TENA TAYLOR

BRIDGING THE GAP BETWEEN KNOWING AND DOING

THE 6 PHASE ACTIVATION PROCESS "THE MISSING PIECE"

Actionbook for
Health Coaches, Nutritional Therapists,
Personal Trainers, and other Health & Wellness Professionals

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INTRODUCTION

INTRODUCTION

- Is your **CALLING focused on** transforming people's lives?
- Do you feel like your **MISSION** is bigger than you?
- **Are you a nutritionist, naturopath, dietitian, health coach, lifestyle medicine practitioner, personal trainer, or other health expert?**
- Do you strive towards building a business that is **working for you** and not **vice versa**?
- Are you still seeking **laser-sharp clarity** related to your business strategy and your **COMPETITIVE EDGE**?
- Imagine knowing **HOW TO GROW YOUR CLIENT BASE** better & faster WITHOUT losing your mind, soul, & time in the process?
- Would you like to **MATCH your PRICES with THE value you're offering**?
- What about **OFFERING A UNIQUE SIGNATURE** program that you and **ONLY YOU** can offer?

If yes - THIS GUIDE IS FOR YOU!

Today, we're functioning in the era of **applied knowledge**.

In other words, **how can we apply the knowledge we have in the shortest amount of time** and do it **THE RIGHT WAY?**

Only by mastering the **ART OF BUSINESS can we** help our clients to reach their goals.

As advisors, we are to know **WHO are** we're seeking, **WHERE** they are, or **WHAT** is **troubling our clients**.

At this very moment, as I'm writing these lines, new wellness trends are popping up like mushrooms after a rain (digital wellness & m-gadgets, transformative health retreats, wellness corporative workshops, etc.).

Profit margins across industry sectors are **on the rise**.

Health & wellness-oriented companies are racing against each other.

Each one is aiming to provide **better**, **faster**, and **more efficient** products or services.

As noteworthy as that may be, the facts are still the facts - **the global obesity & preventable diseases numbers are NOT declining (actually, they're on the spike).**

Upon browsing through any credible statistical portal, it becomes pretty obvious that the population is getting increasingly tired, progressively unwell, and more isolated than ever!

Just some of the things we're dealing with are:

- a pervasive feeling of loneliness (worsened by the ongoing pandemic)
- a rapid spike of preventable chronic diseases
- scarily widespread states of anxiety
- terrifyingly high suicide rates

We're witnessing a very odd era, to say the least!

An era in which **BOTH** - supply and demand are crying for a change but are somehow bypassing one another by inch!

If we're living in a health-trends-obsessed society, why aren't people getting healthier?

Why does the average millennial have a shorter average lifespan than their parents?

Why are we facing a spike of preventable diseases in well-developed, first-world countries?

Why are many people still struggling with mental health problems, raging obesity, severe gastrointestinal issues, and many other lifestyle-induced problems?

One of **the bigger reasons** is the lack of a customized approach & actual human bonding upon advising!

People lack **the support they need** on their journey & throughout the mentoring process.

They're missing the support which honors their preferences & uniqueness.

In these unprecedented times, everything leads us to one conclusion: that there's a need to transform through **CONNECTION**.

This is a need that can be met only through a **personalized approach!**

Personalization in health advising is the best way to solve these problems permanently - and I am sure that you, as a health expert, are quite aware of that!

What works for one person won't work for everyone.

There are **SO MANY FACTORS** that come to play upon improving someone's health - from knowing their starting point towards honoring their genetic needs & preferences over actually incorporating our help methods into their everyday life.

Luckily, the number of active participants in personalized health advising is **GROWING!**

However, the gap between **clients & their advisors** is still largely present and needs to be addressed!

Let me elaborate...

Today's market imposes a plethora of challenges upon us while we're trying to run and scale our advisory practices, such as:

- A lack of like-minded individuals (supportive community)
- Not enough clarity on professional **WHAT & WHY**
- Inadequate familiarity with **available sales platforms**

So many **business coaches** are ready to take **ANYONE** on board to keep the enrollment rate high.

Many coaches have successfully eliminated mindset-related problems for their clients' but did very little to help their clien**ts build the necessary business knowledge**.

Teaching experts how to create a customized **BUSINESS PLAN**.

Assisting with the formation of **numerical goals**.

Defining & setting up **milestones** that we can **analyze** and use to **measure our success rate**.

CRAFTING A BUSINESS MODEL, which paves our path towards ultimate freedom!

Creating multiple **revenue-generating income streams**.

DEFINING STRATEGIES AND TOOLS that are simple to understand and easy to use.

Explaining the difference between **advertising, marketing, and sales**.

I am to **prevent people from BURNING MONEY** on flashy websites, paid ads, and premium "sales funnels."

CONCERNING FACT

Over 85% of health & wellness advisors, coaches, therapists, and trainers I spoke with **NEVER CREATED A BUSINESS PLAN**.

I was determined to find a **comprehensive, to-the-point guide** for health & wellness experts but ended up empty-handed.

It seemed that, for many business coaches and consultants, the focus was on:

- Endless, lengthy webinars
- Pricey mastermind memberships
- Affiliate revenue models with little-to-no actionable business advice (mostly mindset-related tools & handouts)

There was way too much fluff talk without proposed rational action steps!

As a confessed spiritual junkie obsessed with self-awareness and growth the mindset, I acknowledge the importance of the mental state from which we're operating from 100%!

But it seems **LUDACRIS** endorsing the idea that a **personal perspective (mindset)** is the only relevant factor in building and scaling an advisory practice - but sadly is something that many marketers do!
Neglect the **tremendous impact** that mindset has is silly, but seeing it as the **sole prerequisite for success** is simply unreasonable.

Solving business problems using only **mindset methodology** is like treating an open wound with a positive affirmation - **contextually incorrect and entirely misplaced**.

As a nutritional sciences lover and holistic health advocate whose primary education lies in business, I decided to pinpoint the most important principles, outline crucial strategic steps, and highlight the most important actions that ought to be taken by any health advisor wishing to either **SET UP** or **SCALE** their practice.

This **e-guide** is just a small introduction to the **whole story**! 😊

I did the actual legwork in real-time: talking to advisors, coaches & practitioners, (actively) listening to their struggles, chewing on mail after mail, and performing in-depth research on **what exactly health professionals are struggling with.**

It's **CRUCIAL** to emphasize that there's no silver bullet or shortcuts despite what we're led to believe by marketers' narratives via YouTube Ads. 😉

I've spent almost a decade gaining theoretical and practical business knowledge and have noticed a **MASSIVE PARADIGM SHIFT** in this industry!

Nowadays, **ensuring a proper, professional, tailor-made business guidance & support system** is the main prerequisite for merely existing on the market, let alone thrive!

So, will this guide turn you into a business expert?

I wish! 😊

But the reality is that we learn best by **doing!**

We learn by **being strategic** with our professional decisions and mindful of our time, and have the strategy for using those wonderful gifts we have and skills we've polished! :)

But, what is the **"WHY"** behind this **"instruction manual"**?

Well, it elaborates a **step-by-step method** that usually **TAKES YEARS** to master and successfully implement.

It's written in real-time and **addresses the pain points** of health & wellness experts today.

It sets a solid foundation for the formation of your own business plan.

You can find a shortened version **(Bustant – Instant Business Plan)** attached at the very end! :)

We know already, a solidly written business plan is **the foundation** of every successful business currently existing on the market.

This action book:

- It is created to provide answers to the numerous questions posed by health & wellness therapists & coaches
- It is written in a simple, non-business language, which is easily understandable
- Answers the whys & hows possibly swirling around in your head (from "Why I don't have more VIP clients?" to "How can I grow faster?")
- Reinforces a solid strategic base on which one can continue building up one practice
- It offers a fresh perspective on an already existing foundation
- It is written for doers & thinkers alike (ZERO-FLUFF)

This guide **IS CREATED FOR YOU**!

It's **designed to help you** gain extra clarity, (re)focus, and uncover easy-to-implement strategic steps.

The best thing of all is – it's **FREE**!

It comprises six chapters and emerged from numerous 1:1 sessions with health & wellness experts **ACROSS THE GLOBE!**

It is best "served" in a printed version, paired with a pen and a cup of hot cocoa!

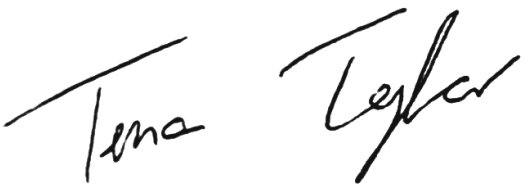
I hope it serves you well.

Please feel free to share your comments, impressions, & thoughts once you've finished it! 😊

Happy reading!

