

# Review and Renew



The keys to a fabulous 2018!

*With Angela Raspass, Your Next Chapter Business Mentor*

Thank you!



# You will leave here today with

- The core insights I believe you need to create a wholeheartedly fulfilling Next Chapter business in 2018
- Four questions you must ask yourself to create the personal inspiration and motivation that will fuel you throughout the year
- Clarity on the services, programs and market opportunities you will focus on in the new year
- How to set Trifecta Goals that combine heart AND smart objectives
- How to step out of options overwhelm and develop Wholehearted Marketing to connect with your Most Aligned clients
- Knowledge of how to recognise and avoid the danger zones that can curtail your confidence, creativity & cashflow and what to do instead
- The 4 step planning process that keeps you focused and in flow



*And* an invitation to great company

*You are the average of the 5 people you spend the most time with.*

Jim Rohn



# Who am I?



- A Business Mentor
- A Marketer
- A Mastermind Facilitator
- An Infinite Possibilities Certified Trainer
- A Mum
- A Wife
- A soccer player

.....and much more!

*I've created a Next Chapter business and life and I help others to do the same!*

# My own journey...





# SUCCESS



WHAT PEOPLE THINK  
IT LOOKS LIKE

# SUCCESS



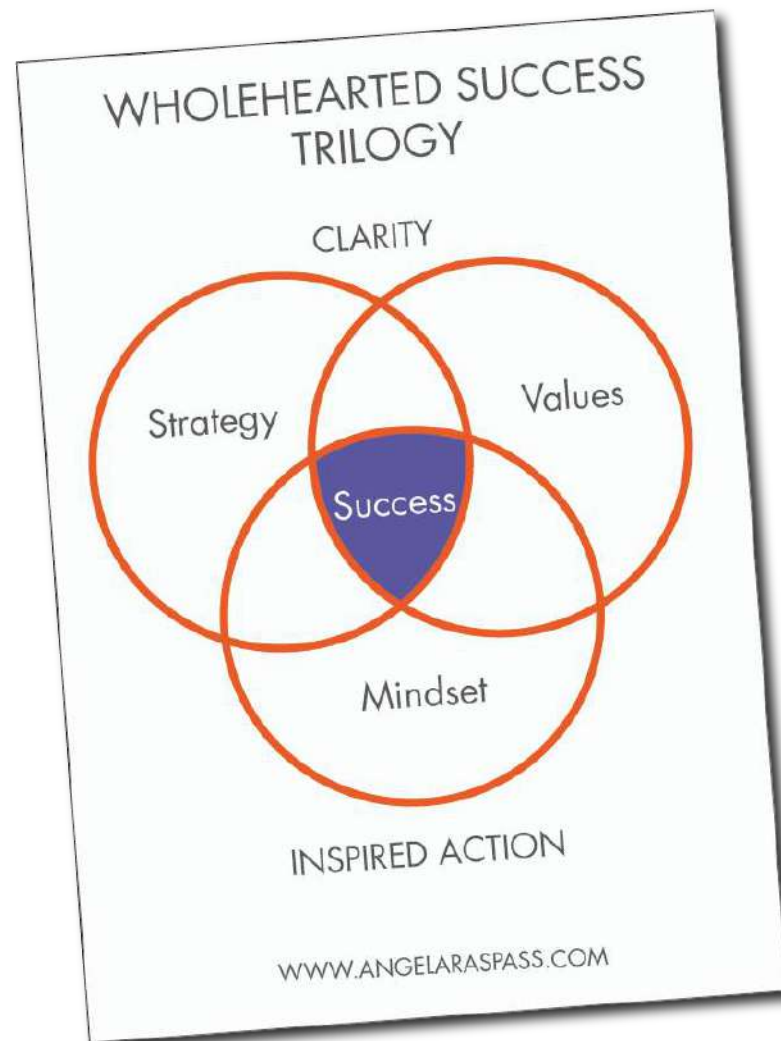
WHAT IT REALLY  
LOOKS LIKE

Your Next Chapter is an evolution  
not a revolution...





# The Wholehearted Success Trilogy



# Values | Mindset | Strategy

I have found that when you *combine* these three pieces you can build a *fulfilling* and *sustainable* business

When you align with your *values* you avoid *burnout* and enjoy *fulfilment*. And your enthusiasm is contagious!

With a strong and supportive mindset you're more *resilient*, less likely to *self-sabotage* and more likely to *expand into your vision*.

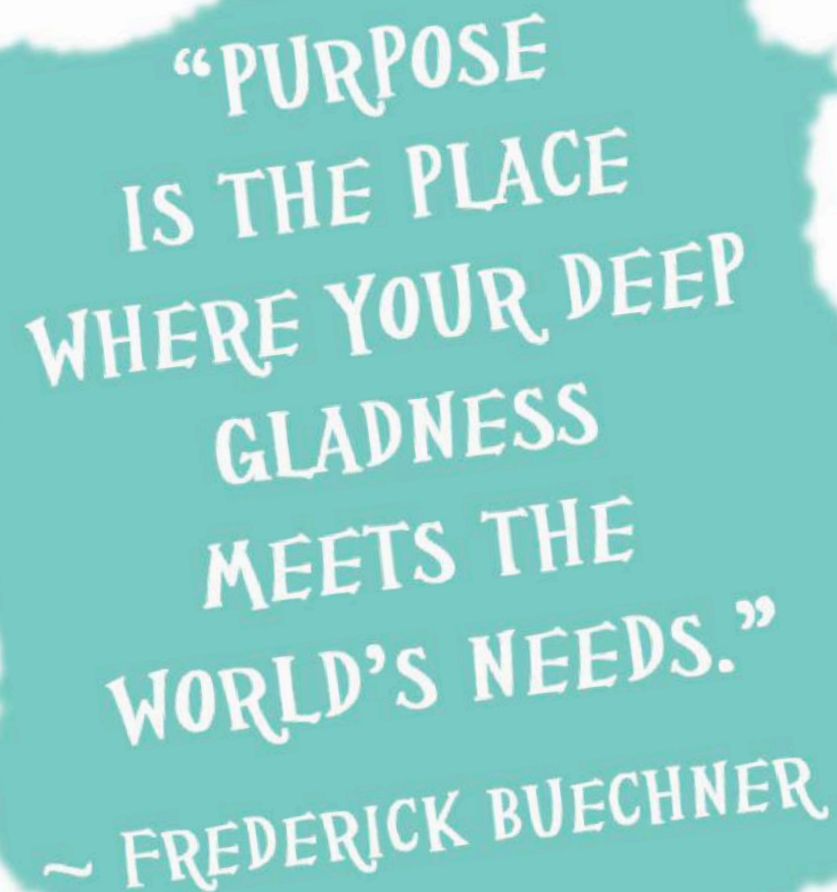
When you then develop your own *style* of strategy you avoid *overwhelm* and *bright shiny options* and are more likely to take *consistent action* that attracts *aligned clients* and creates *cashflow*

So, here's where we start today...





# Are you connected to your Vision?



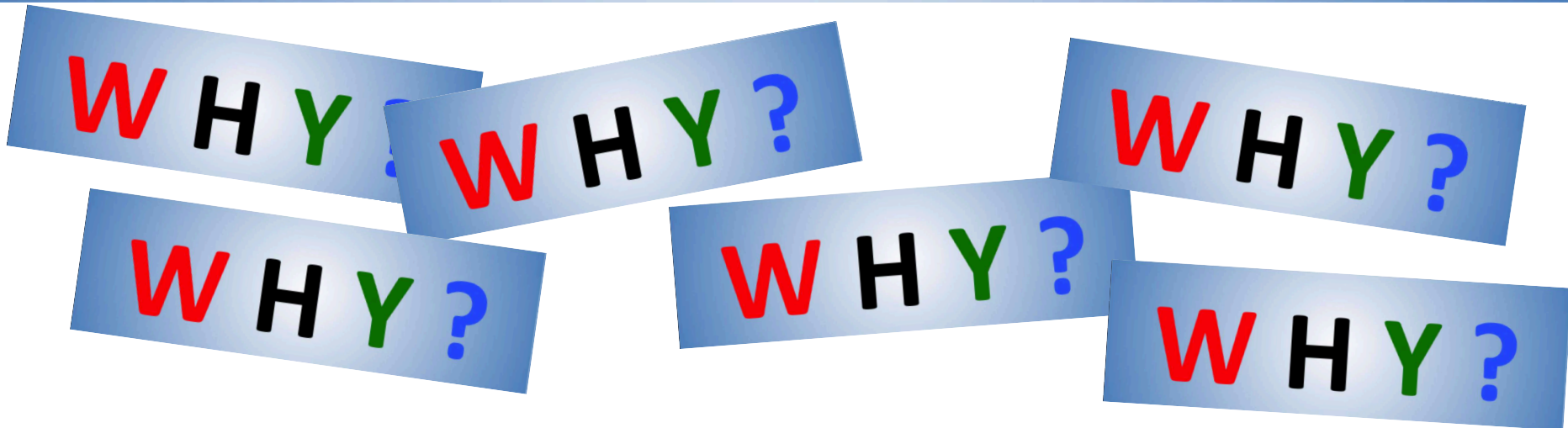
“PURPOSE  
IS THE PLACE  
WHERE YOUR DEEP  
GLADNESS  
MEETS THE  
WORLD’S NEEDS.”  
~ FREDERICK BUECHNER

Your Vision and Purpose is what pulls you forward.

