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See Differently. Business Differently.

12-Day Turnaround with Chris Jarvis

Day 9 – Part 1 – Boarding Announcement

Think about the last time you took a flight. You had to pack. You went to the airport. You made it through security (uneventfully, I hope). You may have had time for a meal or perhaps you stopped to pick up a magazine or a bottle of water.

Then, you waited. And waited. And waited.

This is the hardest part. You know where you want to go. You know how to get there. You are going to take a plane – which is more than 10 times faster than driving a car.

BEFORE you get on that plane, what do you hear from the gate agent? You hear the boarding announcement. There is one (or more) for every flight. The boarding announcement confirms where the plane is going, when the plane will board and take off, and in what order the passengers will enter the plane. This boarding announcement helps manage everyone's expectations, which ultimately makes the entire process go more smoothly for everyone.

Wouldn't you like that for your career? Wouldn't you like that for your life?

Here is your chance. We want to craft YOUR boarding announcement. The clearer and more concise you are with your message, the more likely you are to:

1. Attract the types of people whom you can help
2. Attract the types of people who need services you love to provide
3. Attract the types of people who will appreciate how you help them
4. Build a practice that will contribute TO your life, legacy and happiness.

This Boarding Announcement is not something you will perfect in an hour. This may take you days, or weeks to really nail. You may still be tweaking it in months or even next year. But, it is key to get started if you want to reach the highest levels of success.

Look at the exercise below. Answer each question. Then, at the end, you will put them all together to build your Boarding Announcement.

You should be very, very excited. Your career is about to take off!

I'll see you at baggage claim as you grab your suitcase full of cash.

Assembling YOUR Boarding Announcement

1. What unique abilities did you realize that you have after you did your personality tests AND spoke with your clients?
2. What types of clients do you find most enjoyable to work with and most appreciative of what you offer?
3. What kinds of problems do these clients have that you have a wonderful knack for helping them solve?
4. What benefits do your clients get when they work with you to address the issues in #3 above?
5. What do you hope to get out of your career? Think about the target at the end of your goal setting and Career Cocoon.

6. Assemble all of this below.

I will use my _____ and
_____ (From #1) to help _____ and
_____ (#2) to address their _____ and _____ (#3)
so they can _____ and _____ (#4).
My goal is to _____ (#5).

Sample: My first attempt went like this.

I will use my experience and ability to connect with entrepreneurs and salespeople to help them overcome their self limited financial beliefs so they can achieve greater success and become more fulfilled with their lives.

My goal is to help 1,000,000 families while being a role model to my own.