

SUNIL KUMAR

THE ROADMAP TO SELLING

YOUR KNOWLEDGE ONLINE!

(EVEN IF NO ONE HAS HEARD OF YOU)



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Your Next Level..

Have you ever felt like you were meant for more – more impact, more purpose, more success – but you’re just not sure how to get there?

Have you ever dreamed about what it would be like if you took a chance on yourself and started an online business?

Congratulations, you’re in the right place.

Inside this eBook, I’m going to show you my proven framework for taking the knowledge you already have and turning it into a program you can market and sell online. More than that, this framework breaks down how to create a product that helps and improves other people’s lives.

We’re living in one of the most exciting times in history. There are

more ways to generate a living today than you can count. Unlike in decades past, you no longer have to jump through a predetermined set of hoops. If you have the skill set and a roadmap, you can blaze a trail and grow on your own without a college degree or years of corporate experience.

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Your Next Level...

This is amazing news, and it's all possible because of the internet and one powerful industry—self-education. This is your roadmap to getting started in the self-education industry by leveraging the knowledge you already have and packaging it in a way that shares it with those who need it. As you read, you'll learn how this industry is the key to:

- **Getting the MOST out of your life**
- **Making an impact and touching people's lives**
- **Becoming known and respected for your expertise and knowledge**
- **Creating new potential revenue streams**
- **And so much more.**

This eBook will introduce you to new concepts and ideas, and you'll be called to take uncomfortable action. Keep going. When you follow the framework, you'll see that the path has been all laid out ahead of you. Don't worry. This framework works even if you've never worked online before, aren't super tech savvy and don't have a huge business budget to work with.

You're ready for this, and you're not alone. I'm cheering you on and here to walk alongside you!

Sunil Kumar

“

Share Your Knowledge, It is a way to achieve immortality!

Dalai Lama XIV



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**“BE HUNGRY ENOUGH TO
TAKE THE UNCOMFORTABLE
ACTION AND ACTUALLY
MOVE FORWARD.
YOU MUST BE HUNGRY
ENOUGH TO TAP INTO YOUR
FULL POTENTIAL!”**

Brendon Burchard

PART ONE

Closing The Gap

The first steps to crushing the beliefs that have held you back so you can go from where you are, to where you want to be as fast as possible.



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Sunil Kumar

My name is Sunil Kumar, and my journey reflects the resilience and determination familiar to many who come from humble beginnings. Raised in a small town in Bihar, I belong to a middle-class family that faced its share of challenges. Growing up, I attended government schools, and my path was shaped by the values instilled in me by my family.

My story was not one of privilege or opulence, yet through determination, I rose to the position of Chairman and Managing Director of a Navratna Company.

Education Became the Game-Changer

Upon superannuation, when I decided to share knowledge, I quickly realised it's not as easy as it looks. It's not about how much you know; it's about others. One pivotal moment occurred when I stumbled upon the wisdom of Tony Robbins late into the night, through accidental YouTube videos. Going through all his courses, I implemented the same in Winning Squad Hub. It took me about three years to master the art and science of becoming an entrepreneur by sharing knowledge.

Sunil Kumar

From the outside, I didn't look like a success story waiting to happen. I proved everyone wrong by being willing to take imperfect action, finding the right expert to learn from, and sharing the knowledge I had with others.

If I can do it, so can you.

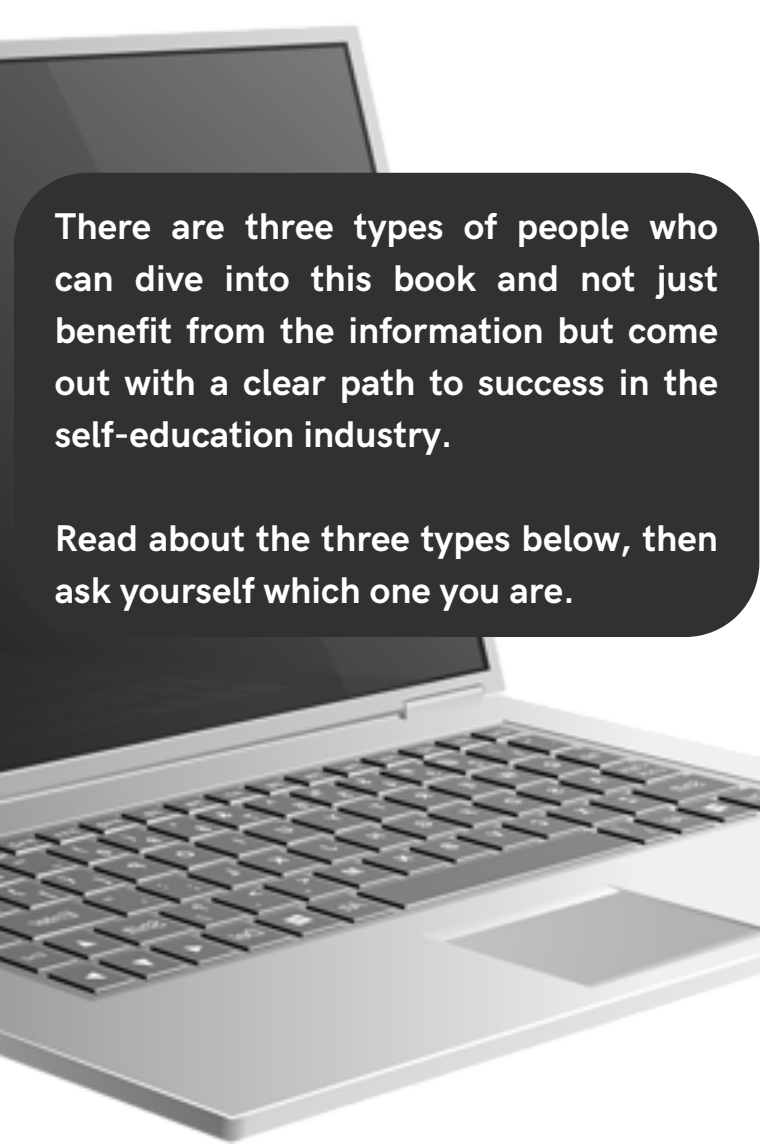
There's so much potential inside you just waiting to be unlocked because you have an unlimited asset other people want and need:

Your knowledge.

Part One of this eBook is devoted to showing you the limitless possibility the self-education industry holds for you so you can plant your flag in the sand, declare that this is for you and start taking uncomfortable action.



The Open-Minded, The Investigators, and The Reporters:



There are three types of people who can dive into this book and not just benefit from the information but come out with a clear path to success in the self-education industry.

Read about the three types below, then ask yourself which one you are.

The Open-Minded: The open-minded person isn't sure yet whether this is going to be "their thing." What they know is they're not satisfied with where their life is headed and are willing to explore the self-education industry to unlock their creativity and do something different. They're ready to own their future.

The Reporter: Reporters are familiar with the digital economy. They've played around with an online business but never really gained traction. They've collected information nonstop and are now ready to stop dabbling and take action.

The Investigator: Investigators are already in the self-education industry and are ready to take it to the next level. They're looking for the fastest path to success and want to learn directly from those who have succeeded at a high level.

Ask yourself which one you are?

What is Self-Education?

Self-education has changed and evolved with technology and innovation. It's more than just reading a book or doing research to figure something out on your own.

The self-education industry today packages information in engaging options for learning, including:

- Online courses
- Training programs
- Mentorships
- Masterminds
- Online challenges
- Online summits
- Workshops
- Coaching

What Makes Self-Education So Effective?

Self-education is one of the best, most efficient ways to learn because it provides the most direct path from where you are to the result you want by learning from someone who's been there.

With self-education, you get the benefit of the best strategies,

tips, and training without the trial-and-error process. As you get to learn straight from someone who's walked the path ahead of you, meaning you can go further, faster.

Your knowledge is your currency, and the self-education industry allows you to share it with the world. It's a limitless asset people want. You can create a marketable offer about pretty much anything. And guess what, you don't have to go out and learn something new or come up with something no one has ever thought of before. You can simply teach what you know to others who want to learn.

