

# CLARITY

Thank you for downloading our FREE resource – 6 Steps to Gain Clarity. We look forward to helping you gaining Results in your business and your life.

## How to use this Tips Guide:

Don't just read the steps ... Implement them! Go through these steps and really think deeply about each one. Yes, it will take some time and brainpower, but it will be worth it. Remaining in a state of confusion is painful, debilitating and time-zapping.

Getting on with your life with vitality comes from being clear about where you're headed. Busy lives lead to confusion, as you get overloaded and overwhelmed by all the demands placed on you.

Stopping to work out what's truly important to you, what you want from your business and your future is both liberating and calming.

Let us know how you go!

And contact us for details on **The Results Program** to help you have the best year of your professional and personal life!

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# 6 STEPS TO CLARITY

## Clarity:

The quality of being easy to see or hear; sharpness of image or sound. Clearness or lucidity as to perception or understanding; freedom from indistinctness or ambiguity.

Go through the following steps to re-align your thinking and gain clarity around your business. You can also undertake this same activity for your personal life. These steps will help free you from ambiguity and uncertainty around your business and/or personal direction.

Use these 6 steps to define your personal or business identity and gain clarity around where you are headed:

1. **Create your Vision.** I'm sure you've heard it before ... determine your vision. The problem is, if you're not clear, how do you do this? Isn't it kinda hard if you're hazy about your life or business to all of a sudden come up with a crystalline picture of the future?

I know it sounds paradoxical, but you've got to just do it. Write out your vision. But not any old way. There's a process. Grab a blank sheet of paper or open a new document and head it with "**It's 5 years from now (add that date here) and my company /life is ....**". Your intention is to imagine how you'd like things to be in the future, without restrictions, limitations or barriers.

Now start writing. And keep writing. Don't question what you're coming up with. The only task you've set yourself is to answer the statement about how your ideal life or business will be in 5 years from now. Let your mind wander free. As you continue to write, your vision will unfold.

Once you've exhausted all thoughts, walk away from your vision for a day or two. When you return, continue to add and tweak your vision. Repeat this until you really resonate with your vision. You'll know you've nailed it when you get excited reading it, with a sense of anticipation for the future.

“YOUR BRAND IS  
WHAT OTHER  
PEOPLE SAY  
ABOUT YOU WHEN  
YOU'RE NOT IN  
THE ROOM”

Jeff Bezos

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The caveat here is that you are NOT restricting yourself with the 'How' yet. Your task is simply to record 'What' it is that you want in your life, where you feel stretched and excited by what you've imagined for yourself. The 'How' will come later. All you're trying to do is get out of your head the things that you want for yourself in your life or business.

Get that blank sheet of paper out and start writing .... now!

When you've finished your vision statement, print it out and laminate it. Post it up somewhere where you can see it regularly, and read it often. The more you see it and read it, the more you will believe it as more than a possibility for your life. The more you believe it, the more easily you'll create it.



2. **Define your Brand.** We're not talking about brand in terms of your logo or marketing collateral. That can come later. We're talking here about your core offer.

When people meet you, or your business, what do they say you provide. In your notebook, create a heading that says "**We provide ...**" and aim to encapsulate your key offer. For example, At AchieverNet we provide 'Business Growth Partnering & Programs'. That's our core offer. What's yours?

“YOUR SMILE IS YOUR LOGO, YOUR PERSONALITY IS YOUR BUSINESS CARD, HOW YOU LEAVE OTHERS FEELING AFTER AN EXPERIENCE WITH YOU BECOMES YOUR TRADEMARK.”

Jay Danzie

3. **Your Trademark.** Your trademark is the reputation you create around your offer. It's what you're known for. You may want to re-define this for the future. Title your notebook, "**We're known for ...**" and summarise your trademark.

For example, at AchieverNet we're known for 'Engaging and focussed programs that deliver results.'

Once you've defined your trademark, you need to live and breathe it in everything you do so that you really do become known in the way you've described.