It both anchors and inspires you to keep going when you hit the road blocks....

# The BIG and little Whys

WHY?



# Do you have clarity?



What is the core issue you feel passionate about and believe you can offer a solution to?

Who do you feel most needs this solution?

Why do you feel called to provide this solution?



# Do you communicate your Vision?

**"Our vision is actionable only if we share it. Without sharing, it's just a figment of our imagination."**

**~ Simon Sinek**

It differentiates you in the marketplace & creates connection with your audience.

# Your story & stance will help

1. What do you *stand for*?
2. What do you *believe*?
3. What do you *want for your clients*?



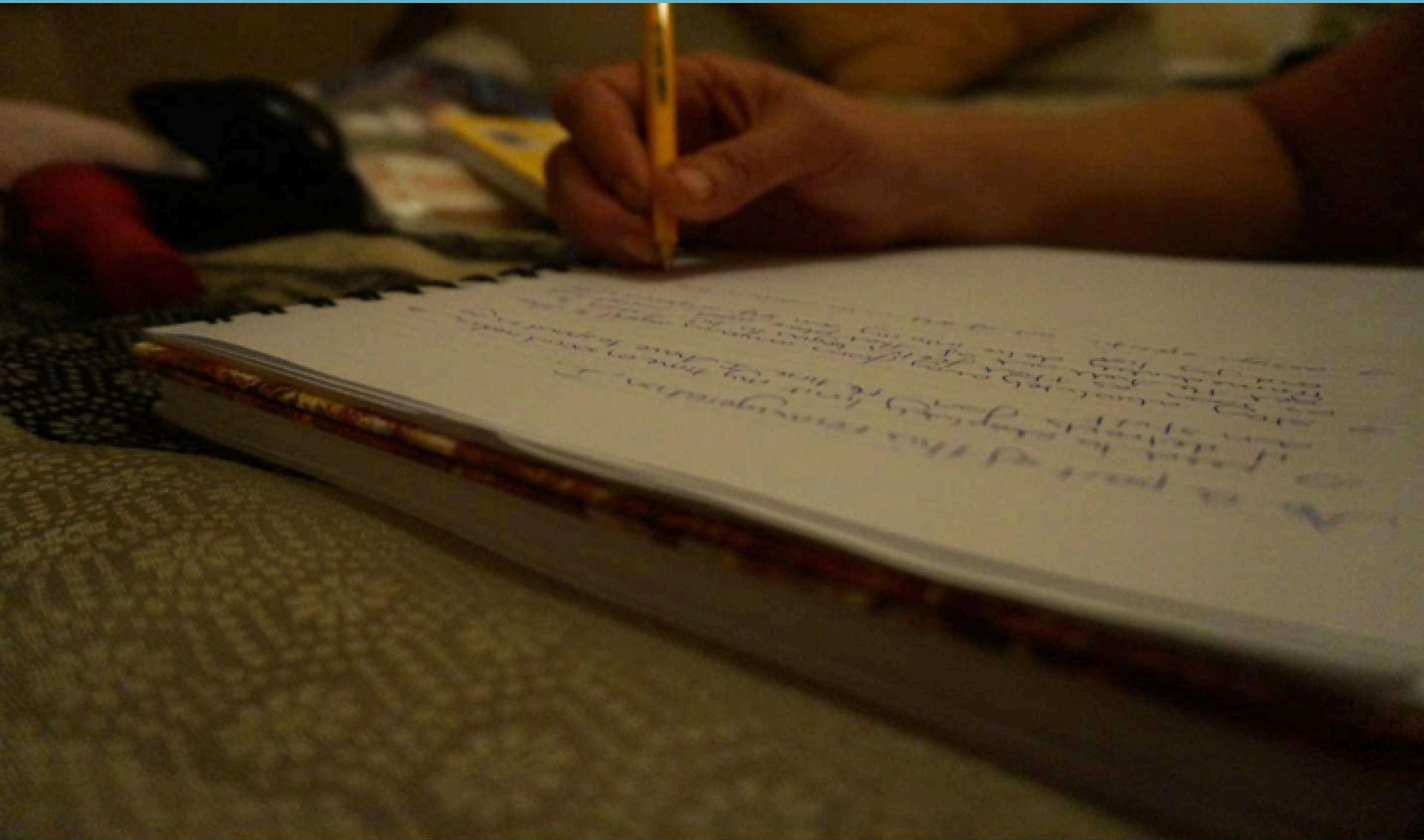
# And the biggie



What *challenges* have you overcome?



These are important, give yourself  
time



A lighthouse stands on a dark, rocky shore. The lighthouse is white with a black top section and a glowing red light. A beam of light shines from the lighthouse across the sky. The sky is a mix of purple, pink, and orange, suggesting a sunset or sunrise. The ocean is visible in the background, reflecting the colors of the sky. A small white building is attached to the base of the lighthouse.

# Become a Lighthouse for your Most Aligned Clients

Website, social media, newsletters,  
FB Lives... everywhere!

And now to your values...

A photograph of a white card with the handwritten text "Our values define us" in black ink. The card is tilted and held by a black binder clip attached to a red flower. The background is a clear blue sky with some green foliage and other red flowers visible.

Our values  
define  
us



# Wholehearted Truth

You will find it far easier to market and sell services that you truly feel aligned with and excited about providing – services and programs that allow you to leverage your strengths and values!

# What are your values?

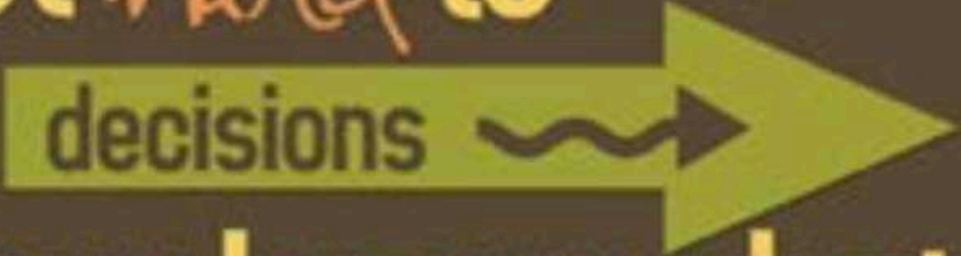


# Are your Values in action?

| My value         | Is in present now?  | How can I align with it?   |
|------------------|---|--|
| <i>Community</i> | <i>No, all of my services are one to one</i>              | <i>Develop a Group Program that allows you to create a community</i>   |
| <i>Learning</i>  | <i>Not really, I don't have time for it at the moment</i> | <i>Buy a book on a topic that you find interesting and spend just 15 minutes a day reading as a starting point</i> |
|                  |   |  |



Your values are your compass

It's not *hard* to  
make **decisions**   
once you know what  
*your* **VALUES** *are.*  
~ Roy E. Disney

Now you're ready for the first key!



# The First Key





# The first key – Evaluation





# Let's talk about goals...



How are you tracking against  
your 2017 goals?

# Let's talk about your goals

Ask yourself

- Did you set goals for this year?
- Were they on several levels?
- Have you reverse gapped yourself?
- How have you celebrated your progress?



# Tried and true

In the classic Harvard Study of 1979

3% of students had written goals and plans

13% had goals but not in writing

84% had no clear goals at all

10 years later, the 13% who had goals were earning  $\times 2$  the amount of those who had no goals

The 3% who had written goals were earning  $10\times$  as much as the other 97% of the class!





