

Get Started NOW for 2019!

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DEDICATION

This is for all the dreamers.

STOP DREAMING AND START DOING!

There is a group of people searching for your knowledge and the inspiring way you tell it to them. This book is designed to give you

doable steps for you to

TAKE ACTION NOW!

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ACKNOWLEDGMENTS

Any links inside each section are intended to give the reader free tools.

In most cases, there are “paid” versions of these tools.

I do not receive any compensation in any form
when you make a purchase of their products.

I’m only endorsing the free version as of the writing of this book.



1 DEFINE YOUR AVATAR

Every person within your tribe/group/members will bring you as much motivation as you give them inspiration. That's why it's crucial for you to define your avatar.

Your avatar is that perfect person who loves everything about you and will buy any course, workshop, or membership that you create. I want you to think more about their mindset versus their physical (demographic) qualities. The goal is to reveal where they hang out because you need more of them. I hear your next question, “How do I do that?”

If you already have started your business, then you can start being an

undercover lurker. Start clicking onto your ideal client and find out what Facebook groups they belong to, do a survey, or start reading what they're reading.

If you're starting fresh, make a list of other people that are doing what you want to do. Now analyze their followers. Let me be clear. You're not going to research just one, choose at least 3 different people. Then start lurking and listening.

What you hear may put you on a different path for your goal(s).

When I started listening, I was hearing new life coaches/trainers' frustrations on how to develop a coaching business. That's why I created the Creating Successful Coaches Facebook closed group. While other people were focusing on telling them what they should do, I was listening and hearing, so I could have a conversation with my group.

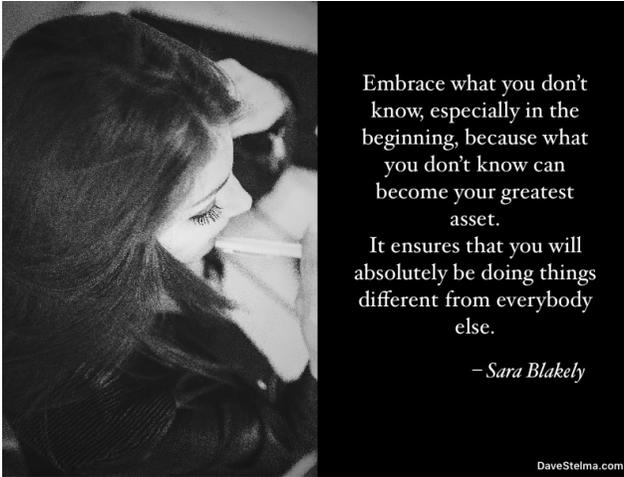
As you do put a spotlight on them you will start to see commonalities.

Here's a few to look for:

- 1) Who are the Influencers they listen too? Gary Vaynerchuk is way different from Jack Canfield
- 2) What Brands do they talk about? I use the coffee analogy for this point. Do they LOVE Starbucks, Local Barista, or make their own?
- 3) What groups are they the most active on? This will tell you how they communicate and will give insight to the problems that you need to solve.

Do not get hung up on how much money someone has to spend. When you find the perfect person that loves everything about you, they will find the money for your coaching, training or course.

Just ask anyone that stands in line for hours for the latest iPhone.



2 WHAT'S YOUR PROBLEM?

(insert that Pink Floyd voice)

“How are you going to give a solution, if you don't know the problem.”

Some call it a pain point, and no matter what label you put on it, it's a problem for your avatar. Now there are really 2 ways to reveal their problems.

- 1) Lurk and Listen
- 2) Ask

I prefer asking. Facebook makes it easy to start a poll. The best is having an old fashion conversation with your avatar because during your chat, sometimes what they think is their problem could reveal something else.

No matter what method works for you, use these words:

Frustrations

Challenges

Barriers

Fears

Concerns

What frustrates you?

There's always challenges in my business, what are some of yours?

What is one barrier that's holding back your success?

What's one fear that I can help you with today?

What concerns you the most?

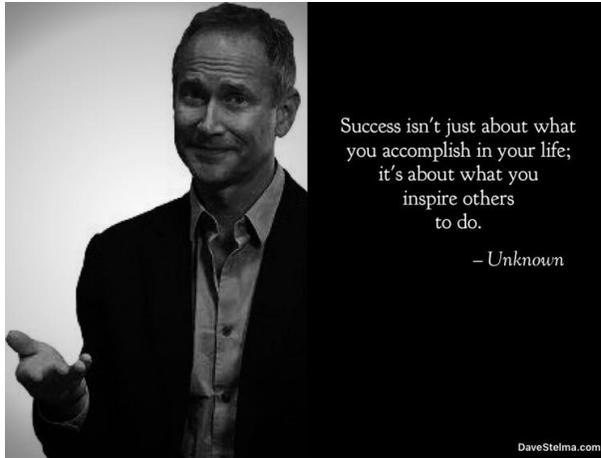
And here's the secret ingredient to hearing their answers...SHUT UP
and LISTEN!....lol

The people that listen *and hear* will be the ones that reach success
first.

