

Module 1

Create an Attractive Offer



Instructions

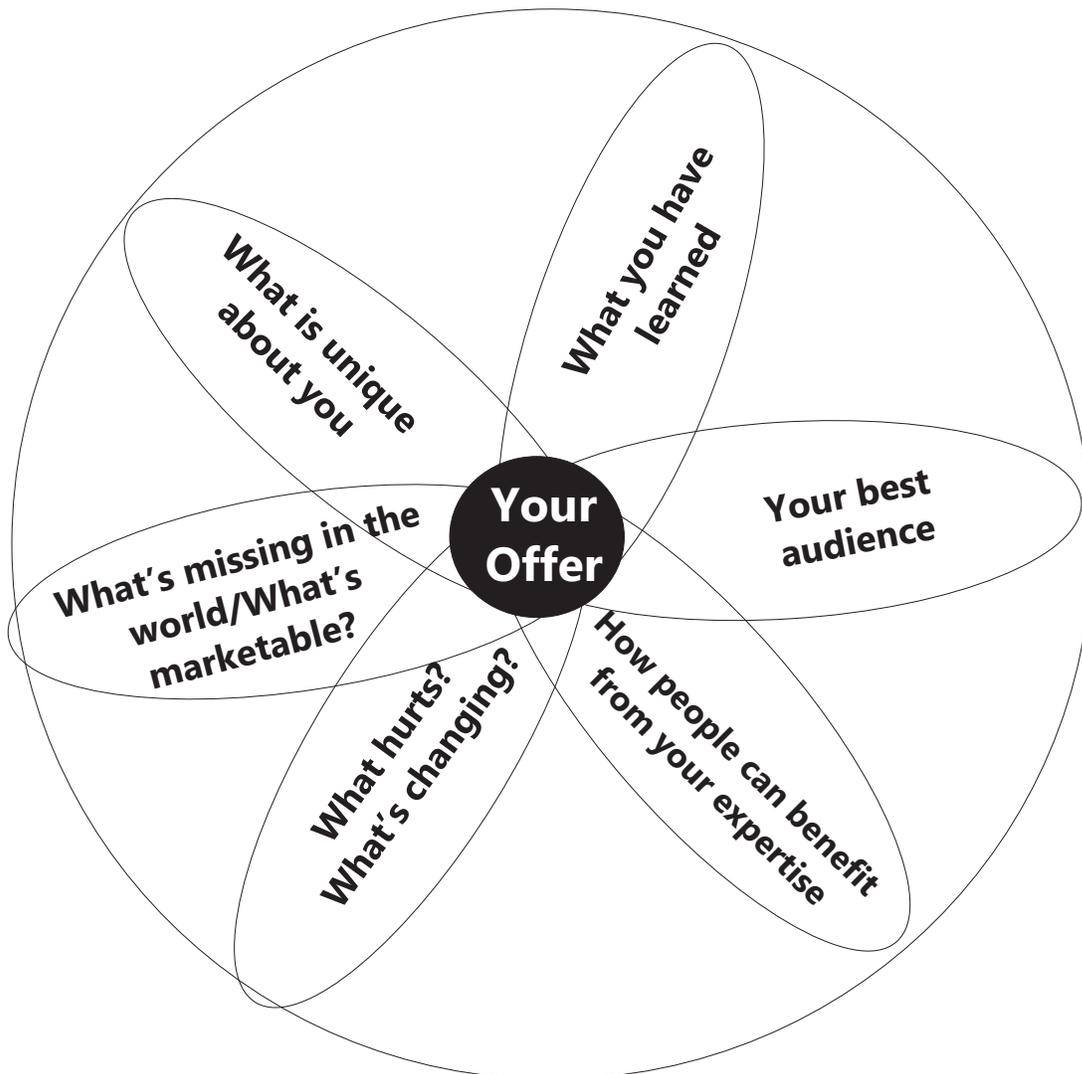
This is about finding or further distilling YOUR OFFER to the world and matching that to a hungry audience. Here's how it works.

STEP 1: Fill out worksheet #1 "Discovering Your Passion"

STEP 2: Fill out worksheet #2 "Finding a Hungry Audience"

STEP 3: Complete your Expertise Mission Statement

The intention of Module 1 is to uncover an OFFER that is like a "Sweet Spot" of :



Discovering Your Passion

On the next page try filling in the three columns exploring your passions from several angles. If you already have a topic focus, fill this in anyway. You may discover more ways to include your passions in what you do now. This exploration also forms the basis of your marketing message to people.

Column 1 - What is Unique About Me?

Fill up the entire column if you can. These could be:

- Personality traits – Strengths or challenges E.g. good at influencing people, excellent attention to detail, bad at time management.
- Circumstances of your life E.g. your cultural heritage, a disability, born into a family of gymnasts, one of 12 siblings.
- Experiences you've had E.g. 10 years in marketing at Dell, having lived on 4 continents, overcoming cancer, starting a foundation, meeting Nelson Mandela.

Column 2 - What Have I Learned? Where is My Credibility?

