

CHUR MAORI ACTION BOOK

Use this workbook to make your way through the action steps from
The Chur Maori Way.



INTRODUCTION

Congratulations, on downloading this workbook.

Here you will find the 12 steps of The Chur Maori Way.

These 12 steps will help you solve any problem you have.

Print the book out and get to work on making this life your best life!

Will Kaa

Will Kaa (CEO) Chur Maori

SEEK YOUR TREASURE

Whakataukī (Primal Māori Maxim)

Whāia te iti kahurangi ki te tūohu koe me he maunga teitei.

Seek the treasure you value most, if you bow your head let it be to a lofty mountain.

Chur Māori Mindsets

Seek Your Treasure. What is it that you want?

Many Maunga, Many Treasures. Stay Focused! Stay Committed! Be Persistent!

Get Clear and Focus. No more drifting or going with the flow. Get clear on what you want.

Follow Your Passion. Do what you love and what makes you excited and happy.

Think long term - Depth of Vision. Look at what things can become and not what they are.

Remember the 25 year Plan. You have plenty of time. Focus on one big idea at a time

Focus on 1 idea. Like a magnifying glass, focus with power and intensity until it catches on fire.

90 Day Sprints: Run with one idea and take consistent daily actions towards your goal.

Chur Māori Business

Remember in business we are solving problems.

Here's the simple business formula.

Problem (Pain) + Solution (Painkiller) = Opportunity (Money)

Start writing down all the pains and problems your customers are experiencing.

Make a list and start adding to this list.

What problems are you having in your own business?

Create a list of your business problems in your own business.

Here we are raising our awareness of our problems so we can start to find solutions for them.

THE 25 YEAR PLAN

Chur Māori Action Steps

Break out your "Big Brown Table Paper" or little paper.

Write down everything you would like to do over the next 25 years

Imagine if you won the lotto! What would you do?

Look at your list of things you want to pursue.

Which idea lights you up and gets you excited?

Pick that idea and work on bringing it into your reality over the next 90 days.

Write down everything you would like to do over the next 25 years in the box below

Write down everything you want to do. Then pick the 1 thing that gets you excited and work on that for the next 90 days.

CHUR MĀORI BUSINESS:101

Remember in business we are solving problems.

Here's the simple business formula.

Problem (Pain) + Solution (Painkiller) = Opportunity (Money)

Make a list and start adding to this list.

Here we are raising our awareness of our problems so we can start to find solutions for them.

Start writing down all the pains and problems your customers are experiencing.

What problems are you having in your own business?

Pain

Solutions

Here we are raising our awareness of our problems so we can start to find solutions for them.

What is the biggest problem with the simplest solution? That's your opportunity!

YOUR MAGICAL JAWBONE

Whakataukī (Primal Māori Maxim)

He kai kei aku ringa

There is food at the end of my hands. Said by a person who can use his basic abilities and resources to create success.

Chur Māori Mindsets

Your Magical Jawbone is your mind.

Cut away your self-limiting beliefs and reframe them with positive affirmations.

Take responsibility for everything in your life. Good and bad.

Invest in yourself first.

Invest time, energy and money into building new mindsets and skill sets.

Invest time, energy and money into tools to become more productive and efficient.

Invest time, energy and money into your body. Exercise regularly and get proper rest.

Chur Māori Life

What resources are you underusing in your life?

What are your strengths and weaknesses?

What is limiting your personal growth?

What books, courses, seminars can you invest in to grow?

What work can you schedule in to ensure consistent growth?

Do you have rest and recreation scheduled into your Life? (holidays)

3 STEPS TO CUTTING MĀUI'S ROPES

Do you all remember the story of Maui? How he slowed down Te Rā, the Sun? Like Te Rā, some of us have ropes slowing us down and holding us back. Imagine you are Te Rā the sun and the ropes slowing you down are the excuses. The ropes are the tiko stories that you keep telling yourself. Well, all these stories and excuses form invisible ropes. Attached to these ropes are anchors which slow you down. Imagine what you could achieve if you could cut away these ropes? Would you like to know the 3 step method on how to do this? Ka pai, very good.

3 Steps to Cutting Māui's Ropes

All you need to do is change your perspective on your limits and reframe them in a positive way. All we are doing is reprogramming our brain to respond differently to how we have been thinking.

Step 1: What do you want? (Your Dreams or Goals. Be Specific)

Step 2: What is holding you back? (Your Self Limiting Belief)

Step 3: Reframe those statements with *"I am statement and in the process of.."*

Chur easy as.

What do you want? (Be Specific) I want a new black BMW with the leather interior.

What is holding you back? (Limiting Belief) I'm too poor to buy a car

Reframe those statements with I am statement and in the process of...

"I'm too poor to buy a car, THAT'S ALL TIKO! I am wealthy, and I am in the process of making money to buy me a new BMW."

Write Your Limits below and Rewrite Them With a Positive Affirmation.

Write your positive affirmation here...

Write your positive affirmation here...

Write your positive affirmation here...

YOUR MAGICAL JAWBONE: BUSINESS

What resources are you underusing in your business?

Answer here

What are your strengths and weaknesses of your business?

Answer here

What is limiting the growth of your business?

