



# **BUILD A** **FOUNDATION**

*THE SMART WAY*

## **SKYROCKET YOUR BUSINESS**

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In this cheat sheet you will discover the importance of having a foundation. Without a foundation, you will be walking in the dark, trying to light up your path and this won't help you in the end and this is why this book is important.

Take it from me, foundation is everything and that is why it is important to have it.

I wish I knew this when I was starting out because then I wouldn't have made so many mistakes.

Building your dream business takes time and vision and the perfect strategy. Perfect doesn't necessarily mean flawless but what I mean here it works for you.

You need to take that in mind before you get ahead of yourself because it can be easy to forget why you started working on your dreams in the first place.

This cheat sheet was made for those who want to quicken the process of getting their business up and running, and have no idea how to do that. In here, I focus on the three key points you need to have in order to develop the right outline.

Will all of this take effort and work on your part. Yes, it will, but if you follow through, you will discover that you have done the hard part already. Often, at times, the hardest thing is having an idea, but once you do then you will all set.

### **What to do if you are stuck?**

Often the best thing to do is to start. Always take one step at a time and in time you will figure out the rest. But if you never start you never will. Often the most successful business started with one step and that is what you should be moving forward. Just start.

# What do you want to achieve?

Answer that as honestly as you can. What do you want to achieve in the next few months? Do you have an idea? This cheat sheet is there to help you out by shortening the process. Whatever you chose to do it requires you having the right foundation. That is important and you. The wrong foundation can set you back and the right one can change the course of your life.

Building anything requires you follow the three 3 P's. It is important that you use these three 3's in figuring out what the next steps are. This is a guide that will help you and it is necessary you use it as such. These 3 P's are important in everything regarding business and will give you an insight in knowing if you are on the right path.

**Path** - the first P is to do with the path you are going. What I'm talking about here is whether the path you are taking is more creative or business. Don't get me wrong, building your own thing requires creativity but often at times you will use one more than the other. Here's an example are you starting your own graphic design company or starting a coaching business?

Your path determines the direction you will take and the course of action that you will need to do.

**Pain** - What pain point are you hoping to solve? If you are staring a graphic design business, do you want to help graphic designers make more money as freelancers. If it is a coaching business, are you hoping you can helping people struggling with starting their own businesses or those who have failed marriages?

Your pain point will help you figure out what direction you need to go on. If you aren't trying to solve a pain point then you will get lost and find it hard to build the right foundation.

**Passion** - I am huge advocate of passion. I believe that doing anything without a dose of passion is a recipe for failure. Sure, everyone fails when starting out, but without passion you will quit. Have you ever done something you didn't want to do? What were the results? Did you keep going after it when you failed or did you throw in the towel. Most people throw in the towel.

Success relies a lot on passion and often, we forget that. We forget how important passion is because when building something you need to be enjoying what you are doing. When you take that out then the reason why you doing it falls short. With time you will quit or chase something else hoping you will break the bank.

And you will keep doing that and you won't get the results that you need.

## Turning your Path into an award-winning strategy

How do you turn your path into an award-winning strategy you might? This all comes down to the people you follow. For example, who inspires and do you know of anyone who is doing what you want to do.

When you have someone to emulate or follow it is a lot easier. You see what they are doing right and what they are doing wrong. When I was first starting out, this is what I did because it narrowed down all the activities I needed to do. It was also a lot easier to find out what products I should focus on. If you are confused about what steps you should take, they are three important steps I have listed below.

These steps helped me in the beginning and I am sure they will help. When choosing your path you also need to choose the niche you are going into. A niche is your target audience and the more you dig deeper, the easier it will be to find a niche that isn't saturated. Your niche is also the topic you want to discuss on. For example, entertainment is a topic for celebrity gossip for stay-home mothers is a niche within a niche.

Here are the steps;

### **Step 1# know what direction you are heading in**

Have you ever watched nature shows, I used to as a kid and one of the things highlighted was it is so easy to get lost in a forest if you don't the direction. Another thing that was highlighted was you had to know what fruit or plants were harmless and which ones are not.

You can use the same principle to the success of your business. What is going to help you and what is going to do more harm? Will following too many gurus help or will it cease your growth. Should you focus on podcasts, blogs or YouTube? These are questions that will help you in the process and they should be asked.

### **Step 2# Make it simple**

Your path has to be simple in the beginning and this is what people get wrong. You don't need to know everything all at once. What you need to know are the first three steps you should take. That's it. When you try figuring out everything in the beginning, you will get overwhelmed, burned out and will lose focus.

So, grab a pen and paper. Jot down the three steps you need to take and go from there. When you finish that. Keep going until you arrive at your destination.

