



FROM INVISIBLE TO INFLUENTIAL
TRUSTED AUTHORITY

I N T E N S I V E

Action Guide

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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:

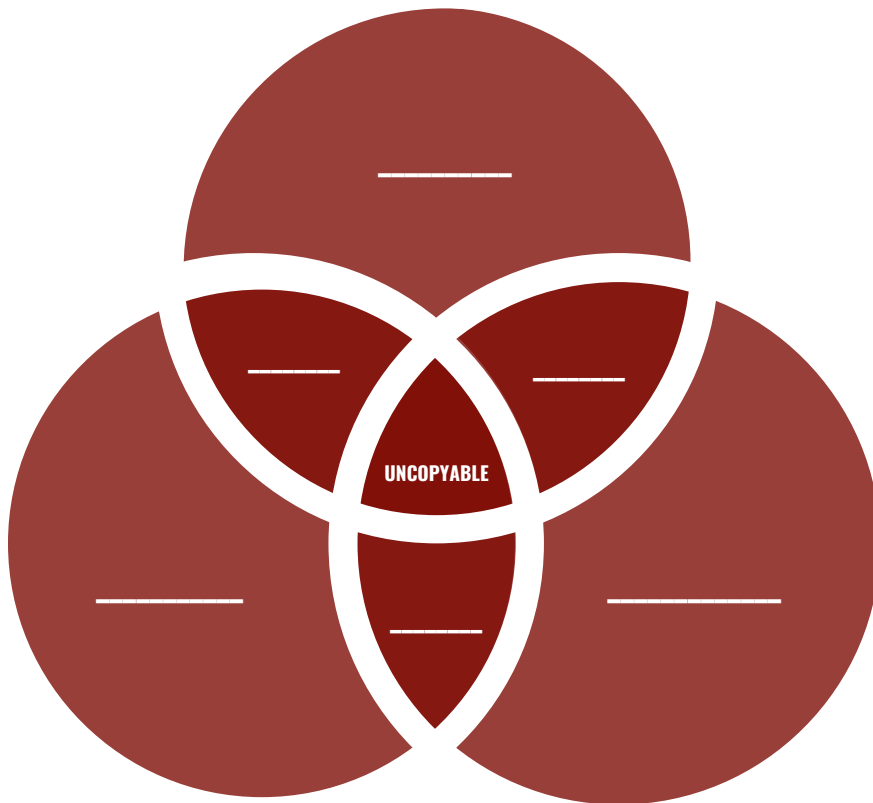
Uncopyable:

Irresistible:

