



**GET WHAT
YOU WANT!**

INTRODUCTION

Congratulations! You are now on your way to getting what you want.

During our seminars we meet many business owners that fall into this scattered category. We are constantly astounded by the number of people we meet that have exceptional business ideas, products and services and then fail to take consistent action.

In fact it has been our experience that following a PRACTICAL approach can save you thousands of dollars.

The ideas contained in this e-book have been designed to inject new enthusiasm and help you to get what you want.

To gain the maximum benefit from this e-book we suggest:

- Keep an open mind and be willing to adopt new ideas and processes
- Challenge the beliefs that you already hold
- Practice what you are learning
- Most importantly – take action.

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Earnings

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CLEAR UP PAST FAILURES AND DON'T LET THEM INTERFERE WITH YOUR FUTURE.

At various stages in our lives we strive to achieve different goals for all different endeavours some we hit spot on, some we change as we learn, some we miss altogether, some we put aside because of other life commitments or unexpected circumstances and some are just plain failures.

A missed, changed or derailed goal, business venture or intention needs to be acknowledged and explored to discover what insights can be gained and put into perspective.

Let's do that now. This task should only take you a maximum of 30 minutes to complete. Don't overthink this process, jot down the first things that come to mind and see what you can learn.

Step 1 – Create a list

Make a list of the last three things that you have set or attempted to achieve – make sure you include the ones you achieved as well as the ones that were missed, altered or derailed. (Include any programs you've purchased and never used and ones that you just couldn't make work)

Step 2. – Identify what your IDEAL situation was

- What you hoped you would achieve?
- How would have it made you feel to get it?
- What difference would attainment have made in your life?

Step 3 – Describe what ACTUALLY happened

- Describe EXACTLY what did happen
- Did you achieve it or not?
- How was it different from what you had hoped you would achieve?
- How did it make you feel? (Elation or disappointment, Happiness or Anger, Hopeful or indifferent, etc)
- Did it make any difference to your life? (positive or negative)
- What did you say to yourself and others about the experience?

Step 4 – Now put it into PERSPECTIVE

Put it into perspective by asking yourself and documenting your answers to these questions

- What did you learn?
- What about the whole situation made you stronger?
- What did you achieve? (it does not matter how small, make sure you recognise it)
- What would have you done differently?
- What wouldn't you do again?

Step 5 – Put it behind you and FOCUS on the next thing

It is absolutely pointless hanging onto and ruminating about what didn't work.

Think about it like this... you may want to be 18 again. Thinking about it is not going to make you 18 – it's pointless – you need now to focus on your current age and enjoy the benefits that it brings along with the wisdom you have gained in those years.

Use the wisdom from what didn't work out to propel you forward towards what you do want to work out.

Step 6 - Focus forward

What one thing will you focus on now?

ESTABLISH YOUR FOUNDATIONS

Part 1. Gain Perspective

The ability to get the type of business we desire comes from a willingness to understand the fundamentals of how we see the world. Also known as getting perspective. When you begin to understand how you view the world, what drives you and what your road blocks are; it makes it easier to get what you want.

Here is a simplistic and practical point of view.

1. Values and Beliefs Drive Thoughts and Feelings

Your core values and beliefs shape how you think and feel about yourself, your goals, and your challenges. These internal drivers influence your mindset, either empowering or limiting your potential for success.

2. Understanding Values and Beliefs Helps Manage Thoughts and Feelings

By becoming aware of your values and beliefs, you gain control over your mental and emotional responses. This self-awareness allows you to shift unhelpful patterns and cultivate a mindset aligned with success.

3. Words and Actions Determine Results

When your thoughts and feelings are aligned with empowering beliefs, you communicate more effectively—both with yourself and others. This leads to purposeful actions that drive measurable results and sustained business success.

This approach directly translates into success, ensuring every step you take is intentional and impactful.

Let's take action now - Clarify Your Values

This should only take you 8 - 10 mins to complete. Don't over think this process, jot down the first thing that comes to mind.

Brainstorm your current values

Write down 5–10 moments in your life (personal or professional) when you felt proud, fulfilled, or deeply motivated.

For example: "When I stood up for a team member," or "When I launched my side hustle."

Look for Patterns

For each moment, ask: "Why did this matter to me?"

Jot down the underlying values (e.g., "fairness," "courage," "autonomy").

Now Prioritise

Circle 3–4 recurring values that feel most essential to you. These are likely your core drivers.

Do a quick belief check

For each value, finish this sentence:

"I believe that **[value]** is important because..."

Example: "I believe that **autonomy** is important because it lets me innovate freely."

