

THE ENTREPRENEUR'S WIN-WIN SCENARIO

by

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The Scriptpreneur

entrepreneur: a business creator

win-win: a strategy to benefit all involved

scenario: a sequence of scenes (real or imagined) that make up a story

As entrepreneurs, we are creative disrupters who keep the world moving forward with innovative, new, better & more efficient ways of doing things.

Simply put, creative disrupters look for a win in every scenario.

Coaching begins with a story.

Your story.

Your transformation story.

The 4 parts to your story are simply:

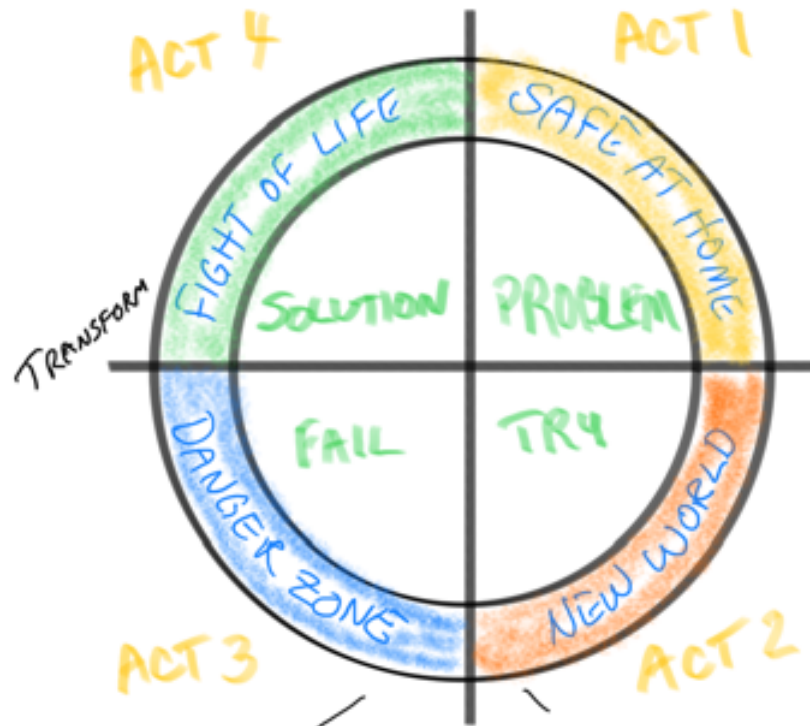
1. Problem
2. Try
3. Fail
4. Solution

When you share your journey, it's all about the mountain you had to climb in order to find the solution to the problem your client now faces.

Once you establish that your solution is the answer to your client's problem, you need to remove the mountain from their journey. Speed & ease are what you are paid to bring into the client's story.

