ESBA

CREATING SOLUTIONS

VIDEO NOTES

My number one takeaway from this video

CONTENTS

WHAT ARE YOU GOOD AT

Learning who you can and cannot help is vital to your success. You determine your who by researching and establishing your own boundaries:

- What you've experienced

- What your natural inclinations are for decision-making

- How your personality influences your relationship and business choices

Your who is the people or group you want to serve. You begin to understand how your own story is a clue as to who you can best serve and deliver value because the value (the results) you deliver determines what you can charge.

This value, the product or service you'll be providing others, is known as your *what*: the problem you're solving for others. What problem(s) can you solve for others, based on your own experiences, breakthroughs and successes?

What are you good at doing? Solving? Answering?

SKILLS TO PAY THE BILLS

A catchphrase Jeremie coined at the beginning of Global Futbol Training (GFT) was 'Skills to pay the bills.' This phrase became the summary of marketing for the Elite Sports Business Academy (ESBA) when it was first launched. His use of his soccer skills and experiences to bring out development in others paid the family bills for many years. That translated into communicating with athletes that they could use their own ball skills and sports experiences to pay for their bills.

What skills do you have that could create value for someone else?

What skills do you have that could solve a problem for someone else?

What are the personal struggles you've overcome?

What do friends and family say is your favorite topic?

What topic causes you to 'come alive' over it in conversation?

What do people come to you for help or advice in?

What is easy for your to talk about?

If everyone did _____ the same as you, what would make the world a better / smarter / richer / healthier / more kind place?

What area do you have authority in?

PLEASURE OR PAIN

Most consumers are motivated by their desire to gain pleasure or avoid pain[1] , with the avoidance of pain being the stronger influence. Examples of these would be:

Pleasure: Learn how to create your own financial freedom in business

Pain: Stop missing out on your children's lives because of financial demands

Applying this principle, evaluate what you're good at that could solve a problem for others. Who do you want to help? Why?

What about them stirs you?

[1] Takahashi H, Kato M, Matsuura, et al. When your gain is my pain and your pain is my gain: neural correlates of envy and schadenfreude.Science.2009;323:937-939.

What experiences or parts of your story make you uniquely qualified to help?

What problems can you solve for others consistently?

What pain can you aleve for others without draining yourself emotionally, physically or financially?

What are their pain points?

Do they know that have this need / problem / pain point?

What can you offer them to affect change?

Will they buy it?

SOLVING PROBLEMS

If you're not sure who you can best help or which group you're drawn to serve, then reverse-engineer your business. Evaluate what you're good at and apply your skills and experiences to a particular group who would want or need your services or product.

What do you have that could solve problems? Will it be a product or service or both?
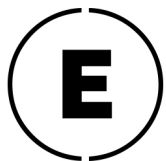
How will it solve problems?

What problems will it solve?

Who will it solve problems for?

How long will it take to solve the problem?

What will it cost to solve the problem?

Does your target audience have the money to pay for your solving their problem