



HER Business Elite Academy



Week Two – Back to Basics

Introduction

Massive congratulations again on taking your first steps to expansion - within your life and business.

Throughout this academy course you will have everything you possibly need in order to build from ground zero - to fully set up - to launch - to sell.

The way in which you will do this will be via weekly modules sent to you with clear action steps.

As long as you fully commit to the modules, hold yourself accountable and stay focused, then you are destined for a successful launch - and the sales and money that follow.

Sending love and good vibes,

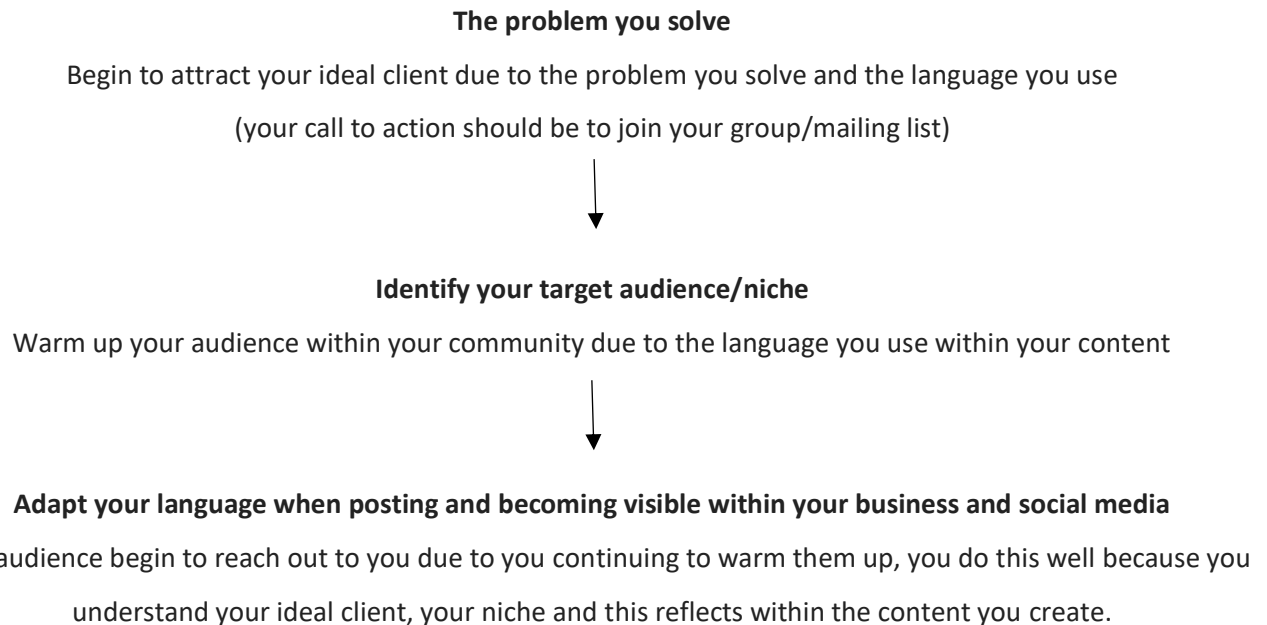
Serena xoxo

1. Your Niche and Ideal Client

Finding Your Niche

As you begin to structure your business and place the steps, it is important you understand why these are important and what these mean to your success.

The flow chart below gives you an example of the steps to your niche and ideal client.



As you begin to delve in to your niche and what it is your client wants and needs - it's really important that you approach this whole subject with as much of a birds-eye view as possible.

The one thing I have learnt, not just through my own journey but my clients also, is that it can become awfully unclear due to being so emotionally involved.

The one thing you need to become very clear on is why someone would invest in you, and the way in which we do this is becoming very clear on the one problem we solve for our client.

Whilst for many of you pinpointing the one problem you solve could be difficult, what is important to remember is that, the one main problem you solve will encompass many other smaller problems.

For example; myself as a Business Coach – The main problem I solve is that my clients need and want to generate money from sales, which enables them to generate consistent high income months.

This problem then umbrellas various smaller problems and subjects - branding, niche, overwhelm, burn out, self-doubt, procrastination, email list building, technology, niche, launch, etc.

People will not and do not invest in you just because it is something for them to do. They invest because they know you can resolve the one problem they are currently looking for help with. It is because of this that they will be much more inclined to hand over their money with the trust that you are the person and business to help them with this.