With much love & zero fluff,

Sincerely,
Tena Taylor



CHAPTER 1

KNOWING AND OWNING OUR "WHAT"

"Nothing will depict our value better than the number of lives we enriched!"

CHAPTER 1

Knowing and owning our "what"

So, **WHAT** is it that we're **offering to the market**?

WHAT does our product/service do?

When in doubt on **how to formulate it**, the best solution is to **GO BACK TO BASICS**! 😊

In this case, it means examining (or re-examining) **WHAT we are** offering to the market. Some of the questions that may help us begin are:

- **WHAT PROBLEM** are we solving?
- **WHAT VALUE** are we providing?
- **WHAT IS THE SOLUTION** we're offering?

Useful questions to nibble on while brainstorming about our **WHAT** are:

- Who and what influenced our thought process?
- How did we realize that these problems are the ones which need solving? What made us realize that we have the expertise needed?
- How did we form solutions? What are some of our best solutions?
- WHO is facing those problems? Did we communicate with them?
- Did we create a survey or a social media poll to ensure that our solutions are aligned with our client's needs?
- What sources did we use to verify our conclusions? Which websites, blogs, social media groups and posts, webinars, etc.?
- How objective are our sources?*

*Don't worry if you don't have any unbiased sources yet. You can do the market check-ups (thorough analysis) as you're creating your **premium content**.

Upon creating a **product/service to market & sell**, market research is **highly recommended**!

Let's not be afraid to ask repeatedly until all our professional curiosity has been satisfied!

Let us figure out what our **market (our clients) NEED**, team it up with **our passion**, & pair that up with our **mode of genius**!

I'm not talking about spending hours validating the perceived feasibility of our offering. It's simply to **get an idea** or partially **substantiate** or **contradict** our current presumptions about **our client(s) need and want**.

Or, more simply – **let's make sure that the product of our effort is the ACTUAL SOLUTION to our client's problems**. Our products should not be a pursuit of **our personal curiosity** or merely our **self-expression** tool.

While collaborating with self-employed experts across several industries, I noticed a concerning pattern. They would create a product/service because **"It feels right"** or **"It seems cashable,"** or **"I just love doing it."**

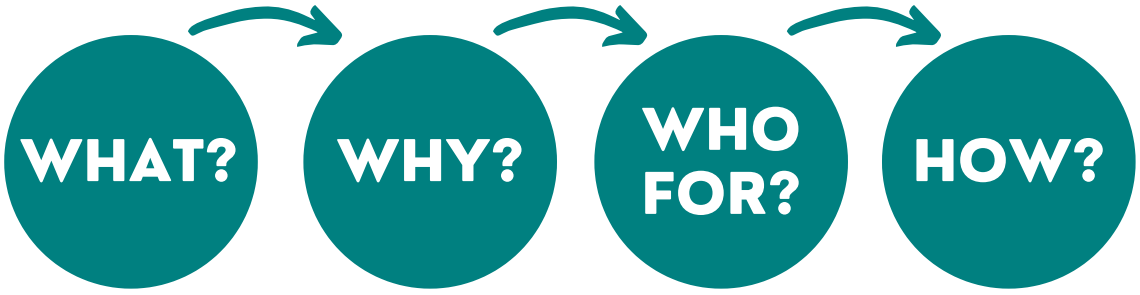
Like almost everything in life, the **sweet spot** is most likely somewhere in the middle, and we can reach this sweet spot through communication with our audience.

Before posing questions or start spending top dollar on fancy surveys and flashy questionnaires, let's please go through **ALL chapters of this e-guide!**

WHY?

Because it's paramount to obtain a solid rationale behind any future action; otherwise, we may lose money and time trying to find answers which may be **interesting** but **not useful**.

Without proper research, we risk **creating a product based on OUR PERSONAL INTEREST ONLY, and** it may not line up with the market demand & our clients' needs. Combining what **we love doing** with what **people need** creates an excellence continuum, and then we're tackling both our own needs & our clients'.



That is why the importance of **MARKET RESEARCH cannot be overemphasized**!

But don't let this scare you away - **THE SIMPLEST SOLUTIONS** are the **BEST ONES**!

Validating our idea can be as simple as sending a survey, poll, or creating a course waitlist.

We can get an idea if we're doing it right/wrong by, for example, posting our question in a **Facebook community**.

Creativity splashed with minimalism **ALWAYS** works like a charm! 😊

A REAL-LIFE EXAMPLE

Jane is a weight loss coach with a burning desire to elevate her practice and boost her earnings. Her goal is to transform as many lives as possible, but she's unsure how to go about it and what to do as her first step.

She's started using the first part of the 6-phase activation process to unlock her full potential. She began with the first step – **GAINING CLARITY**, aka **DEFINING HER WHAT**.

Jane's Notes

What PROBLEMS am I solving?

Outer Problems: excessive weight, sleep disturbances, semi-depression due to poor eating habits, foggy brain, sugar addiction, emotional eating, decreased libido, etc.

Inner Problems: shattered self-worth & self-love, unease in their own body, self-loathing, shame, guilt, pity parties, etc.

What VALUE am I providing?

I'm helping my clients reach their full potential by fuelling their bodies with the right food for their heart/mind,/stomach.
I'm helping my clients regain their feeling of confidence.
I'm helping my clients achieve and maintain their goal weight.

What SOLUTION am I offering?

Offering a highly personalized 1:1 approach to my clients.

Being an accountability mentor who's committed to helping them to define & reaching their goals.

I'm offering accountability, a customized success-tracking process, and undivided attention towards becoming and living the fittest & healthiest version of themselves.

How was this helpful?

Jane conducted a short market analysis by sending a survey & conducting some flash interviews. She found that people respond better to short-duration fitness packages than she first thought.

She also realized that a group setting might be better suited for tackling her clients' outer problems; however, 1:1 advising gives her more time and freedom to address her clients' inner problems.

With that in mind, she's considering a two-part approach:

- Creating specific personal packages for psychological health coaching (to tackle inner needs)
- Designing group programs (to solve the outer problems)

She realized that she could grow faster by creating a one-month challenge instead of a 2-month coaching program. This had a higher & faster onboarding rate and allowed her to upsell her longer programs.

CHAPTER 2

MASTERING YOUR WHY & ENFORCING ITS UNIQUENESS

"Stop following passion – become it"

CHAPTER 2

Mastering our why & enforcing its uniqueness

2.1 CLARIFYING OUR WHY

What drives us? What's the reason behind the reason for what we're doing?

What's our passion?

If someone wakes us up in the middle of the night and asks for **our REASON and our WHY - why are we doing what we're doing - what is our response?**

"Knowing what we want to achieve, where we're going, & what's motivating us is quintessential for success!"

"People don't buy what you do; they buy why you do it," said Simon Sinek.

But the extent to which & how we're communicating that to our future customers is equally important!

Of course, before sharing anything with the outer world, it's of supreme importance to solve it intrinsically first.

Forming our WHAT & WHY is an auto-sales, in a way. We're "buying" into the idea of why it's so important what we do FROM OURSELVES.

We are, and shall always be, our first and most important client!

Some of the most important reasons for **CLARIFYING OUR WHAT** and **PAIRING IT WITH OUR WHY** are:

- Creating **natural & unforced emotional connections** with our clients (pull vs. push dynamic, attracting the clients as opposed to chasing them)

- Acknowledging that the power of MAKING or BREAKING it in the business arena is **solely ours**. Channels, tools, & circumstances may change, but the pursuit of the mission and vision will always be **COMPLETELY in our ownership**

- Merging our **mental & emotional energies** and making them collaborate in our favor. Mind and heart coherence will take us where no coaching session/course/tool ever could

- **LAST BUT NOT LEAST – it will keep our head above the water** when nothing and no one else will!

Let me state it bluntly - **there will be bad days!**

And I mean **EXTREMELY HORRENDOUS, MOTIVATION-CRUSHING, SOUL-DRAINING types of DAYS**.

Moments of **COMPLETE MENTAL, EMOTIONAL, & SPIRITUAL EXHAUSTION**.

Times when we **DON'T FEEL LIKE POSTING ON SOCIAL MEDIA**.

Days when we're shaken & stirred with external turbulences outside our control.

Days when we can't FOCUS even if our life depends on it!

Moments when we're perhaps even browsing through Indeed, Glassdoor, & LinkedIn for vacancies. Days when we're ready to give up, and we don't feel like doing anything!

Days when our motivation fades away, and the doubt settles in, as comfy as a fluffy kitten in your lap in front of the fireplace.

Days when we're questioning our sanity...

"WHY ON EARTH DID I EVEN TRY TO DO THIS ON MY OWN!?" screams from within us.