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

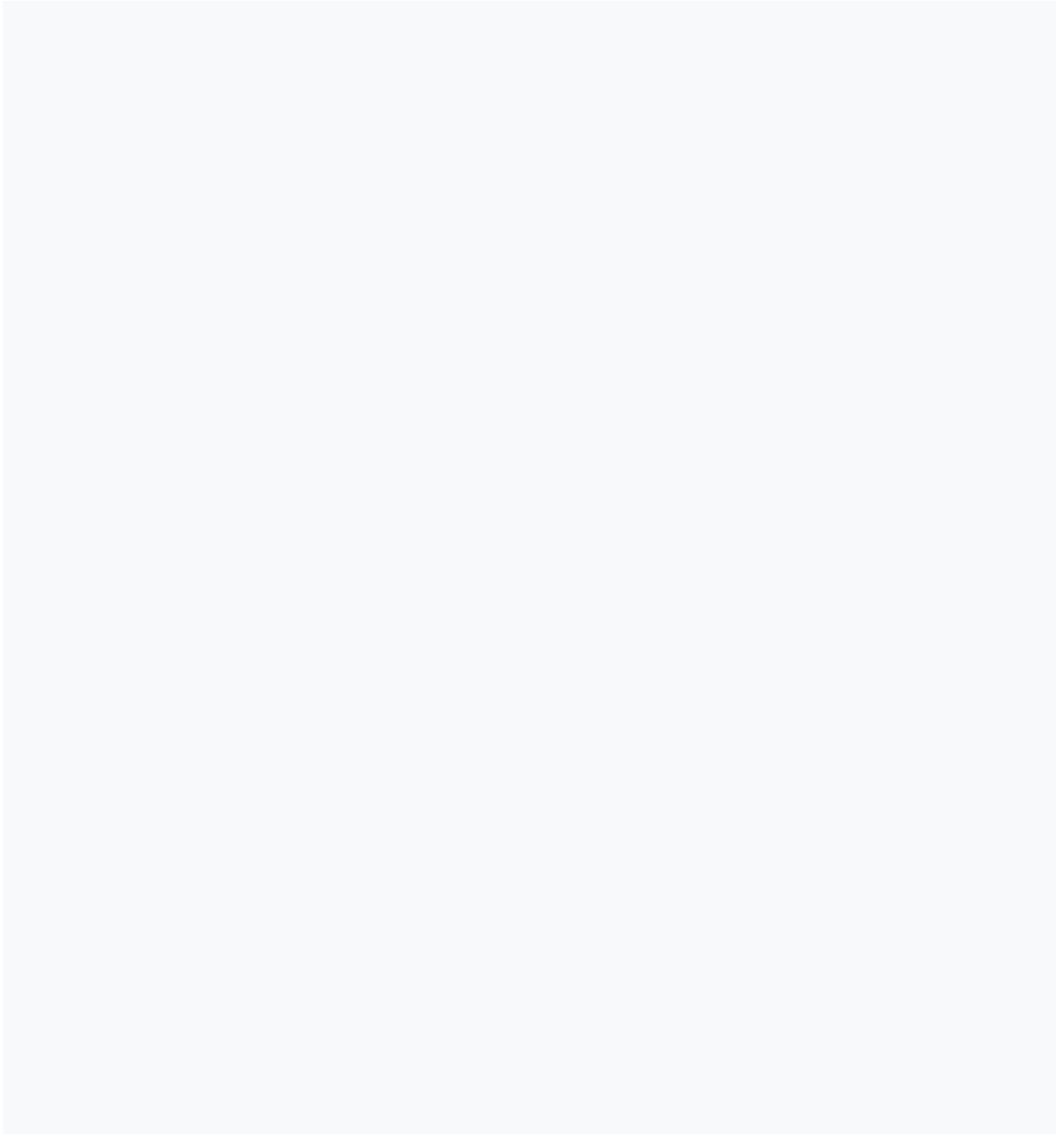
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THE DISTINCTION MODEL: FROM INVISIBLE TO
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AHA'S AND NOTES FOR WORKSHOP 1



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 _____

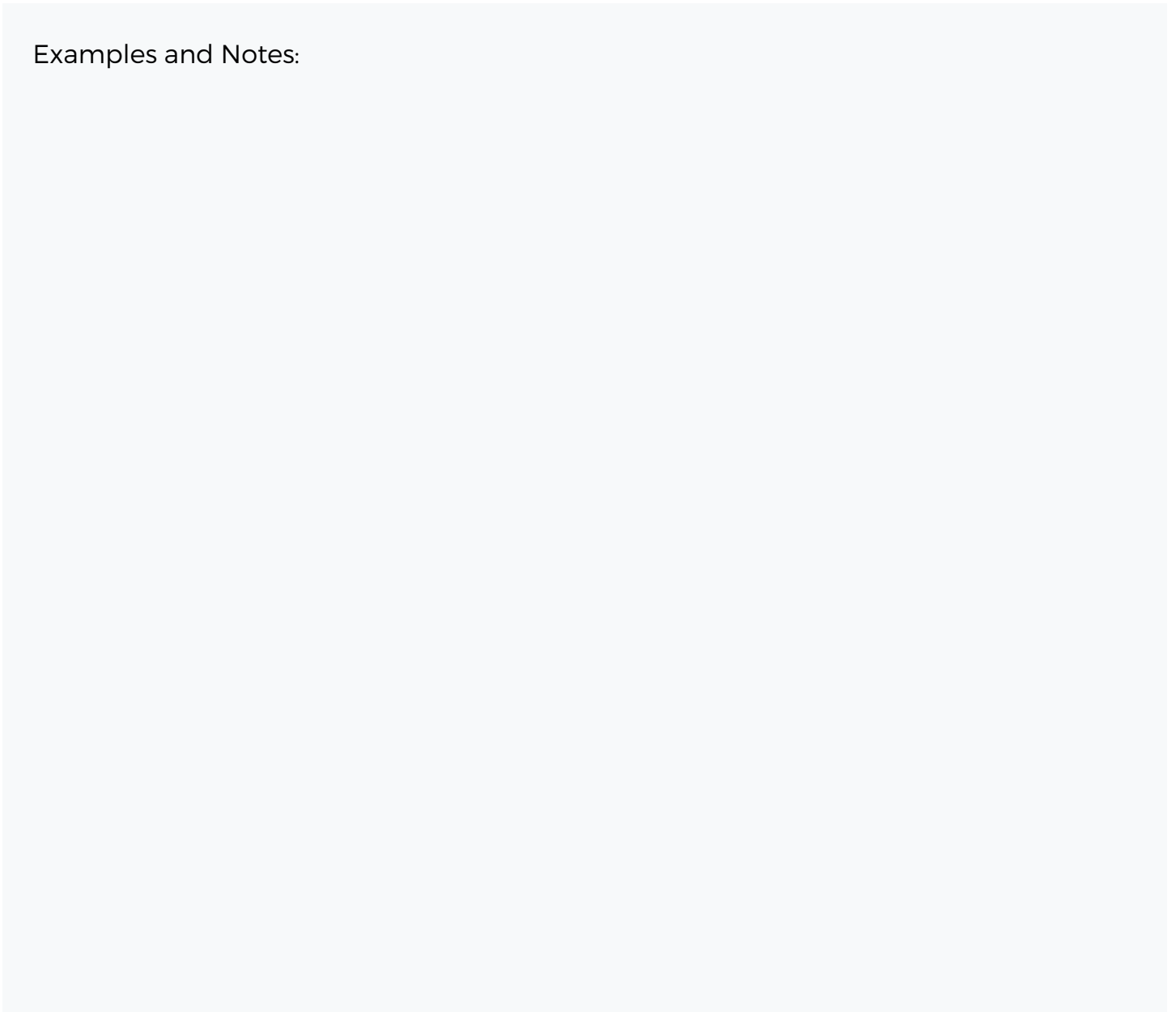
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YOUR UMBRELLA STATEMENT

