



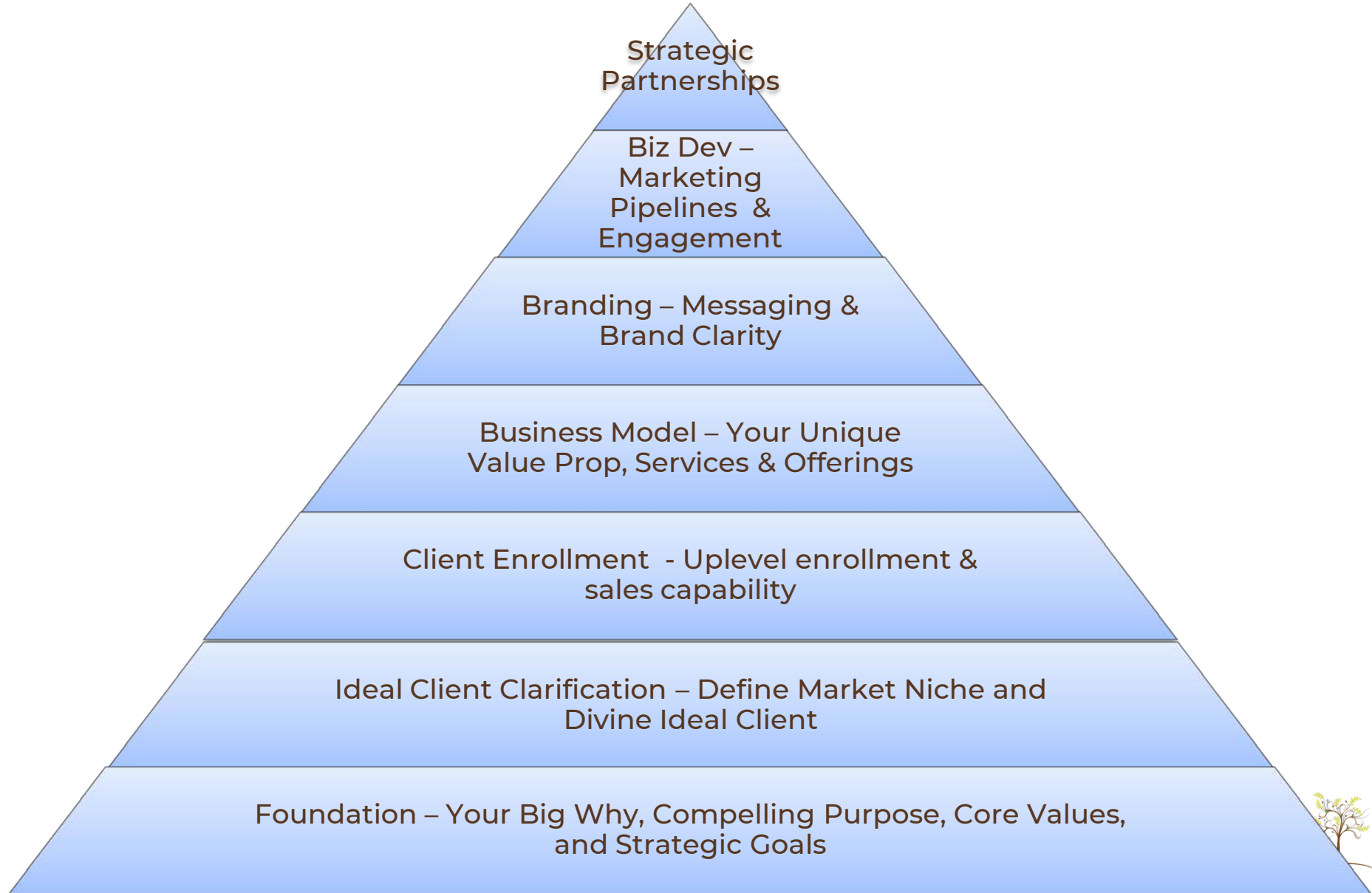
The Courageous Entrepreneurial Leap-Start Program
Module One

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BROADVIEW
COACHING



THE BROADVIEW COACHING APPROACH



WHAT TO EXPECT

1st Module

- Overview of the Program
- Compelling Purpose
- Core Values
- One Page Business Plan Concept
- Homework -
 - Do Compelling Purpose Visualization and Workbook
 - Create a Structure to stay connected to your “Big Why”
 - Do the Values Exercises.
 - Fill in the Purpose/Values sections of the One Page Business Plan. Share with others and get feedback/input

WHAT TO EXPECT (CONT)

2nd Module

- Explore Divine Ideal Client concept and review the Divine Ideal Client Profile
- Explore Market Niche and the 3 areas that make a Niche a true Niche
- Discuss Misconceptions and concerns of Niche Marketing
- Look at the art of choosing a Niche
- Personal History and how it relates to your Divine Ideal Client
- Set the stage for how to explore potential niches
- Homework - Divine Ideal Client Profile (1st draft); Personal History Exercise; Talking to friends/family to help deepen your clarity; Choose (up to) 3 market niches to explore.

