



# The Maven





# THE MAVEN

MAGNETIC. INSPIRING. CATALYST.

Mavens are the catalysts of the world. They see opportunities and adore big out-of-the-box ideas that have the potential to revolutionize the way we approach life, health, relationships, spirituality, and business.

Combined with their natural charisma and presence, Mavens are the speakers and leaders we turn to for inspiration.



RACHEAL COOK  
MBA

# HOW TO USE THIS GUIDE

After working with thousands of heart-centered entrepreneurs, there is one thing I know for sure::

***There is no one-sized fits all secret to success.***

But there are some shortcuts that can accelerate your entrepreneurial learning curve - and it all starts with understanding your Business Sweet Spot.

When you understand your Business Sweet Spot, you're building your business in alignment with your innate talents, gifts, and strengths.

Your Business Sweet Spot isn't about your personality. It's about helping you leverage *what you do best* into a profitable, sustainable business.

Your primary Business Sweet Spot Theme is explained inside this mini-guide, including some actionable insights...

***Snapshot of the Maven Theme::*** We'll start with the overview of the Maven Business Sweet Spot and glimpse into an aligned Maven business.

***Your Strengths::*** We'll look at the amazing opportunities you have to leverage your innate gifts, talents, and strengths in your business.

***Your Struggles::*** We'll avoid the biggest challenges that can hold your business back from success.

***Maven Biz Design::*** Then, we'll take a look at how you can start optimizing your Maven business for profitability and growth {without burning out}.

***Maven Marketing::*** Finally, we'll look at the most important elements of a successful Maven Marketing Plan to consistently attract your dream clients.



# SNAPSHOT OF THE MAVEN



## Mavens Motivate & Inspire.


As a Maven, you are a natural born leader who has a talent for rallying people behind an idea. You've probably stepped into leadership roles throughout your life as you have a real knack for getting people fired up and excited to take action.

Your ability to effortlessly influence others is one of your greatest strengths. Unlike other sweet spot themes, your natural charisma helps you to quickly build a following of like-minded people.

As a Maven, you get excited by big, life-changing ideas. A word of caution - your excitement can feel like hype to others. Make sure you have a proven track record with your ideas so you don't come across as *All Sizzle and No Steak*.

***YOUR CLIENTS WANT YOU TO LEAD THEM INTO ACTION.***

People seek out Mavens when they are ready for big transformations in their life, health, business, relationships, and more. They're tired of the status quo and look to you for fresh new ideas and approaches.



Before you are a leader, success is all  
about growing yourself.  
When you become a leader, success is  
all about growing others.  
- Jack Welch



# MAVEN ROLEMODELS

Success isn't just about what you accomplish in your life.

It's about what you inspire others to do.

The most successful Mavens love being the catalyst, the spark, that ignites excitement and passion in others.

When a Maven gets fired up about an idea, they make it their mission to spread the message far and wide. This natural energy translates well into effortless salesmanship for products, programs, and services.

The most successful Maven Entrepreneurs leverage their powers of persuasion and influence to reach broad audiences. Their dream clients are super-fans who buy books, attend events, and share your message with others.

Oprah Winfrey {Thoughtleader}



Is there anyone who is more influential in the realm of spirituality and personal growth than Oprah? From TV to events to online courses, she inspires millions every day.

Kris Carr {Author + Wellness Expert}



With her incredible story of living with cancer, Kris Carr is a Wellness Warrior who made drinking green juices and smoothies as normal as drinking your morning coffee.

Gary Vaynerchuck {Entrepreneur}



Gary was one of the first entrepreneurs to jump into video marketing, creating a personality driven brand that has majorly shaped how we use social media in business.

# STRENGTHS

- 1.** **Presence.** You might be charming. You might be commanding. But you definitely attract people to you with ease.
- 2.** **Leadership.** We come to you when we are ready to move into action. Your dream clients look to you for the motivation to get into action.
- 3.** **Ideas.** You love big ideas. Like a fashion designer, you easily see how you can put a new spin on a big idea to make it exciting and new,

## IGNITE INTO ACTION.

When we are struggling to get motivated, we turn to you to get fired up. You encourage and empower us with stories of others successes.

Many Mavens start by working 1x1 or in groups... but this natural Sweet Spot can also be leveraged as you embrace speaking, networking, hosting and attending events, and streaming video.