Your Umbrella Statement is:



Examples and Notes:



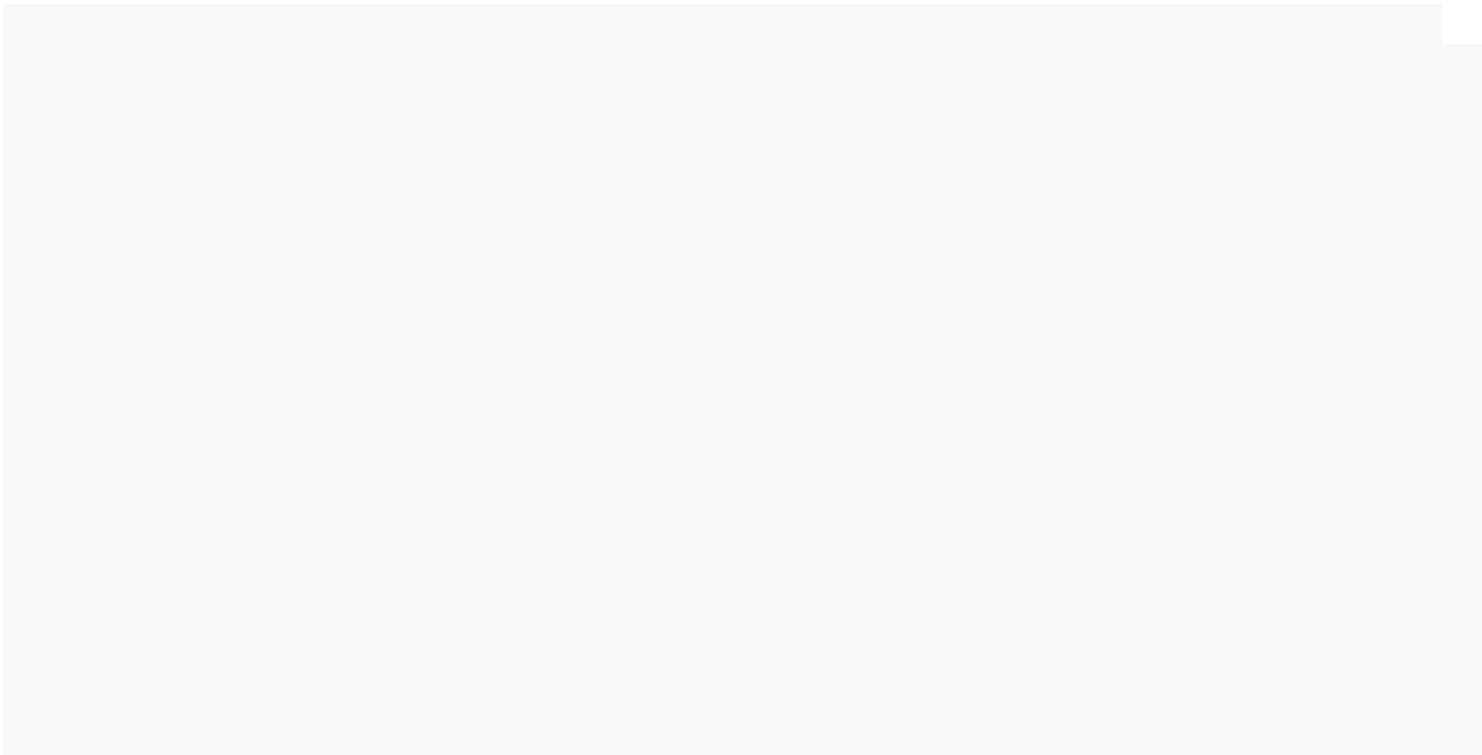
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YOUR INVISIBLE THREAD

