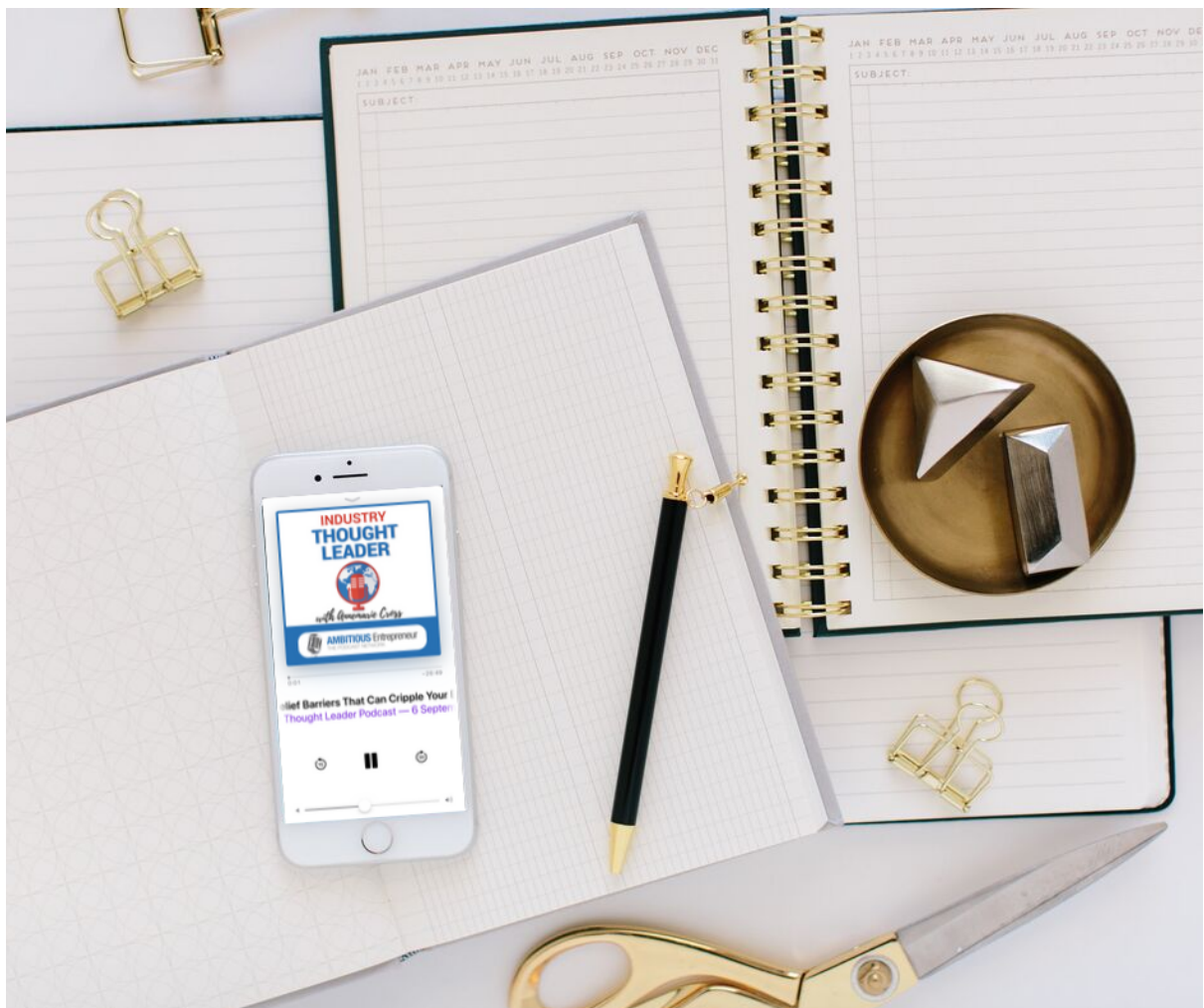


MONEY, MARKETING & MINDSET 'BOOST'

5-Day MASTERCLASS

with Annemarie Cross





Action Guide

Welcome!

I'm looking forward to meeting you and learning more about your business during our 5-Day Masterclass!

During our time together I'll be sharing lots of information, so keep this Action Guide handy to take lots of notes.

PS. Whether you've just started your business, or you've been in business for a while (and you're not generating the results you hoped and worked so hard for) this Masterclass is for you!

See you soon!

PS. Have you subscribed to my Industry Thought Leader Podcast, yet?