THE NEXT CHAPTER  
Business



Fortnight Commencing 11/7/17

Goal

Trifecta

Change Clarity session  
to strategy - Redirect  
- copy update

Podcast interview outline  
to incorporate self-promotion  
include 4 q's that reflect survey findings



# I believe in setting Trifecta goals!



Acceptable



Stretch



Unicorn

And Reverse Gapping for future fuel



# Self-Acknowledgment

I am making progress and I am proud of...

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Allow yourself to pause and reflect, to create Future Fuel.

# How will you celebrate?





# Celebrate & reward yourself!

This is how I am going to celebrate my progress



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# The Second Key

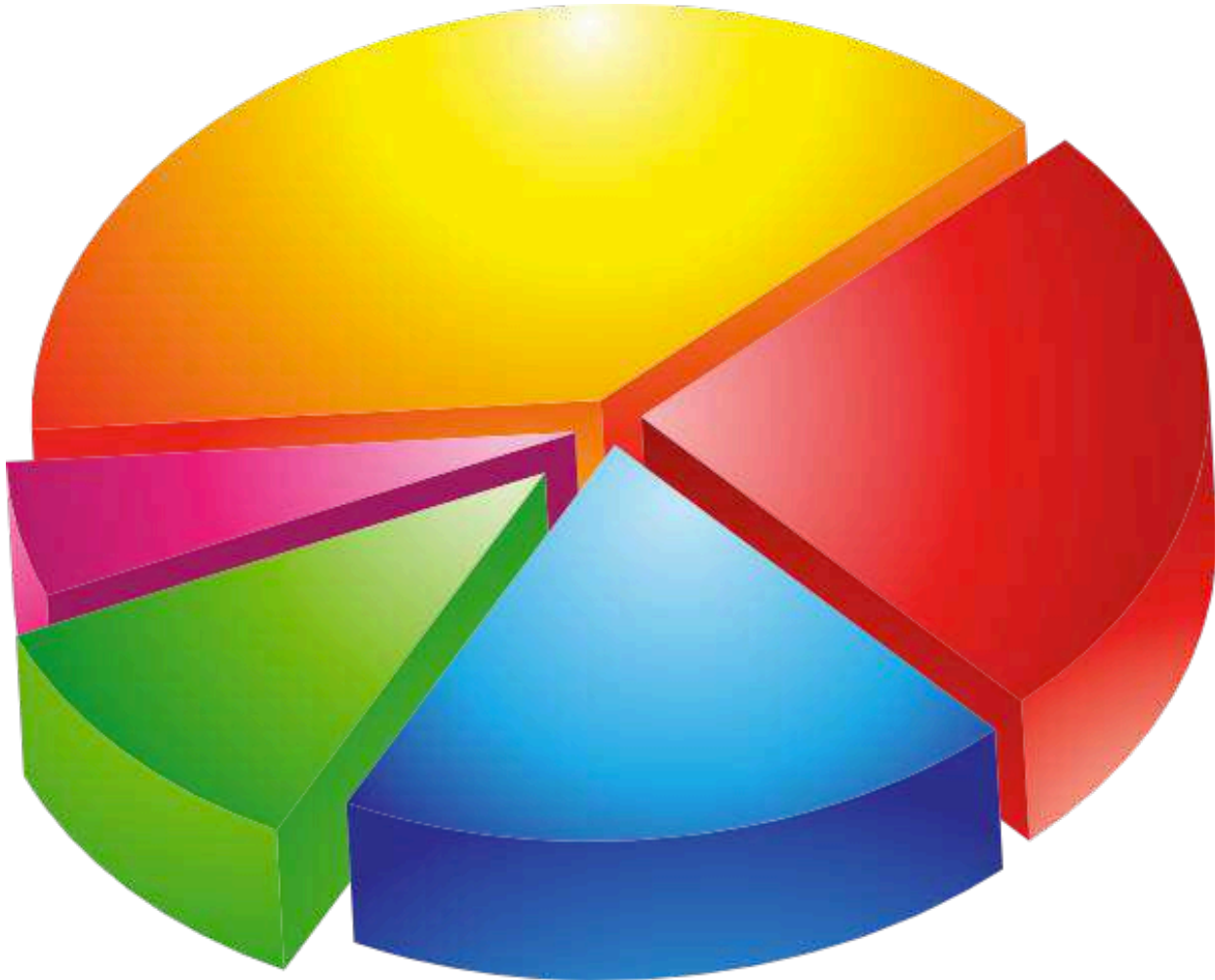


You deserve to be well compensated





# Let's look at your revenue streams



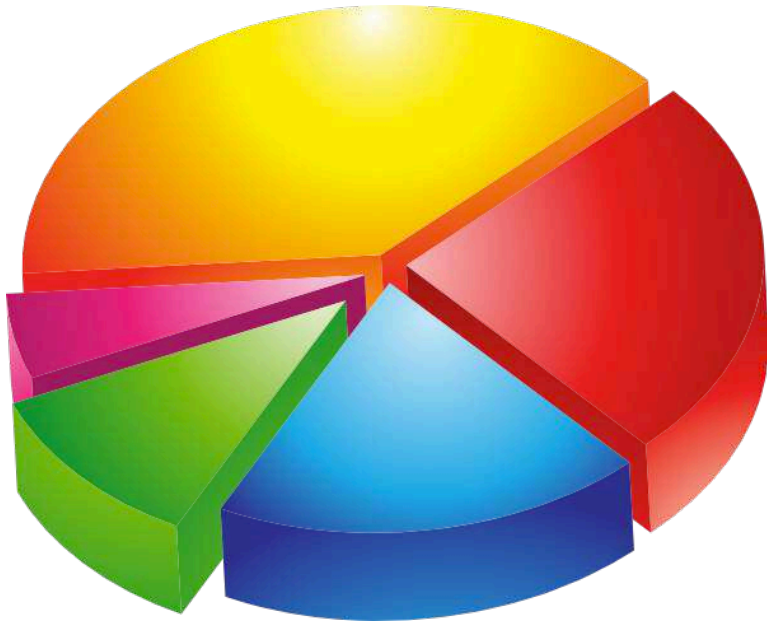


# Market Feedback – ask yourself



- What % of my revenue did each service, product or program deliver?
- Did I market each line proactively?
- Did I have conversations with prospects? What did they say?
- Did I feel excited and enthused by each line?

# Ask yourself



What needs to be:

- Kept?
- Changed?
- Introduced?
- Let go of?

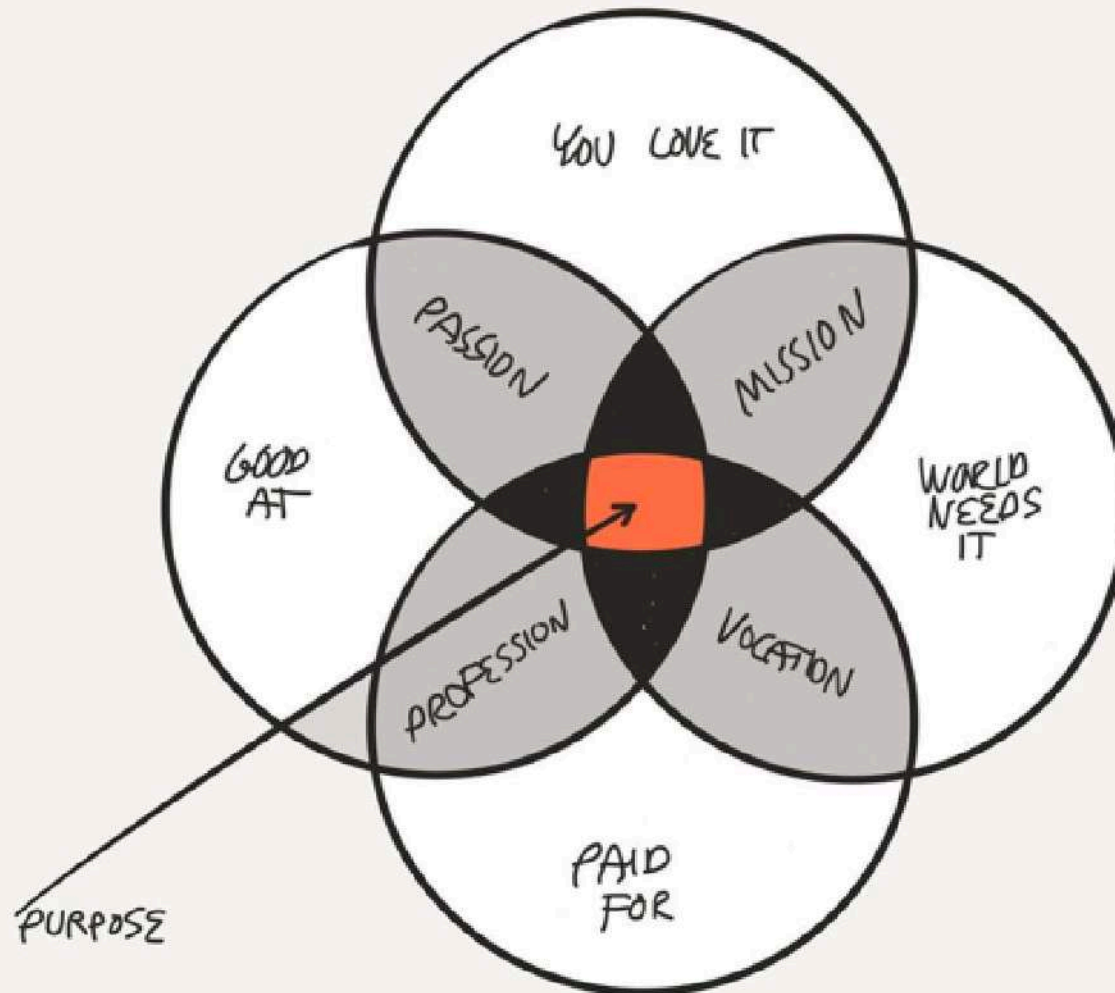
*WHERE'S THE GAP?* Is it in marketing, nurturing, sales conversations or something else...?



