

YOUR
Irresistible OFFER,
BUSINESS IDEA,
AND BRAVE MARKETING



BRAVE BUSINESS ACADEMY



Dear brave entrepreneur,

How to use the Workbook.

We care deeply about our precious planet so we made the pdf workbook printable as well as fillable for you. You can, but you don't have to print it.

When you open your workbook and want to fill it out digitally.

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YOUR IRRESISTIBLE OFFER, BUSINESS IDEA, AND BRAVE MARKETING

QUICK STARTER

YOU and YOUR BUSINESS

Before you start your entrepreneurial journey you have to know how you are doing. This might be a new way of looking at it because you started your business as an act of love and passion.

But when you want to grow and thrive it's important that your business works for you. Instead of the other way around.

It's important that you start seeing your business as a very advanced well - oiled machine. All the wires and bolts need to be properly installed for it to work.

In stage Two of the Brave Business Academy, we look at what you have in place, what works, what makes your heart bloom and what weighs you down, what needs improving, so we can get you to your next destination?

Are you up for that?

I can't repeat this enough: go easy and soft on yourself.

Your profitable business and brand is being built over time and not in 6 weeks!

Everyone is at a different stage. Everyone has a different personality and everyone has a different Business Persona Constellation.

There is also something like Life. Having your period can lead to not feeling too good. A sick child can totally change your attention. Living in challenging circumstances can weigh you down.

Whatever you do. Do NOT jump in the buffet of Courses and Training in the Brave Business Academy Face Forward.

Because you're going to get really overwhelmed.

I want you to pick up a beautiful, small plate and add tiny bits of content to your plate. Eat it, taste it, enjoy it before you go back to the buffet.

Will you do that?

Your business has many layers. Your business started - *maybe years ago and maybe last week* - with You and a Big Desire.

That's why we start with the basics.

Maybe you're way past that early stage, but going back to the beginning will help you identify what works and what needs some extra love.

Warning 1.

Before you start, make space in your calendar to work on this project EVERY DAY. It is really easy to get distracted. Value your business enough to go through the ENTIRE process.

Warning with a LOT OF LOVE 2.

Go for IMPERFECT. The minute you notice you're in procrastination and 'it's not good enough' mode, stop whatever you're doing and infuse yourself with love.

LOADS of it.

A. Your Business Idea

Do you have a Super Clear Business Idea?

ON A SCALE OF 1 - 5 1 is I have no idea and 5 is Yes, completely clear

-> **Your business starts** with an idea that keeps you going for at least 5 years. It might not be a perfect idea, but starting is more important than waiting for perfection.

An idea that works is profitable, will make money soon, is simple and is something you would almost do for free (except you want to make lovely money with it).

If your ideas are still all over the place do a Brainstorm now, contact your accountability buddy and come up with 10 ideas ... that will make money.

EXAMPLE 1

Imagine you have an idea to sell handmade spoons. Do the numbers first.

Do I have space to create spoons?

Will I love creating spoons 5 years from now?

What investments do I need to make before I can create 10 spoons?

How long does it take to create spoons?

What is my profit margin for 1 spoon?

What is my break-even point? *(The point that you actually make money)*

Do I only like creating or are you just as much in love with selling?

Do I like, respect and understand the needs of my buyers?

EXAMPLE 2

Imagine you have an idea to teach Pinterest. Do the numbers first.

Will I love teaching Pinterest in 5 years from now?

What makes me different from other people who teach Pinterest?

What investments do I need to make before I make a profit?

Are there other ways to make money, like being an affiliate for Tailwind?

Do I fully understand the needs and desires of my target audience?

Does this type of business fit my business personality, or will I get bored?

Do I have a customer journey that will take my client from buying a small evergreen product to a Premium Package?

* The customer journey is the journey your client makes from the First Contact to Signing up for something, Working with you, Receiving emails and Signing up for something new etc. etc.

Brainstorm Ideas now.

10 Ideas I love doing for the next 5 to 10 years and will make money.

1

2

3

4

5

6

7

8

9

10

You need these answers for the Next step.

B. YOUR NICHE

*** I have a clear and distinctive niche On a scale of 1 - 5**

1 is I have no idea what my Niche is and 5 is my Niche is So Good!

Is your business uniquely positioned? Are you completely clear on what makes you different from all the other coaches, yoga teachers, artists, healers, dancers, lawyers, architects, etc. out there?

For instance, if you are a money coach, what makes you different? Aim for maximum uniqueness and niche.

ACTION

Find your unique position and niche

Spend a couple of hours to research your fellow money coaches. Warning: They are NOT your enemies or your competitors. Just check them out.

STEP 1. FIND YOUR UNIQUE POSITION AND NICHE

Find 5/10 entrepreneurs who 'sort-of-do-what-you-do' and who are 'more or less' at the level you're at. Write down their URL, their name, and the name of their business.

Research:

A. Their tone of voice (happy, severe, upbeat, strict, serious, etc)

B. Can you figure out who they're talking to? Find their soul audience.

- C.** What is their solution? Do they use a method or coaching? And what is the outcome they promise?

- D.** Do they have a freebie? What is it? Would you download it?