Once you know why someone would invest in you and when you know what their need is, you are going to have a very powerful platform when speaking to your ideal client, posting and putting yourself in front of your audience.

Your content creation is going to be super clear as well as the services you create - allowing you to stand as the 'go to' person and business within your industry.

Defining Your Ideal Client

We first want to get this part spot on, by identifying whether what you want to sell is something your client needs and is willing to pay for.

If you are yet to really identify this need then you will need to do the following.

Write out who you think your ideal client is. Be specific and identify their pain, their wants, their dreams, their needs, their demographics, their job, what they watch/read/do for fun/etc.

Studying the person you have summarised above, which four places/social media groups/etc would this person be hanging out at right now?

You now want to start to be present in the above places, and my advice would be to post in any online groups you have identified asking to interview five men/women who are currently looking for support/suffer with (enter your pain points) in order to support your clients the best you possibly can going forward.

Explain you have an amazing product/service launch coming up and that you want to make sure everything is included within your offering which needs to be. You will then ask them to comment underneath your post and you can then take this to messenger or email, and arrange a suitable time for you both to jump on a call.

Throughout your conversation (either typed or on a call) ask questions which will help you get super clear on what they're struggling with, what they have already tried in order to resolve this, what they would love to have in place etc.

Ideal Client's Problems

Collate the information to answer the following:

What is the one problem my ideal client needs resolving?

What are the pains which this one problem umbrellas?

This could be physical pain e.g. You are a health coach that helps people with some sort of illness.

This could be emotional pain. e.g. You are a mindset coach who helps women through depression.

This could be financial pain e.g. You help women make money in their business.

This could be relationship pain e.g. You help couples save their marriage.

This could be time pain. e.g. They could be totally lost and confused as to how to start a business, yet they are desperate to leave their job. They don't have the time to figure everything out by themselves.

What is the one problem I will resolve for my client?

Does this problem cause my ideal client pain?

Is this something they've been struggling with for a while?

People don't tend to seek help straight away for things. Normally it takes time for the pain and the severity of their problem to kick in. Before they get to the stage of investing in help, they normally try to solve the problem themselves or seek answers online.

Is this something that is keeping them up at night?

For example, are they are googling answers to their problem? Have they bought every book about this subject yet are still struggling?

Are they aware that they have the problem?

Someone could have a problem but may not be aware that they have it or may not understand the severity of it. For them to actually seek help, they need to not only have awareness, but they must also need to realise that this is something they cannot solve alone. Your need to be seeking out those people who know that they will struggle achieving this alone. They are currently aware they have a problem e.g. no knowledge of the online business world or where to start and don't have the time to figure it out alone. You also need to be educating those who think that they can achieve this alone, those who perhaps don't realise that they even have a problem.

Is the problem something that they would be willing to spend money on to solve?

Is it something that others are already offering? You want to make sure that whatever problem you solve, there is a market for it. Would this be something people would be willing to invest in? Think about the severity of the problem and how much pain it is causing them now and moving forwards if they don't seek help. Some problems whilst irritating, aren't painful enough for someone to invest a substantial amount of money into it. A good way to identify whether there is a market for it is to see if this kind of support is already being offered.

Is it something others are already offering?

Is this pain something he/she has invested within before whether this be a book, a DVD series, a Coach?

Now you are aware of your niche and your ideal client avatar - does your job title correspond and match up with this. Can you narrow this title down?

Your Solutions to Your Client's Problems

Our next step is to identify how you will resolve the issues which have been raised. A.K.A. Providing your solution (your method, or your way, of solving the problem).

The success of your business all starts with achieving complete clarity on the problem you solve and the audience that has this problem, and then being able to describe the problem better than your audience can themselves!

It is important to remember, that you need to communicate clearly what the problem is rather than the solution - as the problem is what your audience will be able to identify with, and by placing yourself in to your client's head and speaking about the problem in great detail, the easier it will be for your audience to identify you as someone who is able to solve that problem. By communicating the problem in as much detail as possible, this means that when they read your content online, it is like you are speaking directly at them, which helps you to create authority and position yourself as the expert.

Make sure you constantly check in with yourself to make sure that the problem you came up with above is always something you want to provide the solution for and help your clients with. The problem you aim to solve needs to be the thing that you are passionate about, needs to feel in alignment with you and what brings you joy – not just be something that's profitable (as this is a very short-sighted strategy in business). The problem you solve needs to be an area which you could talk about all day long, as without passion and enthusiasm, it will be easy to start losing momentum.