WHAT TO EXPECT (CONT.)

3rd Module

- Understanding who Center of Influences are
- Understanding the Value of Center of Influence Interviews
- How to Set up and Conduct Center of Influence (Market Research) Interviews
- Review COI interview “template” and how to customize
- Tracking your data
- Next steps
- Homework - customize your interview template; set up interviews in (up to) 3 possible niches; have at least 1 COI interview before next class.

WHAT TO EXPECT (CONT.)

4th Module

- How to Analyze your COI Data to hone in
- Review Ideal Client Profile and a Case Study
- Creating a Summary of Findings and follow up with your Centers of Influence
- Brief outline of the next steps once you've finalized your Niche
- Creating your Positioning Language
- Next steps
- Homework - Do 10 COI interviews in your chosen niche; finalize ideal client profile; build out your process and programs; develop your Summary of Findings; Follow up with COIs; fine tune positioning

WHAT TO EXPECT (CONT.)

5th Module

- Discuss Credibility Marketing
- Building out a Relationship Channel and Robust Network
- The Value of doing a Niche specific beta project (article/whitepaper; signature talk; workshop)
- Review and Finalize the One Page Business Plan
- Next steps
- Homework - Choose a beta Credibility Marketing Project; create an engagement strategy for your COIs and network; finalize your one page strategic business plan

COMPELLING PURPOSE

- **PFN - Purpose for Now**
- **Form vs. Experience**
- **Chicken and Egg Process**
- **Why Compelling Purpose is not just about your business**
- **The Process**
 - **Audio Visualization/Exercise**
 - **What I would do If I could not fail**
 - **Prioritize your top 10**
 - **Choose 1-2 to focus on**
 - **Write it on a Card or post it with “This or something better”**



CORE VALUES



- “Do, Have, Be” VS. “Be, Do, Have”
- Fulfillment vs. Happiness
- Charge Neutral but can manifest in positive or negative ways
- Manifesting negatively VS. being stomped on
- Process
 - Peak Experiences
 - Narrow to Top 10
 - Analyze where they are being met positively, negatively, lay dormant or are being stomped on
 - Be intentional around what needs to shift to have more values met positively in every aspect of your life
- The Ultimate Filter for making powerful decisions

ONE PAGE STRATEGIC BUSINESS PLAN

Clarity Of Purpose

Experience I want (Theme)

Focus

Top 10
Values

Strategic
Goals

One Page Strategic Business Plan



Experience I want in my Business (Theme)

Focus (High Level "How"):

Top 10 Values:

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

Clarity of Purpose (High Level "What"):

Strategic Goals (0-3 Months)

- 1) _____
- 2) _____
- 3) _____

Strategic Goals (3-9 Months)

- 1) _____
- 2) _____
- 3) _____

Strategic Goals (9-18 months)

- 1) _____
- 2) _____
- 3) _____

One Page Strategic Business Plan



Top 10 Values:

- 1) Challenge
- 2) Accomplishment
- 3) Fun/Humor
- 4) Beauty/Aesthetics
- 5) Making a difference/Helping Others/Contribution
- 6) Nature
- 7) Connection
- 8) Serenity
- 9) Autonomy
- 10) Brilliance

Clarity of Purpose (High Level "What"):

A coaching and teaching organization that helps professional coaches build prosperous, joyful, full coaching practices in a year, in a way that is conscious and spiritually aligned

Experience I want in my Business (Theme)

Joy, Ease and Grace

Focus (High Level "How"): Through 3 primary methods

- 1) Coaching 1:1 with motivated entrepreneurial coaches who want customized approach
- 2) Educational programs that help clients move forward in their business through self study
- 3) Telesummits, teleseminars and speaking engagements that provide high level content to broader audiences (both as a host and a speaker)

Strategic Goals (0-3 Months)

- 1) Create 4 week program with 20-30 participants
- 2) Enroll 5 new coaching clients
- 3) Create successful partnership with a new Strategic Partner

Strategic Goals (3-9 Months)

- 1) Create 2nd 4 week program with 30-40 participants
- 2) Have speaking engagement 1x a month
- 3) Create weekly blog for entrepreneurs

Strategic Goals (9-18 months)

- 1) Create 2 new strategic partnerships
- 2) Telesummit Season 2
- 3) Create year long leadership program (20 participants)

HOMework

- **Do Compelling Purpose Visualization and Exercise**
- **Do Core Values Exercise**
- **Fill in the Purpose/Values sections of the One Page Business Plan**