This is where our **WHY** kicks in!

Our **WHY**, aka, your very own **"NORTH STAR"**!

Our **personal GREEN LIGHT** (C'mon Gatsby's fans – I know you feel me) 😊

Our reason for doing all of this, for helping people the way **only WE can help them**!

The reason **for providing the value we're providing**.

The reason **for RESEARCHING/READING/GROWING, so we can do our job even better**.

By knowing and owning our **WHAT (our vision)** and pairing it with our **WHY (our mission)**, we're paving our path towards success.

Some **NOTEWORTHY QUESTIONS** to help clarify our **WHY**:

- Why is my WHY so important to me?
- How is my WHY part of my personality?
- How is my WHY the extension of my soul?
- How would the world look like if my influence were 1000X bigger than today?
- What do I LOVE about my WHY?
- How is my WHY serving me? How is my WHY serving others?
- How is my WHY contributing to my growth?
- How is my WHY contributing to others?
- Am I in love with my WHY at the moment? How does it feel like when I am? Is the feeling mutual?
- How is my WHY helping me to grow?

2.2 UNIQUENESS FACTOR OF YOUR WHAT & YOUR WHY

"In a world full of zircons – be a diamond".

The uniqueness factor – our competitive and authentic edge – is **OUR SECRET WEAPON!**

Uniqueness factor (or **AUTHENTIC IMPRINT**) is what makes our offering different from everyone else's!

Why would someone come **TO the US** instead of our competitors when they wish to solve their problem?

- What makes **OUR SOLUTION** to our **clients' problems** unique?
- What is our **Authentic Business Imprint** (what's special about **THE WAY** we're delivering the solution to our clients)? What "works for us"?
- What can we **SOLVE** for our clients that other experts can't?

Remember, people will come to us for **WHAT WE DO** but will stay with us **FOR WHO WE ARE!**

There's a world of difference between having a vocation and pursuing a calling. There's little to no difference between who we are professionally and who we are personally in the latter case.

The most successful practitioners & therapists are from **9-5 as they are from 5-9**!

This synergy is nearly impossible to achieve and can be potentially dangerous if done incorrectly, aka if **we don't know ourselves first**!

Two things are **paramount** for success.

Knowing (and owning) our strengths, talents, & abilities, and accepting & acknowledging our weaknesses & setbacks.

WHY?

Because when we know:

- What we're good at
- What we're superb at
- What puts us in the flow
- What we should work on
- What we really can't stand doing
- What we should delegate

Only then can we start creating solutions in line with our unique strengths and talents – not to mention **our own needs & preferences**.

It also **prevents us from making RADICAL & POOR DECISIONS**, such as forcing ourselves to become an **Omnipresent Social Media Rockstar** when we're perhaps an introverted advisor with a preference towards a 1:1 counseling approach.

Good advisors run the business. But the real expert's contribution is a form of structured self-expression.

The **top-notchers** of the **COACHING** and **COUNSELLING INDUSTRY** help people by using their OWN essence. This is combined with the skillset and a specific **framework** to tackle certain problems!

They have a crystal-clear understanding of their **WHY**.
They've mastered a **full comprehension** of what makes them unique!

Unfortunately, many entrepreneurs & solopreneurs **exclude** their uniqueness from day-to-day operations to appear **"more professional."**

By doing so, they're missing out on the benefits of storytelling and connectedness through resonance. They're also missing out on the enjoyment of their job and having a fulfilling calling instead of a neatly polished "career."

To form a soul-fulfilling yet profitable practice, it's essential to **play the cards we've been dealt**. But we also need to **keep being our authentic selves** along the way.

It's also important that we use the skills & strengths **that we have right now**, **at the moment**, whatever they might be. They could include:

- Public speaking
- 1:1 personalized approach
- Structuring complex strategies to make sense (simplifying), etc.

All of these should be used to **help our clients**!

Why?

First, we have a natural tendency not to procrastinate (as much, at least ☺) while doing what we love. **The enjoyment factor is paramount to executing long-term plans!**

Entering the flow is nearly effortless while doing something **we truly LOVE doing**. This is the mental state in which a person performing an activity is fully immersed in a feeling of energized focus.

Secondly, if we miss out on utilizing our existing skill set, we're throwing money out of the window.

A question to quick-check our "playing cards":

- What could I deliver to my clients **today** with minimum preparation?

The entire professional framework takes much more time to develop. But some core elements are presented below.

Take your entire professional history into consideration and try to answer the questions below:

- What are you naturally good at? What do you enjoy doing?
- What are your superpowers (your natural talents and abilities)?
- What actions are enabling your flow?
- What did you receive praise for in the past?
- What are your top 3 skills?

To provide as much assistance as possible, I've developed a **unique advisory framework sheet**. This connects our passions, skills, expertise, & uniqueness. Knowing this helps us to extract our **AUTHENTIC ADVISORY IMPRINT**.

You'll find it at the end of this e-book! 😊

I'd also like to emphasize that this step is probably THE MOST IMPORTANT STEP of this e-guide!

WHY?

Because once we're aware of **OUR WEAKNESSES** as much as **OUR STRENGTHS**, everything else falls into place.

Some of the most useful tools for this deep dive are:

Kolbe test: to discover our M.O. – Modus Operandi – the way we instinctively do things when given the freedom to operate as we wish

Myers-Briggs: to find our professional personality

Strengths Finder: to define our competitive skillset

Gene Keys: unraveling our soul's mission, our higher purpose, & our genius. Rounding it up with mathematically concise suggestions

Natal Chart: understanding different aspects of our conscious and subconscious mind. Making the most of our potential

Human Design: a synthesis of ancient and modern sciences. Proven to be a valuable tool for human understanding

Additionally, you can book a completely free advisory session with me. Here, we will further discuss how we can direct you towards profiting from **WHO YOU ARE** as much as from **WHAT YOU KNOW**.

CHAPTER 3

WHO FOR?

"Forget the right time & place concept. If the audience is wrong, even a stellar collision won't help us!"

CHAPTER 3

Who for?

- Who's our target market? Who's our ideal client?
- What are the habits and behaviors of our ideal client?
- What are our future clients spending money on at this moment?

TARGET MARKET

Our target market or targeted audience is a group of potential clients we are offering/selling our products and/or services to.

IDEAL CLIENT/AVATAR

The person we enjoy working with and actively buying and using our products and/or services. In other words, **the customer that makes our heart sing**!

Someone **we truly wish to** understand on a deeper level and the ones who appreciate our knowledge, skills, and time. They'll demonstrate this by showing up on time, taking the recommended steps, and paying accordingly.

RECOMMENDED ACTIONABLE STEPS

- Create at least 2 **different avatars**. Think of it as the creation of a **movie** or a **book character! These are personified representatives of your target market.**
- Understand the demographic and psychographic data of your audience

***OPTIONAL** - Dig in deeper to unlock your audience's **core needs**. Choose your brand archetype type and subtype. * - customization available upon request

Demographic and psychographic factors to consider:

- Age specifics (e.g. - Millennials/Gen X/Gen Z/Baby Boomers)
- Location (and time-zone)
- Language(s) spoken

- Disposable income and spending patterns (how much money they have and how they choose to spend it)
- Attention-grabbers & their "antipodes" (e.g. banner-blindness)
- Interests/hobbies
- Doubts, fears, and challenges

EXTRACT YOUR BUZZWORDS - words that we resonate with. We'll use them to "trademark" our content and attract a certain audience.

Persona – Creative framework

Your targeted audience:

Extremely busy and exhausted corporate women. They want to lose weight, optimize their sleep, and feel like the healthiest version of themselves again.

Our ideal client (avatar/persona):

Jessica Jackson (naming is recommended)

THE IDEAL CLIENT EXAMPLE

Name & Surname: Jessica Jackson
Age: 37 years old (Gen X)
Relationship status: married & mother of two (4 &6)
Location: New Orleans (LA) / Native English speaker
Occupation: Sr. Business Development Manager
Disposable monthly income: 1000 – 2000 USD/month

Jessica's problem(s):
Fatigue, brain fog, sleep deprivation, excessive weight, and overall dissatisfaction with her appearance and general health! She's an emotional eater who's feeling discomfort with her weight but has become used to "covering her flaws." She's been diagnosed with pre-diabetes and is experiencing rapidly decreasing libido. This is proportionally opposite to her responsibility level within the company she's currently at. It is also resulting in lowered self-esteem.

Jessica's wishes:

To lose 30 pounds, to wake up refreshed, and to fit into the desired size clothing. To regain her youthful appearance, so she can run around with her kids and enjoy her free time! She wishes to feel attractive, sensual, and alive!