Test the values you have identified

Ask yourself:

"Would I still uphold this value even if it cost me time/money/approval?" If yes, it's a core value.

This exercise will assist you to reveal what truly matters to you.

The beliefs tied to these values shape your thoughts, words, and actions. It's an important check in, don't skip it.

Part 2 - Your Personal Success Formula

**CONTROL YOUR THOUGHTS +
SPEAK WITH INTENTION +
TAKE ACTION DAILY.**

1. Control your thoughts.

Anchor your thoughts to your values, don't let the thoughts of self doubt, distraction or stress run wild in your mind. **Redirect them** to be more productive.

Use these statement prompts to help:

I choose to focus on _____ [core value] because _____.

For example "I choose to focus on courage because bold action creates opportunities."

Right now, I prioritise _____ [value] because _____.

For Example "I prioritise clarity because confusion wastes time and energy."

2. Speak to yourself with intention.

Assign yourself a mantra each day/week.

Today's mantra is _____

Some examples:

Progress over perfection.

I solve problems with creativity.

Done is better than perfect or

Challenges grow my skills.

3. Take action daily

What is the one action you can take today to move you forward?

These do not need to be complex or monumental, start small and build your strength in this area.

For example: Send the proposal draft, Reply to emails, Post on social media, Write blog post, record video, Email my list by 10 AM or Declutter my workspace.

WHAT DO YOU REALLY WANT?

The most frequent mistakes people make in business are not knowing what they really want, not having a clearly defined vision, achievable goals or what steps to take to get there.

Many start because they want financial freedom, flexibility of time, less stress, work satisfaction or all four. What they end up with is disappointment, wasted time, more stress, less money and wasted effort. Don't let that be you.

Let's take action right now

Define What You Want And Set Goals That Work For You

Don't overthink this process or make it complicated. Jot down your first thoughts and go from there. This task does not have to be definitive and you can always adjust it along the way.

Always remember you are creating this to work for you, make your own rules and make this information work for you.

Step 1: Picture Your Perfect Business Life

Ask yourself:

If my business could give me anything—money, time, freedom, joy—what would that actually look like?

For Example: "Enough cash to take Fridays off, work with clients I adore, and never stress about bills."

Next ask yourself:

What's the real reason I'm doing this? (Hint: 'Money' is just the tool—what's it for?)

For Example: "To take my family on a holiday each year without financial worry" or "To prove my idea can change an industry."

Keep it real: This needs to be in language that resonates with you.

If it feels to "business, corporate or motivational," imagine you are explaining it to a friend in your own words.

Using your own words will help your mind to understand what you need to do to achieve it. You add an extra layer of complexity when you use phrasing that is not your own. Make this work for you by keeping it simple and relatable.

Step 2: Get Specific And Establish Your Goals

Make a list of realistic goals to reach your perfect business life.

For Example:

- Earn \$10K/month by December—without working weekends.
- Launch my signature course with 50 beta testers by end of the month.
- Grow my list by 500 contacts before the end of the quarter.

Avoid vague goals like *Be successful, Have more time, Increase income*. The **more specific you are the more likely you will get what you really want.**

Make them exciting for you, but not overwhelming.

What will make you feel satisfied and propel you forward on a daily basis?

Now that you have your list, let's prioritise them and select one to focus on achieving in the next month.

Keep it simple, what one goal can be realistically achieved in the next month?

Reassuring yourself is key to your success. By focusing on one goal to achieve within a month, you can start to see immediate results. This sense of achieving can go a long way to moving you forward and keeping the momentum going.

The idea is to keep moving, do not overwhelm yourself by trying to focus on too many things at once.

There is a saying that we use regularly in our business "**YOU CAN'T CHASE TWO RABBITS AT ONCE**". This helps us to focus on what is the most important to do right now. Pick a rabbit. Pick one thing to focus on. Pick one action to take.

Step 3: Utilise The Best Prompts For You.

Represent your perfect business life and goals in a way that best resonates with you and prompts you to keep taking action and staying on track.

For example:

Visually design what you really want; Create a poster with images representing each goal (e.g., a passport for "travel freedom"), Sketch/doodle your goals, create a digital vision board (use tools like Pinterest or Canva).

Rewrite your goals as short, memorable phrases (e.g., \$10K, 4-day weeks).

Create a video or audio recording of you talking about your perfect business life and goals like you are having a conversation with a friend. Hearing your goals in your own voice can help propel you forward.

Step 4. Create A Reward System For Your Efforts.

Create a list of rewards for progress and achievements, break the rewards into categories:

Action rewards - After 10 sales calls, I get a massage.

Progress rewards - After achieving 3 goals, have a short 3 day vacation.