This might be your stumbling block.



# Purpose and Vision is central, but...





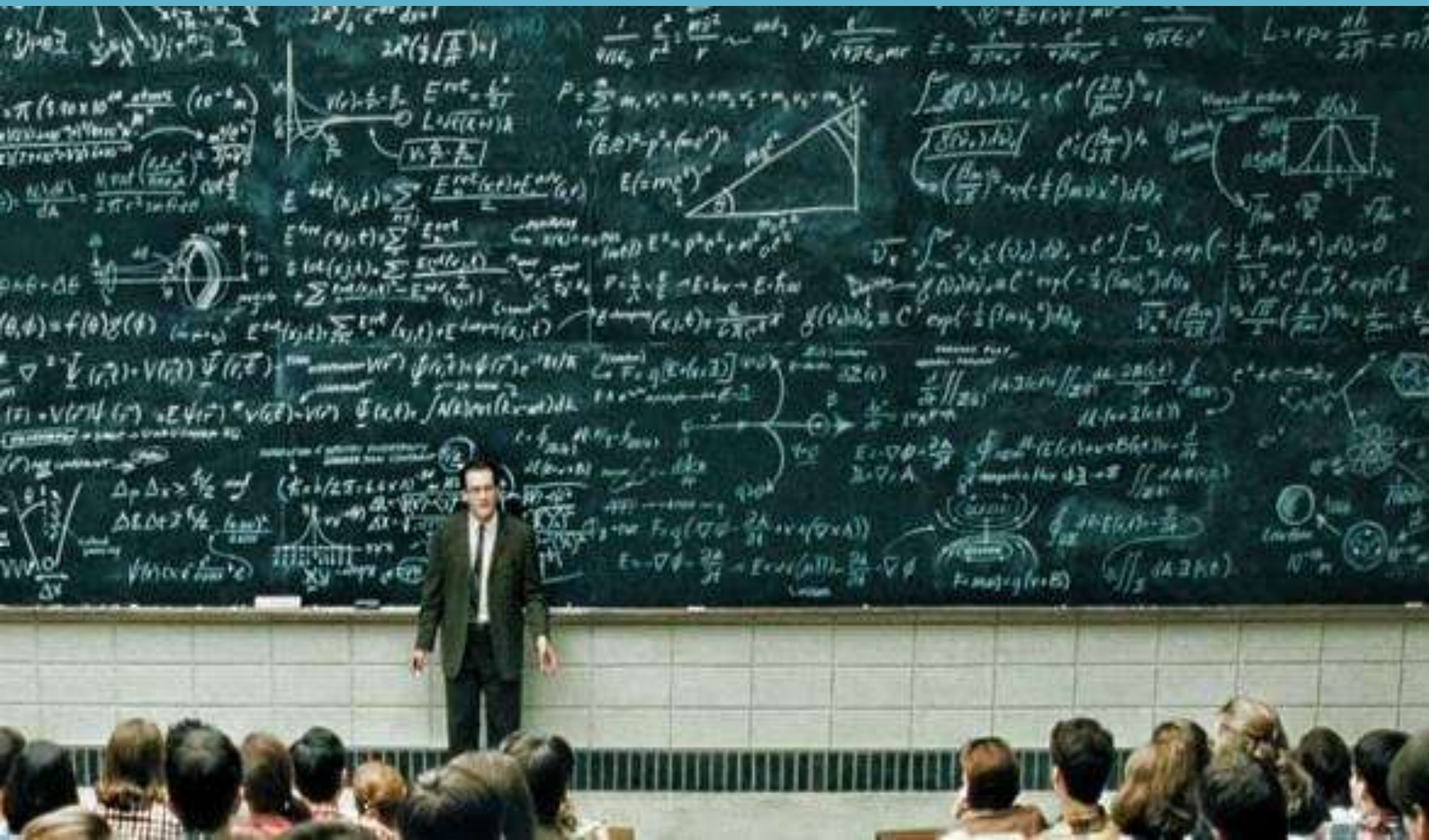
Does your market want and value your solution? Are they willing to pay for it?

**Thank you...**

**...but no.**



In other words, are you solving a big enough problem?

