

Your Path To Achieving Your Vision

Four Key Foundations of A Great Business

Masterclass Lesson 1 Action Guide

Discover how to turn a good business into a great business. One that creates financial prosperity, outperforms your competition, delivers your vision, gives you the keys to freedom and enables you to live the life you've dreamed of achieving – much sooner than you might expect.





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Your Path To Achieving Your Vision is a 4-part masterclass all about the strategic art of taking you and your business where you want to go as rapidly as possible, so that you build a business that delivers your vision, gives you the keys to freedom and enables you to live the life you've always dreamed of achieving.

This masterclass gives you the keys to building your business WITHOUT wasting time and money, without the confusion of not knowing which way to turn, and eliminates much of the stress that you and your family just don't need.

I know you'll get so much out of this, so follow along and take notes. There will be plenty for you to do and here are 10 things to get you started:

EXERCISE 1 - 3 The Importance of Outcomes

1. *Get together with your team and list all of the outcomes that you believe your customers are really buying when they purchase your product or service. Start by listing the top 5 outcomes that come immediately to mind:*

1.
2.
3.
4.
5.

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2. Ask your customers what outcomes they are really buying:

- 1.
- 2.
- 3.
- 4.
- 5.

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3. Redefine your business as one that focuses on supplying those outcomes

We are a business that



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EXERCISE 4: Your USP

Your USP MUST convey the entire essence of your business in a single sentence or paragraph. There are four things it has to do, and it MUST do all four things:

1. It MUST attract attention to your business
2. It MUST set you apart from your competition
3. It MUST fill a perceived gap in the marketplace and
4. It MUST motivate people to take action

4. Have a go at developing a single sentence or paragraph that conveys the entire essence of your business and does all four of the things set out above:

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EXERCISE 5-6: Differentiating Yourself From Your Competition

5. *Make a list of all the ways you ARE better than or different from your competition:*

1.
2.
3.
4.
5.

6. *Make a list of all the ways you COULD be better than or different from your competition:*

1.
2.
3.
4.
5.

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EXERCISE 7- 8: Discover Your Unique Advantage

7. *List all the fears, frustrations, concerns or issues that MUST be satisfied before your customers will buy:*

- 1.
- 2.
- 3.
- 4.
- 5.

8. *With that list in hand, identify where your unique advantage lies:*

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EXERCISE 9: Discover Your Passion and Purpose

Start thinking about the fundamental reason you're in business BEYOND making money.

9. *In what ways do you have a mission to make life or business better for your customers?*

- a)
- b)
- c)
- d)
- e)

EXERCISE 10: Igniting Passion In Others

10. *In what ways could you use that mission above to ignite the passion of everyone in your business, as well as your suppliers and customers*

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Summary

Any one of these things can put you way ahead of your competition and much closer to getting the keys to freedom and living the life you really want to lead. When you put them all together and bake them into every aspect of the way you do business you'll get there much sooner than even you might imagine.

Yes these things DO require careful thought and consideration but they cost you little or nothing to implement and you can easily implement them whether you're just starting out or you have an already well established business.

These will give you the edge over your competition

- ✓ You'll know what's important and what isn't
- ✓ You'll avoid lots of costly and time consuming mistakes
- ✓ You'll be equipped to communicate what you're good at
- ✓ You'll inspire your team, your suppliers, your customers and stakeholders
- ✓ You'll soon be freed up to work ON your business and towards achieving your vision
- ✓ Your business will be much more productive

There is so much more I can tell you. In today's fast changing and ever more competitive world it's harder than ever to stand out and it's tough and expensive to attract enough of your ideal customers to achieve your vision for your business and enable the life you dream of living. I can make it a lot easier for you...



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What's coming next....

Keep an eye on your inbox for the next video in this four part masterclass where I'll show you how you can be found by your ideal target market.

I'll also show you:

- How you can educate your marketplace to fully understand the advantages and benefits you offer to make you the only logical choice
- How you can generate an avalanche of high calibre "pre-sold" leads at low cost
- How you can convince your prospects and clients to willingly pay what your products or services are truly worth
- How you can get your buyers to accelerate their buying decisions and
- How you can get your customers to come back again and again

These things are all vital to building **Your Path to Achieving Your Vision** so please make sure you join me.