

Gold Medal Leadership

with Laura Armstrong

Turning It All To Gold - Module 6

You're S.A.P. – Success Action Plan

Ready to turn it all to Gold?? Good – its time to take Action and follow the plan that will bring Success to you and your business. This takes work, but if you follow this Success Plan, you WILL succeed!!

So we will be talking about the **6 steps to Success**, when you put them into action, will get you results and have it reflect in both your leadership and your business as well as you bottom line.

1. A Business Plan

It's easier than you think.

Why – your committed to your venture, you have the skills and self-confidence to make it happen.

It can be a detailed or as simple as you like. It gives you a snapshot of where you are, where you are going and how to get there. An effective business plan can make the path to success, so much easier.

Core Content

1. **Your business proposal** - what is your business, who are your customers, what do you sell or offer, and what its your plan for growth?
2. **Your Unique Selling Point** – what makes you unique, how will what you offer appeal to your customers – do they need it and why? What kind of difference will it make in their lives – whats the transformation?
3. **Market Research** – probably the least researched – is it the right time, place, setting for my business and my products, are they niche or too general. Some things to check out – your target market, customer demographics (age, location, gender, need), competition and distribution methods (online, in person, service, product, opportunity)
4. **Size Of Organization** – is it just you or are other people involved – partners, employees, volunteers
5. **Place of Business** – is it a virtual business, or brick and mortar – costs associated with both respectively
6. **Financial Data** – a snapshot of your financial situation. Include information such as your personal and business net worth, assets and liabilities. Financial plan for loans or other monies invested for your business, cash flow, projections over a number of years, etc. Most importantly be realistic about your data, you want to make it as achievable as possible.

Get Help – There are tons of resources out there for you to write, implement and get advice on a business plan. Make use of them, so you ensure your success.

2. Create a Referral Network

How often do we network and it goes nowhere? Are you utilizing your relationships to help others by asking them to help you? It's not selfish, it's the power of referrals. People do business and create lasting relationships with people they know like, like and trust. So leverage those relationships to enhance your business, create new contacts and build your business. Remember if we don't ask, we don't get. Belong to networking groups and book one-on-ones with the people in that group. Book time with the and find out more about what they do – if you want to build a strong referral network, you have to be authentic and find out what others need and how you can help them. An most importantly – WIIFM – what's in it for them!! Then you can begin to develop lasting relationships. They will want to know what you have to offer as long as it can help them and position it as an offering that will contribute to what they are looking for – if its not something you have, then access your network and get them connected to someone who can – this will only strengthen your relationship with them.

The Power of Referrals can produce extraordinary results.

3. Who are the POI's In Your Network

What is a POI? A POI is a Person of Influence and there are most likely more than a few of them in your life. You want as many POI's in your life as they can make things happen for you. These people are extremely connected and it is important to get to know and especially recognize them for who they are.

- **Identify and Target Your Persons of Influence**
Who can help you grow your business, and who will introduce you to desirable potential clients? Develop a database of ideal contacts and a brief profile for each and share it with your team.
- **Define Value**
What genuine, unique value can you offer your People of Influence? What do you bring to the table? What skills, contacts, information or resources do you have? Imagine you are a start-up doing a pitch on Shark Tank. What would you say?
- **Points of Contact**
Where do your People of Influence hang? Do they belong to any specific professional organizations, business associations or networking groups? Do you have a presence there?
- **Gather Your Information and Present**
You'll need to approach People of Influence. That means you better have an arsenal of "material" that you can use as bling. You need conversation and some compelling evidence that you are special and unique. Yes, a little back and forth is needed and can go a long way. Does your elevator speech grab attention or is it just like everyone else's?

- **Speak Up!**

A warm introduction to a Person of Influence is always better than a cold introduction. Let those in your current network, including your contacts and referrals, know who you are looking for. Get the message out and tell them you are looking for influential people in the market. You may have a housewife that is better connected than a CEO. Ask people for introductions.

- **What's In It For Them?**

Once you get into a conversation with a Person of Influence, what are you going to say? Never use "Hi, I'm with a credit union so please send people my way." You'll need a very compelling reason backed by your value proposition (what you offer!) for them to want to associate with you and want to introduce you to other people or organizations. Be specific and address what you are offering and what do you want them to do. You'll need to demonstrate how you too can help the Person of Influence.