Markers:



Milestones:



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YOUR SIGNATURE SAYINGS & SLOGANS

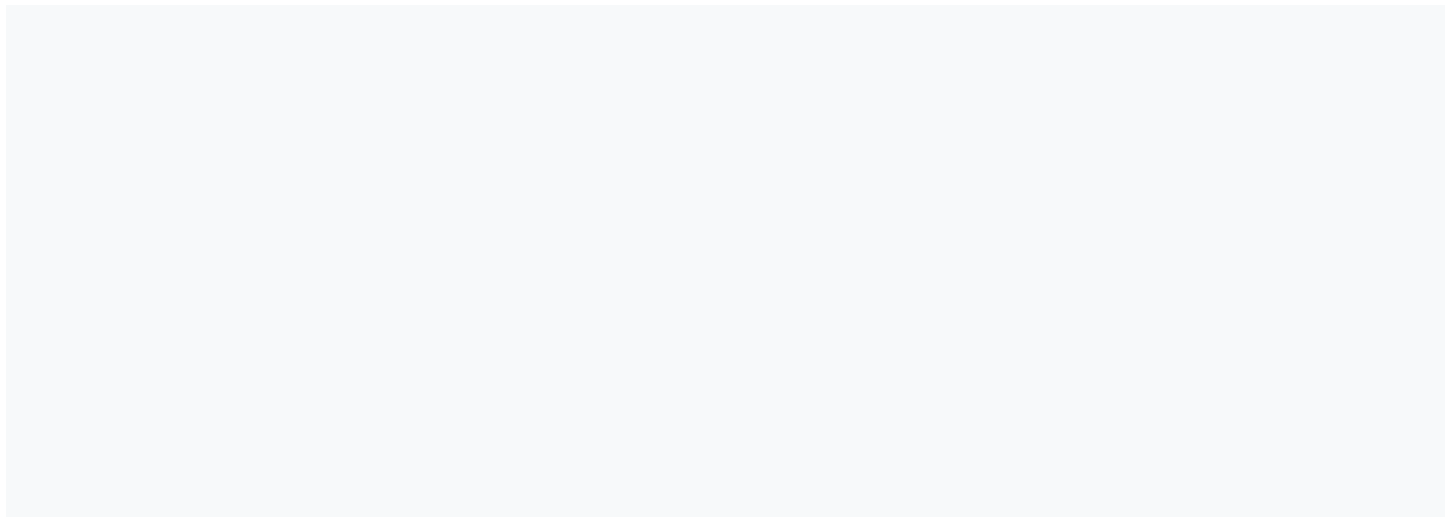
What are they?



Examples:

