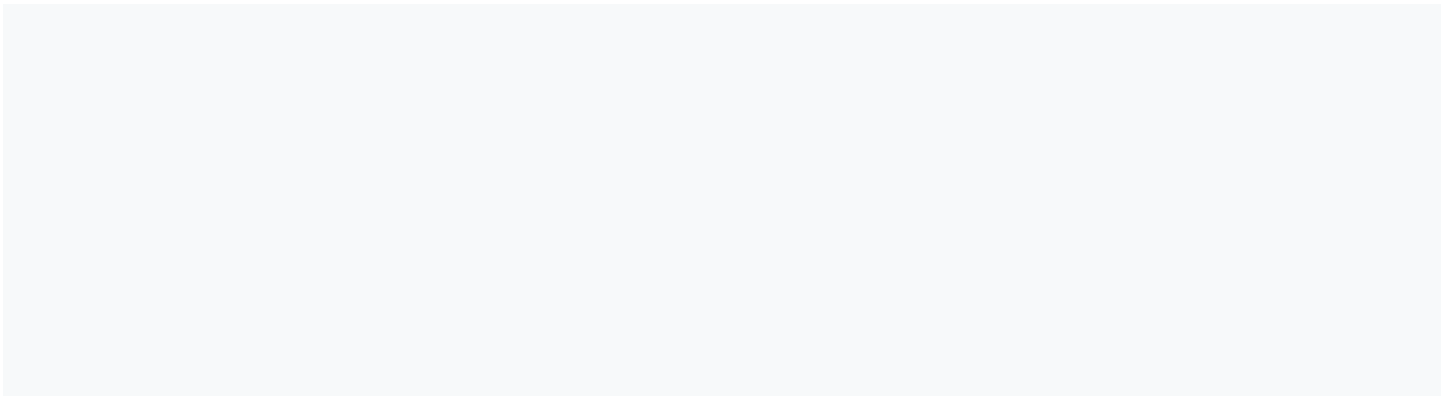
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WORKSHOP 4: THE POWER OF MOMENTUM: HOW TO ATTRACT AND GENERATE A STEADY FLOW OF IDEAL CLIENTS RIGHT TO YOUR DOOR SO YOU NEVER HAVE TO 'CHASE' LEADS AGAIN

What are the typical exhausting steps we take when it comes to hustling and getting a new client? Can you relate?



Momentum defined:



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UNDERSTAND THE CUSTOMER JOURNEY

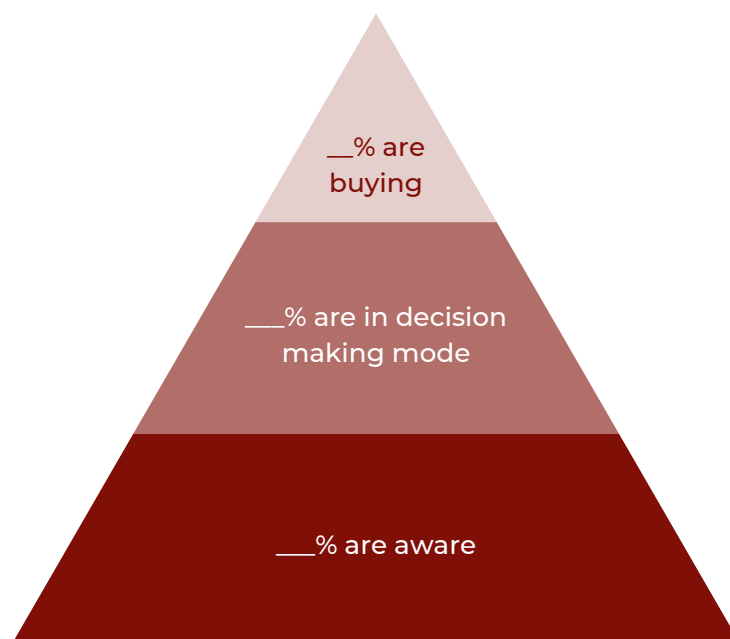
What are the typical stages a customer takes as they get to 'know, like, and trust' you?

Stage 1:

Stage 2:

Stage 3:

How many of your ideal customers are ready to buy - right now?