Jessica's urgency level: 75 (scale from 1 to 100)

*Urgency level is highly relevant. It hints at the current level of awareness of our prospective client

Jessica's social media use Daily; Twitter, Facebook, LinkedIn.

Average daily usage: 2.5 hours

Now let's ask ourselves:

- Who does this person trust?
- How is she seeking out information?
- How do we need to present our solution to her?
- What tone and which words would spike her interest?
- What devices is she using the most?
- What sites does she visit?

According to the generation they belong to, it's **HIGHLY RECOMMENDED** to do at least a basic search of **our avatar's purchasing habits**. Crafting an ideal persona **IS ONE OF THE MOST IMPORTANT FACTORS OF OUR** strategic business plan!

Why? For two main reasons:

1.) **We wish to know which problems we're tackling and be 100% confident that we can empathize with/understand them and solve them** since our clients are not hiring you merely for our **ABILITIES/SKILLS/TOOLS but also for the RESULTS we're going to deliver**

They're primarily hiring us to help them with **the transformation** into the person they aspire to be! Knowing their current state and having an idea of their desired destination is quintessential to success.

2.) **During any type of marketing activity (inbound/outbound)**, you'll know exactly what approach, tone & words to use to captivate your audience and ensure you're strategically growing your client base and transforming your content users into your clients.

Once we decide on our niche "targeted audience" and crafted our personas (ideal clients), we can **test and re-test** everything we're offering/were planning to offer against this model.

Next time we're launching a program/course/webinar, we can find online/onsite communities where our potentials clients spend time. Here, we can ask them about their insights on **WHAT THEY PERCEIVED AS VALUABLE**.

A REAL-LIFE EXAMPLE (using WHO IN A PRE-LAUNCH PHASE)

Weight-loss coach Marissa wishes to launch a **"Sugar-Free January"** challenge for **female entrepreneurs**. The aim is to help them to detox their body, reset their taste buds and lose weight.

The program is also intended **as an upselling method** – an event to lead up to offering her private weight loss management services.

Marissa is targeting **A-level female executives** in need of a full-body transformation. Before spending hours on the **CHALLENGE CREATION**, Marissa will join as many communities as possible, including her targeted audience.

Here, she will ASK CAREFULLY DESIGNED QUESTIONS. These could include female entrepreneurs' FB groups and digital nomads' online meetups. Then, using their answers, she can create an experience that surpasses their expectations. She can also make sure it tackles their main problems & responding to their **CORE NEEDS**.

A waitlist for this challenge can be created as well. But to create value-packed questions & a memorable experience, it's **PARAMOUNT** to know **who the respondents & future attendees are** and what they are seeking.

Tip: For a precise IDEAL CLIENT segmentation to attract HIGH-TICKET CLIENTS, feel free to book a DISCOVERY SESSION*

CHAPTER 4

PRODUCT MARKET FIT

"Knowing exactly where to place our efforts and how much to price them is talent on its own".

CHAPTER 4

Product market fit

Okay, we've solidified your **WHAT**, clarified your **WHY,** and understood **FOR WHOM**.

Now – what's the next step?

- How will we address our clients' problems?
- Which product/service will we provide?
- What is the monetary value of our solution?
- How will we differentiate our offering?

There are so many products & services we could offer as health & wellness industry experts, such as:

- **Personalized 1:1 sessions**
- **Transformative group sessions**
- **Educational/transformational workshops**
- **Webinars**
- **Short & long courses**
- **Books & articles**
- **Boot camps & retreats**

When we're living our passion, we're tempted to self-express on **every channel available**. After all, we've been gaining our knowledge and polishing our skills for **ages**. We can't wait to deliver **premium content** to our clients!

With the **"under-promise & over-deliver"** philosophy, we often feel that we're **giving as much as possible** during our sessions. **This may be detrimental on its own**!

How?
Well, when trying to orchestrate & navigate our professional trajectory, we're no strangers to re-inventing the above-and-beyond approach for our clients. This often results in **complete confusion**, trying to find/tweak a **PRODUCT MARKET FIT**.

To add to the confusion, in this highly competitive industry, many content creators are finding it difficult to draw a line between **CONTENT** and **PRODUCT CREATION, even** more so when our content might be – to a greater extent – our main product.

Here I'm referring to a new, massively followed trend of providing online sessions, giving free social media nuggets, & carefully sharing professionally designed handouts.

However, if we give out freebies, we should spend an equal amount of effort to get people through the proverbial doors. In other words, **GETTING PAID CLIENTS**.

So, often, we're creating offers from the inside out **(what people need)** or from the outside in **(what we think they need)**. Merging those two concepts is, most of the time, the correct approach.

In other words, the formula for a **PRODUCT MARKET FIT** is:

WHAT OUR CUSTOMERS WANT + WHAT WE NOW THEY NEED

But **HOW** do we implement this formula in a real-life scenario?

It starts with having a **crystal clear** perspective on one's own professional profile, strengths, and capabilities.

This is our **Unique Advisory Imprint**.

After we figured it out, we can address the problem we are so passionately trying to solve. Let's take Jessica Jackson (our imaginary ideal client from the last chapter) to provide an actual context.

Of course, the framework depicted in the last chapter is a shortened version. The **ACTUAL PERSONA CREATION** requires way more time & intense brainstorming. It requires a whole lot more detail than the generic framework displayed above but is sufficient for now.

To recap, the main problems that Jessica is faced with are:

- chronic fatigue
- brain fog
- sleep deprivation
- excessive weight
- general dissatisfaction
- binge-eating
- pre-diabetes
- low self-esteem

What are Jessica's desires?

- to lose 30 pounds & regain her confidence
- to reverse pre-diabetes
- to wake up energized & refreshed
- to regain her youthful appearance
- to feel attractive, sensual, & alive

And at the very END – what is the Unique Advisory imprint revealing, and how can we benefit from using it?

REAL-LIFE EXAMPLE

Let's imagine that **Jessica's avatar is an ideal client of a female wellness coach** named **Mary Brown**.
Mary specializes in **clinical weight loss management**.
Mary's UAI (Unique Advisory Imprint) is an introverted holistic advisor who is most comfortable providing **1:1 guidance**.
That's what prompted **Jessica's avatar creation** since working with and besides women like Jessica is familiar to Mary. She's had a few years of experience in customer service within a globally renowned company. She truly feels **she has a deeper understanding** of this targeted audience and can provide the ultimate value, which surpasses merely losing weight.

Mary also thrives on creating healthy, calorie-light meals. She likes to keep her online presence "low-key." She prefers having onsite clients and is not a fan of social media. Furthermore, she mostly tracks by using email, reading blogs, & sometimes following up on LinkedIn.

Mary's UAI points to **highly personalized 1:1 packages** and stems from a desire to keep her advisory sessions more intimate. By creating her content (careful selection of the platform should always be made in respect to our reading audience) **around topics** with which Jessica resonates, e.g.:

- "Office Fit – Ins & Outs"
- "15-Minutes Healthy Meals"
- "Corporate Wellness Chic – It's Doable"
- "How to Detox from Sugar Even with sweet-tooth colleagues."

She'll increase the probability of catching (and holding) Jessica's attention.

Due to the specifics of her **UAI**, the creation of **tailor-made programs/training packages** focused on a **specific problem/theme** (e.g., stopping emotional eating for good) is **HIGHLY RECOMMENDED**.

This is what I like to call the rule of SINGULARITY kicks in!

Starting with **ONE**.

- **ONE PROBLEM** we're solving (the main value we are adding)
- **ONE SOLUTION** we're providing
- **ONE WAY** we're providing that solution
- **ONE TYPE OF CLIENT** we're trying to help

CHAPTER 5

THE ART OF SELLING

"Are you putting your price where your value is?"

CHAPTER 5

The art of selling

Sales is an art – there's no doubt about it!

An art which, when done right, results in **CONSISTENT, RECURRING REVENUE**!

It's an art that's **essential** for the growth of our business.

Both heart and mind should be incoherent when it comes to selling. They should follow a certain structure and operational framework **WHEN WE'RE CREATING A SALES PROCESS** for our business!

Otherwise, in the **best-case scenario**, we get results without knowing **how we did it**. For example, having our advisory calendar completely sold out due to a special offering, but we won't know how to **replicate those results!** Or, ideally, how to **MAX THEM OUT IN THE FUTURE**!

In the worst-case scenario, we'll have no clients whatsoever.

Our **sales skills (or the lack of them)** directly impact our **ability to ELEVATE**, **CHANGE**, and **IMPACT** the lives of our clients!

So, **improved sales skills** equal **higher revenue**. This translates into increased **re-investment opportunities** for our business. **The more we earn, the more people we're able to help further down the line!**

The worse our selling skills are, the less chance we will reach all those clients **who need us**. Without a **proper sales strategy in place**, the odds of us continuing to co-create a healthier and more mindful world are **NON-EXISTENT**!