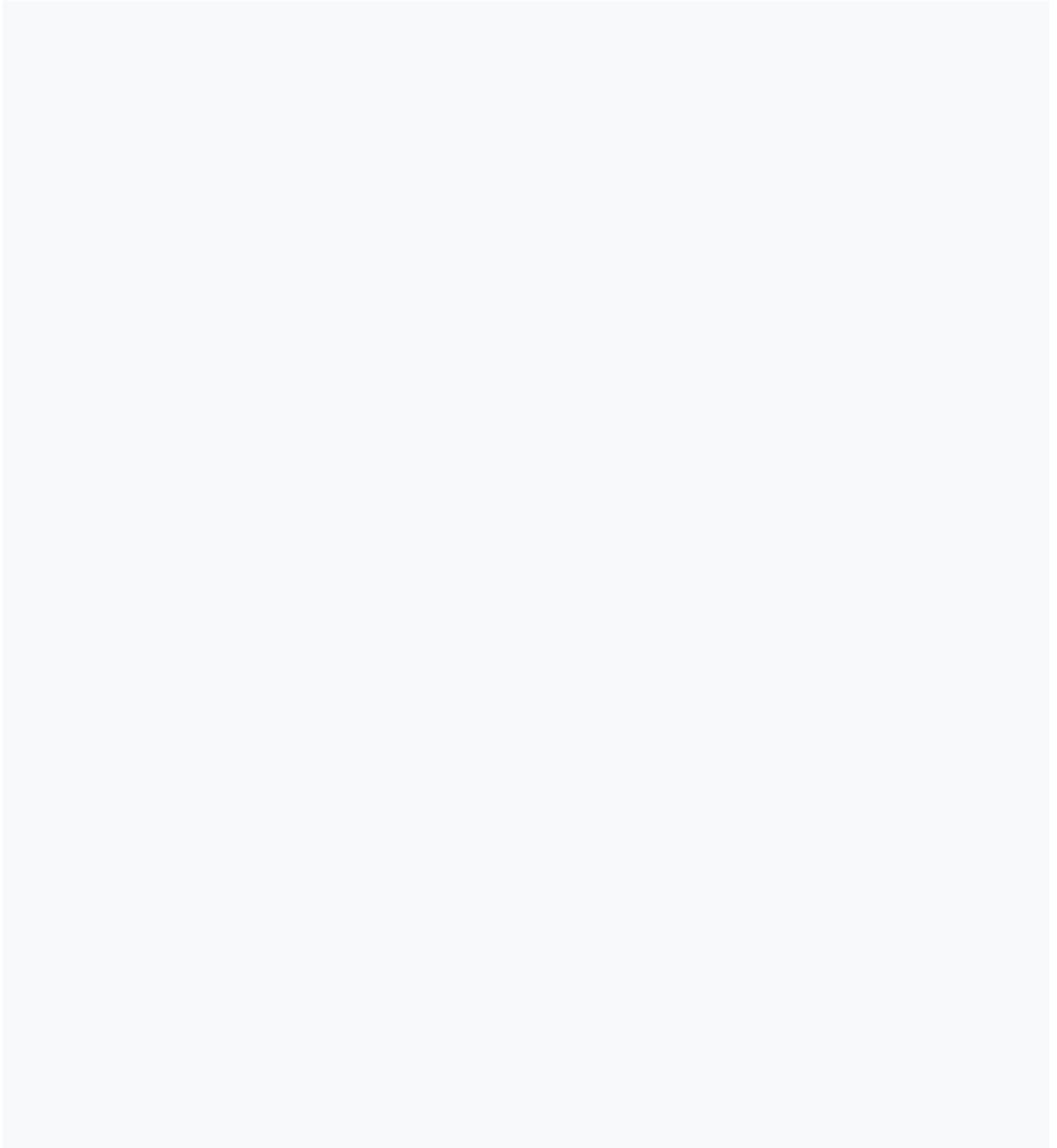


Start considering what some of your Signature Sayings & Slogans could be:



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AHA'S AND NOTES FOR WORKSHOP 2



