

# WELCOME!

*Hi There!*

Hello awesome biz buddy! Thank you for downloading this **Before & After Blueprint** which will help you to get super clear on the transformation you help your customers achieve.

Here are three reasons why you need to ensure you have crystal clarity on this transformation:

- So you know who your ideal customer is and they know you are for them
- To ensure your offer is aligned with your customer and their results
- So that your messaging grabs the attention of your dream customers and entices them to take the action you want them to take

Transformation clarity is not a nice-to-have, it is a **must-have!**

Handily we've developed this guide to help you define your transformation and boy oh boy have we gone DEEP and nerdily specific with it.

There are two boxes to fill in for each section. One is your customer's experience before they work with you or take your course, and the second is how it changes afterwards. We've also included some specific examples to get your brain cells firing!

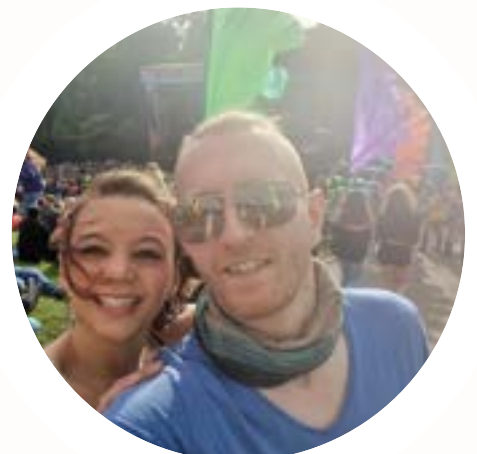
Wishing you a terrific transformation adventure!

*Ali & Neil*

## ABOUT US

Hi! We're Ali & Neil, Mindset & Accountability Coaches from **The One Life School**.

We specialise in working with online business owners to help you get clarity on what to do and then giving you the support & accountability to actually DO it! So that building your biz is quicker, easier & more fun!



# BEFORE & AFTER BLUEPRINT

## Burning Problems...

What are your ideal customers' most painful problems (related to your biz area!). What is causing them stress and sleepless nights? Write as if you are them.

*I'm finally ready to start a business but I'm so **overwhelmed**. There is way too much information, I have **no idea** where to look, how to research or get started. I really want to be able to help people and create a better more exciting life for myself, but every time I sit down to figure out what to do I come away feeling more **confused**. I've started posting on social media but it's not enough. I keep **procrastinating** and my dream feels **impossible**.*

## To Bragging Pleasure!

Now take the opposite of those burning problems and describe what would happen if they were solved. What would your customers be celebrating?

*I feel **calm** and in **control** and confident in my plan to achieve my short and medium term biz goals. I know what to do and when I need to do it and I am working **smart** and **consistently** on my important biz growth tasks moving one step forward at a time. I know my **strengths** and the skills I need to develop. I'm starting to get new leads and I've even made my first sale! I'm **loving** the journey and feel like I got this!*

# BEFORE & AFTER BLUEPRINT

## Before: Behaviours & Habits

What specific behaviours or habits have they developed which are contributing to their problems or are unhelpful or causing them distress. Be specific!

- *I don't plan or review my biz tasks each week.*
- *I struggle to sit down to work, cycle through different options on my list but then don't commit and follow through on an action.*
- *I keep intending to go live or record talking videos but don't.*
- *I keep rolling over actions from my to do list, especially ones where I have to reach out to people.*

## After: Behaviours & Habits

What behaviours and habits have they developed which support them in achieving their goals. What have they learned to DO differently?

- *I block out time every week dedicated to planning and reviewing.*
- *I have defined in advance what it is I am working on, and when I'm doing it. I follow a task through to completion.*
- *I have experimented with different types of videos and lives and posted these.*
- *I can see a list of ticks where I have completed actions. I also have a list of names of potential leads or network connections that I update regularly.*

# BEFORE & AFTER BLUEPRINT

## Before: Thoughts

What thoughts and internal monologue do they have around their problem? What do they say to themselves? Externalise and verbalise this.