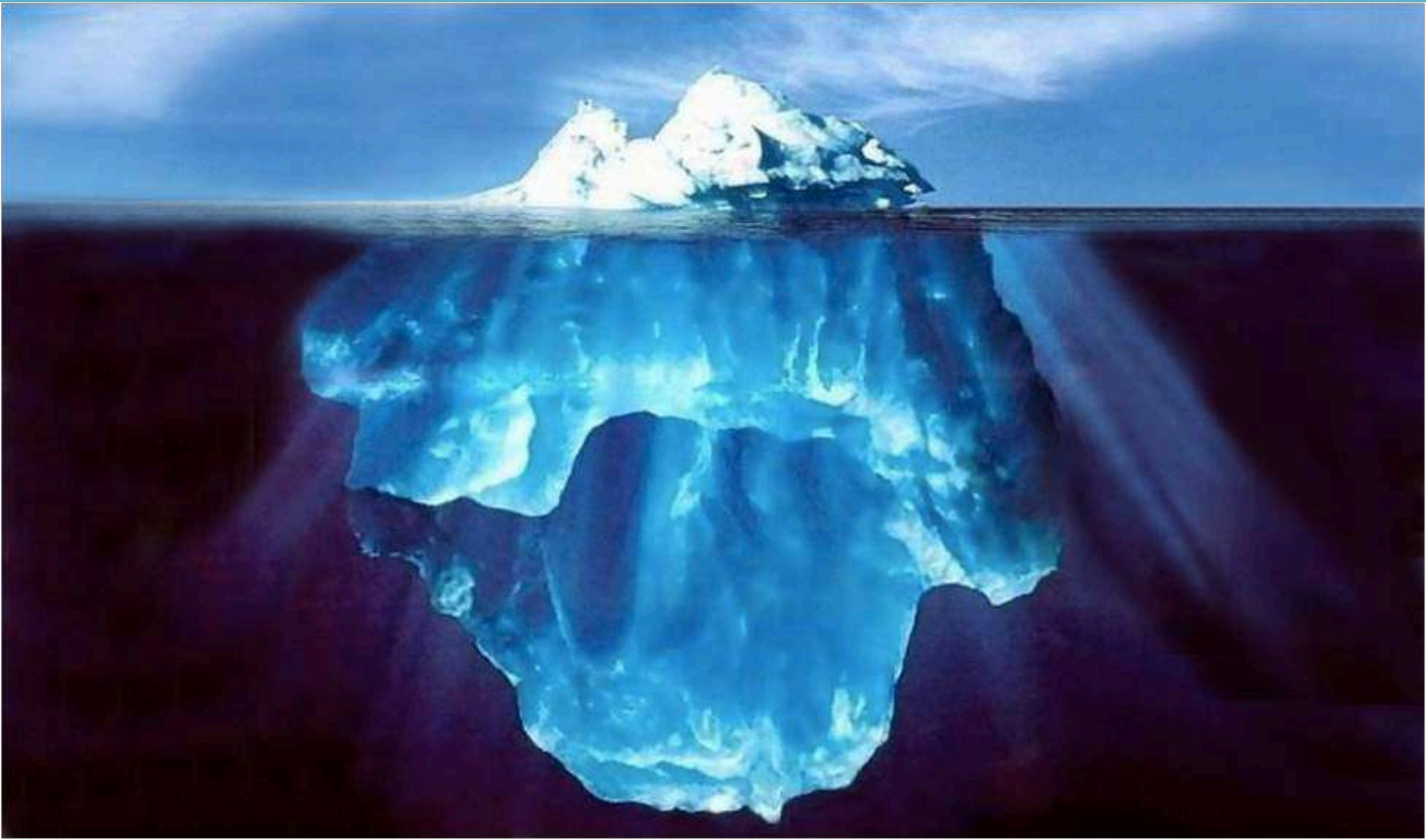




# Exercise: The 50 questions Task

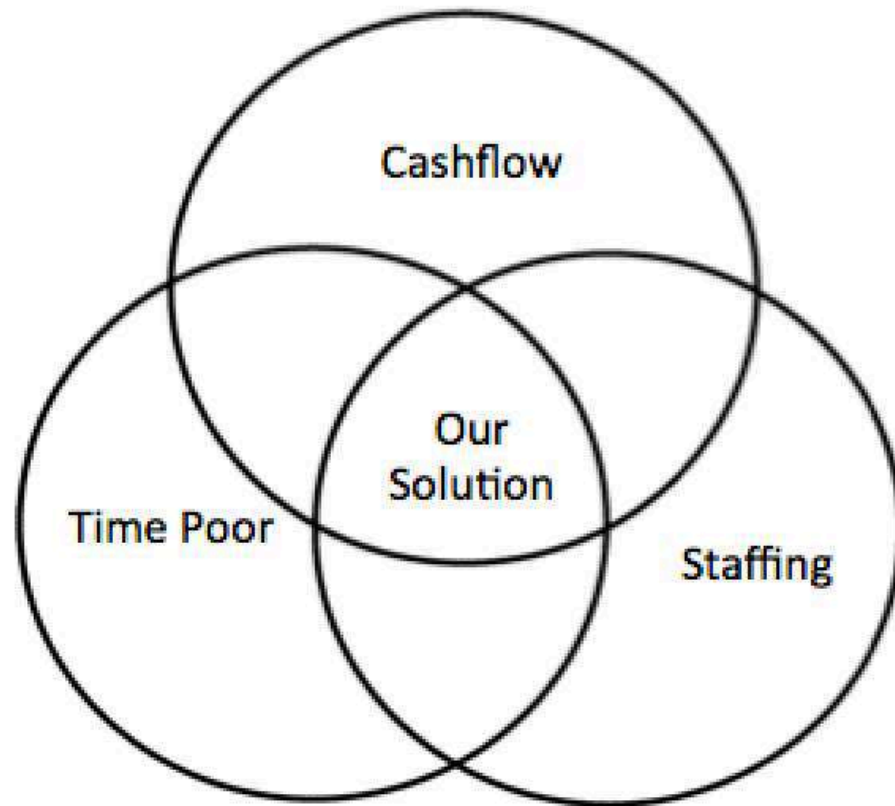


What are their core TOMPPA's?