Two little voices...

We all have two little voices inside our heads. The first voice speaks with confidence and encourages you to go for it. The second voice is not so kind, filling your mind with doubt and fear. Some people imagine it as the angel on one shoulder and the devil on the other. Or the two monkeys sitting on your two shoulders.

No matter what you call it, these two little voices can sometimes make a person feel like they're at war within themselves.

Let's go deeper and examine what do these two little voices say?

The first voice speaks with confidence and encourages you to go for it. This is the one that makes you feel brave, pumps you up to take action, and gets you excited about the future. The first voice may sound like this:

"You've got this! You can do it, nothing can stop you, and this is what God designed you for!"

The second voice is not so kind. It tries to tell us it's just the voice of reason, but it's actually the voice of doubt and fear. Whenever you feel like an imposter or unsure of your abilities, that's the second voice talking, and it sounds something like this:

"You can't do this. You don't even know where to start! Plus you're too old ... or too young ... or too shy ... or don't have the experience..."

Two Little Voices...

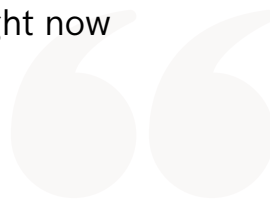
You get the idea. That second voice broadcasts all our limiting beliefs in an effort to keep us from action. And as long as we listen to that second voice, we're stuck. We'll step away from some great opportunities and allow self-doubt to cause us to lose out.

Don't let that happen. Don't let the second voice win. Reject the lies and shift your focus. Remember, the monkey whom you will feed will survive.

This book can help you feeding the right monkey!

If you're struggling to believe you can make a difference with your knowledge online, you're not alone.

There are **three big lies** people believe about their ability to jump in and create a business in the self-education industry that we're going to crush together right now



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Three Big Lies..

Lie #1: "I Don't Have the Money to Start a Business."

"Listen, I can't start an online business. My neighbour started a business once and it cost thousands of dollars just to get off the ground!"

Do you assume you'll need a lot of money to start an online business? That's the model we see with brick and mortar businesses. Sometimes massive amounts of capital are required before any income starts coming in. If you don't have the funding, you might be tempted to give up before you even start.

But here in self-education industry, you have plenty of currency available to you right now. Your KNOWLEDGE is your currency. Does that surprise you? Here's a secret — **knowledge has always been a currency.**

We live in the information age. Inside of you is a whole lifetime's worth of expertise you can share with the world. Think about it! Your brain is a warehouse full of experiences, skills, and knowledge you've gathered up, obsessed over and put to use throughout your lifetime.

The moment you learn how to unlock and share it, that knowledge becomes a limitless asset people want. Your knowledge is your currency. Unlock and share it.

Three Big Lies..

Lie #2: "I'm Not an Expert—No One Would Want to Learn From Me."

You don't have to be an "expert" to help someone. You just have to be one step ahead and willing to share what you know.

"I'm no Tony Robbins or Sunil Kumar. I'm just your average human. What do I know that people would want to learn?"

If you saw a little kid sitting on a park bench struggling to tie his shoe so he could go back to playing with his friends, what would you do? You'd stop and help him, right? You'd think nothing of giving the kid a hand because you know how to tie a shoe. After all, you've been doing it for years. You wouldn't just walk on by because you're not the absolute authority on shoe laces.

Don't brush this illustration off just because "tying a shoe is no big deal". It may not have been a big deal to you, but it's a big deal to a kid who keeps tripping on his laces and missing his turn at dodgeball because he can't tie his shoe yet.



Three Big Lies..

Lie #2: "I'm Not an Expert—No One Would Want to Learn From Me."

There's something you know how to do— some problem you know how to solve or task you know how to execute—that another person would move heaven and earth to be able to accomplish. If you think you don't have something to offer just because you're not on the level of me and Tony, you're fooling yourself.

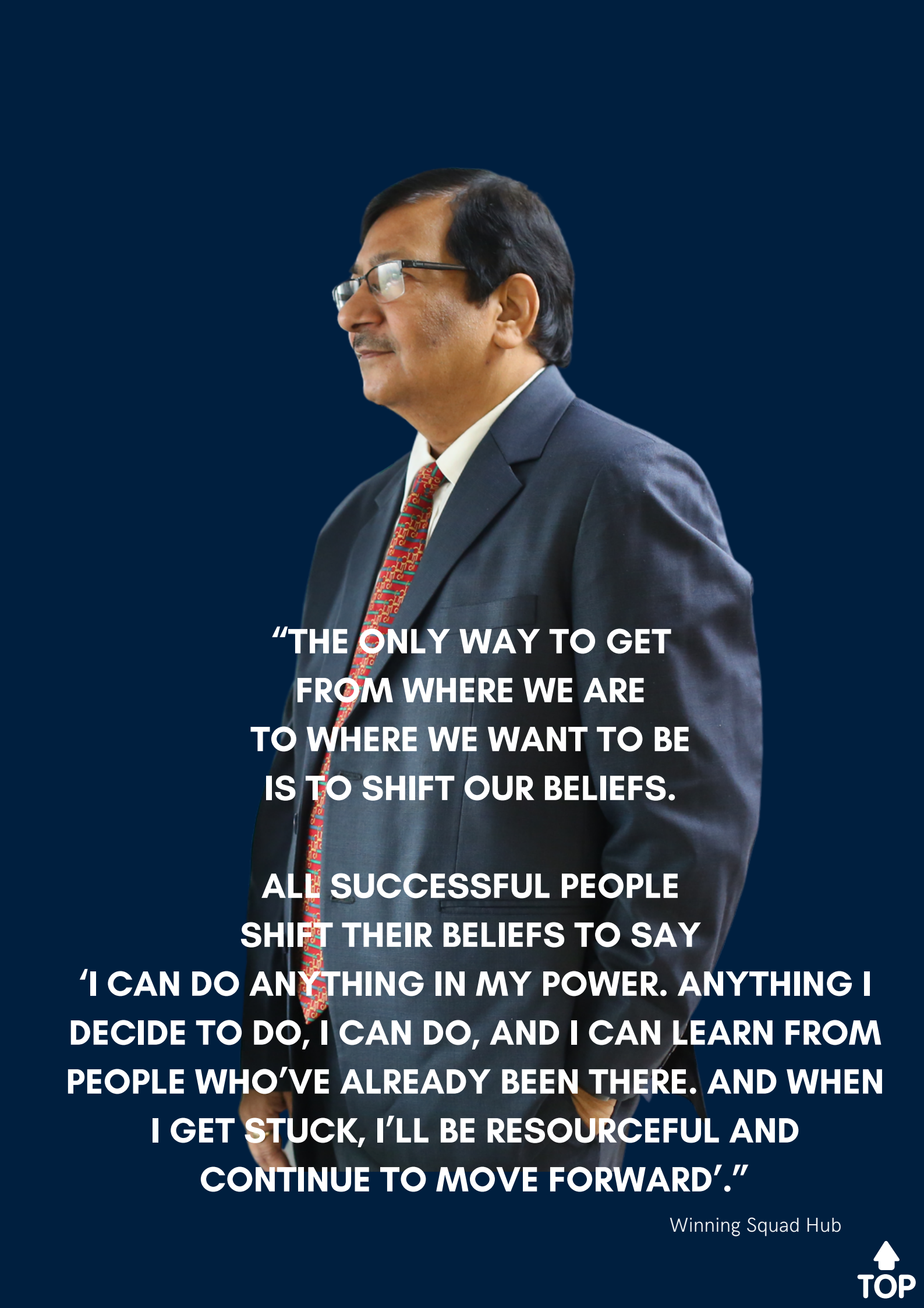
You don't have to be an "expert" to help someone. You just have to be one step ahead and willing to share what you know so someone else can follow in your footsteps and get there too. In their eyes, you already ARE the expert. Don't let imposter syndrome stop you from making an impact in someone's life.

Think about it this way. Without your help, what are their options? Well, there's traditional education ... but it takes years to complete, and it's so expensive. There's always trial and error. Trial and error is a valid way to learn ... but why go through years of that when you can shortcut the process and avoid making costly mistakes?

