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Play.

THE PLAY FORMULA: Strengths + Meaning/Time = PLAY

Who do you think you are?

NAME Gwen Witherspoon

DATE February 27, 2018

	PERSONAL	BUSINESS
Strengths (Gifts)	ACTIVATOR – makes things happen by turning thoughts into action	Generates enthusiasm, helps others fully experience their lives, issues direct orders when necessary
	RELATOR – enjoys close relations with others	Finds deep satisfaction in working hard with friends to achieve a goal
	MAXIMIZER – focuses on strengths as a way to stimulate personal and group excellence	Seeks to transform something strong into something superb
	STRATEGIC – creates alternative ways to proceed	Quickly spots the relevant patterns and issues
	BELIEF – has core values that are unchanging	Has a value-based, defined purpose for life and work
Meaning (Values)	RHYTHM – an environment of style and creativity	BEAUTY – pleasant environment that activates the senses
	REVELATION – the discovery of hidden truths and pursuit of knowledge	INSPIRATION – igniting hope and creativity from the inside
	RELATIONSHIP – a rich and varied base of friends, associates and family based on a living relationship with Christ	EMPOWERMENT – provides training and practical resources for action
Time (Purpose)	Documenting my thoughts by developing unique content	Developing a library of proprietary content
	Deliberately writing the vision in every area	Teaching others the process of writing the vision
	Creating passive revenue streams to address low budget	Investing in collaborative relationships for mutual benefit
	Proactively applying Galatians 6: 4-5 MSG and shutting out all other voices	Defining the WORKS Model

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Plan. Flip 5: Principles of Planning

BUILDING THE ARK

What problem are you going to solve?

DATE February 27, 2018 FOCUS Vivid Party

1	Look Within	What is this dream that you have? I was born to solve the identity crisis for the vision impaired.
2	Look Up	Why is this worth doing? Who you are needs to be the foundation for what you do.
3	Look Around	What resources can you employ? The word of God translated and presented in practical forms, 30 years of communications and life experience, ministry calling, love for people
4	Look Ahead	What's the V.I.V.I.D.™ View? The Vivid Party is a workshop experience to help women connect, learn, and grow.
	Vision	What's the big picture? • Removing psychological distress when seeking a clearer sense of self and role in society, •Bringing clarity to goals and priorities in the midst of intense difficulty, trouble or danger, • Cultivating a sense of wholeness
	Identity	What does it look like? • Beautiful, peaceful, and energizing, • Employs all of the senses, • White and vivid colors
	Voice	What's your core message? Proverbs 29: 18 MSG, "If people can't see what God is doing, they stumble all over themselves." God hid everything you are supposed to become in you. "Your future is not ahead of you. It's in you, " GW
	Information	What do you need to know? What expertise does it require? How to connect emotionally with women facing an identity crisis and how to practically teach, train, and coach them regarding the process to write the vision.
	Development	Who do you need to become? A skilled small group presenter with branded tools, including engaging videos, effective online resources, and transformational workshops
5	Look Back	re-View (Reporting, Analysis, Assessment) 1) Conceptually strong, team weak, 2) Executed more soundly--tasks more defined, attendance weak, 3) Had the benefit of new collaborators and resources to improve the message, reach, and profitability, 4) Great content from 3 speakers, team discord, solid attendance, 5) Poorly promoted, made it free, low attendance, but meaningful (reduced expenses), 6) Poorly promoted, lowest attendance of them all, powerful, conversations, content solid, started late, broke even

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MASTER YOUR HABITS

What do you need to R.E.P.O.H.?

REPETITION | EASY | PLEASURE | OFTEN | HABIT

Your ability to execute your vision is determined by your habits.

DATE: February 27, 2018

FOCUS: Vivid Party

5 Habits to Master		PERSONAL	BUSINESS
Organizing	VISION	Discipline to write what I see	Diligence to compile the information
	COMMUNICATION	Manage updates proactively	Provide reports
	PROCESS	Document Vivid Party Steps	Define workflows
	THOUGHTS	Exercising my dream muscles	Absorbing information
Tracking	ANALYTICS	Document time spent	Capture traffic & engagement
	MONEY	Embrace facts	Develop projections
	PROJECTS	Manage commitments	Identify project components
	TIME	Keep hope alive to curb procrastination	Document time hours
A.C.T.ing	PLANNING	Develop a weekly & daily plan	Manage established plan
	CONNECTING	Purposefully build relationships	Strategically establish networks
	SERVING	Intentionally adding value	Investing in client interests
	ASSESSING	Interviewing	Polling
Waiting	PRAYER	Ask for wisdom	Ask for influence
	TEAM	Expect proficiency	Facilitate growth
	TRAINING	Develop my concepts	Develop online learning courses
	REST	Create space	Allow the celebration of creation
Scheduling	TOOLS	Use them. (Learning)	Synchronize
	PREPARATION	Designate time up front	Rehearse the plan
	FOLLOW-THROUGH	Expect ruthless execution	Accountable to agreements
	FOLLOW-UP	Inspect what you expect	Analyze results

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CREATE AN ACTION PLAN

How are you going to get it done?

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		TEAM	CUSTOMER
Purpose	MISSION	To empower them to deliver a vivid experience	To help you get a vision for every area of life
	VISION	• Informed, hospitable, sensitive, • Prepared, efficient and engaged	To connect women to their purpose, teach them how to write the vision, and jump start the development process
	VALUES	Partnership, preparation, and prayer	Beauty, clarity, action
People	RECRUITING	Independent Contractors	Women who have tried and failed to fulfill their dreams
	TRAINING	Share conceptual previews	Develop online learning courses
	COMMUNICATION	Email Campaigns	Provide reports
	MANAGEMENT	Bitrix24	Infusionsoft automation website Resources*
Product	POSITIONING	Add-ons as tools to increase learning, bundle upgrades	An inspirational experience that provides practical tools
	PRICING	$25-$200/commissions	$25 discounted to $19.99 for 2 weeks
	COMPETITION	Their own visions and lives	Vision board parties
	SALES	Product knowledge training*	Include form in program, promo codes for discounts
Profit	BOOKKEEPING	Provide access to Project Manager	Google sheet / Excel Doc
	PROJECTIONS	Share sales goals	Set goals, break even & profit*
	INVOICING	PayPal Logins	Online Payment/Reader at the Door
	ACCOUNTING	On-Site Reconciliation	Profitability Report
Process	CUSTOMER ACQUISITION	Team Ticket Goals	3-Week Promo*
	DISTRIBUTION	Provide emails for team promo	Presenter networks, Coschedule, Infusionsoft
	FULFILMENT	Define team roles	4-Hour Experience
	SUPPORT	Preparatory emails	"Getting the Most Out Of" Emails*
Promotion	BRANDING	Team Dress Code	Coach-Centric, Vivid Brands Colors
	TRADITIONAL MEDIA	Training Videos*	Direct mail invitations, phone calls
	SOCIAL MEDIA	Provide Social Media Kit*	Facebook, Twitter, Instagram & LinkedIn
	MARKETING	Define Talking Points*	:30, :60, :90 videos, program, worksheets

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