- **Invite Participation**

People of Influence like to engage other people. So be sure to offer to hook them up with others in your network. Invite them to events, ideally lead by or sponsored by your business or group, where they too can make valuable new contacts. Connecting the dots is important and put you in a great position,

- **Keep In Touch**

Establishing initial contact and making your pitch is only half the battle. You must retain and maintain your relevance by staying under the nose of your People of Influence. Social media linked LinkedIn is a good start, but you also want one-on-one communication. Curate some content of information that is of value and share it. And make sure you invite influencers to your events and let them do the same.

- **Reward your People of Influence**

When a People of Influence gives you a lead or makes an introduction for you, show your appreciation immediately. Recognize and acknowledge the effort they made on your behalf.

4. The Power of 5

Who are your 5?

Do you feel you have to do it all on your own? Your chance of success is much higher when working with others who have your best interests and you have theirs at heart. This could be something long term or as simple as a hot seat group.

I prefer working long term and brainstorming. For your five people, they should be fairly influential and authentic. It must be reciprocal.

They would be preferably in different sectors or businesses than you – for instance I would partner with someone who is an expert in social media marketing, branding, business strategy, etc.

If you aren't sure who to have in your top 5 – here are some recommendations:

Financial Contact
Marketing Contact
Business or Lifestyle Coach
Insurance Contact
Education Based Contact
Real Estate or Mortgage Broker Contact
Leadership Mentor
Technical or IT Contact
Other Entrepreneurs

You may have similar interests as some of them but that can actually work to your advantage. No one is in competition with you, but in collaboration. Use the Power of 5 to leverage your business success.

5. Get Clear, Get Booked, Get Business

Get clear about what you are offering. Do you offer a product, service or opportunity? Or is it a combination of those? How can people benefit from it? Better health, more money, lifestyle change, more abundance, create opportunity, etc. Be able to speak to its benefits, and know what you are offering inside and out.

Get Booked Once you meet with your contacts, clients or others you network with including referrals – what's next. This can be where a lot of your business originates from. How is your follow up. Find their pain point, speak to it. Understand it. Ask them would they be interested in hearing a possible solution that might help or solve the problem? They will always say – remember to speak their code – to their values.

Get Business Can what you offer be bundled – or does it come in packages? How do they want to pay? Do you have a payment plan? Are you offering a referral bonus – what is that? Money, product, an opportunity for the referral to advertise? Repeat business – do you offer a discount for loyalty? Make sure when you offer you don't speak once you say your price, this is crucial – they are working it out in their head. What do you have to offer that keeps customers coming back!! (Sales Funnel)

6. Additional Income Generators

How can we make more income? Easy – start to tap into what you are good at.

Make a list of what brings you joy and you love to do that you can monetize.

Create an Online Course – Easy to do – you just need Zoom and a mic and you are good to go. What can you educate people about? Make sure you are targeting the right crowd or group –

for your first workshop target your social media as well as your phone contacts. That is your hottest group. Take them through a journey with you, what is your deliverable? What will they get in the end? Remember you are creating authentic connections and creating a relationship of know, like and trust. Create a One Sheet of your course and advertise.

Free Training – Webinars –

Offer a free training – it can be an hour, it can be a day. Offer them a few pieces of education with a theme running through it. Close them on your Online course. Make sure they are getting benefits on the time they are working with you and how much more they will get if they take the course with you.

Free Gift

Offer a free gift – that leads to more education and learning with you.

Sales Funnels – this has become the new buzzword. But sales funnels actually work. It has been said you have to touch someone at least 13 times to get them to respond. Sales funnels are an amazing way to generate income and get your products out there. Lots of free options you can implement.

Know your funnel. Create Your funnel. And then implement your funnel.

Lead Generation tools – these are essential to your success and keep your sales funnel full. Especially if they are mostly made up of referrals. To benefit the most from this, follow up and engagement is most important. They will also keep you organized so you can use this to sort, market and create income effectively.

Turning It All to Gold!!

Success Is Yours!! If you implement your Success Action Plan you WILL increase your revenue, be more successful and be on the path to tangible Abundance and Prosperity!!

This is just the Tip of the IceBerg....join me on our next journey together in Leadership Warriors – our year long mastermind that will create 4 major results, with 12 core trainings. Embrace your Inner Warrior and become the powerful leader you were meant to be!!