- *I don't know where to start, there are so many things to do ahhh! How do I prioritise?*
- *I'm really struggling to sit down to work and follow through on one thing. Why do I keep getting so distracted?*
- *My posts look so crap. How do other people make them look so good?! I should be better than this.*
- *I know I need to reach out to XYZ but I'm not exactly sure what to say.*

## After: Thoughts

What helpful thoughts have they developed which support them achieving their goals? What's the opposite of the negative thoughts they had before?

- *My goals and planning routine supports me to identify the "move-the-needle" tasks.*
- *The clarity I have from planning and prioritising has given me the energy and discipline to follow a task through to completion.*
- *I know social media is a learning process and that I need to give myself grace to be a beginner. It doesn't make sense to compare where I am with other people as we all have different journeys.*
- *I am able to be brave and reach out to XYZ even though I haven't crafted the "perfect message". I am okay if they reject me or ignore because it's not personal.*

# BEFORE & AFTER BLUEPRINT

## Before: Feelings & Emotions

What specific feelings and emotions are these thoughts making them have? Google a list of emotions if you're not sure & elaborate on how they're feeling.

- I am overwhelmed with the non stop juggle of my day job, biz and other responsibilities.
- I'm embarrassed that I've been working so much but can't tell my friends & family I've made a sale yet.
- I'm guilty and frustrated that I keep stopping and starting and I'm not able to show up consistently - this is meant to be something that I LOVE?!

## After: Feelings & Emotions

What positive emotions are they feeling now? How do these feelings link to their new positive thoughts?

- I feel empowered & balanced as I calmly and effectively manage my day job, business, & other responsibilities with ease.
- I'm proud and confident in my progress, knowing that every effort brings me closer to success, and I'm excited to share my journey with friends and family.
- I feel forgiving towards myself for the natural ebb and flow of my motivation, and I'm enthusiastic about continuing to engage in something I love.

# BEFORE & AFTER BLUEPRINT

## Before: Skills & Knowledge

What skills and knowledge do they have before they work with you in relation to their goal?. What have they learned already?

- *Limited knowledge of biz structure and strategy.*
- *Basic knowledge of productivity*
- *Unhelpful mindsets that facilitate fear of failure*

## After: Skills & Knowledge

What skills and knowledge have you helped them to learn either directly through teaching or indirectly through other means? What do they know now?

- *Knowledge of biz strategy e.g. offer development, lead magnet creation, funnels etc..*
- *Knowledge of time management and key productivity techniques, e.g. pomodoro, anti-procrastination strategies*
- *Knowledge that failure is to be embraced and is necessary for success, personal reflection & pre-mortem results*

# BEFORE & AFTER BLUEPRINT

## Before: Identity & Stories

What stories do they tell themselves about who they are that keep them stuck and not achieving their goals? Who do they believe they are deep down?

- *I don't deserve to be successful because...*
- *Business success is not for people like me*
- *I'm just an average person destined to live an average life*

## After: Identity & Stories

What new empowering authentic stories are they able to adopt? What beliefs about their identity can they integrate into their newly expanded sense of self?

- *I deserve to be successful because I am capable and worthy of achieving my goals.*
- *Business success is for someone like me because I bring unique perspectives and valuable skills.*
- *I am a unique individual, destined to experience a life rich with diversity & meaningful moments.*

# NEXT STEPS

*Congratulations!!*

Now you have a deep-down-inside-out understanding of the transformation you help your customers to achieve.

WAY. TO. GO!

Use this and the specific examples you've articulated in your messaging to communicate the value of your offer with confidence and clarity.

If you are looking for more personalised 1:1 support and accountability to help you build your online biz and get your first sales, then check out our flagship programme **Frazzled to First Sales**:

❌ **END OVERWHELM** ❌ **STOP HIDING**  
& GET YOUR **FIRST SALES!**  
**WITH OUR 1:1 COACHING PROGRAMME** 🧠



**This 5 months of Mindset & Accountability Coaching is for you if:**

- ✓ You've got an online service biz idea related to **coaching**, an online **course** or other **online service** & you're ready to put in the time and effort to create it into reality.  
You want a high **support**, high **accountability**, action focused container.
- ✓ You're done with info heavy online courses and light touch only group support.
- ✓ You **can afford** the special beta offer price = £1,500\* (limited to first 4 sales) - *note, payment plans are available*
- ✓

**Book your \*FREE\* exploration call to see if this Frazzled to First sales is right for you**

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