Why?

NO SALES SKILLS = NO CLIENTS

AS SIMPLE AS THAT.

During lengthy conversations with many established coaches, consultants, & practitioners, I discovered something concerning. Sales - this remarkable process allowing us to receive the monetary reward (energy) for the value we're providing is:

- Severely overlooked
- Neglected
- Mostly **unstructured**
- Frequently **confused with marketing**
- Often even **FROWNED UPON!**

I worked with many health & wellness experts that believe that sales are **just a necessary evil**.

I understand why it may come off as such, particularly when one has **"pulling-by-the-sleeve"** scenarios in mind, but this **CAN'T BE FARTHER** from the truth!

Sales are the process of finding a **perfect match** for both sides!

And it starts long before we even hop on a call with our prospects!

I could've easily named this chapter **THE ART OF CHARGING** since the lack of know-how regarding **sales** (the overarching concept) & **charging** (a smaller subsection) is **the main problem** of almost all advisors, coaches, & healers. I've had the privilege to work with you.

There are a few reasons for that. I can't touch upon all of them in this rather short guide! But some of the **burning reasons for NOT OBTAINING FINANCIAL FREEDOM are**:

IMPOSTOR SYNDROME -"Who am I to do this?" "What If I can't deliver what's expected?" "But I don't hold a university degree in this particular area" "What if they ask for a refund?" etc., occurs when our inner saboteur is throwing tantrums.

MONEY BLOCKAGES - not feeling deserving of the money. The very concept of money has negative connotations in the consciousness & subconscious mind. "How can I ask for money when this is so natural for me? I don't even know what else I would do with my time."

THE SCARCITY MINDSET - a subsegment of the money blockages. Usually stems from the culture scape that swears by hard work as a prerequisite for CHARGING A HIGH PRICE. If the work doesn't appear "hard," we don't feel that we deserve to ask for the monetary reward.

NOT KNOWING WHERE TO START - not knowing how to start creating a sales strategy + not knowing what contributes to finding paying clients.

PRODUCT/SERVICE-RELATED ISSUES

LACK OF KNOWLEDGE on creating an appealing offer that's commercially attractive. This is due to the lack of clarity on **WHAT**, **WHY** & **WHO FOR.**

NOT KNOWING HOW TO DIVERSIFY - not having a clear understanding of the uniqueness of our offer. Not communicating our **U-FACTOR** + **the RESULTS of the JOURNEY.**

LACK OF MARKET RESEARCH - creating a product (e.g., "30-Day Weight-loss Challenge") that's **opinion-based** and **interest-driven**. In other words, what **WE THINK** our future clients want, and what we personally enjoy talking about. This is often opposed to what we know **THEY NEED** at this moment in time based on the **MARKET RESEARCH.**

This usually happens when we skip the research part. In other words, communicating with our targeted audience/ideal client is ESSENTIAL!

COMMUNICATING DETAILS INSTEAD OF RESULTS - most of our clients have results (goals) they wish to achieve. It may be to be healthier, to shed extra pounds, or to run a marathon! We keep forgetting that the focus should always be on them, our clients, and their desired outcome! Often, instead of communicating how they'll feel/look/be when "the journey is done," we talk about specifics of the programs, features, and all other us-related things.

WRONG TARGETING - offering CrossFit boot camps to individuals who want to be healthier and improve their flexibility/posture, instead of aiming at the male, high-functioning CEOs with a burning desire for a high-intensity workout that will encourage the reintegration of their masculine energy, is just one of many examples of wrong targeting I have witnessed.

NON-EXISTENT SALES STRATEGY - goals, metrics, and quotas are not defined, strategy isn't formed and put into place. Things "just happen" (or not) on their own, without any strategic framework in place.

The points above are just a couple of the reasons why many advisors **aren't** obtaining **FINANCIAL FREEDOM** and why most of them **aren't** enjoying the **UNINTERRUPTED CASH FLOW**.

However, for the most part, **the main issue with sales altogether is the LACK OF ACTION!**

Once we've got over the mental blockages preventing us from **defining a price for our services,** the only thing left is **TO TAKE ACTION!**

What action?

THE ACTION OF SELLING, of course!

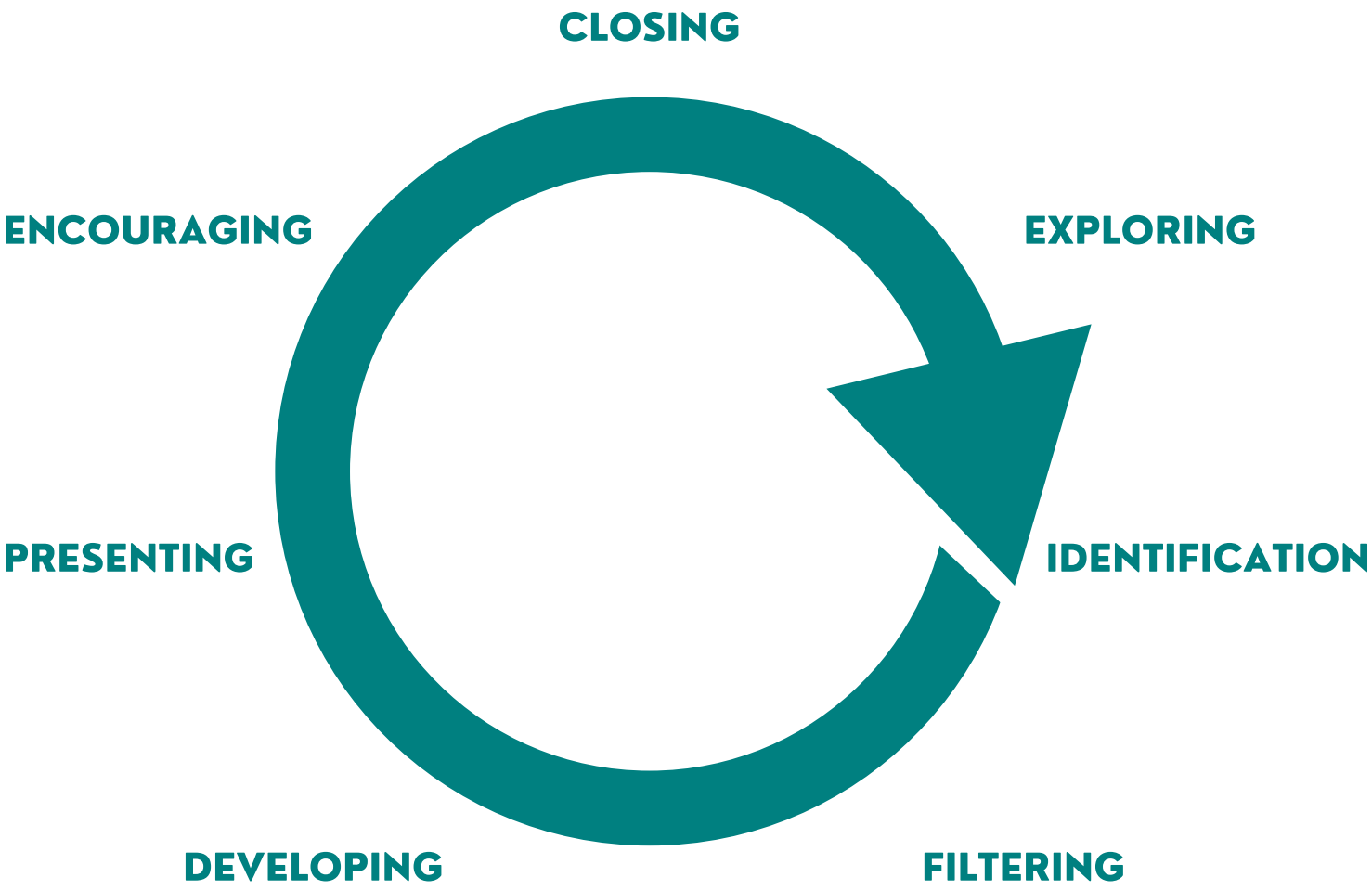
After we've clarified our WHAT and paired it with our demystified WHY, merged those two concepts and decided WHO, figured out HOW we're solving their problem... Then we're ready to start offering (aka selling) our product/service!