The self-education industry is one of the fastest growing industries in the world. The pandemic caused a massive shift from in-person to virtual connections and events, making information more accessible than ever before.

People want to learn specialised skills and knowledge from someone just like them who's been there, done that and can show them exactly what to do. YOU can be that someone for them through self-education.



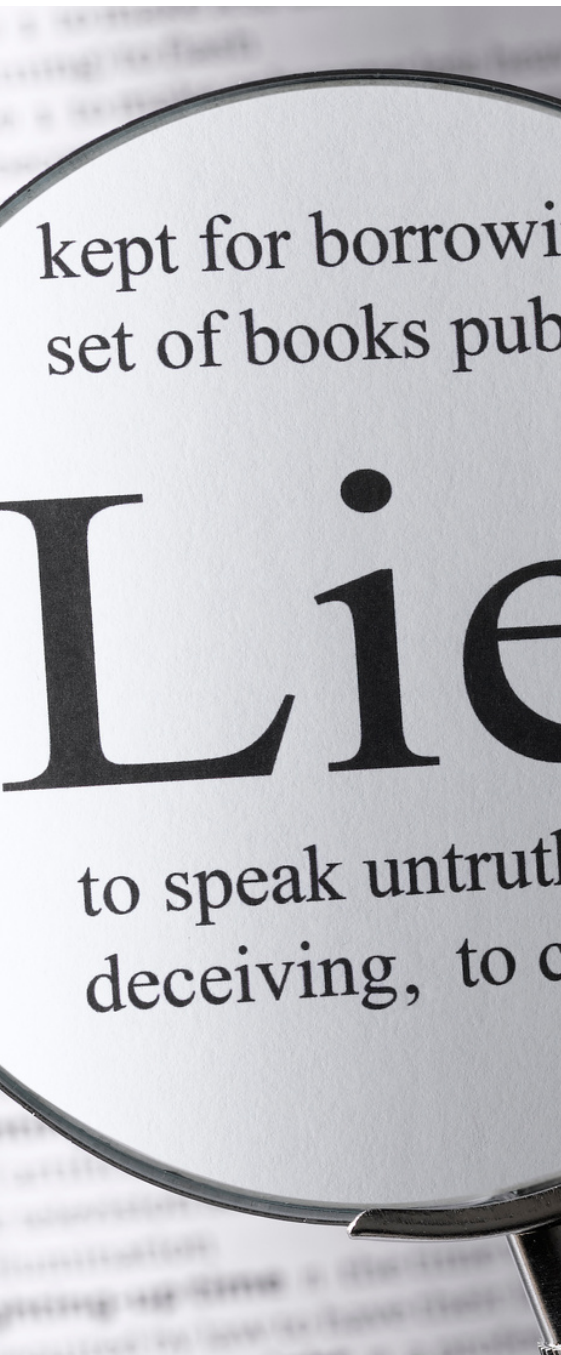
A man with dark hair and glasses, wearing a dark blue suit jacket, a white shirt, and a red patterned tie, is shown in profile from the waist up, looking towards the left. The background is a solid dark blue.

**"THE ONLY WAY TO GET
FROM WHERE WE ARE
TO WHERE WE WANT TO BE
IS TO SHIFT OUR BELIEFS.**

**ALL SUCCESSFUL PEOPLE
SHIFT THEIR BELIEFS TO SAY
'I CAN DO ANYTHING IN MY POWER. ANYTHING I
DECIDE TO DO, I CAN DO, AND I CAN LEARN FROM
PEOPLE WHO'VE ALREADY BEEN THERE. AND WHEN
I GET STUCK, I'LL BE RESOURCEFUL AND
CONTINUE TO MOVE FORWARD'."**

Winning Squad Hub





Lie #3: "I Don't Have Any Inventory."

Your experience is your inventory. Share it with the world.

The third limiting belief people have around the self-education industry is that in order to have a successful business in the self-education industry, they need some kind of inventory or physical item to sell.

You may not have a warehouse packed full of widgets to sell, but that doesn't mean you don't have valuable inventory. Your inventory is your EXPERIENCE.

You've gone through the highs and lows, made it to the other side and gotten the results someone else wants. They can draw from your inventory of experience to avoid the pitfalls and mistakes you went through. It's so rewarding to know you can help someone else avoid all the challenges and struggles you faced on the journey, and it's worth so much to them, too.

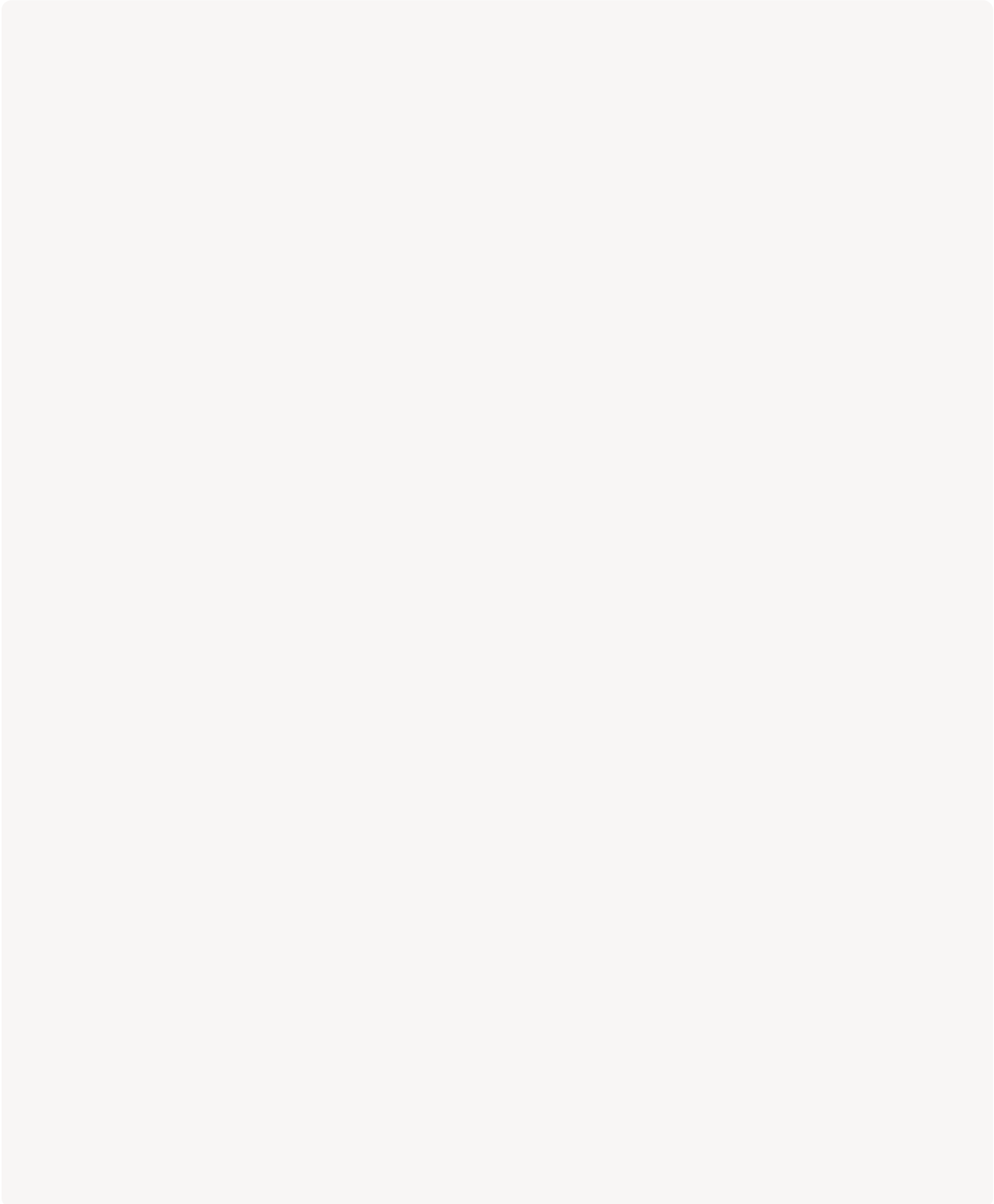
The best part about experience being your inventory is that it's very low maintenance. There's no overhead, no storage and you don't have to worry about supply chain shortages or keeping anything in stock.