- E.** Are they targeting high-end, middle of the market, low-priced or a mix?

- F.** Do you think you could be a client of her/him? Why is that

- G.** What kind of imagery is she/he using? Stock, custom made pics, who are on those images. Look carefully. Do you feel represented?

- H.** Can you find what you need? If not, learn from it. What could you do differently?

- I.** If you position yourself opposite your peers, what elements make you completely different?

STEP 2. FIND YOUR UNIQUE POSITION AND NICHE

Find 1 - 3 entrepreneurs who 'sort-of-do-what-you-do' and who are at a Very Different Level Because they are already well-known experts. Write down their URL, their name, and the name of their business.

Research:

A. Why are they being seen as an expert? For instance, because they've been on Oprah, they are successful podcasters, they wrote books, etc.

B. Imagine you've never heard of this person and their business before, what makes you sense that they are The Expert?

C. What is their tone of voice (happy, severe, upbeat, strict, serious, etc) do talk about I, or we?

D. Can you figure out who they're talking to? Can you find their soul audience?

E. What solution do they offer? Do they use a method or coaching? And what is the outcome they promise?

F. Are they targeting high-end, middle of the market, low-priced or a mix?

G. Do you think you could be a client of her/him? Why is that

H. What kind of imagery is she/he using? Stock, custom made pics, who are on those images. Look carefully. Do you feel represented?

I. Can you find what you need? If not, learn from it. What could you do differently?

J. If you position yourself opposite your peer, what elements make you completely different?

STEP 3 FIND YOUR UNIQUE POSITION AND NICHE

Read all your answers carefully and write down

- 1. WHAT** elements in YOUR business make you unique and niche
- 2. HOW** can people SEE and SENSE your Niche?

Take time to answer and discuss with your accountability buddy

STEP 4 IMPLEMENT YOUR UNIQUE POSITION AND NICHE AND MIX WITH YOUR BUSINESS IDEAS

After you've done all the research it's time to implement.

A. I know this is my NICHE (this is what makes me unique and what makes me different from my peers) and I will infuse ALL my communication with this special Cocktail.

- This is my unique approach (*the way you offer the solution*)

- This is my unique background (*education, personal experience, etc*)

- This is my unique story (*the story about why and how you came to where you are right now*)

- This is my unique personality (*like sensitive, super extravert, quick-witted, colorful, etc.*)

B. This is my business idea and that idea will always be at the center of everything I share

(go back to part 1 to add your business ideas here)

- This is the business idea that I love the most and want to focus on for the next 5 years

- These are the titles of 20 to 30 pieces of content that are clear showcases of my Business and my unique offer(s), that I will get out in the next 1 - 3 months.

These can be videos, blog posts, Social Media, etc. HOW TO and HOW I posts are ALWAYS a great idea.

TIP: HOW TO REPURPOSE YOUR CONTENT

Start with what you're good at. Are you rocking Facebook Live? Great. Start with that. Download your video. Send the File to Rev.com for the transcription. Repurpose that text for your Blog post and use parts of the blog posts for your social media posts.

C. I will implement the following in my communication so people can SENSE and SEE my niche (and overtime go from audience to client)

- *My tone of voice.*

This is the way you talk, how you communicate, special words, serious, funny, writing style, using the I or we form, etc.

- Describe exactly **WHERE** you will start implementing. Like what piece of content: a blog post, a post on Facebook, your Homepage, etc.
Add a date when it's going to be ready.
Add the date to your calendar

- My images and videos (*including pictures of myself - I will start sharing selfies!*)
Decide on a style (*don't go for perfect, just start with what you know*) Make sure the people you want to attract are represented. The right images are Gold! (*check the sources in the Ultimate Tech and Tools list*)

- Collect images, take a couple of selfies (*the appointment with a real photographer will come next*) and add them to your posts, website or email.

Add a date when it's ready.

Add the date to your calendar

- *My freebie*

Decide on a freebie that underlines your unique approach, that serves your audience and is possibly the start of a very long relationship between you and your client.

If you feel overwhelmed because you actually don't know who your soul clients are, go into the Membership and do '**Client Magic**' and '**How to Create an Amazing Freebie**' first and then come back here.

Add a date when your freebie will be ready.

Add the date to your calendar

Connect to your people every day

- **Decide** on at least 5 Facebook groups, and several Live Events where you can meet actual real people. Join those groups to bring value. Not to drag someone in your group, to pester them for likes or send them “work with me” PM. Don’t EVER do that!
- **Join** (*paid and free*) groups where you can ‘Play’ with your knowledge. Choose groups that allow you to show up, to add your unique flavor and to be 100% you! Show up consistently. Support others. This will eventually help you to grow your presence and your energy. It’s not the Fast Way to the Top. This is a powerful path to Real Success.
- **Set up** your OWN group that is catered towards the desire of your soul clients and support them there.

Make space in your mind, heart, life, soul and time for your future clients to come to you!

Add a date when you are in several groups and have decided on Live (*and Online*) Events that you will attend.

Add the date(s) to your calendar.

Are you finished with this process?

Congratulations!! You just fully redefined your business!

That is amazing. You have done **SO MUCH** work. Don’t forget to celebrate. And share in the group.