**DEFINE WHO YOU ARE**

1. **Identify your**

|  |  |
| --- | --- |
| * Interests (i.e. passions) * Areas of knowledge * Skill sets | * Values * Needs * Personality style * Personal limitations/obstacles to success |

1. **Document your accomplishments**

Document those events where you succeeded at doing something good or important – achievements in which you are most proud.

1. **Describe your natural talents**

Based on an understanding of self, past accomplishments and personal beliefs, describe the problems that you can best solve.

**DISCOVER YOUR OPPORTUNITIES**

1. **Recognize who needs your talent**

Identify who most needs your talents.

1. **Determine why your talent is needed**

Understand how people will benefit from using your talent.

**SPECIFY YOUR CHALLENGES AND OPPORTUNITIES**

1. **Analyze your competition**

Identify the best known, most commonly used solutions to the problems that you can solve.

1. **Find your competition’s Achilles Heel**

Find the weakness in each existing solution.

1. **Create an advantage**

Determine how you can better meet the needs of those people who need your talent. What’s your advantage? What is your compelling unique selling proposition?

1. **Set your price and guarantee**

Calculate the price of your solution and define your guarantee.

**ESTABLISH YOUR GAME PLAN**

1. **Determine your delivery format**

Determine how you will package your solution for delivery to those who need it (examples: book, software, website, retail product).

1. **Establish your marketing strategy and needs**

Define how you plan to promote your solution to those people who need it, and what resources you will need to implement your strategy. (5-5-5 marketing plan)

1. **List your “go to resources”**

List the resources that you can call upon to obtain any marketing resources that you lack.

1. **Plan it**

Identify the steps that should be taken, and in which order, to promote and sell your solution to those who need it.

1. **Set up your business and satisfy all legalities**

**GO FOR IT!**

1. **Implement your plan**

Put your plan into action.

1. **Review and revise your plan as needed – test, test, test!**
2. **Make the sale – collect the cash!**