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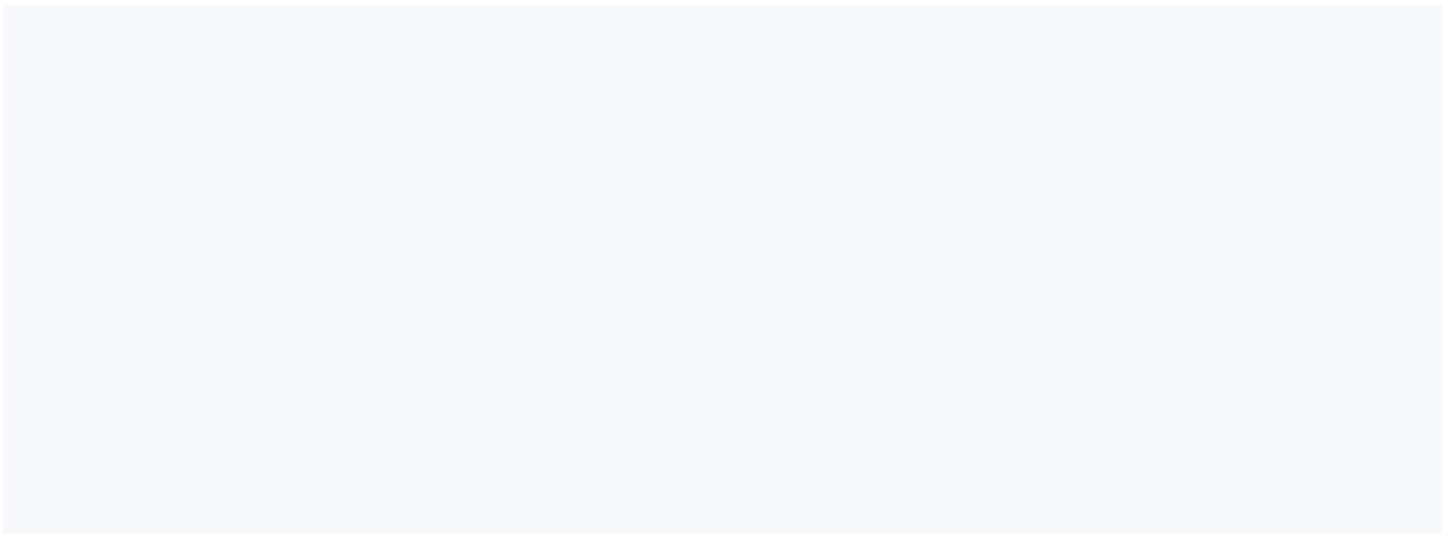
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WORKSHOP 3: HOW NOT TO LEAVE TENS OF THOUSANDS OF DOLLARS ON THE TABLE

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

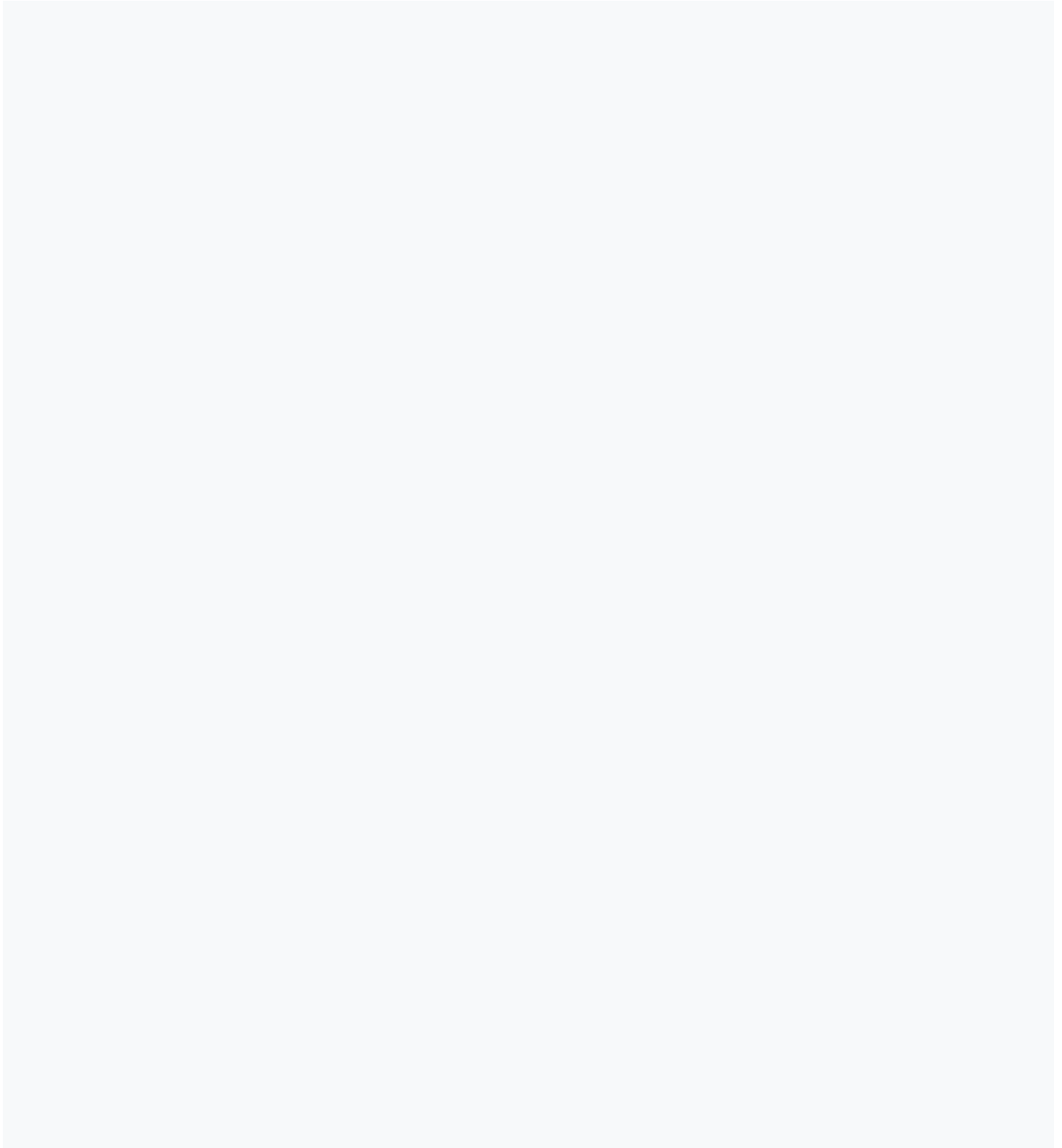
Why is this System so important?