Answer here

What books, courses, seminars can you invest in to grow your business?

Answer here

What work can you schedule in to ensure consistent growth?

Answer here

Do you have rest and recreation scheduled into your business?

Answer here

TIME TO TAKE RESPONSIBILITY

Now we have identified the ropes holding you back and how to remove them. Let's make a promise to ourselves.

Rewrite this statement in the box below: Then say it out loud. Sound goofy but there's power in speaking this out loud.

"From here on, I [Your Name] Promise to take Full Responsibility for Everything that happens in My Life."

Rewrite the above affirmation with your name in the brackets.

What else will you take responsibility for?

What else will you take responsibility for?

THE ONE THING

Whakataukī (Primal Māori Maxim)

He aha te mea nui o te ao, He Tāngata, He Tāngata, He Tāngata

What is the most important thing in the world? The People, The People, The People

Chur Māori Mindsets

Always put people first.

Always be building your Network. Online and Offline.

You are the average of the 5 people you spend the most time with.

Feel the wairua. Energy is everything.

Turn down contact time with negative people. Turn up contact time with positive people.

THE ONE THING: PEOPLE, PEOPLE, PEOPLE...

Write your list of people you want to spend more time with.

Answer here

What is the One Offline strategy will you concentrate on to build your Network?

Answer here

What is the One Online Strategy you will concentrate on to build your Network?

Answer here

Buy tickets! Get out and change your circles of influence.

Answer here

Who do you want to spend less time with?

Answer here

THE ONE THING: YOUR CUSTOMERS

What is the most important thing in your business? Your Customers, Your Customers, Your Customers. Customers = Cash Flow.

Get clear and specific on what you do and who you sell to?

3 Biggest Mistakes with Targeting

Targeting Everyone - Get specific with your target audience.

Targeting Wrong Buyers - Target people who buy similar products

Selling what it is: Target based on what it does or the results it gets.

Who is my ideal customer/person?

Who is my ideal customer/person?

What is their biggest pain or frustration?

Answer here

What is their biggest dream or desire?

Answer here

What specific result can I deliver on?

Answer here

How to combat the dreaded "What do you do question?" (Fill in the Gaps below)

You know how some [SPECIFIC TYPE OF PERSON] want [SPECIFIC WANT OR DESIRE]?
Well, I help [SPECIFIC TYPE OF PERSON] Achieve/Do [SPECIFIC RESULT]
so they can [SPECIFIC WANT OR DESIRE] without [SPECIFIC PAIN OR FRUSTRATION].

CUSTOMER AVATAR PROFILE CAP-6

PASSION

What are you passionate about?

What are your superpowers?

What's easy for you and what do people always ask you for help?

What are you sick of seeing people struggle with?

What would you love to do and people pay you for it?

What are your values and what's important to you?

PROBLEMS

What problems are these people having?

What are they looking for? Is it something easier or simpler?

What results are they looking for?

What are their greatest fears?

POSITION

Are there any experts or influencers in this space?

Can you position yourself as an expert or influencer?

What messages are experts and influencers pushing?

PEOPLE

What type of people do you love to work with?

Can you easily target them online?

What social channels are they hanging out on?

What are their dreams and desires?

PRODUCTS

What kinds of products are they using?

What do they really want?

Can you create something better or new and different?

What kind of tools or information would fix their problems?

Will this save them time and money?

PROFITS

What do they love to spend their money on?

Can they afford your solution?

Is there potential for recurring revenue?

What are the customers current objections to buying?

FOLLOW YOUR NOSE

Whakataukī (Primal Māori Maxim)

He ihu kuri, he tangata haere.

Like a dog follows his nose, man will find opportunity.

E kore te patiki e hoki ki tona puehu

The flounder (fish) does not return to his dust. Do not make the same mistake twice. Look for the lesson. Remember there are no mistakes only lessons to be learned.

Chur Māori Mindsets

Be like the kuri, Follow your nose and it will lead to opportunity

Use your ears and listen to what's happening in your environment.

Find a virtual mentor to help guide you through business.

Stay teachable and coachable

Remember the flounder does not make the same mistake twice.

There are no mistakes only lessons to learn.

Look for the lesson.

Chur Māori Business

Find yourself, 3 virtual mentors.

Learn and Implement, Implement, Implement.

What failures have you had that you can learn a lesson from?

Don't put pressure on yourself to find a mentor

When the student is ready, the Master will appear.

FOLLOW YOUR NOSE, MODELS AND MENTORS

Who has what you want? Write down and find 3 influencers in your industry that have what you want? A few great places to find mentors are:

Youtube - Who is creating video content on your topic?

Amazon - Who has written a book on your topic or industry?

Quora - Make a list of what questions are being asked?

Buzz Sumo - What is being shared the most in your industry?

Podcasts - What questions are influences answering?

Answerthepublic.com - Helps you make a list you questions your audience is asking

Look at reviews. What are people saying?

Complaints: Where you can make improvements?

Fill in the Details for 3 ideal Models and Mentors

Make a list of common slang and Buzzwords and potential hashtags?

Do they have a website?

Do they have a free giveaway on their homepage?

Can you sign up to their email list?

What products do they offer?

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