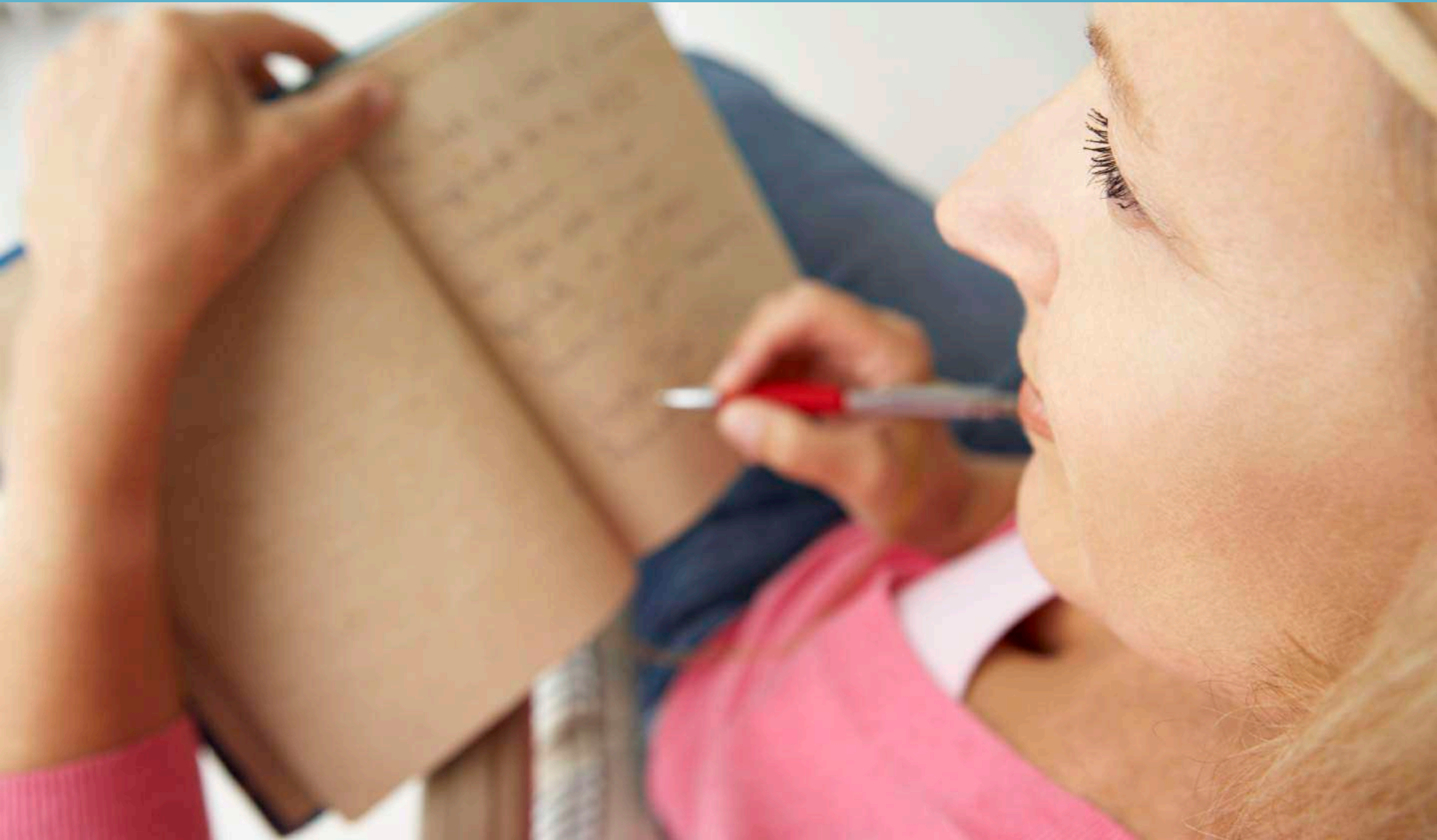




# Your solution needs to address these



# Do they?



# The third Key



# Wholehearted Marketing

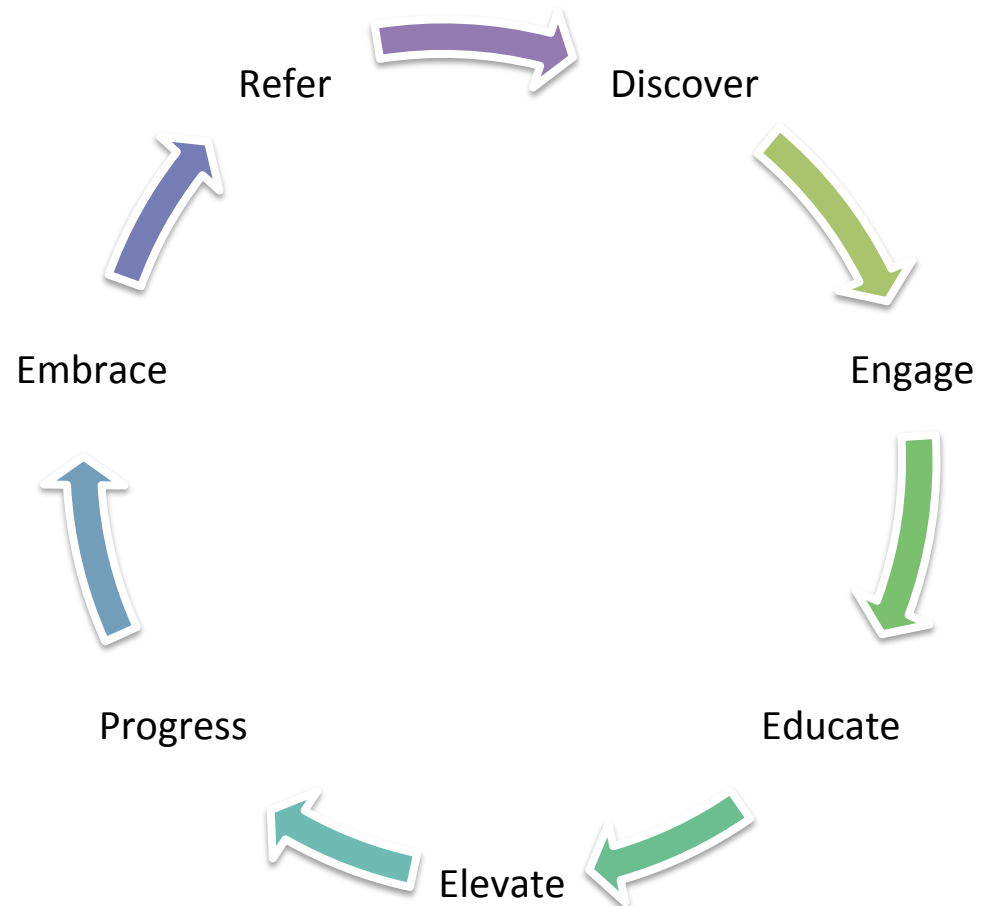




# There is a buying cycle for us all



# Use a PEP Plan for DEEEEPER Client Relationships



# Step One: Discover



# Step One: Discover



- Online: Website, Landing Pages, Social media
- In person: Networking Events, Industry Functions, Workshops, Festivals
- Speaking: Live On Stages, Interviews, Videos, Audios, Podcasts
- Virtual Events: Teleseminars, Webinars, Interviews, Telesummits
- Local Area Marketing: Posters, Flyers, Demonstrations & Displays,
- Strategic Alliances: Joint Ventures, Collaborations



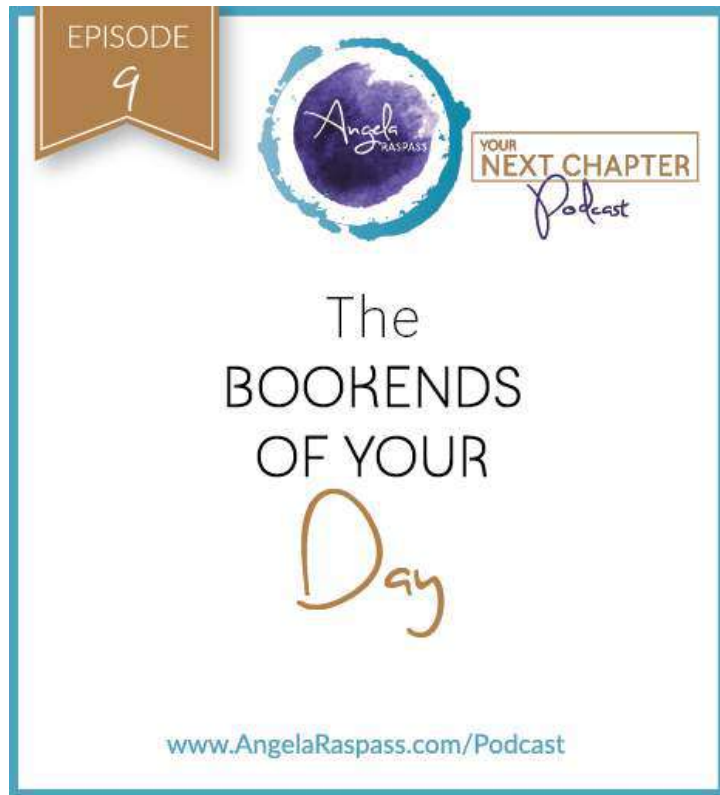
# Think of a Marketing Megaphone



# And Support Acts



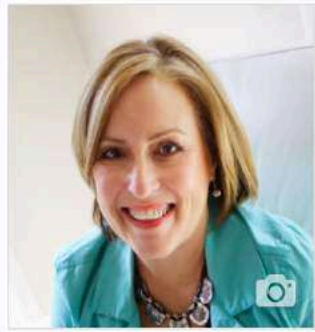
# One of my Discover Examples






# And another...

[Page](#) [Inbox 1](#) [Notifications 10](#) [Insights](#) [Publishing Tools](#) [Settings](#) [Help ▾](#)




**Angela Raspas - Your Next Chapter**  
@angelaraspass

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Get people to learn more

Public Figure in Bayview, New South Wales, Australia

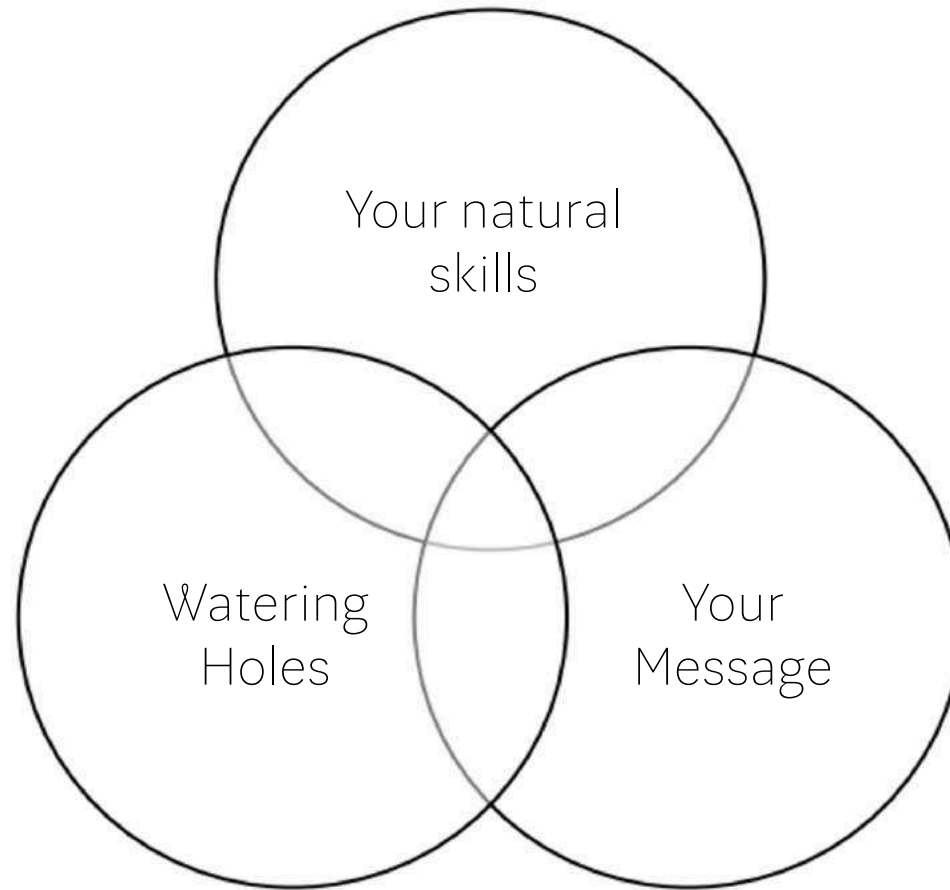
62% response rate, 3-hours response time ▾  
Respond faster to turn on the badge

 1,546 likes **+5 this week**  
**Angela Negro** and 302 other friends

1,421 followers



# What's most important?



CONSISTENCY

AND Track your results because...



There is no guru with the answers!



# Wholehearted Marketing Mantra

There is no right way that I must follow

*There is just the right way for me*

There is no wrong way that I must avoid

*There is just what doesn't resonate with me and my audience*

I will keep checking in and adjusting my course to stay aligned with my vision

*I'll consistently implement marketing that feels good to me and leverages my natural talents and style*





# The fourth Key



You need to be aware of the zones...