Make a list of things that you have learned in terms of academic or technical training, on-the-job and as a student of life. Also be sure to include areas where you have credibility. Fill up the entire column. These could be:

- A technical or academic expertise E.g. health care management, spreadsheets, music composition, car repair, hair styling, MEd in Adult Education.
- On-the-job training or street smarts E.g. managing employees, producing events, facilitating meetings, social media marketing, troubleshooting tech issues, etc.
- Things you've learned as a student of life E.g. surviving a broken home, leading a balanced life, raising children, overcoming an addiction.
- Where you have the most credibility E.g. Where you have the most years of experience or the greatest skill level.

Column 3 - What's Missing in the World?

Make a list of needs that aren't being met in the world. It could be for a small or a large portion of the population. These could be general or specific, small or large needs. What you see as missing speaks to what's in your heart, what you are passionate about.

For example, what might be missing for you is:

better housing for seniors
workplaces where people feel engaged
people with savings for a rainy day
attractive women's shoes in sizes 11
online auctions for golf and scuba gear
roof top gardens in apartment buildings
clean water for people in Southern India

After you are finished, circle the top 3 in each of these columns that have the most impact for you.

Discovering Your Passion Worksheet

What is unique about me?	What have I learned? Where is my credibility?	What's missing in the world?

After you are finished, circle the top 3 in each of these columns that have the most impact for you.

Finding a Hungry Audience

On the next page try filling in the three columns on Worksheet 2 exploring your audience, what they need and how they could benefit from your passion. If you already have a hungry audience, fill this in anyway to see if another, more specific audience comes to mind.

Column 1 - Communities

Start by making a list of the types of people you want to work with. You can list them by:

The work they do. For example, industries, professions, trades, job titles, etc.

Population segments. For example, Gen Y, single mothers, retired people, teens, married people, musicians, people who live in Seattle, etc.

Non work-related groups. For example, French speaking people, the Jewish community, dog lovers, golf enthusiasts, ex-cons, gifted learners, university students, etc.

Values For example, social change advocates, entrepreneurs, intellectuals, tech geeks, adventure travellers, etc.

Find a broad enough market to have enough audience members, but not so broad that people view you as a generalist. People want to hire someone who feels like they understand them.

Circle just ONE community in the first column.

Column 2 - What Hurts? What's Changing?

Keeping your ONE top community in mind:

- What hurts these people?
- What problems do they face?
- What bothers them the most?
- What is changing for them?

You can go back to your list of what's missing in the world and see if there is any overlap. For example, sales people really dislike cold calling. Pregnant women often have lower back problems. Newly sober people need supportive communities.

Another way to look at it is "What is changing?" For example, the Baby Boomers are getting older and will need increasingly more health care. Salmon is becoming an endangered species which is effecting the environment and the livelihood of fishermen. Due to downsizing many people are now freelance consultants and need help setting up their businesses.

Circle your top three in the second column.

Column 3 - How Can My Top Community Benefit from My Passion/Credibility/Expertise?

Finally, brainstorm on all the ways that you could serve your chosen community. How can you solve their problems, or address a longing, or provide guidance for a change they are experiencing? Circle your top three.

Finding a Hungry Audience Worksheet

What types of communities?	What hurts? What's changing?	How can my top communities benefit from my passion and expertise?

After you are finished column 1, choose just ONE community before proceeding to columns 2 and 3

Your Expertise Mission Statement

Re-look at your Passion Worksheet and your Hungry Audience Worksheet and combine your top items in all columns into this statement. This will summarize expertise as a speaker/presenter. It may require some playing around until you get a clear statement. Use this process to get started.

My passion is to use my _____
(Uniqueness – Passion Worksheet)

to help _____
(Type of community-Hungry Audience Worksheet)

deal with _____
(What hurts. What is changing. Passion Worksheet)

I will do this by _____
(How people can benefit – Hungry Audience Worksheet)

so that _____
(What's missing in the world – Passion Worksheet)

Examples:

My passion is to **use my conflict resolution and mediation training**
to help **the hi tech industry**
deal with **interpersonal communication breakdowns.**
I will do this by **teaching them conflict resolution skills,**
so that **their work teams are more collaborative, creative and effective.**

My passion is to use my **experience in geriatric care and family counselling**
to help **families with aging parents in my community**
deal with **senior care issues.**
I will do this by **offering presentations for adult children on how to effectively and respectfully deal with their aging parents,**
so that **they get the care they need in a way that also works for their families.**

My passion is to use my **research ability and experience with the Gallup organization**
To help **CEO's and business owners**
deal with **changes in the economy**
I will do this by **analyzing data and giving presentations on possible future business trends in Canadian business,**
so that **organizations can continually change to meet the needs of their customers.**

Turn Your Expertise Mission Statement into a Topic Title

Below is an example of an Expertise Mission Statement turned into possible topic titles. Read the example, and then come up with a working title for your topic.

Example

Expertise Mission Statement: My passion is to use my mediation training to help the hi-tech industry deal with interpersonal communication breakdowns. I will do this by teaching them conflict resolution skills so that their work teams are more collaborative, creative and effective.

What hurts them and what changes are they going through?

- Salespeople making promises that software developers can't deliver on
- Unrealistic deadlines
- Poorly facilitated meetings
- Lack of communication between departments
- Tech industry changes more rapidly than any other industry

Benefits in terms of possible titles:

- Co-Creative Solutions for High Tech Work Teams
- Consensus Decision-Making Under Pressure
- How to Run Effective Meetings in the Hi Tech Industry

Your Expertise Mission statement:

What hurts them and what changes are they going through?

Benefits in terms of possible titles:
