

Your Path To Achieving Your Vision

# How To Assert Your Value Through Education

Masterclass Lesson 2 Action Guide

*Discover why educating your marketplace is vital to achieving your vision. You'll learn how to become the only logical choice; raise your visibility online/offline; attract an audience of high calibre presold leads at low cost; accelerate your buyers' decisions and get them to come back again and again,*





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This, the second lesson in the “Your Path to Achieving Your Vision” masterclass is all about asserting your value through education.

Educating your buyers is crucial at every stage in your dealings with them, yet very few businesses truly understand what they’re losing when they don’t do this. Really embedding the importance of the outcomes you can deliver and how you serve them, is one of the MOST important keys to achieving your vision and should be integral to your brand. Among other things educating your customers WILL:

- Dramatically speeds up your customer decision process
- Give you a priceless edge
- Allow you to charge what you’re really worth
- Deliver better customer satisfaction, and
- Get your customers to come back again and again

### EXERCISE 1 - 2 Speeding up the Buying Process

1. *List all the steps that potentially slow down your buyers’ decisions*

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

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2. *In what ways can you actively guide your buyers through all the twists in their buying process?*

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

### EXERCISE 3 - 5: The Power of Stories

One of the most important ways to educate your buyers and speed up their decision process is to tell your unique story.

3. *Come up with the beginnings of a story that sets out what you do, how you do it, why you do it, where you do it and when you do it*

What we do is:.....  
.....  
.....

We do it by: .....  
.....  
.....

This is where we do it: .....  
.....  
.....

This is when we do it: .....  
.....  
.....



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4. *What are the top 5 questions your buyers are most likely to ask and what answers would you give?*

Our Customers Questions	Our Answers

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5. *Come up with a list of questions you're always being asked by potential buyers. You've probably been answering them face-to-face, on the phone and by email ever since you first started in business. If you sit down and brainstorm this you should quickly be able to come up with 100 or more questions....THEN start writing blog posts that answer each question.*

Customers Questions	Our Answers





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### EXERCISE 6 – 8: Educating Your Customers

6. *In what ways can you better educate your customers about the value you deliver?*

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....
- 7. ....
- 8. ....
- 9. ....
- 10. ....

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7. *How can you articulate and demonstrate to your customers how and why they'll benefit from your product or service?*

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

8. *How can you demonstrate to your customers that it's in their best interest to deal with you continually?*

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

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### Summary

OK, we've covered a huge amount of ground in this masterclass video, and there's a lot more I could share. It has been about educating your marketplace and its importance to achieving your vision whether you're seeking financial success or want to leave your mark on the world.

Best of all, everything I've advised you to do in both of these masterclasses to date, costs you nothing except some time and thought.

You might be saying right now is that "I just don't have the time."

Let me assure you, you can easily do everything suggested in the masterclass. It's not difficult. And by making the time to do this you won't waste vast amounts of time, effort and money on things that don't move the needle for your business.

The proven solutions I've outlined in this masterclass will help you rocket your business to that elusive next level and put you on "Your Path To Achieving Your Vision."

### What's coming next....

Now let me tell you about the next video in this masterclass, "Your path to Achieving Your Vision."

You'll love this one. In fact, I think it might even be your favourite lesson in this masterclass series.

I'll walk you through EVERYTHING you need to do to deliver your vision, get your keys to freedom, achieve business success, even become a market leader in your niche. You'll see just how easily and inexpensively you can create a business that enables you to live the life you've always dreamt of achieving.

You'll also be able to download "Your Path To Your Vision Roadmap," a handout that shows you everything you need to do from A-Z and the relationship between them – it's really cool and I know you'll love it.

Keep an eye on your inbox and I will see you next time...