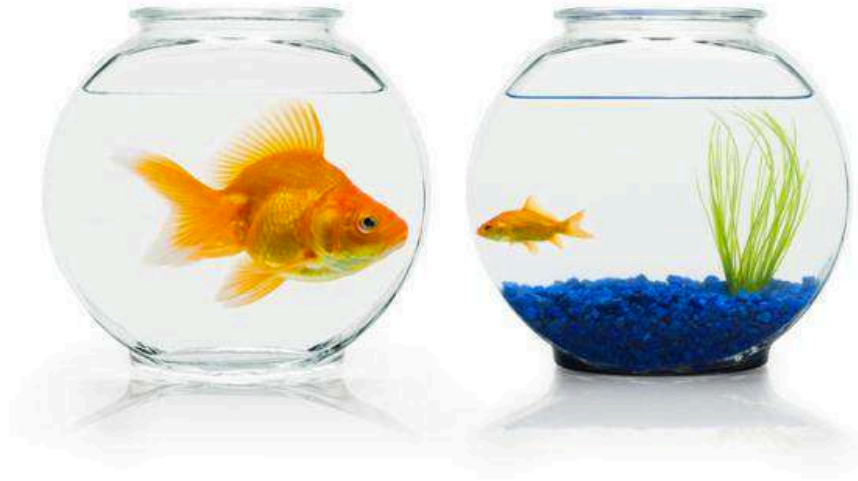
# The Danger Zones

Without a clear *vision*, goals and *trust in yourself* you are in danger of both *overwhelm* and being seduced and distracted by *bright shiny options*.

And that can lead to following *cookie cutter solutions* that are not a fit for you and implementing scattered *tactics* rather than aligned strategy

And that is when you might also fall into the traps that curtail your *confidence, creativity* and *cashflow*.

# The Comparison Trap



- I'm not good enough
- My work is not good enough
- X (person or program or product) is so much better
- If I haven't made it by now I never will
- I'm too old, too young, too fat, too stupid too.....
- I will never have that level of success
- My story is not inspiring for anyone



# The Approval Trap



- I need to keep people happy
- People will disapprove of what I do or say
- It's dangerous to share my story
- What people think of me is really important
- I can't stand someone saying negative things about me
- I have to give people what they want, regardless of what I feel or want

# The Unworthiness Trap



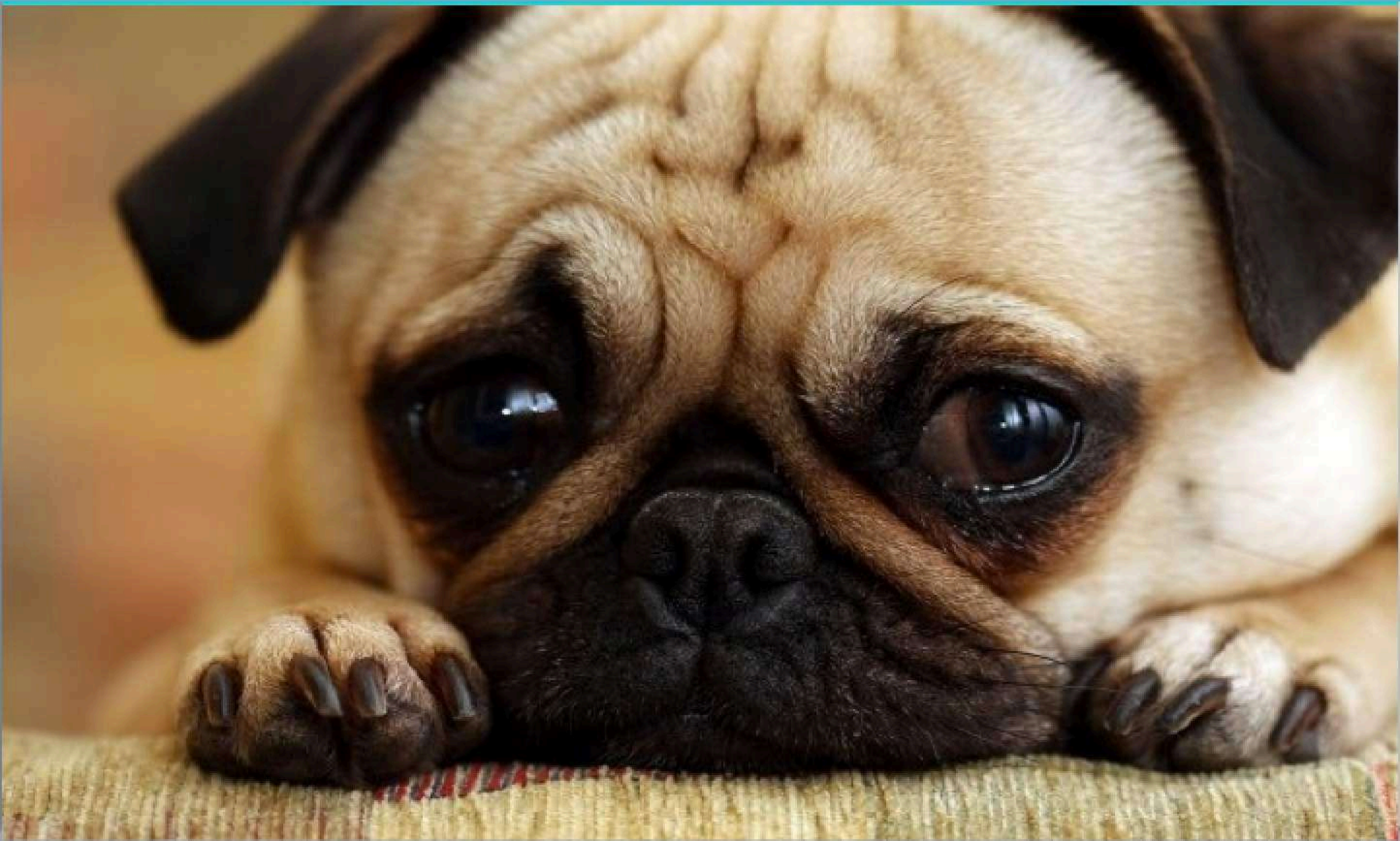
- I cannot make good money doing what I love
- I have nothing original to say or contribute, its all been done before
- My story is not inspiring for anyone
- I'm just not cut out for this
- I'm not ready
- I'm just not good enough and never will be

THE LIMITS YOU BELIEVE ARE THERE,  
THE VOICE INSIDE THAT SAYS IT CAN'T  
BE DONE,  
THESE ARE ONLY THOUGHTS,  
NOT REALITY.  
-WWW.ANGELARASSPASS.COM





What triggers you?





# Self-awareness

I know that these are my vulnerability triggers

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# The steps to take...



- Recognise your *triggers* and signs
- Get off *social media*
- Reconnect to your *Vision*
- Cultivate a *Support Circle*
- Adopt a *Belief Buddy*
- Create a *Fabulous File*
- Explore a *Modality*



# My self-compassion plan



When the traps are open wide and drawing me in I will:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



# The Fifth Key



# Your Cascade Plan



# The Cascade Effect

This is all about planning for success in 2018.

1. What is my *Vision* – Inspire
2. What are my *Goals* – Stretch
3. What are my *Strategies?* – Focus
4. What are my *Tactics?* – Act





SMART Objectives need to be action orientated, they provide focus & are:

- Specific
- Measurable
- Achievable
- Relevant
- Time bound



HEART Objectives need to reflect & honour your desired feelings and are:

- Harmonious
- Engaging
- Aspirational
- Refreshing
- Tantalising



# Examples of Core Areas for Goals

|             |              |
|-------------|--------------|
| Financial   | Participants |
| Relaxation  | Courage      |
| Visibility  | Community    |
| Publication | Learning     |

