



SKILL 5

GROUND WORK

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STAGE I: PACKAGE
MODULE B: PACKAGE YOUR GENIUS
SKILL FIVE: GROUND WORK

a. WHERE ARE YOU NOW?

Start by answering these four questions:

1. **WHERE** are you in your business right now?

2. **WHERE** would you like your business to be one year from today?

3. **WHAT** is slowing you down, standing in your way or stopping you?

4. **HOW** can you change this?



DIG DEEP



LAY THE GROUNDWORK



b. BRAINSTORM: *EVERYTHING* THAT YOU ARE SKILLED IN

Identify everything that you have learned, practiced or taught in your lifetime that is significant to you. Don't eliminate anything. When you are through, circle the items that you could potentially teach or lead a course in.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____
20. _____
21. _____
22. _____
23. _____
24. _____

c. NARROW YOUR TOPIC

1. If you had to speak professionally on stage and you had only 15 minutes to get ready, what would you talk about?

2. What are some steps that you take all of your clients through?

3. What do you do every day to grow your business that works for you?

4. Is there a life-changing breakthrough process that you took yourself (or someone else) through that made a big difference?

5. Write down five different ideas for blog topics that you could write about without doing any research:

6. What is the one thing that you do in your life or business that people always ask you about? For instance, how do you always look so relaxed? Or how do you manage to get so many leads from networking?

7. If your ideal client invested in a one-hour session with you, what would you want them to ask you? What would you want to work on?

8. What is one common thread that you see in your answers?

d. BUILD YOUR PROGRAM IN 3 DAYS

You can build your program in three days. There's no need to spend months developing your program. It's easier to create a \$497 to \$997 product than a \$20 book because people aren't necessarily looking for content. You don't need a lot of content. There is plenty of content on the Internet.

People want the opportunity to **take action** and **get support**. People don't invest in you. They invest in themselves through you. They want to:

1. **MASTER** an opportunity or skill
2. **BENEFIT** 10 times what they invest
3. **VALUE:** Easily recognize the value they get through your product.
4. **SUCCESS:** See themselves succeeding with your product.

e. QUESTIONS TO ASK YOURSELF

1. What specific “top of mind” problem am I addressing?

2. Am I solving one problem and one problem only?

3. Are people searching and paying money to solve this problem now?

4. Is there competition?

5. What practical results / transformation will my program provide?

6. Do I need to learn more about this topic before I create my program?

7. Can I offer this program again and again, if it becomes popular? Does this topic fit with my long-term vision? How long will this information be relevant?

8. What will my next offer be?

9. Do I have a story that goes along with this program? How does my personal story tie in with the creation of this program?

f. TWO THINGS TO REMEMBER

1. PEOPLE DON'T WANT TO CHANGE.
2. PEOPLE WANT RESULTS, MONEY and SUCCESS.