

IDENTIFYING YOUR SERVICES



ESBA: ELITE SPORTS BUSINESS ACADEMY

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My number one takeaway from this video

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THE WHAT LEADS TO THE HOW

You know what you're good at, what you can sustain, and who you can best help. Now it's time to identify *how* you can best help your avatar. What kind of services will you offer?

Choosing your business services is not as simple as choosing skill sets off a menu item list. You should be fully competent in your delivery of the skillset. The primary reason being that your competency and area of breakthrough (that is, the place where you've overcome a challenge) is where you get your authority as a teacher. So the progression looks like this:

- > > **Authority:** What is my 'land' or domain?
 - > > **Boundaries:** Where does my expertise or experience end?
 - > > **Protection:** What protection can I put in place for my business (e.g., cash flow, savings, insurance)?
 - > > **Marketing:** Where will I plant seeds for business? (e.g., ads, webinars, coaching)

RICHES IN THE NICHE

A common mistake that business owners make is to market their services to everyone. If another business owner and you are in the same niche, your niche is not small enough. This affects your business model and service.

Case study

Since GFT was formed in 2008, many 'competitors' have sprung up trying to mimic the model, including close friends and former GFT trainers. It seems simple enough to copy, however, none of those models are still in business today. Why?

- ☐ **You do you.** You can't walk and talk like Jeremie and then train like yourself. The inconsistency in business and integrity will sink your business.

- ☐ *You can't fake experience.* Only someone who's actually been where your client currently is can really serve the client and bring them their breakthrough in their goals. At some point, something will belie the sales pitch. Only someone who has
 - ☐ Lost the weight
 - ☐ Made the team
 - ☐ Overcome the bullying
 - ☐ Played the game

You can understand what your avatar is thinking and feeling, has experienced or will experience, what to anticipate and what to say on that day.

- ☐ *You can't fake credentials.* Before everyone had a smartphone and Google, you could lie about the greatness of your experience. Now the internet makes honesty essential, plus it's the best business practice.

MAKE YOUR SERVICES MATCH YOUR EXPERIENCES

Jeremie's niche is small. Many people make the mistake of comparing themselves to Jeremie as a trainer. Even those who've also played pro soccer think it's about the credentials *only*, but that's not true. Jeremie's strength in what he's doing today so successfully is founded on distinctions like the following:

- ☐ Traveled to 17+ countries for soccer as a pro
- ☐ Won academic and athletic college soccer awards
- ☐ Grew up biracial and with a single mom

In reverse order, these experiences:

- ☐ Gave Jeremie the ability to get along well with large mixed groups

- ☐ Made him independent
- ☐ Made a scholarship essential
- ☐ Helped him fit into multiple cultures seamlessly

In application to his business niche, Jeremie can:

- ☐ Relate to clients from multiple cultures and races with stories and experiences
- ☐ Be comfortable in many different situations
- ☐ Speak to the requirements for the collegiate experience in academics, athletics, and brand
- ☐ Facilitate relationships with pro soccer agents and coaches

Each of these experiences, combined with Jeremie's own soccer experience of improving his own skills later in his career and the influence that could have had on his game all combined to help him choose to do private soccer training.

Many people said the model wouldn't work but Jeremie focused on himself, maximizing his gifts and experiences and stayed consistent.

KNOWING WHERE TO HAMMER

There are many versions¹ of this story about the value of expertise. But the point remains the same: having the authority to know precisely where to hit is invaluable.

The Graybeard engineer retired and a few weeks later the Big Machine broke down, which was essential to the company's revenue. The Manager couldn't get the machine to work again so the company called in Graybeard as an independent consultant.

Graybeard agrees. He walks into the factory, takes a look at the Big Machine, grabs a sledge hammer, and whacks the machine once whereupon the machine starts right up. Graybeard leaves and the company is making money again.

¹ This particular one was retrieved from [here](#).

The next day Manager receives a bill from Graybeard for \$5,000. Manager is furious at the price and refuses to pay. Graybeard assures him that it's a fair price. Manager retorts that if it's a fair price Graybeard won't mind itemizing the bill. Graybeard agrees that this is a fair request and complies.