Your brain is the warehouse for all the knowledge and experience you've gathered, and you already paid for it by living life and learning along the way. Plus, your experience isn't some gadget or widget that can get lost or broken. It can't get damaged or stolen. This kind of inventory is at your disposal to provide to people anytime, anywhere, and people are ready and waiting for it.

NOTES

Task Description

Write your views on all the Thee Lies!



Taking Uncomfortable Action

We all know, starting something new isn't easy. It will feel strange and uncomfortable at first. But then it's time for uncomfortable action because

if not you, then who?

If not now, then when?

Can You see now, the potential self-education holds for you?

In Parts Two and Three of this book, you'll discover a roadmap laid out for you.

Let's go!

PART TWO

What To Sell & Who To Sell It To

How to extract the untapped value inside of you, find those who need it most and deliver it in a way that gets results.



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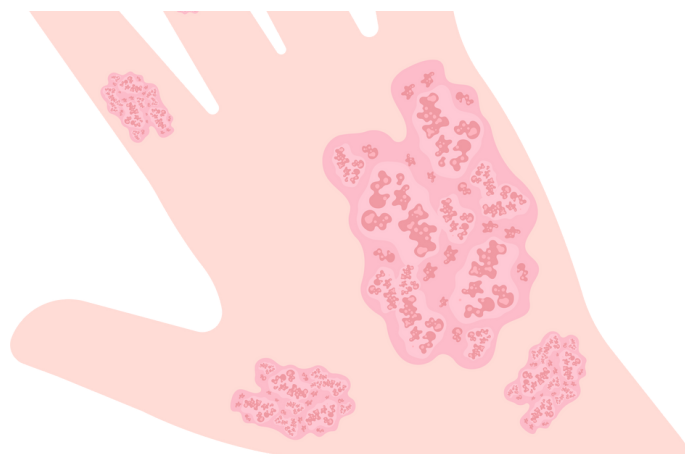


Reshma's son had eczema. She didn't want to use a bunch of unhealthy, unnatural medicines to fix the problem because that could lead to even more problems. So she sought to find a natural remedy. After lots of trial and error, she finally found a process that worked for her son.

Now, imagine all of the people out there who had kids with eczema, or deal with eczema themselves, who would pay hundreds for a natural remedy that actually works. My sister's family is one of them! Her son Siddharth was born with eczema and we couldn't find anything that worked. Finally, they found Reshma's course and followed her process. And guess what - it worked!

Imagine if Reshma's hadn't shared what she learned. Imagine if she had a mess, solved it but never turned it into a message. Siddharth, and I'm sure so many other people out there struggling with eczema, might still be looking for a remedy.

In Part One, we talked about how your knowledge is the currency that lives inside your brain. Hopefully you can see through Jamie's example that this can come in many forms. But how do you identify what YOU should share, and get it out to the world in a way other people can follow and learn from?



In Part Two, that's exactly what you're going to find out.

Part Two breaks down the Bullseye framework. First, you'll learn how to use this framework to determine what to sell and how to present it.

Next, you'll use it to laser focus on your exact ideal clients.

Then finally I'll give you a process for creating the content that will make up your program that doesn't require hours and hours of time or massive amounts of overwhelm trying to figure out what or how to get it out of your brain and into your program.

The Bullseye exercise works no matter what you want to sell, whether it's a course, membership, mastermind, workshop, high-ticket coaching program or eBook. It's also designed to work no matter what industry or niche you're in, and it can all be implemented inside any membership platform.

Why Knowledge!



Before jumping into the HOW, let's talk about the WHY. Why knowledge? Why not sell t-shirts or widgets on Amazon?

First, the self-education industry gives you the unique ability to help others and make an impact. By sharing your knowledge, you truly get to make a difference. You may not realize it now, but people desperately need what you know because it helps them get the results they want faster. People are willing to invest in speed.

Second, the knowledge industry is on a huge growth trajectory. There's never been more demand for online education than there is today, and there are countless people out there who want to know what you know and would love to learn from you. They need you.

So here are the questions you really should be asking

If not now, then when?

If not me, then who?

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The Winning Squad Hub Method!

The Winning Squad Hub Method is the framework you need to unlock your knowledge, find the people who need it then teach it in a way that's exciting and effective. And the best part is, it's SIMPLE.

Years ago, NASA was trying to create a pen that would work in space. Everything they tried was a failure. Without gravity, there was nothing to pull the ink down to the tip of the pen. As hard as they tried, and as many high-tech pieces they attempted to create, nothing worked.

Meanwhile, astronauts in another country stuck with simplicity and used a pencil.

There are so many people out there who think they need all the bells and whistles and gadgets in order to get started in the self-education industry. It's easy to get side-lined by the thought of all the things you "should" be doing to be successful, like exhaust yourself pushing content out on seven different social media platforms, film trainings with super high-tech equipment, or pay tens of thousands of dollars to have a custom coded course built.

... when all you really need to do is pick up the pencil. The Mastermind Method is your pencil. It's simple, effective and works anywhere. Let's dive in and dial in on what you should sell, who you should sell to and how to teach it in a way that's engaging and gets results for your students.



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What Should You Sell?

Let's just get this out of the way - you should not try to come up with something everyone wants. There are more than seven billion people in the world. If you try to come up with something everyone wants, you'll never do it.

Something that's created to appeal to everyone usually appeals to no one. When it comes to deciding what to sell, you want a topic that will make the right people pull their laptop or phone closer to their face and pay closer attention. If you choose a super broad topic, it's like looking through a wide-angle lens. There's too much in your view, and it becomes really hard to hit the mark with your content ... and even harder to stand out among all the other offers.

Instead, choosing what you should teach should be more like looking through a laser scope - the kind that shows a small Sweet Spot on the target when you look through it. If you narrow in and focus on the Sweet Spot, which represents your specific teachable knowledge, you'll be able to communicate clearer, attract the right people and find success faster. I call this process **Finding Your Sweet Spot**.



Finding Your Sweet Spot!

The Sweet Spot exercise is one of the most important parts of building the foundation for a successful knowledge product, and on your own, it's not easy to do. In fact, you may face a lot of resistance going through this exercise. That's completely normal. It's a natural part of the process.

The truth is, there are a lot of options to figure out what the best fit is for your specific experience. In this section, you'll learn about the four main types of sweet spots - mess to message, skill, passion and reporter - so you can choose the best one for you right now.

4 Step Process!

- Step 1 - Choose Your Sweet Spot Type and Topic!
- Step 2 - Make a List of Pain Points
- Step 3 - Solve the Pain Points
- Step 4 - Identify Your Ideal Client or Bullseye

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Finding Your Sweet Spot!

— Step 1

Choose Your Sweet Spot Type and Topic!

Here basically we crystalize, What 'Knowledge' you have. That 'Knowledge' is your Sweet Spot. Look, you can have knowledge that is Sweet Spots in any or all the four main types of gaining knowledge. Your topic can be presented using any of them. Figure out which one resonates with you the most and start with that knowledge, sweet spot for sharing knowledge. Essentially the four types 'Knowledge' are

1. Your Skill or Expertise
2. Your Mess To Message
3. Your Passion
4. Become A reporter

Let's see each one of the ways to gain 'Knowledge' in detail.

Your Skill or Expertise

What skills do you have? There are so many people who want to learn the skills you have, and you could be the one to teach them. You don't have to know EVERYTHING to teach a skill in your program. You just have to be a chapter or two ahead of someone else and share what you know. Here's just a few examples:

- Mira teaches how to master the technical side of photography
- Sarla teaches how to have success selling on iShippo
- Manohar teaches how to launch your own mobile app
- Sharda teaches drawing for absolute beginners

They all are teaching some skills, which they might have acquired over a period of time, which is needed by others.

