

\$50k Impact Challenge for Evolutionary Women

Playsheet

Congratulations on making it to Day 5 of the
\$50k Impact Challenge for Evolutionary
Women!

Over the course of the week you've been given important pieces of your plan that you will now put together. Isn't this exciting?! This is your plan so you can earn whatever you would like to create as your impact. It could be \$50k. It could be another number and you get to choose over what time period to set your plan. We'd recommend that you create an exciting game for yourself between now and the end of the year.

Making impact can be measured in other ways than just financial. You can also think of the number of people you want to make a difference to, or the number of team members that you'd like to enrol in going on the journey with you. You've got all of the pieces that you need, now is the time for action. Make it fun and full of joy, there's no reason to be heavy about it (and we get this is important to you.) You're someone who cares deeply about making a difference both to yourself and to others.

We evolutionary women are all in this together! So if you get stuck anywhere at anytime, just reach out for support and nourishment. The GIFEW Women #Togetherwerise Facebook group is the place to do that. If you have a question or are stuck, chances are at least 10 other women are as well. Give yourself and the rest of us a dose of freedom by raising your question inside of community.

This plan isn't about getting it right, being perfect, or going it alone. It's an opportunity for your own personal growth and development as well as your best thinking at this point of time. Once you make your first evolutionary impact plan, you can come back and reuse this template over and over again. You can change the time period (1 month, 1 quarter, or 1 year) or the impact targets (you choose whether you want to start with \$50k, a smaller number, or a higher number.) The most important thing is to start with some number that is both exciting and slightly scary. Suggestion - get your scariest number in your mind and add 30% to it.

Once you complete your plan (again it's your best thinking at this point in time, your perfectly imperfect, good enough to get going plan) e-mail it to info@gifew.org so that you can redeem your free place on an Evolutionary Woman roundtable (worth over €1,500) which will give you the tools you need to implement your plan. It's worth submitting whatever you come up with just to take your next step. Transformation lives in action, not in thinking. So let's do this together!





5. When / Timing

Over what time period will your service solutions be delivered? (e.g. 12 days, 12 weeks, 12 months)

6. Who / Team

Who is in your team who will deliver your service solutions? What are their gifts and how will they contribute them?

7. How / Value Exchange

What is the value exchange in terms of both time and money that will be given and received?





VALUE CYCLE

In this section you map out your value cycle by expanding on what you wrote on pages 2 and 3. You're not reinventing the wheel here, you're just going deeper into your thinking and planning. If you're starting a new project or enterprise you may not have all of the pieces yet, focus on followers and community as a starting point and you will build on it from there.

1. Followers

People who give you attention

What can you provide for free to solve their problems? (e.g. podcast, fact sheet, video)

2. Community

Groups of people who participate in your community events

What kind of experience can you give them? (e.g. masterclass, webinar, local community event, in person gathering)

3. Prospects

People who give you their attention in a high intimacy high touch environment and are open to hearing how you can solve their problems in exchange for them paying you money

What kind of experience can you give them (e.g. one to one mentoring session, small group roundtable, inviting them to meet someone they would love to meet - like Mama Dinah from Hand-in-Hand with African Women)

4. Customers / Donors

People who pay you money or give financial donations with an expectation that they will get a return on their investment by you solving their problems

What kind of paid service or product can you offer them?

5. Raving Fans

Customers/donors who refer other customers/donors who love being in partnership with you and making a difference together

What kind of partnership opportunity can you offer them? When they bring a new customer or donor what could you give them in return?