Go here to listen to my episode about the 7 Self-Belief Barriers keeping you stuck from building the business and becoming known as an Industry Thought Leader: bit.ly/SelfBeliefPodcast

Annemarie Cross
THE PODCASTING QUEEN
#PodcastingWithPurpose

AMBITIOUS Entrepreneur
THE PODCAST NETWORK

Episode 18

7 Self Belief Barriers That Can Cripple Your Business Growth

Annemarie Cross



Session 1:

Common Money, Marketing & Money Mistakes:

...that can cripple your business growth and prevent you from becoming a sought-after Authority in your Industry

Money Mistakes:

No _____ business m_____, IP, or simple _____.

Working on the _____ tactics at the _____ time.

Putting all of your _____ in _____.

Marketing Mistakes:

Being seen as a _____ of _____ and a _____.

Marketing to the _____.

Thinking you need to be everywhere BUT your message is _____.

Unhelpful Mindset:

Self-_____:

Self-_____:

Self-_____:



Which of these mistakes do you recognise?

Which do you need to work on?

Next Session: Money BOOST: The System & Model that'll take you from Underpaid
Commodity to Highly Paid Authority



Session 2:

Money BOOST: The System & Model that'll take you from Underpaid Commodity to Highly Paid Authority

Common Mistake 1: Service-based businesses _____.

Instead, look at creating your _____.

Your _____.

Which comes from a culmination of your:

- _____
- _____
- _____

Example: My Podcast Profit Framework

Pre-Step A: Invisible

Pre-Step B: Influential (and Profitable)

Step 1: Purpose

Step 2: Plan

Step 3: Produce

Step 4: Publish

Step 5: Promote

Step 6: Profit

Now it's your turn - consider the following first:

Pre-Step A:

Pre-Step B:



Now, consider the steps you take your ideal client through to get them from A to B.

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Considerations:

- Each step MUST have an _____ and a _____ that is required BEFORE you move on to the next step.
- Each step MUST be _____, _____ and _____ by your ideal customer.
- Don't have _____ steps as it can become overwhelming.

Common Mistake 2: Not having a _____ / _____.

Example: In my Career Practice potential clients compared me to \$25/hour Typists.

Example: My 90-Day 'Idea to Launch' Your Thought Leader Podcast Immersive



Example of Packages/Programs you can consider:

- _____
- _____
- _____
- _____
- _____

Considerations:

- Avoid creating an _____ BEFORE you've tested the market to see if there is a demand AND whether people will pay for it.
- Take a few clients _____ so you can refine after you learn what works and what needs to be tweaked.
- It's not a _____ and _____.

Remember: Every _____ becomes a _____.

What program/package will you create first?

Next Session: Marketing BOOST: Must-Do Strategies to Stand Out, Be Heard AND Become an Industry Thought Leader



Session 3:

Marketing BOOST: Must-Do Strategies to Stand Out, Be Heard AND Become an Industry Thought Leader

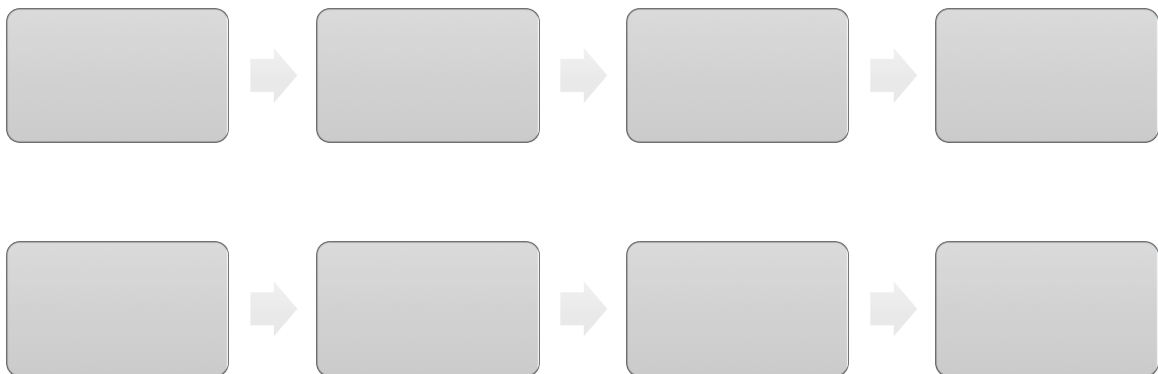
Myth: Market to _____, you market to _____.