Turn Your Mess into Your Message

You have a lifetime of experiences and lessons learned along the way that many people could benefit from. Why not take one of those “mess” experiences and turn it into a message you can share with others? When you teach how you overcame an obstacle or lived through a challenging experience, people take great comfort in knowing that someone just like them made it through. It gives them hope that they can too. Here’s a just a few examples:

- **Reshma teaches how to heal eczema naturally**
- **Sharda teaches how to raise children well as a newly single parent**
- **Adarsh teaches how to find motivation if you’re experiencing depression**
- **Ginni teaches how to be happy again for young widows and widowers**

Here, all are teaching some learnings from the mess they have overcome successfully. The message which they have is invaluable for those in similar situations.



Your Passion

Is there something you could talk about for hours without having to even think about it? Then your Sweet Spot might come from that passion. Think about how you spend your spare time or what you can’t wait to share with your friends and family. Here’s a just a few examples:

- **Prema teaches how to make mouth-watering Italian food from home**
- **Manju teaches how to make online dating work for you**
- **Ela teaches how to pick the right type of food for your pet**
- **Shashi teaches how to get better at singing**

They all are teaching, what they are passionate about. They have pursued their passion and gained expertise, by which others can get benefitted.



Become the Reporter

You don't even have to have a message, special skill or be passionate about a hobby to create a program. You can be a reporter!

Think about what you'd like to know more about. There are others out there who want to learn about that same topic too.

Why not dive in and invite people to come along for the journey with you by gathering information from experts and diving into research while sharing what you find with your students.

Many people use this approach, including some of the biggest names in digital marketing. Here's the only example you need:

Tony Robbins started his career in self-education as the "reporter" of his mentor Jim Rohn's knowledge.

– Step 2

Make a List of Pain Points!

The second step in Finding Your Sweet Spot is to make a list of all the pain points people commonly have with your topic.

For example, let's say your topic is fitness. One of the common pain points people have around getting fit is how to fit a workout into their schedule (time).

Another pain point might be not wanting to show up at the gym because of how they look (confidence).

Don't be afraid to get creative and brainstorm as many pain points as you possibly can, using your own experience as the foundation.

Getting clear on the pain points helps you know exactly what to cover within your chosen topic.

Plus, you'll know exactly how to communicate with people in a way that gets their attention and convince them you can help.



— Step 3

Solve the Pain Points!

Next, determine how you can help solve those pain points. Some pain points may be easy to solve, while others might require more expertise. That's okay! The beauty of the knowledge industry is you don't have to know how to solve everything yourself.

If you find yourself at a loss as to how to solve a pain point or two, get help! Look for experts online and ask if they'd be willing to add their experience and expertise to your offer.

If you ask 50, you'll likely get 5-10 who are willing to weigh in. Or you can study what the experts have discovered and report on their findings (giving them proper credit, of course).

Does all of this take work? Yes. But you're here because you're not afraid of hard work, right? You're here because you want to go to the next level. You want to stop playing small and live up to your potential.



— Step 4

Identify Your Ideal Client or Bullseye!

The next step is identifying your Bullseye

- the person who wants and NEEDS what you're selling. You need to be specific about the exact person you can help. To really dial in on who your exact ideal client is, use the seven layers narrow exercise below.



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Seven Layers Narrow!

These seven questions will help you niche down narrow enough that it will be impossible to walk away from this eBook and go back to the confusion and overwhelm you started with. They're also going to help you when it comes time to start marketing your program.

1. **What are you good at?** If you have a hard time answering this for yourself, ask friends and family members what they think you're good at. Sometimes a little outside input can provide the clarity you're looking for.
2. **What problem can you help people solve?** Think about this question from two angles. Choose a problem you can help someone solve both strategically and tactically. People will need you to provide them with a plan, or strategy, then help them implement it. **In fact, strategic problem-solving sets the direction, and tactical problem-solving executes that direction. A successful problem-solving approach often involves a thoughtful combination of both, ensuring a holistic and effective solution.**
3. **If you had five minutes right now to be in front of an audience, either on camera or on stage, what would you share?** What could you immediately share about without even having to think about it?
4. **You know, Talents are your inherent natural abilities, whereas skills are what you acquire, your developed abilities. Explore, out of all your talents and skills, what do you enjoy doing the most?** Even within a single topic, there are a lot of options on what to teach. For example, if you're into cooking, you can still niche down further in so many ways - vegan meals, ethnic foods, quick and easy family prep. But what of those options do you love the most? You'll enjoy yourself more if your program focuses on what you love, and so will your students.

Seven Layers Narrow!....

5. **Out of the talents and skills that you enjoy, what do people need? (Or what do people need to know from you on this topic?)** Remember, you don't have to be an expert to teach someone about something. You just have to be a chapter ahead. Brainstorm things you may be taking for granted that someone else really needs to know.

6. **Who can you help specifically with what you know?** Is there a group of people who could benefit from what you know? You want your program to appeal to a specific person. Think of three people you've enjoyed helping or working with. What do they have in common? Maybe it's their good nature, their willingness to learn, or their sense of humour. Those are the types of people you want to teach.

7. **How can you narrow down your niche even further?** Go deeper. Be more specific about who your person is and what problems you can help them solve.

The truth is, most people approach the "Who should I teach?" question wrong. You do not have to create a program that meets everyone's needs. There will be some people who will not be a good fit for what you have to offer, and that's okay. **You only have to attract the people who want exactly what you want to offer.**

The narrower you niche down and the smaller your Bullseye gets, the bigger your potential and the more you get to serve. The more you get to serve, the more your heart will feel fulfilled.

Creating Your Content!

There are **two things** that can keep people from creating the content they need for their programs.

The **first is the thought** that if they're going to teach something, they have to teach everything about it. This is 100 percent **NOT** true!

When I put together my first program, I decided I wanted to create a course that would help people get unlimited qualified leads and effortless sales conversion. When it came down to actually putting the content together though, I was so overwhelmed. I thought, "I can't teach people B to C, how to put a process for Lead Generation and Sales Conversion. I have never done that!"


It seemed like I had no one on my side. My entire family didn't believe I could do it. My elder brother staged an intervention to talk me out of it. I was beginning to doubt that I could make it work.

Then I realised **I was thinking too big**. So maybe I couldn't teach everyone everything... but I could teach B to B people, how to put a process of Lead Generation. That's what I knew how to do, and I could teach what I knew, and I could teach it well.

The **second** thing that can keep people from creating the content they need for their program is thinking **they need a lot of high-tech equipment or a professional videographer and video editor**. Guess what? This one is not true either. All you have to do is teach what you know using what you have! You can create content from the palm of your hand on your phone.

The **final two pieces** of this simplified Winning Squad Hub Method - **planning with the end in mind** and **mastering your riffs [Foundations]** - will make creating content for your program as simple and streamlined as possible.



A close-up photograph of Tony Robbins speaking into a microphone. He is wearing a dark blue t-shirt and a black watch on his left wrist. His mouth is open as if he is in the middle of a speech, and his right hand is raised near his face. The background is a solid dark blue color.

**"PEOPLE ALWAYS TRY TO BE PERFECT.
THAT'S WHY THEY DON'T START ANYTHING.**

**PERFECTION IS THE LOWEST STANDARD
IN THE WORLD.**

**DON'T TRY TO BE PERFECT;
JUST BE AN EXCELLENT EXAMPLE."**

Tonny Robbins

Plan With the End in Mind

As you start thinking about what you want to teach, there's one very important thing to keep in mind from the beginning. Remember where your target audience is and the life experiences they're having. Your content needs to lead them from where they are to where they want to be, so you need to plan it with this end in mind.

For example, remember Prema from our earlier example who teaches how to make mouth-watering Italian food just like your grandma used to make? The end goal is obvious -- a delicious meal -- but what Prema must understand is that some of his clients might not know the first, most simple step. She has to think about their level of understanding from the very beginning.



What would someone who has never made Italian food (or cooked a meal at all) need to know before they get started? Do they know how long to cook the pasta? Do they have the technique down for chopping up herbs? Is there something basic they might need to know before rolling the meatballs? Some of these steps will feel obvious to Prema but if she wants her students to get results, she must consider their base of knowledge when they first start.