Big win rewards – Book a trip to Bali when I hit \$10K/month.

Make your rewards meaningful and immediate in order to sustain your motivation.

Step 5. Accountability

Tell one person - a business buddy, coach, a mentor, a friend or family member.

Cautionary tip: Make sure their values align with yours and that they are supportive of your endeavours. You need a personal champion not a naysayer.

Use this as a guide:

"I'm committing to [goal] by [date]. Ask me about it next time we talk!"

HOW TO DEFINE WHAT YOU OFFER

*Drawing by CEM;
c. 1961
The New Yorker
Magazine, Inc.*



Take a look at the picture above, that's the typical entrepreneur; the girl at the front trying to describe what her business does. But that audience is not resonating with her message.

The ability to succinctly describe your business, its products, services and advantages to potential customers is key to making a business successful and profitable.

In today's crowded market, clarity is currency. If customers can't instantly understand what you offer and why it matters to them, they'll scroll past—or worse, buy from someone who explained it better.

The biggest mistake I see entrepreneurs make?

They describe their business for themselves – not their customers.

Your pitch isn't about you. It's about answering these three questions:

1. Who you serve
2. What pain you solve
3. Why you're different

Let's take now - Define what you offer and who you are offering it to

Here's a practical exercise to help you define what you offer and who you are offering it to. Use these to start building a portfolio of descriptions for your business, its products and services.

Step 1. - What do you do?

Use this formula to describe what you do:

I help [specific audience] [solve X problem] by [your unique solution].

Example:

I help businesses navigate sales for results.

This description is not specific enough.

It leaves too many unanswered questions; What businesses? Navigate where? What sales? What type of results?

This is unlikely to get attention and unlikely to get traction because the potential **customer has to do too much work** to determine if it is a fit for them. **This is the girl with the flower.**

A better approach;

I help stressed e-commerce owners get more sales with email funnels that don't sound like spam.

This is a better approach because it is specific, identifies **who** they work with, **what** the problem is, **how** it is solved.

Try it now for your business.

I help [specific audience] [solve X problem] by [your unique solution].

Step 2. Who's is it for?

Use these prompts to describe who you do it for.

a. My ideal customer is [describe them], struggling with [specific frustration].

Example - A [burned-out freelancer] who [hates self-promotion] but needs consistent clients.

b. They've tried [common failed solutions] and now feel [emotion].

Example - They've bought [cheap templates] but still look 'amateur' and [feel embarrassed].

Try it for your business now.

Step 3. Why should they buy from you?

What is the main reason someone should buy from you, what outcomes should they expect?

Use this prompt to help describe your reasons

After working with me/buying this, you'll **[specific result]**.

Example: After working with me [post with confidence] and [attract 5 DMs from dream clients weekly].

Now demonstrate proof

Here's how I've done this before [case study, testimonial, any other supporting data].

Example: Watch this 2-minute case study of Sarah, who booked \$20K in sales using my exact script.

Here are four steps to help you introduce your business on social media.

1. Develop A Hook (Start by being relatable)

"Raise your hand if you've ever [identify a common frustration your audience has]! 🙋"

Example: "Raise your hand if you've ever wasted hours on social media with zero sales!"

2. Define Your Role (Be helpful, not pushy)

"Turns out, there's a better way. I help [specific people] [solve X problem] by [your unique approach]."

Example: "I help introverted coaches book clients with email—no awkward self-promotion needed."

3. Show Proof (Use subtle credibility)

"Fun fact: Last month, [client/brand] used this to [specific result]."

Example: "Fun fact: Last month, a client landed 5 dream clients without posting daily."

4. Invite Conversation (No hard sell)

"If you've ever [related struggle], drop a 🎯 below—or tag someone who needs this!"

This approach feels like a chat (not an ad), it highlights a problem first (builds empathy), shows results subtly (by not bragging).

You can use this method in a video post, image and text post, image post.

Here's an example

Raise your hand if you've ever felt invisible online despite posting constantly! 🙋

Turns out, there's a better way. I help wellness pros stand out with one signature content piece (instead of 10 forgettable posts). Fun fact: Last month, a yoga teacher used this to get featured in MindBodyGreen—without a fancy portfolio. If you've ever felt like shouting 'Why isn't this working?!', drop a 🧘 below—or tag your frustrated biz bestie!

If you are a service provider, use this: "PS: I share free tips on [your platform]—no 'buy my stuff' vibes, promise."

If you sell products: "This works whether you buy from me or not (but DM 'HOW' if you want my cheat sheet)."

Do it now for your business.

ATTRACTING CUSTOMERS

With technology moving so fast attracting and retaining customers has become a creative and strategic art form.