Selling means **REACHING OUT TO OUR POTENTIAL CUSTOMERS!**

- It means **"knocking on doors."**
- Selling means **actively engaging in communication with our targeted audience. We need to identify their pain points and address them on the spot.**
- It involves buckets of **ACTIVE LISTENING!**
- It means **providing value, value, & then some more value** to secure the "spotlight" and **get noticed.**

- It means sending out **initial e-mails, PMs, DMs, and InMails**
- Selling means reaching out to **every service provider to join forces**. These could be gyms, spas, recreational centers, health clubs, wellness clubs. Then, **GAINING CLIENTS by networking and collaborating**
- It means **holding free giveaways** (handouts, workbooks, challenges, etc.) with a CTA (CALL TO ACTION) clearly defined
- It means holding initial discovery sessions to find a perfect fit
- It involves hearing a hell of a lot of **NOS, MAYBES & I DON'T KNOWS** daily

But most of all, it means intentionally **FOLLOWING THE SALES CYCLE** upon completing all prior stages from the previous chapters.



Some of the key benefits of forming a sales strategy per the sales cycle are:

- Defining **DEAL MAKERS & DEALBREAKERS**
- Having a checklist for our financial goals (short & long term)
- Easier onboarding process (upon delegation/outsourcing)
- Minimizing wasted effort & time
- Focusing on the tasks which yield bigger revenue

IMPORTANT

We should always know EXACTLY what's going on!

WE SHOULD RELIGIOUSLY MONITOR EVERY STEP OF THE SALES CYCLE!

Suppose we're **ONBOARDING LIKE CRAZY** – awesome! Knowing WHAT we're doing right will ease up our scaling process in the future!

If our calendar & wallet have **seen better days** – we have to know WHAT prevents us from helping others!

Real-life example

Marc is a naturopath specialized in sleep disturbances & emotional eating. He has over 10 years of professional experience.

He's offering a 12-week long transformational package priced at 3500 USD. He also offers a three-month payment plan. His target audiences are digital entrepreneurs & remote workers trying to cure insomnia and lose weight.

He wants to onboard 10 new clients & keeps onboarding 3 new people each month. He completed all previous stages suggested in this action book and is now **eager to start forming his SALES STRATEGY to boost sales!**

But how?

He'll start with Lead Generation. This is capturing potential clients and grabbing their attention—step **2** in the **SALES CYCLE**.

By following the steps outlined in this action book, he's developed a better understanding of his target audience. He knows his ideal clients' needs (psychographic and demographic).

He knows where they spend the majority of their time.

Marc has **several options** when it comes to **prospecting** (identifying leads):

1.) VIA FACEBOOK (up to an hour a day)

- Inboxing admins directly and asking for permission to post an attention-grabbing freebie. For example, **10 Tips to Sleep Better Even While Being on the Road**, or **investing** in the **STAND-OUT** membership.

- Reaching out to the members directly. Facebook offers a possibility to add members who share our interests in a certain topic. Marc can add them to be able to invite them into his community.

- Offering a **free value-driven session** in the comments (as long as it's per the group rules).

- Creating his own solution-oriented group & sharing **PREMIUM CONTENT** inside of it. This is the SAFEST BET!

2.) VIA LINKEDIN (15-20 minutes a day)

- Capturing leads & building a network (Sales Navigator has a trial version)
- Optimizing his LinkedIn profile to the **CORE**
- Publishing **PREMIUM CONTENT** & leaving comments
- Posting a daily **STATUS**

Needs further feasibility estimate

3.) COLD MAILING (up to 30 minutes a day – with an automated system)

- **It's WARMLY RECOMMENDED** to enroll in at **least one of the numerous FREE ONLINE COURSES ON EMAIL MARKETING**. This will help to ensure that our reaching out will be fruitful!

- **If our budget allows OUTSOURCING**, we should still be acquainted with the overall **SALES PROCESS**. We should make sure that our **MISSION, VISION & VALUES** are embedded into the **emails sent**. But we shouldn't lose our precious time on micromanagement or re-writing the content 1001 times.

Marc will also carefully considered the possibility of **delegating (outsourcing)** the lead-generation process. This allows him to stay focused on that which demands **HIS PERSONAL INVOLVEMENT**.

It's highly recommended to have **professional business guidance**, to help define the extent of your involvement in the **SALES CYCLE**.

If we're riding solo without any budget for outsourcing, our **STRONGEST CURRENCY** is our **TIME**.

So maximizing our efficiency by defining the **MOST URGENT TASKS** is a must! Urgent tasks are the ones that are most likely to result in the cash flow.

Marc also identified his **CTA (Call-to-action)** upon executing lead generation. That's ensuring that the prospects hop on a call with him so he can do the filtering (qualifying). This is **STEP 3** of the **SALES CYCLE**.

He will proceed with filtering or **LEAD QUALIFICATION**. Therefore, the **initial short call** is never a talking call but rather a **LISTENING CALL**.

It's always recommended having both scripts & templates for any sales call.
The template will guide us towards questions we need to know.
The script will help us to stay on track during the conversation.
This **"DISCOVERY CALL"** is conducted with the intent of getting the relevant details of our prospects and answering questions, such as:

- Is this person serious with their intention?
- Are they just toying with the idea of getting help, or do they have a true devotion to getting better?
- What is their health budget?
- What are their expectations?
-

Once the qualification is done and the prospect's status has been confirmed, Marc will proceed with **developing a relationship**. This is **STEP 4!**

This ensures that our prospect has enough **reading/listening/viewing** material to evaluate Marc's expertise & credibility.

Offering reading material in the newsletter is **HIGHLY RECOMMENDED** but a short **VIDEO** works wonders!

Marc has also arranged another in-depth call. Here, he will present his OFFER by addressing the **MAIN PAIN POINTS** of his prospect.

That's why it's **CRUCIAL** to do **active listening** during the **initial call (second call), which is the ACTUAL SALES CALL**.

IMPORTANT

Many advisors FAIL TO DISCOVER THEIR CLIENT'S BUDGET DURING AN INITIAL CALL.

FAILING TO DO SO inevitably results in arranging a second call **WITH PROSPECT WITHOUT A BUDGET**!

Before jumping on the second call with our **prospect**, we want to ensure that **THEY CAN AFFORD** our mutual collaboration!

At this point, Marc will probably receive objections. It's a common thing. It's important to emphasize that handling those objections is **STEP 6** of the **SALES CYCLE**. It is crucial to highlight the importance of **handling these objections IN THE RIGHT WAY**. Don't **TAKE THEM PERSONALLY**.

Why?

Because objections reflect our clients' **PREVIOUS EXPERIENCES & FEARS and aren't related to us per se!**

Handling objections should always be made in the following sequence:

Listen – Acknowledge – Explore – Respond

THIS IS WHY A PROFOUND UNDERSTANDING OF OUR PROSPECTS BELIEFS/DESIRES/VALUES IS THE MAIN PREREQUISITE FOR SALES CLOSING.

Some of the most common objections are:

1.) "I CAN'T AFFORD THIS" – should be addressed by:

- understanding the fear behind investment and addressing this fear directly. If the client isn't sure that he/she will stay accountable even by investing money, certain accountability steps can be offered. Perhaps a daily text message or a call
- offering payment plan
- having a comparison chart showing the price of them not taking action

2.) "I NEED TO THINK ABOUT IT" – should be addressed by:

- understanding the fear behind investment and addressing this fear directly
- acknowledging the need for thinking. But emphasizing the time-scarcity of the offer upon addressing the fear of investment

3.) "OTHER PROGRAMS DON'T COST AS MUCH" – should be addressed by:

- understanding the fear behind investment and addressing this fear directly
- emphasizing the strengths of OUR UNIQUE ADVISORY imprints

Testimonials always come in handy. That's why on our official site/page, the testimonials of satisfied clients should be **the first and last thing** our clients see.

Handling objections can be made orally, but it can also be sorted out by **OFFERING A MICRO-CONVERSION**.

Personal experience prevails over any review.

A MICRO-CONVERSION IS free actionable advice. This will ensure that our client trusts our ability to lead him/her to the promised land.

With that in mind, Marc decided to offer a **free, supervised 10-day sugar detox program**. This would normally be charged at 599 USD. It consists of a 10-day eating plan & professional evaluation upon program completion.

This took 1 hour of Marc's time per lead, and we can argue that this was not **MICRO** as much as **MACRO** conversion. But the **VALUE** of the closed sales deal (3500 USD per package sold) was surpassing the possible loss.

The **final step** of the cycle is closing a deal, which Marc did.

After **20 days**, Marc successfully onboarded **5 clients**. He had success by offering them payment plans as well. In this way, he ensured a steady cash flow of 10500 USD a month for the next 3 months.

His plan consists of onboarding 1 new client a month to ensure the same cash flow in the foreseeable future.

***If you're struggling with creating scripts for your own calls, don't hesitate to email/pm me.** 😊

CHAPTER 6

MARKETING – FRIEND OR A FOE?