Planning with the end in mind helps make sure you're choosing the right topics -- the topics that will help your target audience get results fast.

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Mastering Your Riffs! [Foundations!]

When it comes to deciding what to teach, it's easy to get overwhelmed with all the options. Even though you don't know everything (no one does), you still know quite a lot. **The thought of trying to turn information that lives in your brain into a program can be pretty intimidating unless you have a framework.**

Mastering your riffs [Foundations] is a framework that will help you get clear on the structure of your program so you can avoid overwhelm and go straight to content creation. The premise behind this framework is simple. Determine what your riffs are, then create content around those riffs.



First, think of several subjects within your topic that you could talk about to anyone at a moment's notice. **These subjects are your riffs.** Start by identifying three. You can always increase the number of riffs you include as you go. Those riffs become the Course Module of your program.

Next, break your riffs into subtopics you can talk about. Write each subtopic riff as a headline. If you're creating a course, the subtopics become lessons or training modules. If you're creating an ebook, the subtopics become the book chapters. Now you've got a whole outline of content, and you're ready to begin building it out.

I have used this framework creating all my courses and even this eBook. These subtopic riffs became chapters in my book.

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Creating Content From Your Riffs!

Step 2: Transcribe It

Creating the written content to go with the recording could not be easier. All it takes is the click of a button! Use an online transcription service like Rev.com or Otter.ai or even pixel phone recorder app to have the audio transcribed. Most transcription sites are free to use up to a certain amount of minutes per month, and you can always upgrade later. Create a free account, upload your audio file and the site will generate the transcription for you. You can then export the transcription into a Word or Google doc.



Step 3: Edit It

Your transcribed content provides you with the foundation for your course module scripts, membership site trainings or book chapters. The next step is to read through and edit them. Practice recording them, then review the content.

You'll be able to tweak and assess the information as you go until you're ready to film or publish.

Using the mastering your riffs framework is such a quick and easy way to create content for your program. No more sitting in front of a blank screen, wondering what to type. No more thinking you have to have it perfect before you put it out there. You can teach what you know in a super laid-back format, then edit and improve it as you go.

Planning with the end in mind and mastering your riffs make creating your teachable content simple and easy. When you follow these two frameworks, it takes the overwhelm out of the entire process. Plus these frameworks work for any kind of an offer no matter who you want to sell to.

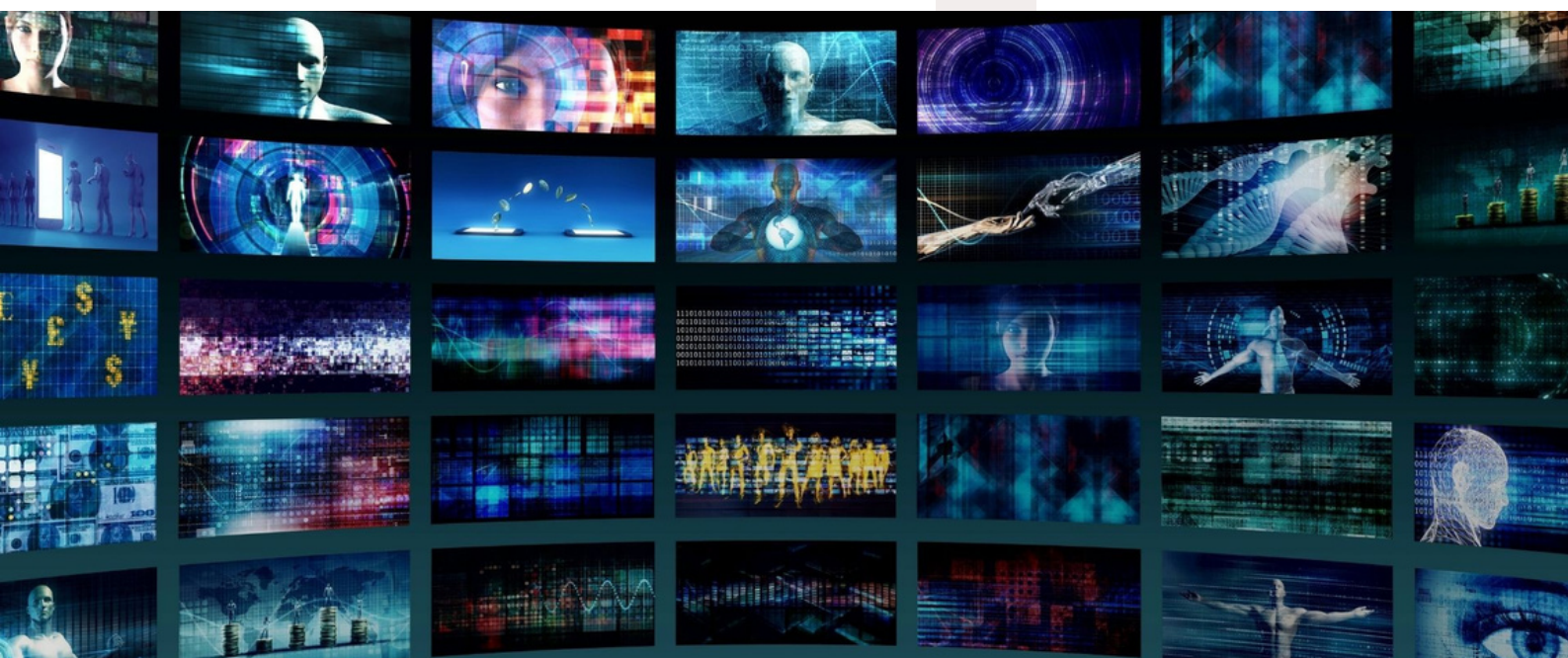
Final Thoughts on the Winning Squad Hub Method!

There's no reason you can't get started creating your program right now. There are things you know how to do and experiences you've learned from that someone else needs to know right this very minute. The longer you wait, the longer you're allowing the people who need what you know to suffer. The only thing that's holding them back from diving in is the fact that you haven't put it out there yet.

It's an incredible blessing to be able to share the gifts that God, the universe or whatever you believe in has given you. The self-education industry makes it possible for you to share with the exact people who need it, exactly the way you want to share it. You don't have to create something that's a good fit for everyone. There are plenty of people who want to learn from you.

If you're here reading this right now, you know for a fact you've been called to more. You were meant to serve at a higher level, so let's go after it! If you're not climbing, you're sliding. **If you're not growing, you're dying. Choose to grow by creating a program that shares what you know.**

Next up in Part 3, you're going to take action on what you've learned so far by creating a Solution Statement you can use to attract your ideal clients and customers.



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PART THREE

Creating Your Solution Statement

How to clearly define once and for all who you serve, how you serve them and why there is a market for selling what YOU know.



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In Part 2, you learned how to find your Sweet Spot and Bullseye to help you get specific about what you should teach, the problem you can solve and who you want to serve. In Part 3, you'll learn how to use the information you gathered in Part 2 to create a Solution Statement for your program.

What is a Solution Statement and Why Do You Need One?

A Solution Statement is a sentence that describes who you help and how you help them. With a good Solution Statement, you'll be able to quickly attract the right people for your program and have an easier time marketing it.

