



THE 40,000 FT VIEW – YOUR ESCAPE PLAN

If you WANT to follow your *passions* and to create a business and a life around your brilliance, the silver lining of the internet revolution is that you don't need to work for someone else anymore to make a good life for yourself and your family. All of those chains and shackles that used to bind us to corporate employment - the health insurance, the ability to find clients, the ability to talk to people, the infrastructure, all of that is now virtual, and accessible to **anyone** who has a little help and a little know how. This is your 40,000 ft view of the steps to escaping those shackles and creating a business that works for you - the E.S.C.A.P.E. Plan:

So review each of the following steps and make notes on the different aspects as they affect - or might affect your business.

E = Explore

The very first step in our process is to Explore. You need to decide (in general) what you would like to do as a business. At this point, you can be as impractical as you like. Just think about and write down, EVERYTHING you think you would like to do. From Aerobic Hula Hooping Coach to Zoo Animal Therapist - anything is fair game - so that you end up with something you are excited to start building.

You find your area to focus on through market research. The second part of Serving is to find a community to help you create your products. By seeking other people’s input early and often, not only will you create a better product, you will have a built-in group of raving fans to become your early adopters.

C = Create

The next part of the plan is the actual creation of your product(s) or service(s). This is the first phase in the construction of your platform. This includes the writing of a manifesto – a declaration of the things you and your business believes in, and how you can help. At first you might not even have a product or service to sell. You might just have an opt-in to build your mailing list for your future potential customers. You might have a free e-book or free video or something that people can sign up to get - something that will help people get to know you better while you are creating your product(s) or service(s).

Whether you are offering a product or a service you need to create a Signature System that is totally yours - a step-by-step process that people will go through to get the offering you provide. For example, our Signature System is called the E.S.C.A.P.E .Plan. Even if you own a restaurant you still have your own way or system to serve your customers - you have a vibe or a particular atmosphere or ambiance that you want your restaurant to be known for. Finding out what all these elements are for your Signature System is all part of the *creation* phase.

The *creation* phase is also getting the infrastructure in place to start making money. This may include creating your website, hooking up to PayPal or a merchant account so you can receive money, setting up your e-mail auto responder, etc. It is the equivalent of opening up a brick and mortar store but virtually and for a lot less money!

A = Amplify

The ‘Amplify’ phase starts just as soon as you start letting the world know about you and the product(s) and/or services you offer. You may have the most beautiful website in the world, but unless people can find you, you won’t have any clients or customers or make any money.

Its is all about using that megaphone (we call it a platform). The good news is that if you follow the advice we give you in the chapter, you can reduce the time you spend on marketing by reusing and recycling any content that you have already created. What works best for you as a megaphone? A book? A podcast?

P = Perfect

A lot of businesses achieve early success only to find that they can't handle any more than three clients. Seriously think about perfecting your processes & systems from the very beginning as it will make it easier for you to move your business up to the next level as you grow & succeed.

In order to perfect your processes and systems you need to know what and how to measure in terms of the success of your marketing and amplification efforts; how to measure what kind of results you are getting for your clients, and how to tell whether or not your Signature System is working or not.

Questions may be:

- How much money are you making?
- Are you making money with this particular system?
- And if you scale it, will it make more money as a percentage or less?
- What are your margins?

In order to create, monitor and improve your Signature Systems you'll want to use project management tools. Project management tools will help create processes so that when you add people to your team they don't have to read your mind to know what to do - it's all laid out for them which will leverage your time and efforts

The other part of *perfect* is in getting feedback as well as referrals from your clients and customers. From the very beginning, we highly suggest building into your system a method for customer evaluations of your offerings, and a way to encourage referrals. Every time your client takes a class, send out an evaluation questionnaire - How was it? What can we change? What was its worth? What would you have liked us to cover that we didn't cover? And - Do you have you any friends or professional associates who you think might benefit from our service or information?

Keep in mind that testimonials are especially important in online marketing because they act as social proof or social influence. People are much more likely to hire someone that somebody recommended to them by someone who has used their services or product.



Feel Like You are ALWAYS Marketing but Getting Nowhere?

You Need a FAST & FOCUSED Marketing Plan



Use Coupon for \$30 off "IWANTAPLAN"

START NOW