+ THE TRUTH MARKETERS WON'T TELL YOU

CHAPTER 6

Marketing – friend or a foe? (+ the truth marketers won't tell you)

Let's open this chapter up by highlighting **the most prevalent myths regarding marketing**:

- Marketing and advertising are synonyms
- Marketing and promotion are the same things
- If marketing results are not visible straight away, it means that the strategy doesn't work.
- FOLLOWERS = CLIENTS
- When done right, social media is all we need
- There's no success without social media presence
- I don't need my own website
- A website is valid as long as it's paid top dollar
- Since marketing is too complex, it's better that I outsource it to professionals (agencies, freelancers, etc.)
- The more money I spend the more customers I'll attract

And many, many others.

For me personally, writing this (final) chapter was the most challenging task so far.

Why? Because I find it **nearly impossible** to mention everything that needs to be known about the vast, complex, and important topic of marketing – especially in the health and wellness industry.

Even more so because most business coaches & consultants are offering marketing-oriented snippets & guidelines, but they're **completely neglecting the importance of business strategy & proper business model**.

I find it COMPLETELY LUDACRIS!

Understanding:

- What **PROBLEM** we're **SOLVING**
- What **VALUE** we're **PROVIDING**
- What our **COMPETITIVE EDGE is (UNIQUE ADVISORY IMPRINT)**
- The **CURRENT MARKETING TRENDS**
- **Whom we're DOING IT FOR (psychographic data)**

... should always **TAKE PRECEDENCE** over choosing an advertising platform, creating compelling sales copy, or generating a newsletter.

Creating a marketing strategy before forming a business strategy and creating a business plan makes as much sense as picking wallpaper for a bedroom before the pre-construction phase for the house even begins.

There's a ton of **"I earned 10k, ask me how"** posts that are offering sweet promises of a quick buck. Also abundant are hour-long sales pitches, otherwise known as **WEBINARS**.

But very little has been said about the **ACTUAL ROLE OF MARKETING** and how to use it properly.

Before I continue, it's only fair to warn you that I may get emotional.
I witnessed far too many cases where **MARKETING** was misunderstood as a tool for an **INSTANT MONEY MAKING**.

I don't have a problem with general advising. Or giving out commonly known facts to gain audience attention and build a solid client base. All business coaches & consultants have to start somewhere.

But I do have a problem with completely ignoring personal preferences, budget limitations & the ability of the listeners to understand and implement what has been said.

I also have a **SIGNIFICANT PROBLEM** that openly claims that **THERE'S A SILVER-BULLET** to attract **MORE CLIENTS** and **SCALE** our business. Or advocating the **"It worked for me, it'll surely work for you"** approach.

PRESUMING THAT UNIVERSAL ADVISING WOULD BE VALUABLE IS LIKE POLISHING PLAIN ROCK AND HOPING IT WILL BECOME A DIAMOND!

What upsets me **BEYOND COMPARISON** is the over-emphasis of the impact of **MARKETING**. But little to no guidance is provided for business strategy or even how to write **A BUSINESS PLAN!**

As we can tell, the power of a **CAREFULLY DESIGNED** and properly implemented **marketing strategy** is valuable beyond words. **BUT, as part of the overall BUSINESS STRATEGY** as opposed to a stand-alone model.

Why?

Because otherwise, we're risking getting swallowed by the beasts known as **SOCIAL MEDIA, FEAR-OF-MISSING-OUT**, **IMPOSTOR SYNDROME**, and many others!

I'm sure we've all heard the old saying, "Throw away the clock, buy a compass.

All the time in the world means nothing if you're unsure where you're headed."

The underlying message must be applied here!

WE'LL NEVER SOLVE A PERMANENT PROBLEM WITH A BUNCH OF TEMPORARY SOLUTIONS.

We wish to help as many people as humanly possible.
We're aiming at obtaining financial freedom. But we let our **EAGERNESS TO GET STUFF DONE** can sabotage us before we even begin!

And sadly, I've seen it happen over and over and over again.

Coaches & trainers opening podcasts, YouTube channels, IG profiles, and their own online communities to **BE PRESENT**.

NOT because the market research clearly points out which platform they should use (since their clients are).
But because it's **what everyone else is doing!**

But because their marketing coach with **zero experience** in the **health & wellness** industry advised them to do so.

Because it seems "logical."

Just a couple of months later, they're nowhere to be found!

Experts over-paying marketing agencies and those same agencies using **GENERIC ADVERTISING FRAMEWORKS** and **FANCY SELLING TECHNIQUES** with rather poor results.

Practice owners neglecting the **core principles** of content marketing by producing self-promoting content and completely neglecting their clients' problems, needs & wishes!

Also, remember the **INFOBESITY** mentioned at the very beginning of this action book?

And how our clients and patients ARE OVERWHELMED with everything they **SHOULD BE DOING** to reach the peak-performance state?

THE VERY SAME THING IS HAPPENING TO EVERY SINGLE HEALTH & WELLNESS EXPERT WHO HAS TRIED TO BUILD AND RUN THEIR OWN PRACTICE!

There's an entire battalion of advisors, coaches & consultants trying to convince us that we're a package/program/information **away from success**!

Some of them are truly remarkable human beings.
Some have unparalleled business grit and marketing acumen.
Many have a sincere passion for helping us to enrich our lives as much as possible.

However, most of them are aware that their financial health depends on their **power to persuade others that they have the solution to their problem** and are acting accordingly.
There are sweet promises of **market-hacking** and compelling offerings of **INSTANT FIXES** we're biologically wired to crave.
There's "number dropping," convincing us that we can earn huge sums in a considerably small amount of time.

Some testimonials are carefully scripted to invoke empathy and instill trust.

If you disagree with this statement, I'd like you to think about all the daily invites to join certain master classes or participate in a webinar.

Now, once you've done that, please take a moment to consider the following:

EACH TIME WE INTERACT WITH THIS TYPE OF CONTENT, WE'RE STEPPING INTO THE FIRST STAGE OF SOMEONE'S SALES CYCLE

I'm not saying that creating a webinar as a sales pitch is immoral (it's actually brilliant).

I'm not saying that we should never watch a webinar or participate in any masterclass ever again.

All I'm saying is that **ALL OF THOSE SOLUTIONS** have been carefully designed to **become sellable**. They have the ultimate goal of grabbing and keeping our attention to turn it into profit later on!

I'm not saying some of them aren't much needed.

I'm not saying we **shouldn't** invest.

I'm simply advocating complete **TRANSPARENCY** and using **COMMON SENSE** before spending any money or time on something we perhaps don't even need at this moment!

But before we go full-blown on definitions and elaborations, let me reemphasize **the importance of having BASIC BUSINESS ACUMEN**.

By **business acumen**, I am referring to an actionable business plan written out.

Business acumen involves having our business **S.M.A.R.T goals** framed out:

It means we'll make an extra effort to filter every single goal through the **S.M.A.R.T framework**.

*You'll find your own smart goals framework at the end of this chapter

EXAMPLE OF A SMART GOAL

Onboarding 10 new clients in the first quarter (Q1) of this year and earning at least 10 000 euros in total.

HOW WE'LL GET THERE
Business plan + Strategy

Business acumen means knowing **WHEN TO FOCUS ON THE CONTENT CREATION WHEN TO FOCUS ON SALES**, and **WHEN TO FOCUS ON ADVERTISING**.

Business acumen protects us from the persuasion of well-spoken marketers.

They're making a living by convincing us that mass social media following provides an instant solution to our problems.

Or that marketing is a universal remedy.

Well, it is, in fact, a magnifying glass.

So, before investing in **ANY MARKETING** or **SALES** workshop/package/program, it's recommended to:

- Have our business plan carefully mapped out
- Know the ins and outs of our business strategy
- Have the information of the coach's industry knowledge
- Have realistic expectations that are congruent with our profile

Now that I've got that off my chest, 😊let me continue by sharing some useful snippets that every coach, practitioner, and trainer should know!

TIP NO. 1
Decide if we're going to market the solution to other people's problems as a **personal** or **professional** brand.

This decision is best when it's derived from:

- Our Unique Advisory Imprint
- Our target audience's preferences
- The current market situation (competitors, trends, overall atmosphere)

Personal brands are usually more flexible. They're highly recommended for 1:1 guidance and ideal if we're trying to develop a speaking career. However, in the health & wellness industry, personally branding ourselves is a hefty decision. Competition is gargantuan, so our mission and tagline should be strong and omnipresent.

With a professional brand comes a lot less flexibility in a term of marketing coverage and content creation. It also requires a lot more preparation work.

Creating a professional brand is usually far more time-consuming and pushes us to think about our plans thoroughly. It's also easier to sell since it allows us to position ourselves well from the get-go.

