



THE EXCEPTIONAL BUSINESS ACADEMY

Bringing It All Together

If your goal is to attract more ideal clients:

Focus on branding and resonance

- Clarity on your space
- Be clear on your ideal client (nickname)
- If you need to, know your ideal client even better (refer to call 2)
- Develop a Stand Out Statement
- Create self-identifying questions and statements
- Work on your website and everything public-facing

If your goal is to get more attention:

Focus on exposure

- Improve your social media strategy
- Be a guest on podcasts
- Write articles
- Improve SEO
- Reach beyond your current circle of influence

If your goal is to create an exceptional experience:

Focus on creative ideas

- Systematize some surprise and delight ideas
- Review all touchpoints to be more frictionless
- Create lasting experience opportunities
- Implement unbreakable bond ideas- support, can only get it from you, customer benefits

To hold it all up and always be exceptional:

Focus and revisit all the time

- Embody the lifestyle you want
- Embody the lifestyle of those you serve
- Know your IT Factor
- Know the answer to your sidewalk test
- Know your Real Reason Statement
- Refer to the Luxury Service Mindset Framework as a check-in
- Commit to being different and exceptional. Don't be lured by the ordinary world. Observe how it operates and then do it differently, deeper, and more meaningful with being exceptional in mind.

The TEBA Real Reason Statement

It was never really about exceptional quality or being the best at what you do. It was really about changing the world by making doing business with you a life-transforming experience.

The Thread and Goal

You have to find and OWN the exceptional in yourself to deliver an exceptional experience for those you serve. In doing so, you raise the standards in the world and THAT is what really changes the world.

How else can I support you?

The Self-Employed Business Institute

5-month training/coaching program in small cohorts covering marketing, branding, systems, business model, and mindsets.

www.selfemployedbusinessinstitute.com

The High Achievers Mastermind

One-year group limited to 10 people. To be a high achiever is more of a mindset than your current status in business. Group support, live retreats, and extensive one-to-one support.

www.jeffreyshaw.com/high-achievers

Website Brand Messaging and Emotional Journey

2-months to deeply understand your ideal customer, develop your Stand Out Statement, build your brand messaging, your emotional journey, and prepare your website for an overhaul.

jeffrey@jeffreyshaw.com

One-to-One Coaching

Three 45-minute calls per month for a minimum of six months, unlimited email and text support with full access via Voxer.

jeffrey@jeffreyshaw.com

In all cases, you are welcome to reach out via WhatsApp or at jeffrey@jeffreyshaw.com.

This is not an end but rather just a beginning. The beginning of you taking a stand to create an exceptional business. The beginning of new rewards in your life. Hopefully just the beginning of us working together because I am in it for you for the long haul.