Where can you look to begin putting yours together?

M _____ and M _____

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AHA'S AND NOTES FOR WORKSHOP 3



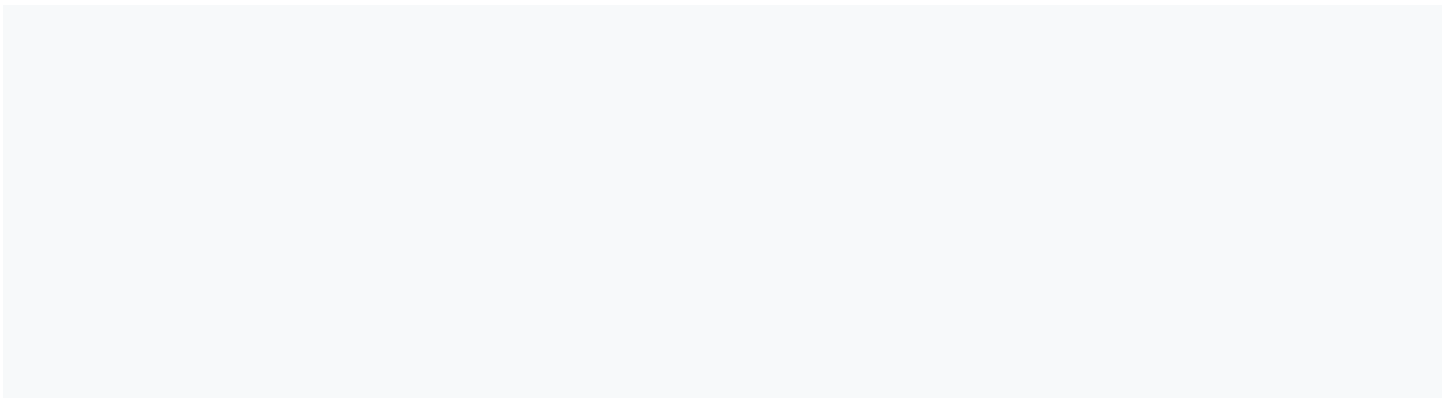
Remember to add your AHA in the FB Community so you can be in the running to win the \$1997 Core Business Foundations Program Scholarship.

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

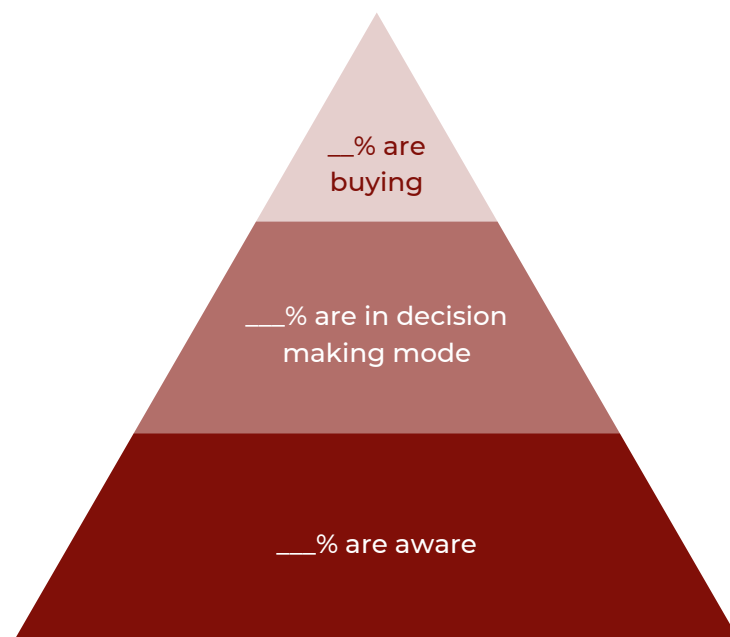
What are the typical stages a customer takes as they get to 'know, like, and trust' you?

