

Complete the outline below

My Niche

The key problem I solve: I help professionals stuck at intermediate level identify and get over their blocks and feel like English is their superpower using my approach the CALM way.

My Offer Statement

Transformation:

I help independent learners who feel stuck, to create their own personal action plan to know exactly what, when, where and how to study so that they can save time, stop procrastinating, and create a habit for learning English in order to finally push past the intermediate plateau and start feeling more confident in their personal and professional life.

Gaps:

Knowledge gap: how to create an action plan: what to include, how to set goals

Skill gap: how to set goals

Motivation gap: not sure they are capable without a teacher, not sure they have time

Change gap: need to transform their routines and lack of habit (need to be consistent)

*Steps to Transformation

Step 1: Problem 1 They need to Overcome (Module 1):

What is an Action Plan and why you need one.

Friction point 1: I haven't got time to make Action Plans

Solution: *How to save time with your personal Action Plan*

Friction point 2: I'm using a coursebook. Why do I need an Action Plan?

Solution: *How to make learning more relevant to your life and more enjoyable than using a coursebook (and faster!)*

Step 2: Problem 2 They need to Overcome (Module 2):

What does an Action Plan include?

Friction point 1: I'm not a teacher, I don't know how to plan classes

Solution: *How to plan your learning journey without a teaching qualification!*

Step 3: Problem 3 They need to Overcome (Module 3):

Where to start - the big picture

Friction point 1: I have no idea where to start

Solution: *How to identify the real reason you're learning English*

Step 4: Problem 4 They need to Overcome (Module 4):

Set your goals

Friction point 1: I do enough goal setting at work!

Solution: *How to get to where you want to be faster!*

Step 5: Problem 5 They need to Overcome (Module 5):

How to set action steps

Friction point 1: It all seems like a lot of effort

Solution: *How to know what to do every day and stop wasting time thinking about studying English*

Step 6: Problem 6 They need to Overcome (Module 6):

Activities and resources to include

Friction point 1: I'm not a teacher, I don't know which resources to use

Solution: *How to choose the best resources for you!*

Step 7: Problem 7 They need to Overcome (Module 7):

Timing

Friction point 1: I don't know how long I should spend working on a goal

Solution: *How to know when it's time to set a new goal*

Step 8: Problem 8 They need to Overcome (Module 8):

How to keep motivated

Friction point 1: I bored easily

Solution: *How to feel excited about turning up every day to work on your English*

Friction point 2: I don't have time

Solution: *How to find time for English without giving up anything else you love!*

Step 9: Problem 9 They need to Overcome (Module 9):

How to overcome obstacles that get in the way of you and your Action Plan

Friction point 1: I feel stressed and give up when it gets hard

Solution: *How to turn challenges into positive actions!*

Friction point 2: I don't have time

Solution: *How to find time for English without giving up anything else you love!*

Friction point 3: I feel alone

Solution: *How to find people just like you who are having the same challenges*

Step 10: Problem 10 They need to Overcome (Module 10):

How to track progress and revise and modify your Action Plan

Friction point 1: I'm not a teacher, I don't know how to plan classes, give feedback etc

Solution: *How to know if you're on track without a teaching qualification!*

Constant Aspects I will focus on each module: (Example: Each week you might focus on an aspect of pronunciation connected to the main learning outcome. Just keep a record of these so that you can come back to them later)

Write those details here. (bullet form is fine)