We can play around and opt for a business brand with personal authority. But this too requires a specific structure and way of presenting our practice and ourselves.

TIP NO. 2

Do your research!

I cannot emphasize this one strongly enough! If you're creating a package, workshop, podcast series, or any other content goodie, make sure that you're doing so by **LISTENING** and **RESPONDING TO** the problems and needs of your clients.

Use survey-making tools, questionnaires, polls, and **WHATEVER YOU CAN GET YOUR HANDS on**. These will provide **NUMERICAL PROOF** of what you already know!

Reliance on gut feelings and current marketing trends will get us somewhere. But **proper marketing research** will get us exactly where we wish to go. Imagine having 20 people signed up for your course even before you've started creating it! Magic? No. Market research.

TIP NO. 3

Don't run away from your authenticity because "experts" told you so.

Another detrimental pattern I often notice with coaches, nutritionists, and trainers I talk to is blindly following the experts' rules.

Just because someone is a marketing guru doesn't mean they can't advise you incorrectly.

If you don't feel like doing Facebook LIVES, don't force yourself to do Facebook LIVES.

If you don't wish to attack people's inboxes with a newsletter each week, don't do it.

If you don't see yourself as a webinar kind of person, skip doing webinars. Trust me, the sensation of desperation can be spotted miles away.

There are numerous ways to get clients and create a profitable business. Social media presence is **JUST ONE OF THEM**.

We're never going to attract abundance by operating from a place of lack! In the same way, we'll never fully shine in our authenticity if we don't allow ourselves to be who we actually are.

TIP NO. 4

"Transforming our competitors into our collaborators is a stipulation of greatness."

Even Abraham Lincoln once said:

"Don't I defeat my enemies when I make them my friends?"

But how is a supportive community related to **MARKETING ACTIVITIES**? Or even better, how can our competitors actually become our collaborators?

It's well known that we are the sum of the five people we surround ourselves with most often. This is true professionally as well as personally.

If we don't communicate with like-minded individuals and share our ideas (and our struggles), we're missing out on growth opportunities a big time!

The very term "competition" is ridiculous, to begin with. It presumes scarcity and enforcing a "not-enough-clients-for-everyone" idea.

In a world where 1.9 billion adults are overweight, 650 million are obese, and 300 million people have type 2 diabetes (mostly due to lifestyle), it's crazy to consider that there aren't enough clients for us all.

I've seen so many practitioners, therapists, and trainers struggling with loneliness.

I believe that a genuine connection without "competitors" can help us in more ways than one.

A supporting community of experts just like ourselves, with a similar mindset, struggles, obstacles, dilemmas.

Not only for the brainstorming possibilities.

Not only for the expanded networking opportunities.

But also for the feeling of belonging and genuine understanding from individuals who were once in our shoes or are in the right at this moment.

Let's try to be as bold, resilient, and tenacious as we possibly can!

Let's reach out to other experts like ourselves!

Let's ensure that we have a proper support system in place.

CONCLUSION

CONCLUSION

Running our own business is one of the most rewarding things that anyone can do. Especially in an industry as competitive as the health & wellness arena!

Contrary to popular belief, there's no such a thing as a cookie-cutter approach or a silver bullet.

We mostly learn by doing, and most of the time, it truly is the best thing to "leap of faith."

Remember – you're usually the only one standing in your way!

But it's quite different if we do it with a **crystal-clear picture** of where we're headed.

Knowing exactly what we're trying to achieve, paired with a business strategy and tactics, will allow us to get there.

There are so many other things I wanted to discuss in this activity book, such as:

- How to defeat our inner **saboteurs**:
    - FOMO (fear of missing out)
    - Lack of clarity
    - Inability to stay focused & motivated
    - Comfort zone trap
    - Procrastination
    - Victim-state narrative
    -
- Why **TIME-MANAGEMENT** is a skill, **WE MUST MASTER** to reach success.

- Differentiating business consultancy and business coaching - understanding which of two we actually need

... and so much more. But this action book would be too long to digest and would completely lose its point.

Some quintessential parts were omitted from this guide, such as:

- **Revenue Model Building** (how we're making money, and what our income streams are)
- **Price Point Analysis** (how much to charge and why)
- **Competitive Analysis Principles** (filling in the gaps left by our competitors)
- **Emotional Branding** (how to target our audience's core needs)
- **The Golden Rules of Outsourcing** (when delegating is a friend and when it's a foe)

I left these out because they're usually integrated with the overall business strategy.

They MUST BE outlined in the official business plan anyway.

As stated initially, I wrote this action book to be an eye-opening yet actionable piece.

It was designed to impart some business acumen to you.

At the very least, it's meant to explain what business knowledge is.

It's supposed to explain exactly what you need to start achieving that peaceful state of prosperity and abundance.

Thank you profoundly for your time (your most precious currency!) and willingness to stick with me until the very end!

If you've reached these last few pages to realize that your business needs **some serious strategy** and a **well-written business plan**, don't hesitate to book an orientation call with me.

Together, we can bring you to the ultimate success - one step at a time.

Sincerely, with much Love & Zero Fluff

UNIQUE ADVISORY IMPRINT

FORMULA:
PASSION + SKILLS + EXPERTISE + UNIQUENESS

Step No. 1
UNRAVEL YOUR PASSION

Step No. 2
CLARIFY YOUR SKILLS

Step No. 3
EXTRACT YOUR EXPERIENCE

Step No. 4
FOLLOW YOUR UNIQUENESS

STEP NO. 1
UNRAVEL YOUR PASSION

1. Why are you so passionate about your journey (except the fact that it is yours)?

2. What fascinates you in this industry? Why?

3. What makes you happy professionally?

STEP NO. 1
UNRAVEL YOUR PASSION

4. What motivates you to achieve more, dream bigger and reach higher?

5. Who are your role-models in this industry? Why?

6. Which three topics you could talk about endlessly?

STEP NO. 2
CLARIFY YOUR SKILLS

7. What would you do even without getting paid for?

8. What are your flow-enabling activities?

9. What type of activities do you find energy-boosting?

STEP NO. 2
CLARIFY YOUR SKILLS

10. What are your top 3 super skills?

11. What problems do you usually solve for others?

12. What do you usually receive acknowledgements for?

STEP NO. 3
EXTRACT YOUR EXPERIENCE

13. Please write down all your formal & informal education.

14. Write down 2 of the most impactful roles you have had so far. Please elaborate on why they are so important. What did they teach you?

15. What is the biggest professional challenge you successfully overcame? What do you think was the lesson behind it?

STEP NO. 3
EXTRACT YOUR EXPERIENCE

16. If you could go back in time – which actions would you repeat and why?

STEP NO. 4
FOLLOW YOUR UNIQUENESS

17. What are your three biggest virtues?

18. What are your CORE VALUES?

19. What are the top 3 things you love about yourself?

STEP NO. 4
FOLLOW YOUR UNIQUENESS

20. What is the fear you faced and conquered? Provide a detailed description.

21. What words would your colleagues and friends use to describe you?

BUSTANT

INSTANT BUSINESS PLAN

THE REASON (your WHAT)

Summarize your product/service/solution in 1-2 sentences

THE REASON BEHIND THE REASON (your WHY)

Why are you doing what you're doing - relation your vision, mission & Values

Your Uniqueness Factor (COMPETITIVE ADVANTAGE)

What makes your product/service authentic, unique &irreplaceable?

BUSTANT

INSTANT BUSINESS PLAN

PROBLEM WORTH SOLVING

What problem are you solving for your clients?

The Answer (HOW)

Which instrument, skills & tools are are you using to provide the solution?

Your TARGET AUDIENCE

What is your niche? Who is your ideal client?

COMPETITION

Who is providing similar services to yours (direct & indirect competitors)

BUSTANT

INSTANT BUSINESS PLAN

COLLABORATION

Whom can you collaborate with?
Why?

SALES

Which channels, tools and platforms are are you using to sell your products/service?

PROMOTION (MARKETING)

How and where are you advertising your products/services?

COSTS

What are the anticipated fixed and variable costs?

BUSTANT

INSTANT BUSINESS PLAN

INCOME (ROI)

What are your current income streams? How much are you making now? What is your desired income?

GOALS

Enlist top 3 financial & business goals for the next 3, 6, 9 months

MILESTONES

What are your touchpoints? How are you marking your goals?

KEY ROLES

How many team members are there in your team? Match roles with people.

BRIDGING THE GAP BETWEEN KNOWING AND DOING

THE 6 PHASE ACTIVATION PROCESS "THE MISSING PIECE"

Actionbook for Health Coaches, Nutritional Therapists, Personal Trainers, and other Health & Wellness Professionals