Stage 1:

Stage 2:

Stage 3:

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



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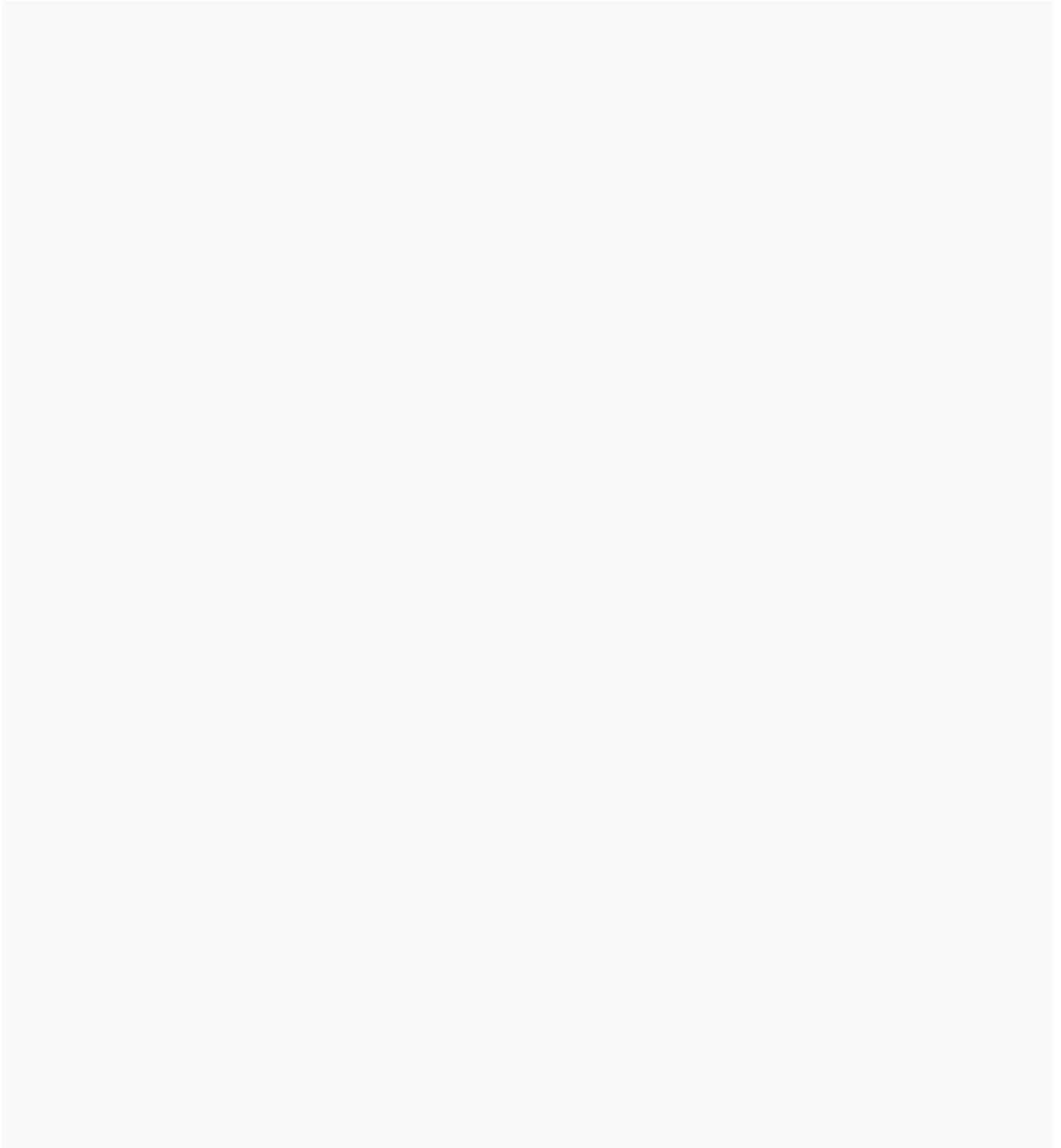
YOUR DIGITAL ASSET (I _____ S _____ G _____)

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



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