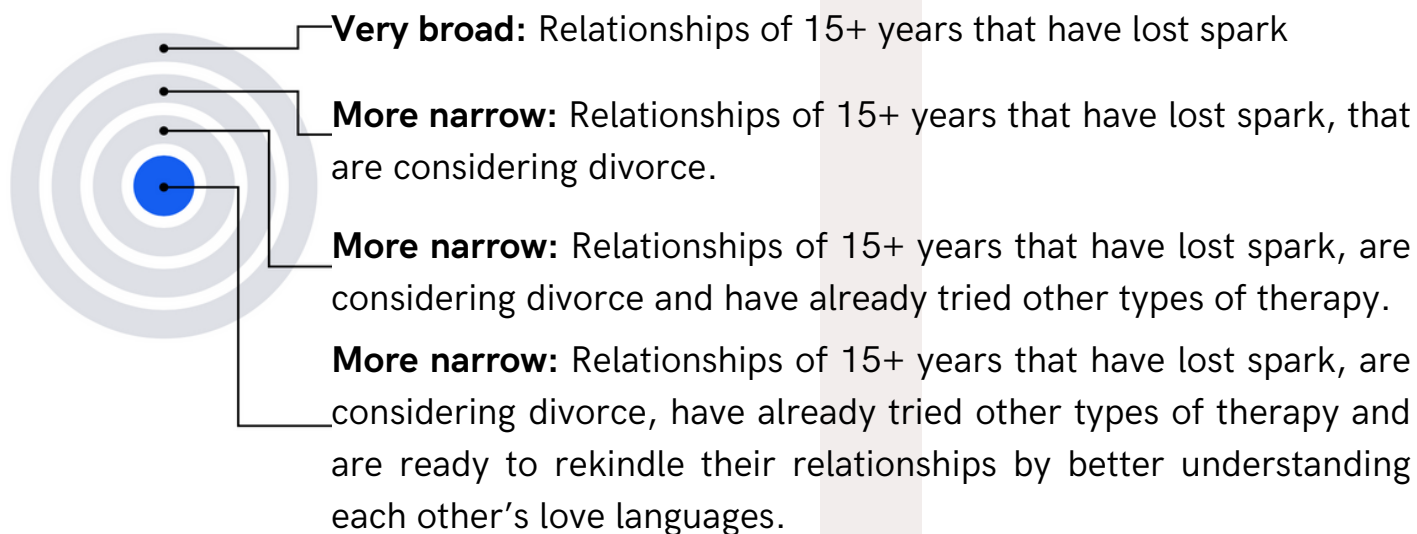
But what makes a "good" Solution Statement? It's clear and specific. If your Solution Statement isn't clear, the reader will get confused, and confusion does not inspire action. If it's not specific, you'll have a hard time attracting the exact person who has the problem you can solve.

What Does a Solution Statement Have to Do With Your Sweet Spot and Bullseye?

A Solution Statement is a way of condensing your Sweet Spot and Bullseye into a single sentence that calls out the exact person you can help and how you can help them. Don't make the mistake of creating a super broad statement that appeals to no one.

The key to creating a super magnetic Solution Statement is narrowing in like this:

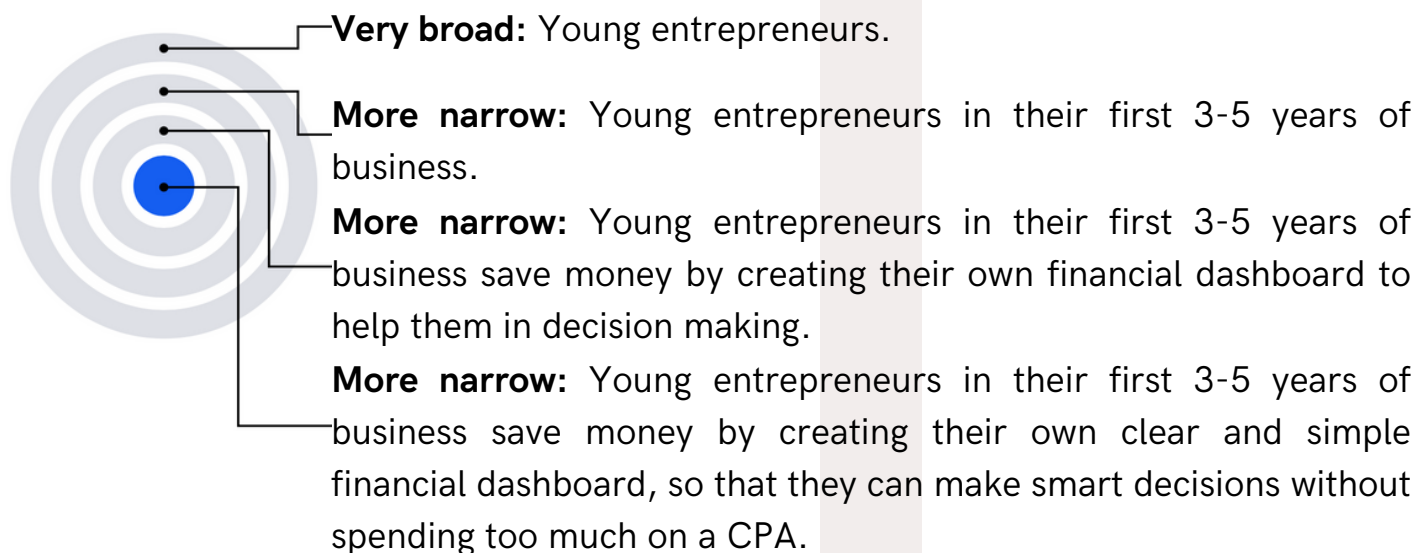
✗ Example 1: "I help people rekindle their broken relationships." ✗



 **Solution Statement**

"I help couples of 15+ years of marriage to rekindle their spark by connecting them to their partner's needs & love languages, to show them divorce is not the only option."

✗ Example 2: "I help business owners make financial decisions." ✗



 **Solution Statement**

"I help young entrepreneurs in the first 3-5 years of business create a clear and simple financial dashboard to make smarter decisions without wasting thousands on a CPA."

Did you notice the first version of the statement didn't even mention WHAT the problem is or HOW it gets solved? It's also very open-ended about the WHO. In Example 2, "I help business owners ..." What type of business owner?

There are hundreds of millions of business owners in the world, and that number is growing. This broad statement needs to be much more specific before it appeals to the exact WHO.

Need some more examples?

Here are some before and after Solution Statements showing how the information gathered in Part 2 can be used to transform broad Solution Statements into clear, specific ones:

Instead of: "I help new moms cope with life at home with a newborn."

This: "I help moms with newborns who are struggling with postpartum depression to find hope, feel more relaxed, and think clearly, without sacrificing time away from their new baby."

Instead of: "I help women heal from their past."

This: "I help ambitious women in their 40's & 50's uncover and release repressed emotions so they can discover their significance and step into their freedom to become who they were meant to be."

Instead of: "I help men who are frustrated by their back pain."

This: "I help men in their 30's who suffer from chronic low back pain to live pain free and enjoy their life again without spending countless hours in a Clinic."

Instead of: "I help women learn how to do yoga."

This: "I help women in their 30's and 40's create a healthy, toned body through my yoga-for-life program regardless of their current experience."

Instead of: "I help students who are feeling lost to learn who they're supposed to be."

This: "I help teenagers who are struggling with depression gain confidence, a sense of belonging and hope for their future through martial arts education."

Instead of: "I help women learn to invest for their future."

This: "I help women in their 20s and 30s learn how to trade in specific ETF funds so they can confidently invest and build wealth for their retirement without fear of inexperience."

See the difference? **Right now you might already be thinking, "Okay, if I narrow in that far, won't that limit my audience, leaving me with fewer people who will potentially buy my program?"**

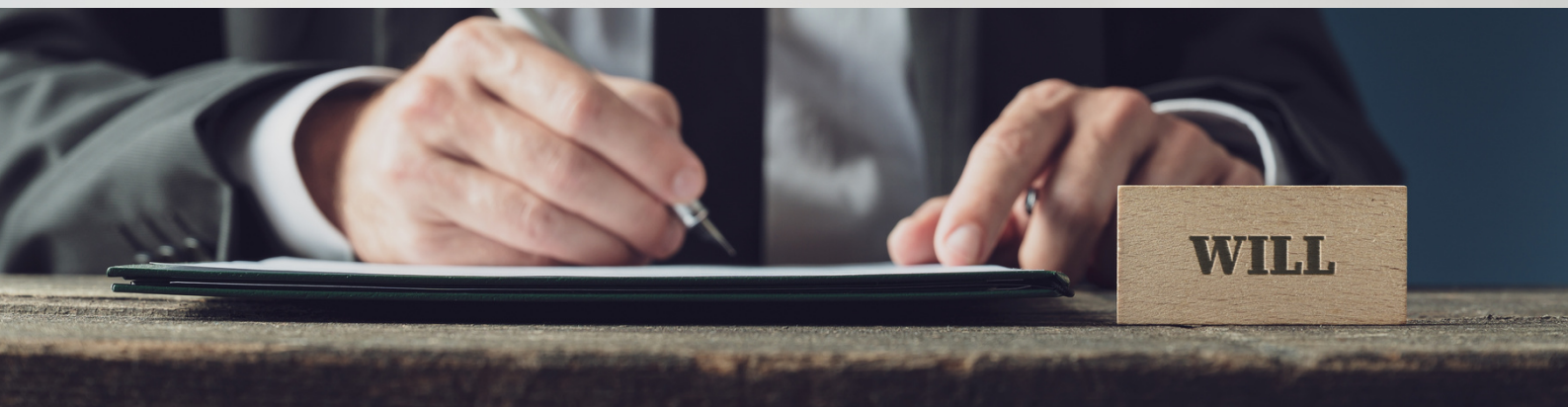
No way! When you get really clear and specific about the ONE person you can help, you won't only attract that one person. You'll attract all the other people out there who are just like them. There are billions of people on this planet, and plenty of them need your knowledge.