The new, itemized bill reads...

Hammer: \$5

Knowing where to hit the machine with hammer: \$4995

Choose services that will increase your value because they're built on your strengths!

MONEY FOLLOWS VALUE

When you are choosing your services, keep two questions in mind: **do you want to get paid for your time or do you want to get paid for the results you can produce?** The difference in the two models is who you work with and what you charge. And part of choosing what you will charge is based on your authority, for the value and results your work creates in and for others.

Who can you best serve with your skills and experiences? _____

How will these skills and talents draw people to you? _____

For whom can you solve the biggest and most expensive problem for? _____

What _____ have you historically had favor with?

- ☐ Age group _____
- ☐ People group _____
- ☐ Gender _____
- ☐ Race _____
- ☐ Religion _____
- ☐ Sports _____
- ☐ Life experiences _____
- ☐ Family background _____

☐ Financial background _____

How can you best serve the people or groups you've identified?

- ☐ Skills
- ☐ Training
- ☐ Coaching
- ☐ Mentoring
- ☐ Education

SET YOUR SERVICES

Write out the services² you know you can help others with because of your own experiences:

☐ **Skills**

² In the Brand course, much time is spent on how to turn your experiences into money with digital products. Products combined with services create a powerful combination to unlock exponential business growth.

☐ **Training**

☐ **Coaching**

☐ **Mentoring**

☐ Education

NAME IT, JUST DON'T CLAIM IT (YET)

Now that you know what you're going to offer as a service, it's time to choose a name that fits the business, is search-engine friendly (i.e., Google can find you easily, based on what people search for) and can grow with you.

If you're not a recognized brand, or if you don't want the business built around your name, then think of your name descriptively. This helps for several reasons:

- ☐ Tells people what you do or about the company³
- ☐ Makes your business more search engine friendly
- ☐ Is more easily found by common Google searches

Do NOT book your domain⁴ (the www.) or your social media handles until you know you can have the name as an LLC as well, unless you'll be operating under a DBA⁵. You will need either an LLC or DBA for your bank (covered in the next download). All media handles should match, if possible. See link for free search in the footnotes. How to build your own beautiful, professional website is taught in both the Build and Brand programs.

³ Unfortunately, the internet is powerful and full of knowledge, not all of it good. Search for your desired name and see what comes up. It may be affiliated with a topic that you want no part of, including pornography, violence, negative connotations, previously-used hashtags.

⁴ You can [look for free for available domains here](#). Do not secure the name yet. You'll secure everything tomorrow.

⁵ DBA: Doing business as, a legal form specifically for sole proprietors filed at your local county courthouse for limited money. LLC: Limited Liability Company, formed by your lawyer or CPA.

List out some names that you like: _____

- ☐ Are they short?
- ☐ Are they descriptive?
- ☐ Are they easy to spell, pronounce and type?
- ☐ Would your avatar understand them⁶?

Ask 10 people, just by hearing the name, if they can tell you anything about the business?

☐ Yes ☐ No ☐

Is the name available as an LLC⁷? Yes ☐ No ☐

Is the name available on social media channels⁸ as a full or abbreviated version?

- ☐ Facebook _____
- ☐ Instagram _____
- ☐ Twitter _____
- ☐ Pinterest _____
- ☐ YouTube _____

⁶ A great example of this would be if you were a football player who loved the Star Wars franchise. The language you would use to describe your punts or your plays might be the very thing that attracts your target avatar of 9-11 year old boy football players.

⁷ This is a question for your lawyer.

⁸ Don't worry about every single social media channel; stick with the classics and top 3-4: Facebook, Pinterest, Twitter and Instagram.

Case study

Global Fútbol Training LLC original url was <http://www.globalfutboltraining.org>. Most people misspelled the name, typed the word football instead of futbol, and would use a .com address instead of .org. Social media handles weren't secured until several years of business. By that time, people had begun abbreviating Global Fútbol Training to GFT. The reputation of GFT had grown to include being known for skills development. So people would say, "Hey, can I get some GFT skills?" The domain <https://www.gftskills.com> was purchased and corresponding social media handles were too, making it easy to tell people to find the company anywhere on the web or social media with @gftskills.



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