The quickest way to build your Thought Leadership AND your business results is to become known as an Authority to a _____ that:

- _____
- Is _____ for someone with your expertise.
- Is _____ to _____.

And, you _____ working with them.

Examples:



You can offer a _____ of services to a _____ industry, such as:
_____ and become known to specialise in that _____.

You can _____ in an area of _____/_____ offering i.e.
_____ to help people become known as _____ in
_____.

Firstly, what are the benefits of being seen as an Industry Thought Leader?

Edelman-LinkedIn 2019 B2B Thought Leadership Impact study showed that:

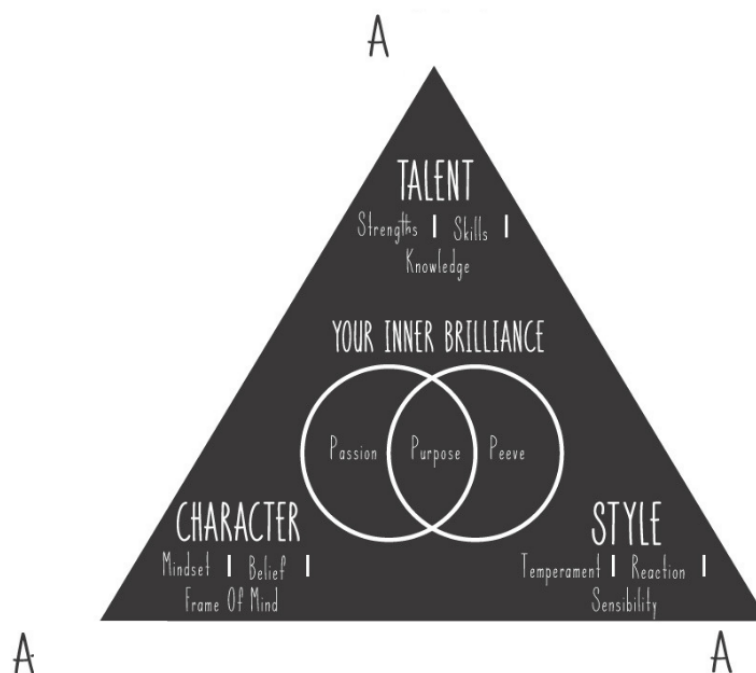
- ___% of decision makers say building Thought Leadership *builds trust*.
- ___% of decision makers say building Thought Leader *enhances your reputation*.
- ___% of decision makers say *they would choose a business* because of their Thought Leadership.
- ___% of decision makers say they are willing to *pay premium prices* to work with a brand that articulates a clear vision through their Thought Leadership.

Build TRUST and your REPUTATION, be CHOSEN and, be paid PREMIUM PRICES for your Thought Leadership.

Worry there are MANY people are working in the same field as you and HOW are you going to Stand Out?

Introducing the Distinction Triad:

The Distinction Triad





Your Thought Leader Brand:

Aptitude: K _____, S _____, S _____

Approach (Style): Brand Archetypes: V _____ | I _____ E _____

Attitude (Character): M _____ & Q _____ /U _____

Which important elements will you incorporate into your brand to develop it into a Thought Leader Brand?

Your Thought Leader Message:

- How are you _____ ?
- What are you doing that's _____ ?
- Your _____ ?
- Your _____ ?

How you weave the above together is YOUR message.

Next Session: Mindset BOOST: 3 Crucial Shifts to go from Invisible to Influential (and Profitable) to finally have the business, lifestyle AND freedom you've been working SO hard for!

Session 4:

Mindset BOOST: 3 Crucial Shifts to go from Invisible to Influential (and Profitable) to finally have the business, lifestyle AND freedom you've been working SO hard for!

- Self-_____:

You think: I'm _____.

- Self-_____:

You think: Others _____ but I _____.

- Self-_____:

You think: I've _____

Steps to transforming your self-belief:

1. Get _____.
2. Get _____.
3. Get into _____ action.

Next Session: Putting it All Together for Sustainable & Scalable Business Growth



Session 5:

Putting it All Together for Sustainable & Scalable Business Growth

Did you know that.....?

There are THREE stages of the Buyers Journey:

Stage 1: A _____

Stage 2: C _____

Stage 3: D _____

There is only a SMALL percentage of people buying:

____% of people are unaware

____% of people are aware

____% of people are in decision making mode

____% of people are buying. AND, only a SMALL percentage of these are you ideal clients

What steps will you put into place to ensure you are able to nurture your ideal clients (who are ready) into leads and ultimately paying customers?