### **Step 3# Add your own spin to it**

Whatever niche or industry you step into be your own person. Don't try and be the next Oprah Winfrey or Marie Forleo. Be you and add your own spin to it. When you try and be like everyone else, you will get lost in the crowd and this won't help you at all.

In fact, it will burn you out and you will frustrated that you didn't achieve what you wanted.



# What can you teach people?

You don't have to be a professional educator to teach people online. A lot of successful online educators didn't even go to college or many dropped out. Here's the thing, we all have what it takes to teach people something. Our experiences make us who we are. They craft and mold us. These lessons take the form of experiences and skills. You can use that to improve someone's life. What can you teach people to make their lives better?

## **Choose a pain point that will touch and motivate your audience to take action**

Have you ever watched a webinar or Youtube video that challenged you? Did you sit up straight, put away the phone and listen intently to what was being said? Obviously, we all know why certain movies, videos or TV shows are of interest to us. We can relate to them.

They might have touched on a pain point. Something that has been hurting us for a while and watching someone talk about it motivates us. It is normal. Human beings wanted to feel connected in a disconnected world. We wanted to feel as if someone sees the real us, understands our pain and is willing to help us.

There are two emotions that affect us more than anything. They are pain and pleasure. These two emotions effect our buying. However, pleasure doesn't inspire or challenge us to change our lives. You could buy an expensive car because of how you feel, but it won't change your life. It won't help you solve an immediate problem. You will feel good about yourself, but that might not last as much as you want it to.

Pain on the other hand does inspire you. People spend hundreds of dollars buying products or programs, hoping that it will fix their problems. If it doesn't they buy another product or program. So, this is where you come in. Your job is to help someone with their problem. I know there are a lot of people who claim they will do this and they scam people out of their money. But there are also a lot of people who do the opposite, they work hard to provide a need or solve the problem.

### **Step 1# Use your experience to find a pain point**

This the first step you need to take. Our experiences are extremely important because it helps us determine which direction we should take on. For example, if you struggled in the past with your weight then you can craft a winning product to help people lose weight by using your own experiences.

### **Step 2# Be specific as possible**

You need to be specific as possible because selling a weight loss program won't help your customers. However, if you state that your program will help your clients/audience lose

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weight by focusing on the keto diet. This will be easier to sell and you can narrow down the topics that you want to talk about. Being specific also helps your audience/clients know what the program or product is about.

The clearer you the more you understand what your objective is and you can work around that. You don't want to stumble in the dark so be clear and this will not only help you stand out but give you insight to who your target audience is. Here's another example, if you want to sell a program/product or start a business on solving acne. Mention that who the target audience is or even how you are going to solve it. **Stop expecting mother acne by changing your diet.**

This is just one example, but I hope you get the idea behind it all. Focus on who you are targeting and how you are going to solve the problem.

### Step 3# Survey your audience

If you are stuck then the next step to take is surveying your audience. If you don't have an audience, you could go onto social media. Find out what people's biggest problems are at narrow it down.

Social media has made it easier to find people's pain points, but this will require you to spend time figuring out what to work on. When you survey your audience, this helps also in figuring out what your competitors are doing wrong. If people believe that keto diet doesn't work, show them it does or use your own experience to give them what they want.

Another thing you could do is ask people for insight or what their problems are. If you are a part of a Facebook group, it will be easier to get the answers that you need.

#### Survey Success Secret

Be as specific as you can so that you find the answers you are looking for. If you decide to see if someone else has mentioned about it on social media, you need to be clear at what you are looking. Or if you are surveying your audience, ask a question that gets answers. For example, has the keto diet helped you lose weight and if you believe it hasn't, why do you think that.

## Use your passion as a way to inspire and relate to audiences

Decades ago, people who followed their passions were seen as jokes. No, those who follow their passion have made money from doing what they love. When you follow your passion it makes it hard to quit because you love what you are doing.

That doesn't mean it isn't going to be challenging. This is something a lot of people

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In fact, it will burn you out and you will be frustrated that you didn't achieve what you wanted. When you are passionate about something, you make more of an effort and you don't easily give up.

That is why you need to focus on your passion rather than making money. I know this is a somewhat controversial point. There are gurus who say follow the money trail rather than your passion. I am here to tell you if you want to succeed then follow your passion, but put a spin to it so that you are unique in your industry.

For example, if you are an entrepreneur who focuses mostly on creative entrepreneurs like artists, musicians and authors, you can put your own spin to it. Maybe you can focus on how they build their audience and develop their own creative brand. So, you will teach creative entrepreneurs how to sell their art, music or books on social media. In the process, they will also develop their own brand.