



# Be Bold + Thrive 2020! Guide

Create Your Greatest Contribution +  
Entrepreneurial Success Yet

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# Hey There!

2020 will go down as a one very tough year with more change and challenge that you or I could have imagined or wanted.

But it's exactly in these conditions that you get smarter, stronger, and more resilient.

Here's your Be Bold + Thrive 2021 Guide so you to turn all this crisis into your greatest contribution and success yet!

Use this step-by-step guide to:

- Do an honest review of the good, the bad, and the ugly of 2020 so you can gain insights to take forward and let go of the rest
- Figure out your client's biggest challenges today and why solving them truly matters
- Cut through the clutter and create a clear, one-page plan to thrive in the new year

And watch your email for upcoming lives, inspiring videos, real-time planning sessions and more so we can be bold and thrive together!

Cheers,





## Step 1: Your 2020 Insights

Do an honest review of the good, the bad, and the ugly of 2020 so you can gain insights to take forward and let go of the rest.

Like a movie replay, close your eyes and take yourself back to January 2020. Then press play and recall the major events and how you felt up to this moment.

**1. What are 3 things that happened personally or in your business that were GOOD?**

**2. What are 3 things that happened that were really HARD?**

3. Considering the good, the bad, and the ugly, **what are 3 things you learned about *yourself* or your *business* that are worth carrying forward?** Because they made you stronger, smarter, and more resilient!



## Step 2: Identify the Big Problems

Clients pay you to solve their problems. The bigger and more urgent the problem, the more valuable it is to them get it solved. And the bigger contribution you can make. Let's start by identifying your client's biggest problems.

1. **What do YOU think are your client's biggest problems...right now?** Write down all the problems you currently or want to solve for idea clients. Then circle what you believe to be their TOP 3 problems.

2. **What do your CLIENTS think are their biggest problems right now?** If you haven't asked lately now is the time. Here's how:

Reach out to 3 – 5 of your best clients from this year (or people you'd love as 2021 clients) and ask for a short conversation, like this:

"Curious if you could help me out. I'm looking to improve what I'm doing to add even more value to my clients. Can I ask you a few questions to get your advice, insights, and recommendations?" (Psst! More people will say YES when you ask for their advice.)

You want to ask questions to understand their most pressing problems today, like these:

- With everything that's happened in 2020, what are your biggest business challenges now?
- What have you already tried to address these challenges?
- Why didn't that work?
- If you could solve these challenges, what difference would it really make to you and your business? Ask for real dollars or percentages.

Listen carefully and write down their responses. After several calls, you should know for sure what are their biggest problems and why it matters to them.



## Step 3: Your Biggest Contribution

Now that you have identified your client's biggest problems, the next step is to determine your biggest contribution. Your biggest contribution happens at the intersection of their problems, your passion, and transformational solutions.

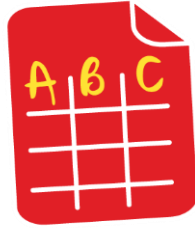
This is your opportunity to be bold! To go beyond what you already do or how you do it to step up to meet your client's needs.

- 1. Which of your client's biggest problems are you most motivated and passionate about to solve? Why?**
- 2. Imagine you could wave a magic wand and your client's problems were solved. What does that transformation look like?** Transformational solutions feel like magic to clients.

**3. What do you need to know or do to increase your capacity to solve these problems?**

Consider what you may need to learn, what new resources you need to obtain, and who you may need to hire.





## Step 4: Simplify Your Solutions

As the saying goes “A confused mind says no.” Your ideal client is already feeling frustrated and confused about solving their biggest problems. Don’t add to their dilemma. Simplify your solutions by offering 3 products or services to increase how often they say “Yes!” to one or more of them. Use this chart to match each problem you solve to the product/service you offer.

Big Problem I Solve for Ideal Clients	Product/service I offer to solve this problem	What I charge for this product/service



## Step 5: Your 2021 Plan to Thrive

You don't need a complicated plan to generate revenue and thrive. What you need is to focus on a short list of Revenue Generating Activities (RGAs) that you will get your ideal client's attention, get to know them and their problems, and invite them to work together to solve their problems.

And then you need to work that list by doing at least 3 RGAs every single day. By consistently doing RGAs you will figure out which ones work well, which need to be tweaked, and which need to be replaced.

Some Example RGAs:

- Email marketing
- Specific social media marketing (image posts, video posts, ads, lives, comments, messages)
- Attending virtual or in-person conferences, meetings, or events
- Hosting your own webinar/virtual event
- Podcast (hosting or as a guest)
- Writing Blogs
- Website SEO
- Postal cards or packages

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For your top 3 products or services, choose no more than 4 Revenue Generating Activities (RGAs) that you believe have the best potential for you to get your ideal client's attention, get to know them and their problems, and invite them to work together to solve their problems

	<b>Product/Service #1:</b>	<b>Product/Service #2:</b>	<b>Product/Service #3:</b>
<b>RGA #1</b>			
<b>RGA #2</b>			
<b>RGA #3</b>			
<b>RGA #4</b>			

# Growing a Business During a Crisis is Hard. Doing it Alone is Harder.

As a woman entrepreneur, you want to build a thriving business that you love. The problem is, the world today is more unpredictable than ever, leaving you feeling anxious about how to create real growth and uncertain of where to turn to when things don't go according to plan.

You don't have to face this uncertainty alone! Imagine a community that inspires you to achieve your most ambitious business goals, encouraging you to take bold action.

I know what it's like to feel anxious and uncertain. From bubbles and recessions to glass ceilings and corporate politics, I've navigated challenging times, and I understand what it takes to thrive: clarity, confidence, and community.

I've watched countless women struggle to achieve their entrepreneurial dreams because they were never given practical, actionable advice on how to have a successful business.

In my nearly 20 years of advising, mentoring, and coaching women, it's become clear that women thrive when they experience the powerful combination of individual one-on-one coaching, real accountability, and a community of supportive and meaningful relationships.

That's why I created the [REV UP Society](#). Together, we can be stronger, smarter, and savvier in the midst of uncertainty.

Join us and discover how your business can grow in ways you never imagined!

Find out more at [maryfoley.com](https://maryfoley.com).