Today's customer is savvy, well researched and comparative. Most will Google before making a purchasing decision so that they become informed on what to expect when it comes to customer service, price and product/service delivery.

Everyday the technology we have at our fingertips makes our lives easier and more and more we are turning to our mobile phones to research products and services, compare quality and price, conduct the everyday activities of life and to stay connected with our family and friends.

Customer expectations have moved from being patient to immediacy, the customer now wants access to information, products and services and assistance immediately.

Every business needs to think about creating communities of customers or fan bases. Or face the reality of being left behind and losing business to competitors.

Here are the three current methods of attracting customers.

1. Leverage Social Media (Organic and Paid)

Post engaging, visual content (short videos, reels, carousels) consistently on platforms where your audience spends most of their time (Instagram, TikTok, LinkedIn). Use targeted ads to reach specific demographics with clear offers.

Let's action now - Create 5 social media posts that introduce your customers to what you do.

Post these one per day for the next five days.

2. Offer Irresistible Lead Magnets

Create free, high-value incentives (e-books, checklists, discounts) in exchange for email addresses.

Promote these via your website, social media, and ads to build a customer list for follow-ups.

Use these AI tools to help create lead magnets:

ChatGPT – Generate ideas, outlines, or full drafts. Use this prompt: "Give me 5 lead magnet ideas for a [business type]."

Canva – Design free checklists, e-books, or templates.

Google Docs Template Gallery – Use pre-made templates for workbooks or guides

3. Optimise for Local SEO (For Brick-and-Mortar Businesses)

Claim your Google Business Profile, gather customer reviews, and use local keywords (e.g., "best [service] near [city]") to appear in local searches and maps.

There's no need to make these steps complicated, there are many AI tools that can help you to leverage social media, create compelling lead magnets and assist with optimising SEO.

Here are my top three that we use to help attract customers. Most of the tools offer free versions so no need to invest a huge amount to get you up and running.

Free AI Tools to Attract Customers

Canva Magic Write - Use to generate ad copy or social posts instantly.

ChatGPT - Use to brainstorm content ideas, help write content, suggest product ideas or draft email campaigns.

Google AI-Powered Ads - Use to automate ad targeting and bidding for better reach.

MEASURE, TEST AND FOCUS

**If you do what you have always done,
you will get what you have always gotten.**

Everyone makes mistakes and everyone has failures. Equally everyone has wins and everyone has successes. In order to keep propelling your business forward you must **Measure, Test and Focus** on all that you do.

Here is the simple formula to follow;

1. Measure – What Gets Measured Gets Improved

Many people track too much or too little—focus on what directly impacts your revenue or your customer satisfaction.

Let's take action: Identify one key metric to track this week (e.g., website conversions, email open rates, social engagement).

Use Google Analytics, a simple spreadsheet or use notes on your phone to keep a track of the results.

2. Test – Small Experiments, Big Insights

Testing removes the guesswork—prove what works before scaling or moving onto the next stage.

Let's take action: Run one micro-test (e.g., use a different email subject line, a new call-to-action, a short-form vs. long-form sales video).

Record your results and adjust what you need to.

Example: "Try two different Instagram captions and track which gets more clicks."

3. Focus – Double Down On What Works

Success comes from focusing resources on high-impact activities and doing things consistently. If it's working, repeat. **DO NOT JUMP TO A NEW THING, STICK WOTH WHAT WORKS.**

NOW WHAT?

To summarise what we have already covered and the work you have done:

- Examined your past achievements and put them into perspective
- Defined what you want and set some achievable goals
- Defined what you offer and who you are offering it to
- Explored the three methods of attracting customers and
- Assessed how to measure, test and focus on what you are doing

Here's what I suggest now.

Each day take 3-5mins to identify one thing you will focus on completing that day.

When you feel overwhelmed, confused or unsure. Just stop and ask yourself **"What is the one thing I can do right now to stay on track?"** Then do it.

Now it's time to embed these activities while they are fresh in your mind until they become a habit. You've probably heard that it takes 21 days to form a new habit.

What if that's not entirely true? Groundbreaking research from University College London (published in the European Journal of Social Psychology) reveals that habit formation actually takes 18 to 254 days, with an **average of 66 days for a new behaviour to become automatic.**

The study, led by Dr. Phillippa Lally, found that the "21-day rule" is a myth—**real change requires consistency, patience, and the right strategy.**

That might feel like a long time to embed a new way of doing things, but look back at the last 66 days and see how fast that time passed.

You have invested time to get this far, put it into action now and make it work.

Success isn't about perfection—it's about progress, one action at a time.