



## **Turning Points Story**

*Map out your own turning points story to connect with your ideal clients.*

*(Mission Driven Content)*

### **Step 1: What is your direct offer? We want you to be selling NOW!**

\*\*Note - “selling” here can mean different things: selling a service, selling who you are as a person, selling people a new idea/way of being or thinking, suite of freebies (WS, Optin, Strategy Call)

### **Step 2: Brainstorm story seed ideas**

What was a significant turning point in your life that led to you create your business, switch gears in your business, and/or leave the past “thing” (career/business/job) that you were doing?

## **Step 3: Outline Your Turning Points Story**

### **Stage 1: The Setup**

I had been teaching for 15 years and was sick of a system that didn't give a shit about the kids, the teachers, or the learning. It was all tests, tests, tests! Hurricane Sandy descended upon us in Brooklyn, NY, in 2012, and I was gifted a week off of work. I came out of robot mode and started really thinking about what I wanted to do with my life and career.

**Turning Point #1 (The Opportunity):** During this week off, I spent a lot of time journaling. On day three, I woke up and re-read my previous entries and something stood out: *"I deserve to be happy again"*. I sat at my table and sobbed, realizing how unhappy I truly was. I made a list of all the things I could do to make money (skill set) and birthed the idea of becoming an entrepreneur.

### **Stage 2: The New Situation**

I spoke with my spouse about my realizations and desires, and she gives me her blessing to leave my career of 15 years. I begin "googling" how to start a business and become overwhelmed by the information—all foreign to me. I get on Facebook and ask for help.

**Turning Point #2 (The Change of Plans):** I quickly realize I don't know what I am doing and using the power of social media and relationships, I find a business coach, a virtual assistant, an accountant, and a website designer to help me get my ideas and desires together and build a business. I make an exit plan to leave my teaching career in 5 months—at the end of the school year.

### **Stage 3: Progress**

I spend the next five months working on me and my business idea to become a copy and content writer. I am in a constant state of learning and questioning, *"OMG, is this even going to work?"*, but I have a good team in place who believes in me and my vision (even when I didn't believe it myself). I pick up my first couple of clients and my confidence in this plan builds.

**Turning Point #3 (The Point of No Return):** The end of the school year is near, and I am looking forward to changing gears and working for myself. I have decided I will not have a Plan B — I am all in with Plan A to make this thing work. I do keep my college professor job to pay for the team expenses while I build my brand.

#### **Stage IV: Complications and Higher Stakes**

I turn in my resignation and now know that I've made the right decision for me, but I am kinda scared out of my mind. *What in the world? I am giving up a \$70k year career, with retirement and benefits, to do something completely foreign to me?*

**Turning Point #4 (A major setback):** I finish up with my first couple of clients (that seemed to land really easily) and have no clients in my pipeline. I start to question if I can really do this. *How am I going to make money? Have I just shot myself in the foot?* I realize I better learn how to market myself, so I start a blog and blog my ass off. (haha) I realize rather quickly that good content (storytelling, captivating, etc.) is getting me quite the traction, so I keep doing it. In year one, I published over 105 blog posts. I learned the power of content marketing by trial and error!

#### **Stage 5: The Final Push**

I decide to quit hiding behind the computer and actually learn how to pick up the phone and ask for business. This was so scary to me! My hands would shake and my mouth would go dry and my stomach would turn. I stalked a couple of people I knew in business and pretended I was interested in their services and booked a call with each. While they talked to me about their services, I was actually taking notes on how they structured their sales calls and what they said at each point. (sneaky!)

**Turning Point #5 (The Climax):** Over the next 6 months, I gained confidence, which in turn caused me to gain clients. (funny how that works together, huh?) I started playing a game with myself: How many “no’s” can I get this week? Because I knew that if I was getting “no’s”: 1.) I was asking for business, and 2.) the “yesses” would follow! My client roster began to grow and so did my income.

#### **Stage IV: The Aftermath**

As I continued to work on myself and become more aligned in my marketing, I gained more confidence each day of the journey.

12 years later? This business has grown to nearly a one million dollar/year brand using only organic marketing.

I wake up every single day grateful I took the leap out of public education.

I wake up every single day happy that I ditched Plan B!

And I wake up every single day remembering my mission and commitment to other business owners: learn the power of great messaging and organic marketing, so they too can have a business that allows them freedom, fulfillment and financial flow!

#### **Step 4: CTA - what do you want people to do?**

I'd love to hear your story of how you began your business!  
Please share that below.

And if you'd like to come to my workshop on organic marketing that attracts paid clients, I'll put the link in the comment. We'd love to help you get your marketing working EVEN better, so you can keep sharing your mission/vision with the world.

#### **Resources:**

Read Shannon's turning points story here: <https://www.facebook.com/maryshannon.hernandez/posts/pfbid0PT4Kcb4PriD3tNdGowxZ5AmUVejoAi3F1ZYCM6hiRKjFc8JXeXkBpoq1mqYUWG5MI>