2. Your Personal Purpose

Finding Your Why

We begin this exploration with the intention of creating deeper purpose and meaning for your life and your work.

A happy life is a fulfilled life, and the intention is that you find fulfilment through living on purpose and experiencing and creating the things you enjoy and find meaning in.

Who do you need to be to live your most extraordinary life?

Health

1. _____
2. _____
3. _____

Wealth

1. _____
2. _____
3. _____

Happiness

1. _____
2. _____
3. _____

Relationships

1. _____
2. _____
3. _____

Why is living an extraordinary life important to you?

What specific elements of living an extraordinary life are important to you?

What is fun for you? What makes you feel alive?

What things motivate you?

Who is important to you?

Which groups of people are important to you?

What do you stand for?

What can you do better than 90% of other people?

What value do you create?

What impact do you create?

What is your unique brilliance?

If you knew you were going to die one year from today, what would you do within that year and how would you want to be remembered?

Looking over your answers to these questions allows you to understand what is purposeful and important to you. From this you can elicit your mission and your big why. What is your overall mission and your big why reason?

3. Making Your Plan

Alignment Checklist – Where are you at now?

Physical:

What do I need to schedule?

Self-care:

What will fill me up more right now?

Mindset:

What will move me in to more of a peak state?

Emotional:

Where do I feel supported?

Where do I desire more support?

What do I need right now?

Spiritual:

Am I connected, present and calm right now?

Am I in alignment with my truth, and vibrating high?

What can I do to improve this?

Relationship:

How can I be better my relationship with:

How can I be better for:

Friends:

Who do I need to reconnect with?

Who can I appreciate more today?

Clients:

Have I checked in with all of my groups/associates?

Have I checked in with all of my clients?

Where can I give a little more this week?

Contribution:

Which of my causes can I contribute to this week?

Who might need my help this week?

How can I create more moments of inspiration?

Workload:

What are my big 3 initiatives for the year?

What are my 3 projects for the quarter?

What are my 3 priorities for today?

What is likely to distract my attention?

How can I prevent distraction?

Team:

Who can I reconnect with?

How can I make feel someone more valued and heard?

What do I need to do to help others make progress?

Growth:

Where can I learn something new/more?

How can I show up as a bigger version of me?

What is going to be the biggest needle mover right now?

What is my first action step?

Actions for Success

It is important when planning in your business that you create structure and format each week. This allows you to clearly map out tasks for each week and keeps you accountable to commit to the steps.

After each week and each call, you will take notes of clear steps which you will need to action, which eliminates confusion and overwhelm.

For this week, a typical like of action steps would look like this;

1. Create/redesign logo
2. Create Facebook group name
3. Begin to reach out to groups
4. Set up Mailchimp

The steps should be completed within the set time frame (usually one week) to keep you on track towards reaching your ultimate goals – this is non-negotiable.

Monthly Goals

	Now	Month 1	Month 2	Month 3	Who/What Do I need?
Leads					
Sessions					
Sales					
Days Off					
Rituals/Rewards					

Weekly Planner

Top 3 Goals for This Week:

1. _____
2. _____
3. _____

Top 3 Daily Tasks:

Monday

1. _____
2. _____
3. _____

Tuesday

1. _____
2. _____
3. _____

Wednesday

1. _____
2. _____
3. _____

Thursday

1. _____
2. _____
3. _____

Friday

1. _____
2. _____
3. _____

Self-Care:

Personal Development:

4. Summary from Week Two

Why I started my business journey:

The service/product which I am bringing to other people's lives is:

My service is amazing because it will:

1.

2.

3.

My personal purpose is:

My ideal client will gain and achieve, whilst working with me:

My ideal client's pains are:

My ideal client's vision and happy place is:

If I was to place myself within my ideal client's shoes, the content I would need right now would be:

I currently feel stuck with:

I can unstick myself by:

This month's goal which I will hit is:

The steps I need to take in order to reach my goal are:

Whilst claiming my goal, my self-care plan will be:

Summary and Next Week

From the completion of this module you should now have a clear definition of your niche, who your ideal client, what problems you solve for them, and your true purpose in life.

From defining these points, you can use them to progress to Building Solid Foundations in Week Three, as these can be used to create a clear branding message and brand in general.

Sending love and good vibes,

Serena xoxo