# My core 2018 Goals are:



1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

# Don't forget to Trifecta them!



Acceptable



Stretch



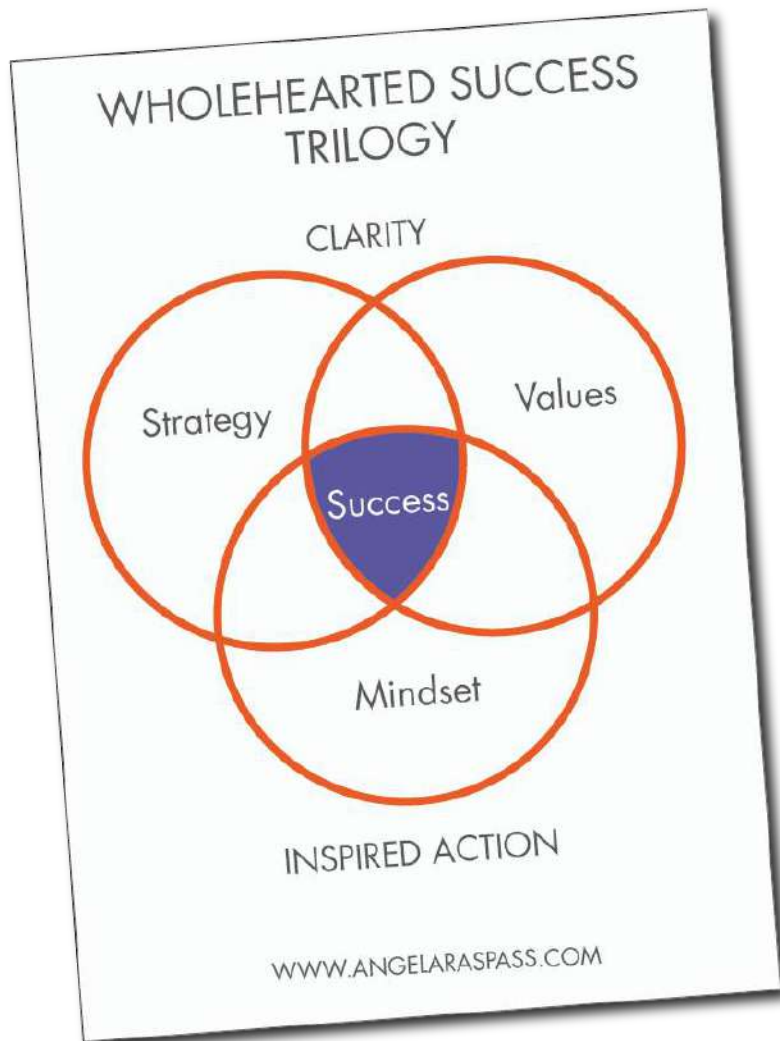
Unicorn

# Bringing the pieces together





# It really is a wholehearted blend



- Knowing what you stand for and creating the vision that pulls you forward
- Developing and implementing consistent strategy that leverages your style and connects with your audience
- Cultivating your mindset and creating a support circle so you can take consistent action

# Bringing it all together

- Check in with the Wholehearted Success Trilogy – align your *values* with *marketing that fits you* and a strong and supportive *mindset*
- Develop a compelling Vision and share your *story and stance* to connect and resonate with your Most Aligned clients as you build a like-minded community
- *Reverse Gap yourself* – acknowledge and celebrate your progress and success
- Stay aware of the *danger zones* and your personal *trigger points* have a *self-compassion plan* ready
- Create a Cascade Plan that moves from *Vision* to *Goals, Strategy* and *Tactics*
- Get the community and support you need to *take consistent action and maintain a buoyant mindset*

# Would you like more?



# 2018 Next Chapter Success Circles

IF YOU WANT *to go quickly,* GO ALONE.  
IF YOU WANT TO GO FAR GO TOGETHER

—AFRICAN  
PROVERB



# Jo Robertson - Life Coach



*"The Circle is an amazing experience, and it just keeps on giving. It has provided support, accountability, resources, feedback, expert help, and friendship. It meant I didn't feel like I was going it alone, I had a support team cheering me along. My knowledge around business and marketing has increased so much and when I look back over the year in review I realised how far I have come".*

# 2018 Next Chapter Success Circles



# Next Chapter Success Circles are...



The antidote for entrepreneurial isolation

The solution to perfectionism and procrastination

The medicine for marketing overwhelm

The cure for "bright shiny options"

Vaccination against self-doubt

*Marketing, Mindset, Planning & Implementation support for your best year in business!*



# What happens in a Circle?



Celebrations to  
provide regular  
Future Fuel



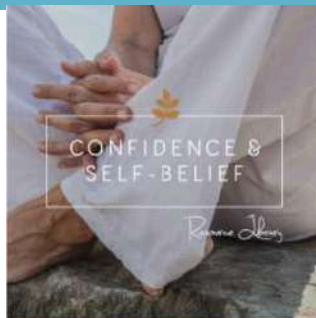
Hot seats for  
guidance and  
fresh ideas



Goal Setting & Accountability for momentum



# A taste of the Resource Library

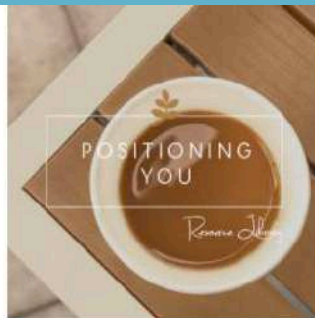


CONFIDENCE &  
SELF-BELIEF

*Resource Library*



ACCESS CONFIDENCE & SELF-BELIEF

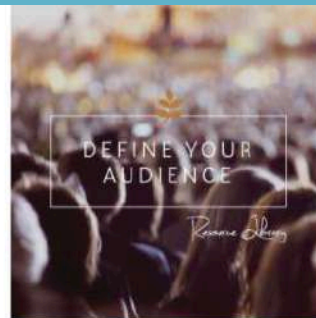


POSITIONING  
YOU

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ACCESS POSITIONING YOU



DEFINE YOUR  
AUDIENCE

*Resource Library*



ACCESS DEFINE YOUR AUDIENCE

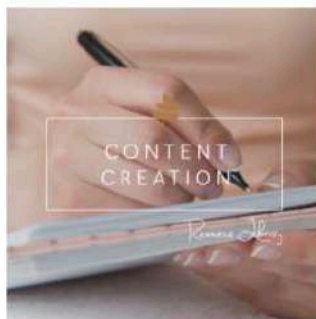


PACKAGING  
& PRICING

*Resource Library*



ACCESS PACKAGING & PRICING



CONTENT  
CREATION

*Resource Library*



ACCESS CONTENT CREATION

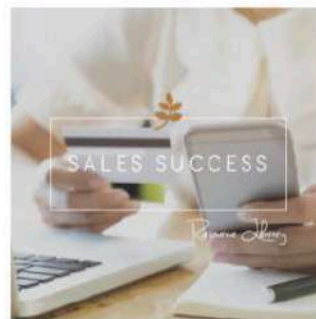


WHOLEHEARTED  
MARKETING

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ACCESS WHOLEHEARTED MARKETING



SALES SUCCESS

*Resource Library*



ACCESS SALES SUCCESS

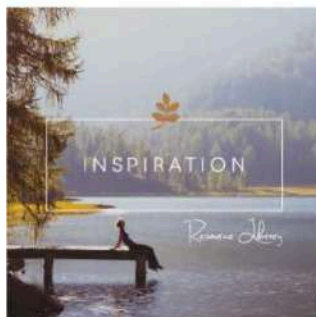


PLANNING TOOLS

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ACCESS PLANNING TOOLS



INSPIRATION

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MASTERCLASSES

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HANDY TOOLS

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READING ROOM

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# Guest Presenters include...



Emma Grey  
Copywriting



Larissa Halls  
Mindset



Kellie O'Brien  
Client Pathways

# Wholehearted Support for 2018



- Foundational Training
- Fortnightly Mastermind Calls
- Optional In Person Retreats
  - Personal Mentoring
- Specialised Expert Topic Presenters
- Access to comprehensive Resources
  - Online Community
  - Small, personal groups

There are groups running in 2018 at 2 levels different levels

# Chrissy Crust

## Social Enterprise Consultant



*"The support offered is truly wholehearted. There's an abundance of resources, bonus training and information available to members that adds to the gold that happens each fortnight with my Mastermind Group. I'm not sure how Angela manages to bring such a well-suited group together, but she does. And it works. Her insightful introduction on each call adds even more knowledge – and value".*



# Lyndal Edwards – Editor



*"My experience of the Next Chapter Mastermind has been both personally and powerfully evolutionary. There are so many things I receive and so many reasons I recommend the experience for other women looking for connecting, community, focus, direction, and general well-meaning butt kicking!"*

# Sarah Tovey

## Visual Marketing Consultant



*"I am someone who values a sense of community immensely and being part of the YNC Circle is like my Managing Committee, the Executive Board, my Soul Sisters. It has taken time to build up a level of trust, but through experience of love and support my Circle is the first people I turn too with regards to my business".*

# Can we welcome you into a 2018 Circle?



# Read more and book a chat with me



*I'd love to be your guide!*  
[www.angelaraspas.com/circle](http://www.angelaraspas.com/circle)



Thank you!