# STRUGGLES

1. **Idea Overload.** Many Mavens get excited by ideas to the point where they struggle to stick with one long enough to gain real momentum in your biz.
2. **Experience.** Mavens are excited about building a audience... but don't forget to get real experience delivering results first!
3. **Consistency.** Mavens tend to struggle the most with consistently implementing a plan - but this is exactly what will help nurture and grow an audience.

## KEEP YOUR EYE ON THE BALL.

If you want to turn your passion and big ideas into a business, it's crucial that you start by helping real people. Working 1x1 or in groups will help you ensure your students get real results and create life-long super-fans.

Mavens famously struggle the most with shiny object syndrome. Consider working with someone who will help you create lots of content when you are inspired, then strategically drip it out for consistent communication with your community.





# MAVEN BIZ DESIGN

As a Maven, you're naturally wired for leadership. Many Mavens do extremely well by building large platforms and audiences around their big idea. The more ways you can get your message into the world, the faster your business will grow.

## Startup



In the Startup Stage of Biz Design, Mavens can establish their expertise quickly getting results for people.

- ➔ **1x1 Offering.** Starting with a very focused 1x1 offering allows you to understand what motivates {and slows down} the process.
- ➔ **Group Offering.** Mavens do extremely well teaching classes, workshops, or events to build your experience.

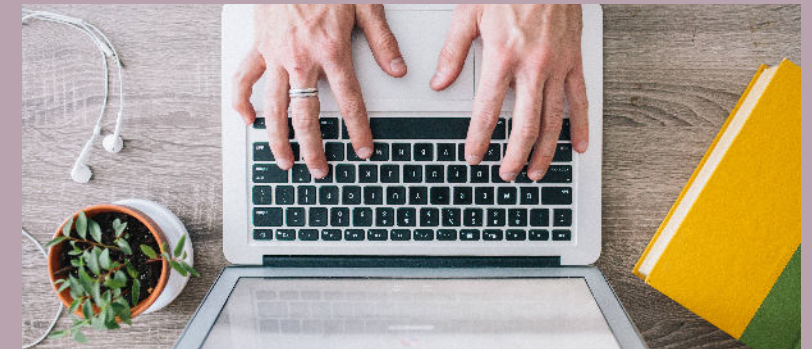
## Success



In the Success Stage of Biz Design, most Mavens start to become known for their signature work.

- ➔ **Signature Offering.** There are so many options for creating a Signature Offering. Consider making your offering as experiential as possible. Remember, your dream clients want to see and hear you! Live events can be extremely powerful {and also re-packaged into on-demand versions}.

## Scale + Sustain



In the Scale + Sustain Stage of Biz Design, Mavens shift from solopreneur to CEO.

- ➔ **Info-Products.** On demand books and programs are a way to teach many.
- ➔ **Power Partnerships.** Your influence will put you in a unique position to introduce others to your audience.
- ➔ **Maven Mentor.** If you love developing people, consider coaching new Mavens.

# MAVEN MARKETING STRATEGIES

As a Maven, your personal brand can quickly grow to reach and serve thousands of people! With that in mind, many Mavens can build a thriving business and attract amazing clients by simply focusing on 3 elements in their marketing strategy::

## Content Marketing.

As charismatic leaders, Mavens do extremely well with multimedia content marketing strategies including podcasting and video. Your people want to see and hear you!

**Consistency is the key for a successful content marketing strategy... but this may not be a strength.** The most successful Mavens learn to batch create a lot of content at once, then schedule it's release over time. This helps capitalize on your creative highs while appearing consistent to build that know, like, and trust factor quickly.

## Networking.

Ever heard the saying - it's not WHAT you know but WHO you know?

As a Maven, you are likely building your network without even meaning to! **Start being more intentional about the events you choose to attend {and if you aren't attending live events - even as an attendee you will meet incredible people} and consistently followup with people who you meet.**

## Speaking & Interviews.

The secret to getting more speaking & interview opportunities?

Not waiting for them to come to you!

**If you want to have more opportunities to get your message in front of established audiences {a smart move for you, Maven!}, then develop a process to consistently pitch yourself.** It does take some trial and error, but as you experience under your belt, you'll find opportunities will come to you!

## Marketing For Growth.

As you shift from the Startup to Success to Scale + Sustain stages of Business Design, you'll have to change up your marketing strategies to fit your growing business model. Mavens can leverage multi-media online marketing strategies to reach larger audiences. **Take note that building an audience for information products or online programs takes a bit more time... and will often require not just hundreds but THOUSANDS of people to become profitable.**