WIN-WIN COACHING SCENARIO

STORY STRUCTURE

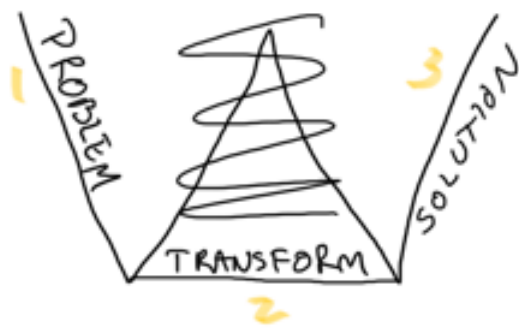


MY STORY

CLIENT STORY

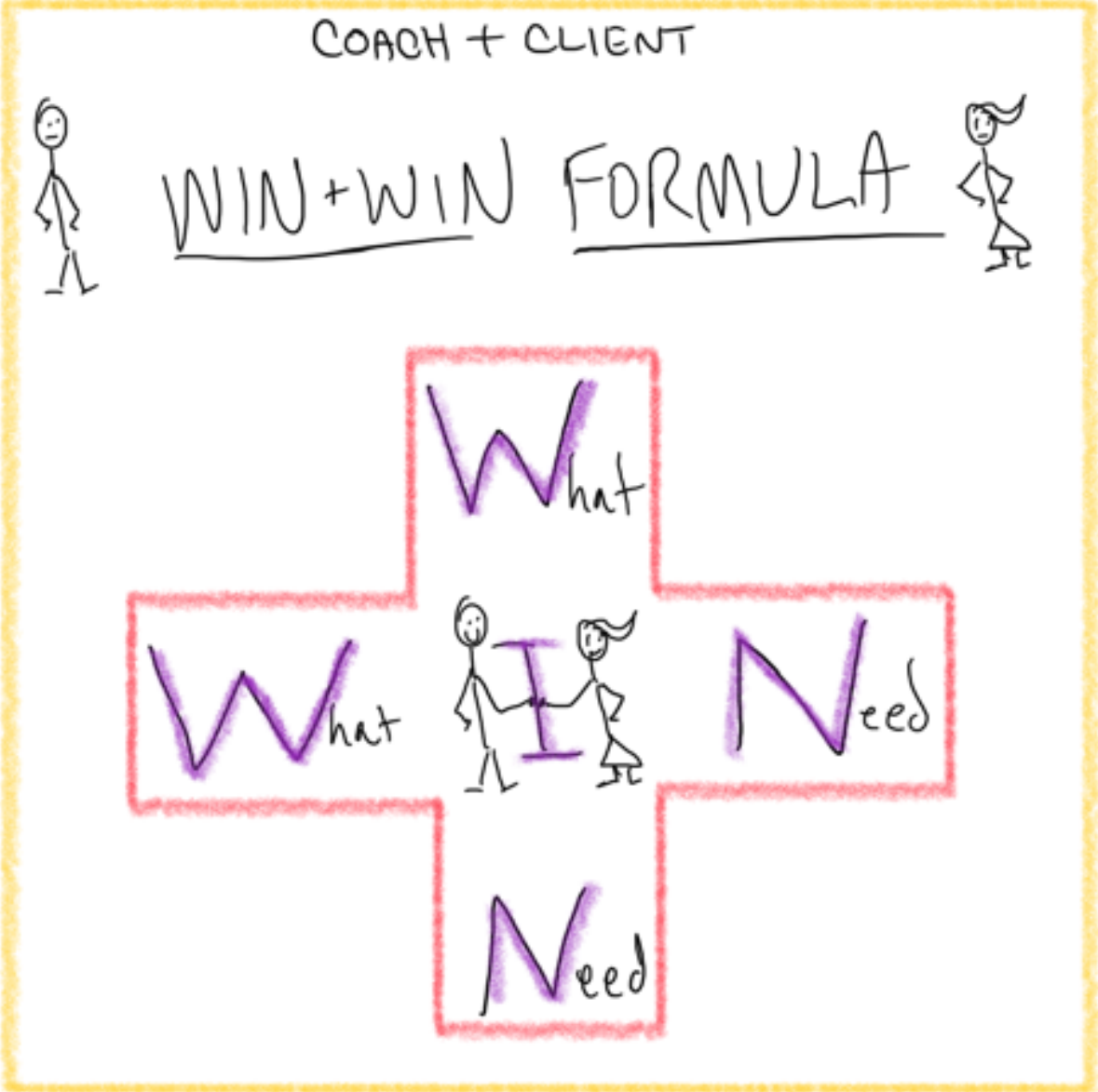


4-ACT STRUCTURE

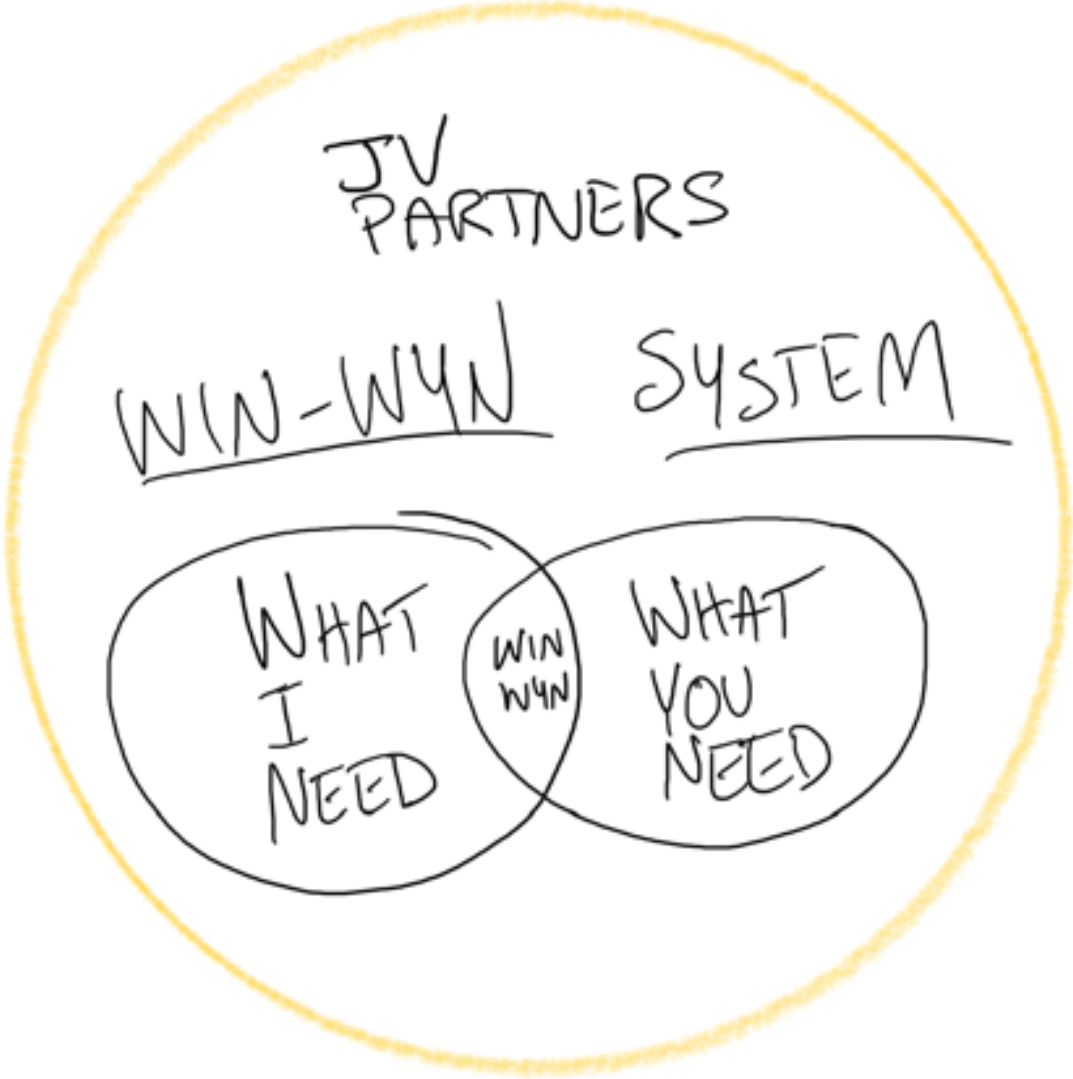


3-ACT STRUCTURE