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4. **Your Value Offer.** This is often referred to as your Unique Selling Proposition, or Value Proposition. Essentially, this is describing the value you create for your customers.

What do they get from you that they can't get elsewhere?  
 What do you offer that's different, and valued by your customers. Head your notebook with "**Our customers benefit because we ...**".

At AchieverNet, our value offer is that we 'Provide a roadmap for purpose, passion, performance and profit.'

"VALUES  
ARE LIKE  
FINGERPRINTS.  
NOBODY'S ARE  
THE SAME, BUT  
YOU LEAVE THEM  
ALL OVER  
EVERYTHING YOU  
DO."

Elvis Presley

5. **Your Values.** This stage is about defining the things that drive you, buzz you and that you stand for. Your values become the barometer though which every decision is filtered, every problem is solved and every action is taken. They are your non-negotiables, the things you stand by.

Head up your sheet "**Our non-negotiable team principles are ...**" and go ahead and record the things that drive you. Get everyone in your team to discuss what's important to them, and then chunk similar values together.

Distil down to your top 3-5 (any more than this and you won't remember them!)

At this point, you can start to wordsmith your values into the best version that each team member resonates with (or at least can live with).

The next step is to provide a descriptor for each value, to keep you aligned to it. Use the words "**We do this by ...**" to record how you live out this value.

At AchieverNet, we have 4 values. The first of them is 'Fresh Focus. We do this by being innovative in our thinking, undertaking constant research and staying current in our materials and activity.' Our published version of this is 'Fresh Focus. Innovative thinking and continual research.'



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6. **Your Avatars.** By this stage, you should be getting clearer about your vision and focus. This next step will help you pinpoint where to direct your energy so you can be targeted in your marketing and sales efforts.

An avatar in this context is your ideal customer, the person you are targeting as your best-fit client. The more you can describe this ideal-fit client, the more you can target your entire business approach to appeal to them. Targeting ‘everyone’ is a scattergun approach that will dilute your efforts.

Directing your business to ‘Small-to-medium-enterprises with 15-35 employees who are keen to grow their business’ is far more targeted. And drilling down even further creates even more focus. Your marketing messages then become a personal conversation with your ideal client.

“**EVERYONE IS NOT YOUR CUSTOMER”**  
Seth Godin

At AchieverNet, one of our 2 avatars is ‘Business Bob: a 55 year old business owner, married with adult children. He’s built his business through nousie and pure street smarts. He’s successful but determined to go for the last hoorah! He is searching for someone to hold him accountable as well as make his life easier’. He’s real to us and we can talk with him intimately through our marketing message.

Who is your Corporate Kelly, At-home Ann-Marie or other ideal avatar? Taking the time to think about who you’re targeting will help you niche into your hot-spot market.

Have fun creating the character of your ideal customer.

We hope that through this process, you have gained insight to your vision for your business (or life) and have distinction and clarity around your offer and values.

Enjoy your future! With clarity.



**Our Avatars**

**Start Up Susan**

Susan is a 38 year old mother of 2 and has recently started her own business. She has experience in helping her business but lacks confidence in her ability to take the facts she knows and turn them into value for her clients. She needs to be able to take what she knows and turn it into something that others can understand. She looks forward to others, over-worked and under-rewarded. She wants to be part of a team and work with others to help her achieve her aims. She makes mistakes but is determined to learn from them and make sure they don't happen again. She is now looking for someone to hold her hand through the ups and downs of running her own business. She needs to have a coach that doesn't want to be a pushy salesperson but can help her deal with a daily challenge. She needs to have a good mentor - what she needs is someone who can help her figure out what she needs to do to succeed.

**Business Bob**

Bob is a 55 year old business owner. He wants to continue to be successful in his business but he is not sure how to do it. He is looking for someone to help him to be a success. He needs to be able to diversify his business and find new ways to grow his business through **sales** and **marketing**. He wants to be able to work with others and **team** up with them. Bob is determined to get out of his business and move on to something else. He is looking for someone who can help him to do this. He wants to feel confident and supported.

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