

'HOW TO STAND OUT' WORKSHEET

A top problem online Startups face is **distinction!**

That means they offer up nothing unique that helps them stand out from the competition...

The **Visionary Planner®** uses a unique tool called a **Teaching Map™** that lets you craft a memorable series of steps to take your clients **from 'Now' to 'Wow'...**

Right 'Now' they're suffering from a problem. You want to show them that you've planned out the step-by-step **process they must take to go to 'Wow'** (solving their problem and getting an amazing transformation).

The Teaching Map also lets you **align each problem to offers** you'll create. This keeps you focused on getting your clients results and gives you direction on what to always focus on (it's all too easy to lose focus and waste time doing busy work that gets zero results).

Another benefit of a solid Teaching Map™ is it **creates a memorable way** for your clients to share the process they're going through and attain you even more clients.

That's why the Teaching Map™ is the **cornerstone of your business** that holds the whole thing together and helps you be distinct in a crowded market.

QUESTIONS TO ANSWER:

In order to map out your Teaching Map™, answer the following questions:

● **What are 3 emotionally based and aspirational words that your Audience might be drawn to?**

#1: _____

#2: _____

#3: _____

What are the steps to go from 'Now' too 'Wow' (Their journey to solve their problem)

- Here you want to back-engineer **from the Wow to the Now.**
- Be sure to only include the steps that get **measurable results!**

WOW:	
STEP #__	
NOW:	

Note: You don't need to use all the steps!
We recommend either **3, 5 or 7** (for some reason odd numbers just seem to work).

WRAP UP

Congrats! **You now have the 1st steps to creating a Teaching Map™!**

This is something that we have our Visionary Planner® students spend a lot of time developing; so it's much too complex to go deep into here.

ACTION STEP

Be sure to sign up for a **complimentary 'Start Your Brand' Clarity Call** so you can present your 'Now to Wow' and Steps for feedback. We're committed to getting you clear on how to get the impact, income and freedom you're after.

Grab your call here: <https://www.thevisionaryplanner.com/p-plan-your-brand-step1>

DREAM BIG!