CGU
Classical Guitar University

Phase 2: Generating a Profitable Idea
Time Management

Get massive results by prioritizing your outcomes

It's so easy to get caught up in to-do's. Think of a typical day where you would write a list of mundane tasks to do that feel like chores.

- *You end up writing a long list and barely completing the first thing*
- *Your list is full of tasks that if completed, will reap you little reward*
- *Your list is full of unrelated tasks that require a huge investment of time to complete*
- *The things on your list aren't related to what you're really passionate about, so you just keep putting them off*

See the problems with that?

"Too often we forget what our real result or outcome is and we start thinking instead that we have to write out a to-do list to make it happen. You have to get crystal clear about what it is that you want. The clearer you are about what it is you want, the easier it is to achieve it, because then you can design all of your activity around making progress toward achieving it. Think of your brain like a heat-seeking missile. Whatever the outcome may be, your brain can figure out how to get there and your behavior will adjust accordingly."

— Tony Robbins

What if we shift our thinking and instead

The major shifts that occur after you change from to-do's to outcomes are:

1) *You won't end the day until you've made progress with your outcomes.*

2) *Your actions and tasks will change until you get your desired results.*

3) *You won't feel overwhelmed by lots of tasks and the tasks you do should have strategically powerful results.*

Outcomes

- Gain new or prospective clients for my private teaching studio.
- Organize a concert with the specific goal of getting 100 well paying clients to attend.

Tasks with emphasis on outcomes

Outcome: to get new students inquiring about your private studio

- Email Bob from music store to ask for referrals for my teaching studio. Offer him $100 per student who becomes a regular client

Outcome: to get potential new students come to your free workshop

- Design flyers for a free in-depth workshop you'll be giving at a local venue. Mail them to any places where classical guitar instruction takes place and send them free copies of your books, articles, etc. Post them up anywhere where classical guitar is taught or appreciated

Outcome: get online bookings for your concert, targeted at the right clientele

- Email Laura about a cross promotion negotiation. She runs a large concert series and has a big database of classical music loving audience members. Negotiate a deal where you promote her concert series through your email list if she promotes yours

Outcome: spark deep interest about your concert to the right place and right clientele

- Ask your local classical music concert hall if you could play as background music during intermission or before/after a concert event. Bring flyers with you that have a special deal for people at the concert hall: outcome is to get the right type of audience members attend your concert

Notice how *every task* now funnels towards your outcomes.

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Task 1

Do you have any old to-do lists?

What kind of tasks were you giving yourself? (If not, what sort of tasks do you normally spend your time on?)

Did they produce very high yielding results?

Share your thoughts and answers.

Outcomes also encourage you to offer people *greater value*

Focusing on your outcomes will lead you to prospective clients, because you're offering them great value (free workshops, referral fees, trading resources, etc.)

<u>This is a typical part of strategic thinking -</u>
sacrificing your time, resources and even money in the short term for huge growth in the long term (remember the graph on page 11?).

Think of the value that just a single committed client has for you.

One student who takes weekly lessons can equate to thousands of dollars per year. Plus, they are likely to buy your books, attend your workshops and spread the word about you to others. Is it worth giving them some free stuff to get them on your bandwagon?

One audience member who attends your concert is very likely to come back again. They are likely to spread word about your future concerts to their friends and family. If you have 4-5 concerts per year at $50 a ticket, that's $200-$250 per individual audience member. They are also likely to buy your CD's, merchandise, VIP experiences, etc.

<u>But how much value should you offer to your potential clients?</u>

The answer to that can take some testing (topic for the next section), but there's really no limit. I can say from experience that the more value you offer, the more people will respond and want to become a client.

How do I offer value?
One of the best ways to offer value is to get potential clients onto a list. The list could be an email, or a physical address, or a phone number, or all three.

<u>Pour value into this list as though they were already paying clients.</u>

Send your list items of enormous value. Change their lives. Make an impact on them.

Give your list value at every stage of the game: pre-purchase, purchase and post-purchase.

If you're organizing a concert, give your list value before the concert through free recordings, information packets, free tickets, etc. Obviously you will give them value during the actual event, but how you do so is down to your imagination. Ensure that you keep giving your list value post-concert, through sending out physical thank you cards, surveys, gift packages, etc.

The idea of having a list of subscribers is not new and has withstood the test of time. Check out the list on the following page, which is a database of subscribers who purchase books from the publisher. It's from a 19th century method book!

This ensures that when you release a product, there will be a list of guaranteed buyers waiting!

Give value to clients at all three stages: pre-purchase, purchase and post-purchase.

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Task 2

How can you spend time giving your potential audience/subscribers greater value?

Discuss as it relates to your specific business ideas.

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Task 3

Watch the video by Tony Robbins on Rapid Planning Method (RPM).

Take notes as you watch and share your thoughts.

Tony Robbins, Rapid Planning Method: click here