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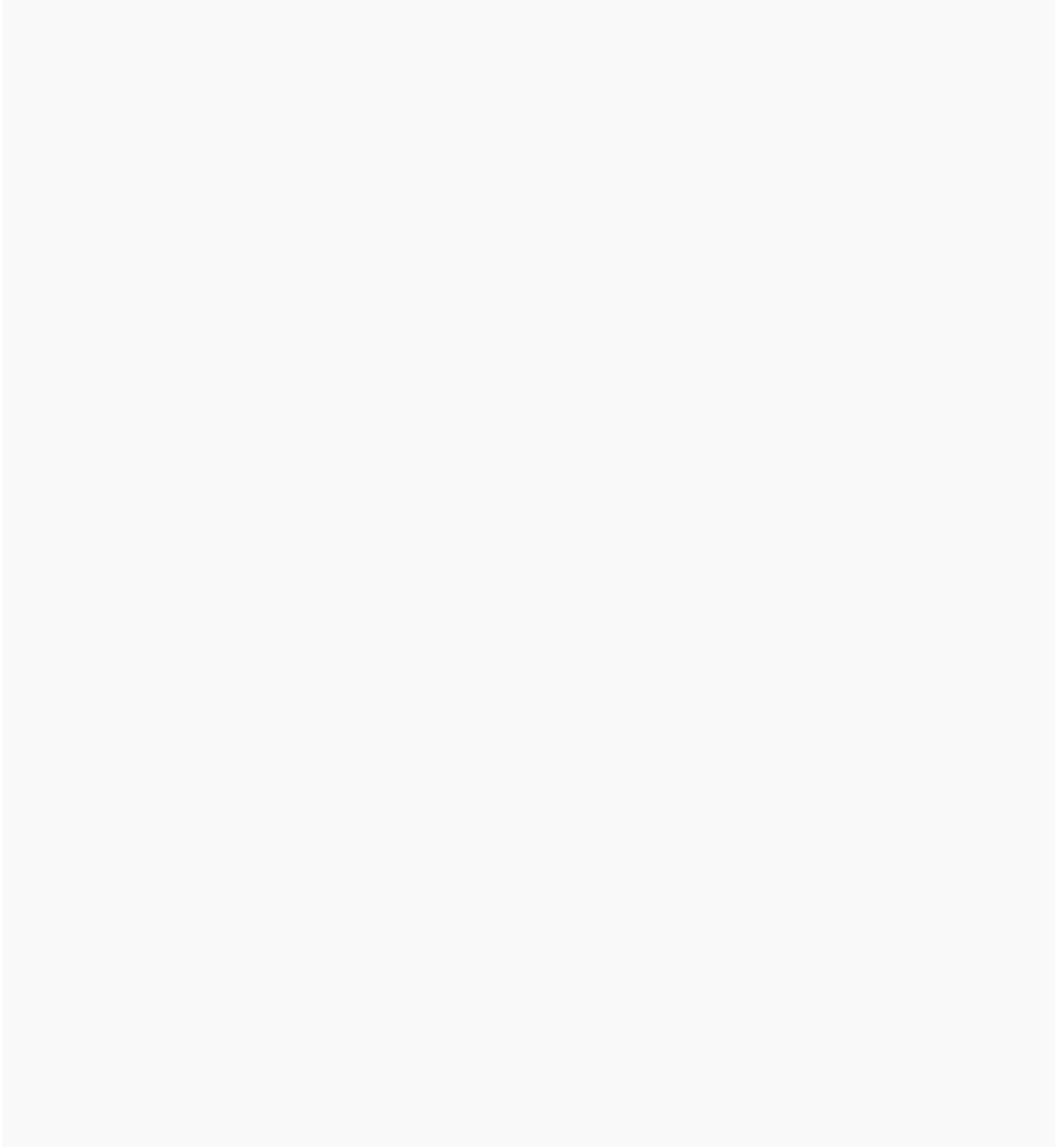
YOUR DIGITAL ASSET (I _____ S _____ G _____)

Start jotting down notes about your Digital Asset (Quiz) and what's possible for you as you learn about the various case studies being shared. Notes:



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AHA'S AND NOTES FOR WORKSHOP 4



Remember to add your AHA in the FB Community so you can be in the running to win the \$1997 Core Business Foundations Program Scholarship.