Approach creating your Solution Statement with an abundance mindset instead of a scarcity mindset. When you speak to the one, you're actually going to speak to many ... while repelling the wrong clients. It's a win-win!



Creating Your Solution Statement

WSH Approach



How Do I Write My Own Solution Statement?

The following pages will walk you step by step through how to really narrow in and create a clear and specific Solution Statement. You've already defined your Sweet Spot in Part 2, so go ahead and fill that information in now. When you're done, you'll have written your Solution Statement and taken the next step towards getting your program out into the world!

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Here's an example:

My Solution Statement: "I help home schooling moms of elementary kids set themselves up for success."

Outcomes

My Solution Statement: "I help home schooling moms of elementary kids set themselves up for success."

in 30 Days

Outcomes

in 60 Days

Outcomes

in 90 Days



Creating Your Solution Statement

Here's an example:

My Solution Statement: "I help home schooling moms of elementary kids set themselves up for success."

Outcomes in 30 Days

- Evaluate available curricula to choose one for their family
 - Establish a consistent daily routine
 - Identify personalized learning styles for their children
 - Create an organized home schooling space
 - Develop effective time management strategies
-

Outcomes in 60 Days

- Implement engaging and interactive teaching methods
 - Improve communication and collaboration skills with their children
 - Select and implement technology effectively for home schooling
 - Create an assessment program
 - Explore and select additional educational resources and materials for their children's specific interest areas
-

Outcomes in 90 Days

- Establish a support network with other home schooling parents
 - Investigate creative funding options for home schoolers, such as grants and scholarships
 - Create and implement a plan to improve their children's reading skills by advancing one reading level
 - Create a plan to prepare children for secondary school entrance exams
-

Now it's Your Turn

Outcomes
in **30 Days**

Outcomes
in **60 Days**

Outcomes
in **90 Days**

A few hints when crafting and selecting your outcome...

1. Outcomes are **COMPELLING**, with strong, active verbs like:

Create

Implement

Produce

Plan

Design.

Integrate

2. Great outcomes are **MEASURABLE**, meaning your client will know without a doubt when he or she has reached them.


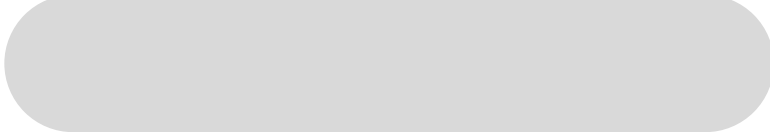
3. Your outcomes should also be **REASONABLE**, meaning be conservative. If you think you can accomplish something in 45 days, round up instead of down! It's better to under promise and overdeliver than to create disappointed clients.

These future coaches, course creators, and speakers need your help! Help them brainstorm some specific outcomes that will attract their Ideal Clients. We've done the first one for you.


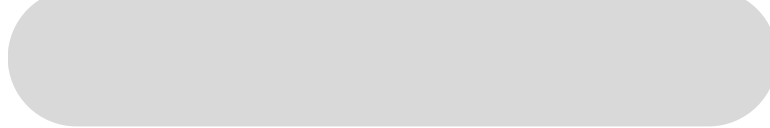
**Sashi's solution statement:
"I help teenage girls build confidence through running."**

Current Outcomes	New Outcomes
<p>30-days:</p> <p>1. Start running.</p>	<p>30-days:</p> <p>1. Go from not running at all to running 1 km non-stop.</p>
<p>60-days:</p> <p>2. Improve their running time.</p>	<p>60-days:</p> <p>2. <div style="background-color: #e0e0e0; border-radius: 15px; height: 150px; width: 100%;"></div></p>
<p>90-days:</p> <p>3. Run a road race.</p>	<p>90-days:</p> <p>3. <div style="background-color: #e0e0e0; border-radius: 15px; height: 150px; width: 100%;"></div></p>

Aman's solution statement: "I help retirees create passive income from turning their rental property into an Oyo."

Current Outcomes	New Outcomes
30-days: 1. Figure out a plan for making money.	30-days: 1. Create a strategy for achieving their first \$1000 per month in passive income, based on their resources and timeline.
60-days: 2. Make their rental property more attractive to renters.	60-days: 2. 
90-days: 3. List the property on Oyo.	90-days: 3. 

Prema's solution statement: "I help female budget travelers take solo adventure vacations while having fun and staying safe."

Current Outcomes	New Outcomes
30-days: 1. Know how to travel safely.	30-days: 1. Create a personalized travel safety plan, including emergency contacts, safety precautions, and communication strategies.
60-days: 2. Make a budget for their next vacation.	60-days: 2. 
90-days: 3. Book their first vacation.	90-days: 3. 

Go through your brainstorm above, and choose one outcome for each timeframe. Now, write a compelling, measurable, reasonable outcome for each.

Your Solution Statement

" "

OUTCOMES

30-days

[Empty rounded rectangular box for 30-day outcome]

60-days

[Empty rounded rectangular box for 60-day outcome]

90-days

[Empty rounded rectangular box for 90-day outcome]



Validating Your Solution Statement

Once you've created your Solution Statement, it's time to validate it. How do you know if you've gotten specific enough with your Solution Statement? You can validate your solution statement by asking four key questions that will help you assess whether your Solution Statement is clear and specific enough.

1. Does your Solution Statement clearly identify the problem you solve?
2. Does your Solution Statement clearly identify the person you serve?
3. Is your Solution Statement clear, easy to understand and memorable?
4. Does any part of you wonder, "What does that mean?" when you read your Solution Statement?
5. Does any part of you wonder, "What does that mean?" when you read your Solution Statement?

Wrapping Up

This eBook has presented you with a simple framework for creating a program you can sell online from anywhere based on what you know. This framework is effective no matter what type of program you're selling, who you're selling to or what type of information you're teaching on.

In Part One, you learned how to own your future by breaking down the three big lies people believe about their ability to create impact through programs online and what to believe instead.

In Part 2, you learned how to find your Sweet Spot and Bullseye to help you get specific about what you should teach, the person you want to serve and the problem you can solve for them.

And in Part 3, you took action and used my Solution Statement Framework to create a statement that communicates clearly and specifically about who you serve, the problem you help solve and how you help solve it.

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NOTES

Task Description

Write your instructions here. You can add details or examples to help your reader along!

Task Description

Write your instructions here. You can add details or examples to help your reader along!

Taking the Next Step

You should be proud of yourself for taking action and following through on the initiative to learn more about the knowledge industry and creating a program. I am a strong believer in rewarding action, so I have a gift for you to help you keep your momentum going.

When you got this eBook, you also got access to a private training where I walk you through my Launch Blueprint - the exact steps to go deeper on what's in this book, plus take action and implement.

And you have immediate access to that Launch Blueprint training RIGHT NOW!



All you have to do is [CLICK HERE](https://winningsquadhub.com/course/yourlaunchpad/) or go to <https://winningsquadhub.com/course/yourlaunchpad/> to access the training now.

Enjoy and talk soon!