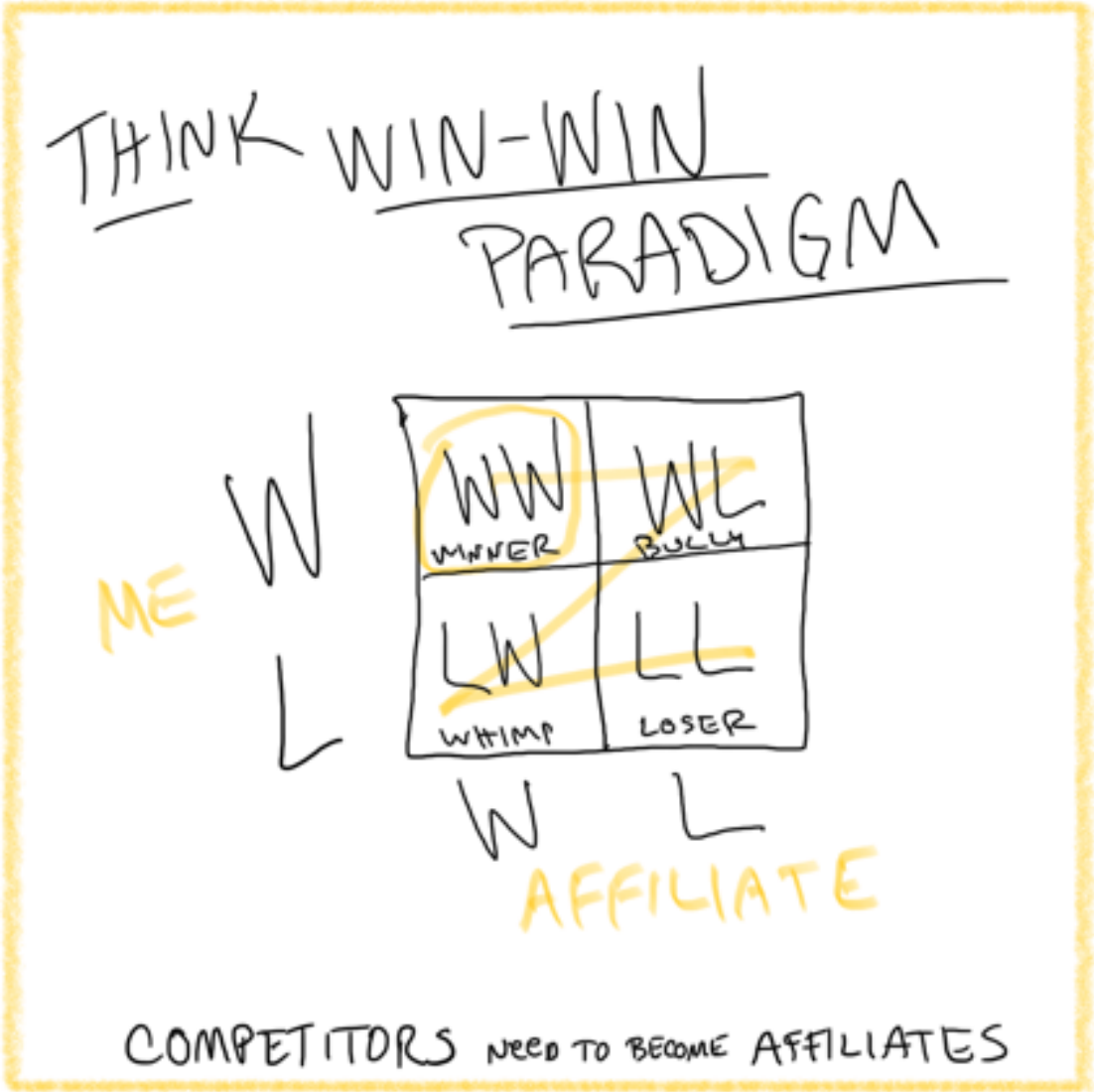
The WIN+WIN FORMULA for coaches & clients is as simple as a PLUS SIGN:



When entrepreneurs (coaches, speakers, authors) work with others, it remains super simple:



Sometimes a joint venture with another entrepreneur is not the ideal move, but affiliate marketing for each other's products & services can present the win-win scenario for all:



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More resources:
<https://wowhollywood.com>