Start making a list of their problems and then figure out which ones
you already can solve. Then start creating the solution while you find
how you will deliver it to your avatar.

Will it be a course, workshops, coaching (private or group)?

Will you deliver it in person, Facebook, or webinar?



3 I'LL TELL YOU WHAT YOU WANT, WHAT YOU REALLY REALLY WANT

How are you going to inspire your avatar?

There are 2 things I need you to think about in this Chapter. The actual words you use and how you speak those words. Then, as I said before, the vehicle you use to deliver your solutions.

First, let's explore who they watch and admire because that will tell you their communication expectation. Here's two inspirational speakers that have extremely different ways to speak.

Gary Vanyerchuk and John Maxwell

They both are very approachable, well versed speakers.

Gary is concise and drops the "F" bomb for emphasis.

While John comes from a religious background and never swears.

I like to be somewhere between these guys. I like to cut out all the fluff and give more content in a non-swearing way.

Always be you! Do not change how you speak!

Just keep this in the back of your mind while you're studying your avatar.

Next, where do they communicate? Facebook, Instagram, email, webinars, video, messenger, text, or by phone? This is really important.

If you know how to reach your clients, you can build a business. It also means you need to be open to new ways to communicate. Five years ago, I was using Skype or cellphone to coach clients. Now I only use Zoom because of the recording capabilities and ease of use for my clients.

Before MailChimp, you would have to spend \$\$ on InfusionSoft, Constant Contact, or a variety of other software programs to mass email your clients. Now there's ways to start for free while you build your list before investing money.

The fastest and easiest way to deliver content and let people get to know you is Facebook LIVE.

Your flexibility and adaptability will determine how fast you will gain momentum.



Few people take objectives really seriously. They put average effort into too many things, rather than superior thought and effort into a few important things. People who achieve the most are selective as well as determined.

– Richard Koch

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4 GIVE UNTIL IT HURTS

Now you need to tell your clients all the solutions to their problems. I know you're asking; how do I create my business if I'm giving it all away for free? That's an easy answer. Because they still...need...you.

Your clients will still need someone to hold their hand and if you did everything correct to earn your credibility, they'll choose you! The old days are gone where you have a 2 hour webinar and take the first half hour talking about yourself. People want content. They want the solutions to their problems and then they need to know you will be there to make their dreams come true.

Next, **TURN UP THE FREQUENCY!**

The more frequent you give content, the faster you will gain traction. Write this down and tape it to your monitor:

More = Faster

Frequency (the number of times per day) combined with quantity (the amount of content) brings you notoriety. You talking gets your tribe growing, sharing, and bragging about you.

Focus totally on creating great content and your coaching, courses, workshops, memberships will build themselves from the content itself.



*Action is the foundational
key to all success.*

– Pablo Picasso

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5 TAKE ACTION FOR SUCCESS

You've read what you need to do and now you need to ask yourself, "Am I ready?"

Taking action is all that's left to do. This is usually where most fail. The fear of not knowing enough or having that magical software that will do everything for you. Have a chat with the person that's looking back in the mirror.

Do you have the yearning to make a difference?

Can you carve out 1 hour a week, 15 minutes per day, or more?

Will 2019 be your year?

If you answered no to any of those, thank you for being honest with yourself. Creating a business is not for everyone or maybe 2019 isn't your year to shine.

And if you answered Yes, then I'm going to offer my expertise to hit the ground running in 2019!

You get to choose!

- 1) A 4 week program where you will have 100% avatar clarity, begin to build your tribe using *your* strengths, establish content creation habits, launch your course, program, or workshop. While you build your email list and the business you've been planning inside your head.
Then another 4 weeks of hand holding accountability while you continue to solidify and establish your business habits.
- 2) A Half Day Intensive LIVE workshop where you will download all of the same worksheets and will be able to ask questions during the 4 hours. Create your avatar, establish your goals, get all of the program templates.
Then one 1 hour follow up session.
- 3) A 1 hour Free 2019 Personal Q&A Zoom call
You can ask me anything and you'll get a recording of our call to review and put to work in 2019!

I believe 2019 is going to be the breakout year for a lot of people. Will you be one of them?

Email me with your choice:

dave@davestelma.com

Schedule your Q&A:

<http://bit.ly/DavesCalendar>

ABOUT THE AUTHOR

I'm Dave Stelmaszewski and because nobody can ever pronounce (yet alone spell) my last name, all my links are Dave Stelma.

<https://davestelma.com/>

<http://bit.ly/facebookDaveStelma>

<http://bit.ly/YouTubeDaveStelma>

I've done a lot of different things so far in life. I've sang in bands, owned a retail clothing store, been married, got divorced, found my soul mate, made lots of money, went bankrupt, watched my mom suffer through Alzheimer's, ran a 5k six months after heart valve replacement, then ran half marathons, and now helping others soar to new heights being a coach.

Along the way, I learned a lot of lessons with
the biggest being empathy.

Everyone has their journey and I appreciate you being a part of mine!