

# ROADMAP TO BUSINESS SUCCESS

01.



Identify Passion

02.



Identify Skills

03.

Find industries and  
people that need  
your skills

04.



Research potential client

05.

Start building  
your brand



06.

Decide if you will  
create business or  
personal brand



07.

Find industries and  
people that need  
your skills

08.



Identify your reasons  
for doing this (look  
back to passion)

09.

Answer why you  
want to helps others.  
What's in for them?



10.

What legacy would you  
like to leave behind?





11.

What impact will you have on others?

12.

How are you going to achieve this impact?



13.

What tools/resources will help you achieve this?



14.

What results do you need to see to know you are making progress?



15.

Position your brand in the market you serve



16.

Research competitors



17.

Identify their strengths and weaknesses



18.

Identify your strengths and weaknesses



19.

What do your consumers need most in their life?

20.

How can you fill that need better, or differently to your competitors?



21.

Craft an irresistible offer





22.

Create your marketing plan

23.

What social media platforms will you use?



24.

Where are your ideal clients most active on social media?



Build your sales acquisition plan

25.



26.

Target pains and needs of ideal clients



27.

Present a valuable solution



28.

Experiment with different needs and painpoints



Learn from the response

29.



30.

Improve based on response



31.

Take all your winning efforts and multiply them



32.

Continue to scale your business

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## 01. Identify Passion.

The first and most important point we consider in CEO Sphere is to identify your passion. Not just something you like, something you really like. Something which makes your heart skip a beat or two when you think about it.

Usually, it is an activity which you can keep doing for a prolonged period of time and that makes you happy.

## 02. Identify skills.

You can't be happy doing something which you are bad at. Therefore, identify the skills in which you stand out. Those can range from arts to sports, passing by strategy, innovation and a variety of business skills.

Now, you can truly enjoy your passion, as you are good at something and you also love doing.



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## 03. Find industries and people that need your skills

Ask yourself this question, does anyone require the skills I am good at and love doing? - If you are very passionate and great at something, but no one requires this skill, you are simply left with a hobby.

There will be no sales, just fun.

## 04. Research potential clients

Once identified the potential clients who may have interest in your passion and skills, time to research and obtain more information about them. These will help:

- Where do they spend time?
- What is keeping them awake at night?
- What is costing them money?
- What are they looking to solve?
- What do they like doing?
- What is their primary location?
- What is their secondary location?
- What are they used to buying?
- What is their financial situation?
- What is their marital situation?

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## 05. Start building your brand

Commence your journey of building your brand and expanding your visibility.

Ask yourself: What will you be known for? What do you want to be known for? What are your core values?

## 06. Decide if you'll create business or personal brand

You have two options when building your brand: A business or personal brand.

Business brand. Mainly used when there is already a team in place and multiple stakeholders are responsible for the business's success.

Personal brand. Ideal when there is only one of you running your business right now. It's also the go-to choice for influencers and thought leaders.

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## 07. Find industries & people that need your skills

Once again, find people and industries which resonate with your brand and require your skills based on the research you previously did.

## 08. Identify your reasons for doing this

Ask yourself, why are you doing this?

What keeps you going forward?

## 09. Answer why you want to helps others. What's in for them?

When you solve your client's problems, why do you want to do that?

What do they stand to gain from working with you.

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## 10. What legacy would you like to leave behind?

10 years from now, what would you like to be known for?

What legacy and memorability do you want to leave behind? - Consider what emotion you want to leave people with.

## 11. What impact will you have on others?

What is your impact? Will you change 1% of the world? What will be THE EFFECT of your actions? What will be the TRANSFORMATION?

## 12. How are you going to achieve this impact?

How will you carry the TRANSFORMATION? What do you



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## **13. What tools/resources will help you achieve this?**

What type of knowledge / tools / resources you need to carry the transformation?

## **14. What results do you need to see to know you are making progress?**

Track the data you are obtaining. What are you looking to achieve in 15 / 30 / 45 / 60 and 100 days?

Set a MINIMUM goal which is high, and a MAXIMUM which is way higher.

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## 15. Position your brand in the market you serve?

Establish your brand by raising awareness about it.

Use a variety of marketing tools to achieve this. Content Marketing, Affiliate Marketing, Social Media Marketing, Influencer Marketing.

Consider your resources and put it into action.

## 16. Research competitors

Who are the people that offer the same solution as you?

- How are they different?
- Where are they located?
- Who do they sell primarily to?

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## 17. Identify their strengths and weaknesses

List the pros and cons of your competitors.

## 18. Identify your strengths & weaknesses?

List all the pros and cons of your approach and skills.

## 19. What do your consumers need most in their life?

What is keeping your potential clients awake at night, sweating at 3 am in the morning when the air conditioning is at full blast cold waves.

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## **20. How can you fill that need better, or differently to your competitors?**

What problems are your competitors currently not solving? Are you confident that your approach is better?

## **21. Craft an irresistible offer.**

Craft an offer which creates a No-Lose situation for your potential clients.

Make it so hard for them to say no, that they will at least consider it for a long time.

## **22. Create your marketing plan**

- Where will you raise awareness about what you do?
- What is your differential factor?
- What is your USP (unique selling point)

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**23. What social media platforms will you use?**

Where would you be most active in your marketing?

**24. Where are your ideal clients most active on social media?**

Where does your ideal client spend more time?



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## 25 – 28. Use this to build your sales acquisition plan

1. Begin Conversation
2. Qualify Prospect
3. Identify Pain-Points
4. Expand on Pain-points and the why behind
5. Talk about 'the cost of no-action' (how much is it costing them in money and happiness)
6. Talk about what would it mean if they solved X problem
7. Present a solution.
8. Handle potential objections
9. Close Prospect
10. Follow-Up if not closed.
11. Ask for testimonial.
12. Ask for referrals.
13. Upsell (offer a higher priced solution) and Downsell (offer a lower priced solution).

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## **Also develop Inbound and Outbound Techniques:**

### **Inbound Examples:**

Creating Content Marketing

Showcasing solutions to popular problems

Talking about pain-points + asking if audience needs solution.

### **Outbound Examples:**

Sending out messages to potential ideal clients.

Sending emails to business with a valuable proposition that will benefit them.

Reaching out to local businesses.

## **29. Learn from the response**

Always ask for testimonials.

Collect both positive and negative feedback.

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## **30. Improve based on response**

Learn from the feedback, and improve your services, or products based on what people are saying.

## **31. Take all your winning efforts and multiply them**

Time to scale your business:

- Do what you did multiplied by 5x.
- Start Hiring.
- Start Delegating.

## **32. Multiply all points present in section 31 by 10x.**

Multiply all points present in section 31 by 10x.

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## Conclusion

Now that you have an entire business plan in place. Defined clear step by steps you need to take. It's time for you to START.

If you don't start, you won't be able to achieve any of it.

Thanks for reading, we are looking forward to you becoming a renowned CEO.

If you need more Sales Support – please consider this 2 products: Handle Objections like an Octopus, 365-days Follow-Up Calendar.

If you need more Branding Support – please consider this product: Build your brand from Scratch.

If you want to automate your money, and make sales on automation check out: Stop dreaming about making money, actually dream and make money.