

CLASSROOM ESCAPE

YOUR ESCAPE KIT
BLUEPRINTS



JAMES ANTHONY

Welcome to the First Meeting of the Escape Committee

Enclosed is your top secret, Classroom Escape Kit.

Inside you will find a disguise, a false passport, a wad of cash in 4 different currencies and an enormous false moustache ;-)

Well, not exactly!

What I include here is a workbook and links to several audio resources, which will help you put into practise what you learn in my Classroom Escape book – and create the blueprint of an Online Teaching product, which you can sell online.

I want to make this step-by-step easy, and if you're 'old school' like me you might want to print this workbook out, put in a ring binder. I find when something exists outside the digital world it becomes more personal – and more real.

If you're a digital notes kind of person - or if you've borrowed an exercise book from your classroom to do your planning ;-) .. then that's fine too!

Every step I recommend in this workbook, is there for a reason.

The biggest one is this:

We all only have so much time in our lives - this is especially the case in education. A few hours spent planning your Online Teaching opportunity, will prevent *hundreds of hours* of wasted time down the road.

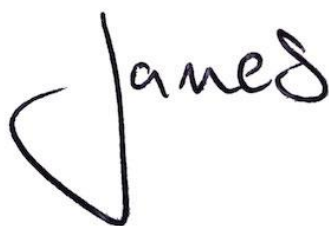
So follow the process, and return back to what you are doing, to reflect and improve it.

What you are about to create is the blueprint for a new life – I am excited for you.

It's time to put on your false moustache.

So if you're ready, let's begin.

Good luck.

A handwritten signature in black ink that reads "James". The signature is written in a cursive, slightly slanted style. The first letter 'J' is large and loops around the start of the name.



Where you see this image in the Classroom Escape book – you have a job to do here.



Which of the advantages of being an Online Teacher do you like the most?

In the ESCPAPE book, I explained some of the advantages of being an Online Teacher. We all have different reasons for wanting to escape - which ones appeal to YOU the most?



I have graduated from 'Teach Grandma to Suck Eggs, Semester One'

If you have read the chapter on *the 5 Truths of Effective Online Teaching*, tick the box to confirm your 'new' knowledge

☐

The skills you already have are more special than many teachers realize – it's time to start recognising how amazing you are.

You are MUCH better prepared for Teaching Online than you think.



ACTIVITY 1: Your Island in the Sun Declaration

Your Island in the Sun is the place you would like to live and work, forever. Setting this goal is important – because it's the first step to taking control of your life.

I have recorded an audio meditation, which is the best way to explore this (you can download that [here](#) if you haven't already done so)

Just find somewhere quiet, get comfortable, close your eyes and hit play.

Its purpose is to reach the REAL you – to connect to that part of you which your busy life doesn't allow you to speak to often enough.

It's important to do this, because if you're going to plan the perfect life you need to base it on what the REAL you really wants.

Listen and reflect – then make some notes below:

My Island in the Sun is ..

[illegible]

This sometimes needs a few drafts to get right – so don't be afraid of doing this. Inspiration is most often refined over time .. it's not meant to come all at once, in a flash!



ACTIVITY 2: Your 'Most Effective Self'

If you are going to succeed as an Online Teacher, make sales – and love your life – you need to teach where your authenticity and beliefs are at their strongest.

This is another reflective exercise, and I have recorded a second audio mediation to help you do this.

It is designed to guide your thinking through a series of questions – which you write automatically, without considering the purpose of doing so.

This is designed to get your instinctive opinions, and only then question them with your logical mind.

So get comfortable somewhere, hit play .. and make some notes. No one else will ever read them, they are just for you - so write whatever you think.

You might be surprised by some of the answers.

Download the meditation [here](#) if you've not already done so.

Some space to make notes for each question is below:

***** If I asked 'who are you?' - how would you reply?***

***** When are you at your most happy and content? .. Often in these moments time passes quickly, and you feel totally in 'your zone'?***

***** What comes easy to you? .. What are you naturally good at? ..***

***** What do people come to you for help with? .. What subject are you the go to person for in your friend group?***

***** What do you feel strongly about? .. What makes you angry or upset? .. What beliefs do you have about the way we should live our lives?***

***** What is your great vision for the future – or the future of others? What would you change to make the world a better place?***

***** If you could give just ONE piece of advice to a child or loved one .. what would that be?***

***** What could you talk about FOREVER!***

***** When have you helped other people the most? .. And what have you shown them that made a real difference to their lives?***

***** If money and time weren't a problem -what would you do with your life?***

***** What would you LOVE to teach more than anything else?***

Return back to what you have written in future moments, and ask these questions again. I guarantee in the next few days - you will get ideas you wouldn't have thought of before.



ACTIVITY 3: Draw Your Through-line

Your though-line is the core genius you have, which has made you uniquely successful in your life.

The through-line exercise asks you to look back at the events, jobs and projects you have lived through, and examine them reflectively to identify this.

It works because it is very likely you have been drawn to experiences which resonate with who you are .. and that you've been successful because of transferable skills or knowledge which you could teach others.

If you can identify these things in your life, you have a much greater chance of achieving commercial success with your Online Teaching product – *and also of LOVING your work!*

Use the timeline on the next page to plot the events in your life from the age of 20 or so to the present day:

1. On that timeline, mark off:

What memorable events have taken place?

What jobs have you done?

What projects have you completed?

What milestones have you achieved?

2. Look at the timeline you have created – and start to consider the following:

When have you been really successful in what you've done?

When have you achieved great things?

When have you genuinely helped people the most?

When have you felt most alive?

When have you been truly happy?

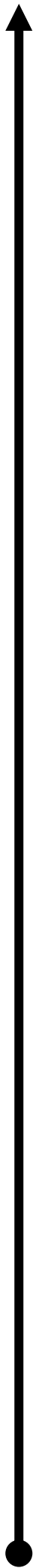
When have you felt like your true self?

3. And now look again - and identify ..

What aspect of these experiences made you feel so happy with your contribution?

What was it inside you, that made you successful at these moments?

What was it about YOU at those moments which made a real difference to other people?





ACTIVITY 4: Who is Your 'Most Effective Self'?

Your 'most effective self' is what you were born to do - it is the value you are uniquely suited to bring to the world.

The better you understand what you are BEST at, the closer you get to an Online Teaching product which will be a joy to create and share with the world.

So draw the themes you have uncovered in the previous two activities together a little.

What patterns can you see?
What common themes are appearing?
Is there anything jumping out at you?
When are you 'in your element'?

EXAMPLE: *In my own through-line analysis, I realised quickly that it was COMMUNICATION that enabled my achievements in all the memorable events in my life – from my success in a sales job, to a teaching career - and the community work I enjoyed doing too.*

I also discovered that I am in my element when I am creating something, especially if that has a positive impact on others.

Helping other people communicate what they know so they can positively impact others - is my most effective self.

In your 'Most Effective Self' exercise - What are the common themes that keep appearing here?

Based on the person you see reflected in that work – what could you teach?

In your Through-line analysis exercise - What are the skills or personal qualities, which have made you successful in your life?

If you were to draw a picture of YOU (drawn by a 7 year old) what would it look like? Annotate it to show the special skills you have.

The best skill or subject to Teach Online is in the work you have done somewhere. This can take a while to reveal itself - the rest of the ESCAPE process is designed to reveal your BEST opportunity.



ACTIVITY 5: Create Your How-To's

You should have identified some possible Online Teaching ideas from the previous exercises.

Most online training customers are problem focused – so turn your ideas into **'How to' statements** that they would understand, below:

e.g. How to - get out of debt .. How to – pay off your mortgage in 5 years .. How to – retire early.

Now play with these ideas a little bit..

If you were to teach a few of them, what might that course – or sequence of lessons - look like?

What topics could you cover?

What skills could you teach?

What impact would this have on the person learning from you?

And what would they be able to do afterwards, that they have trouble with now?

You might find that the skills you have, could be useful in many different directions (*take my identified skill of 'communication' for example*).

Try and think BIG about this. How could you teach what you are naturally good at, in MANY different ways?

Mind Map a Few Possible Teaching Ideas Below:



ACTIVITY 6: Think Backwards

Commercially testing your Online Teaching product ideas, has to start with the PROBLEMS or PAIN you are going to solve.

This is because customers are problem focused when looking for solutions and buying training.

For each of the possible Online Teaching areas you have uncovered, identify the PROBLEMS or PAIN that you could solve by providing this help:

IDEA / HOW-TO STATEMENT  *PROBLEM OR PAIN*



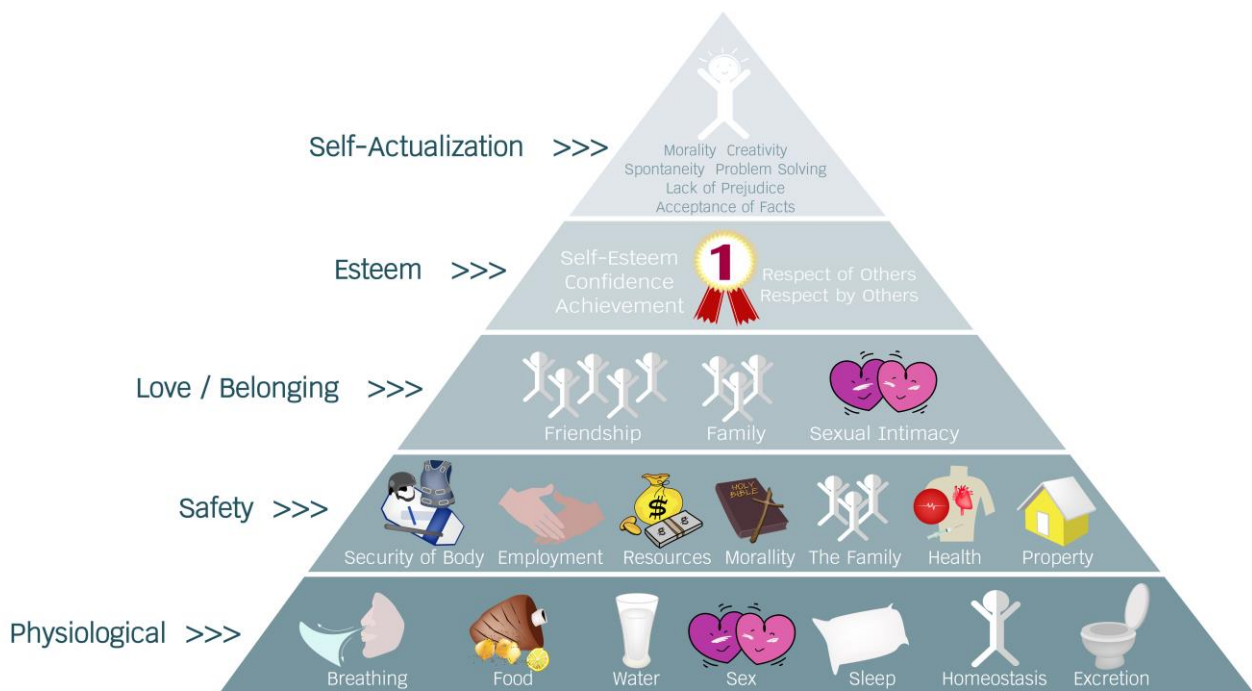


ACTIVITY 7: The 'Gut Check'

Maslow's model is used to identify the level of MOTIVATION a customer has in solving different problems in their life.

Knowing the strength of their motivation in different circumstances is very useful, as this will help you sift through your ideas for those with better sales potential.

Maslow's Hierarchy of Needs



What level of Maslow's model are your ideas at now?

If you 'layer' the 3 MEGA niches (health/fitness, love/belonging, finance/money) over the ideas you have – what would they look like?

Examples:

- 'How to Take Photographs That Sell'
- 'The 10 Healthiest Meals to Cook Your Partner on a First Date'
- 'How to Ride a Motorbike and Avoid Injury to your Knees'

Play with your ideas - is there an opportunity to layer over a niche at a lower level of Maslow's model?



ACTIVITY 8: Write Your Transformation Statement

A transformation statement forces you to be specific about the customer, their pain, the outcome you want to offer them, and the long term benefit this will give them.

We are doing this because *specific sells*.

So get specific, and write transformation statements for your most promising ideas, using the following template:

My product will help (A CUSTOMER IN X PAIN) .. to ... (ACHIEVE AN OUTCOME THEY REALLY WANT) .. because .. (OF A CHANGE THEY WANT IN THEIR LIFE)

You want to aim for something like this:

“My ‘product’ ... will teach technical newcomers (CUSTOMER), frustrated with the time it takes to set up their business webpage (PAIN), to easily create beautiful webpages (OUTCOME), which sell their services and increase their sales (TRANSFORMATION)”

If marketing and sales is new to you, this might take a while to get your head around.

The following questions in each specific area will help:

1. A SPECIFIC CUSTOMER

Look at your ideas list, and the problems and pain you have identified.

What types of people have you helped already in your life? Do these people have anything in common?

What kind of person has problems which your skills, knowledge or character traits could help?

And who needs what you have the MOST?

How could you use what you know, to help people become better at something that really matters to them?

And then for each ‘How To’ you have identified ..

- Who would have these problems / who experiences the pain which you can remove?
- What situation are they in?
- What kinds of job do they do?
- What kind of projects are they trying to achieve in?

EXAMPLE: *If I plan to help people with debt recovery - who has the BIGGEST pain?*

- Younger or older people? Women or men?
- What stage of life are they at? (e.g. Would they have a family?)
- Will they have tried some solutions to their debt problem already?
- How much might they owe?

Use the area below to brainstorm a few specific CUSTOMERS for your transformation statement:

2. A SPECIFIC PAIN

Look at the type of person that you have identified:

- What is their BIGGEST problem right NOW?
- What do they search Google for?
- What might they be afraid to tell their partner?
- What keeps them awake at night?

EXAMPLE : *In a debt recovery product ..*

- What will happen if they don't solve this problem?
- How do they FEEL every day?
- What are they MOST afraid will happen?

Use the area below to brainstorm a few specific PAINS for your transformation statement:

3. A SPECIFIC OUTCOME

If you look again at the types of people you identified:

- What outcomes do they want for themselves?
- What is the MOST desirable outcome for them?
- If you were able to give them ONE thing – what do they want the most?

EXAMPLE: *In terms of debt recovery training*

- What would be my customers' perfect outcome?
- What milestones would they recognise as progress, on their journey to be debt free?
- What end goal do they want most?

Use the area below to brainstorm a few specific OUTCOME for your transformation statement:

4. A LONG TERM GOAL (TRANSFORMATION)

Look again at the picture of your future customers, which is developing:

- What long-term dreams and aspirations do they have?
- What is the BIGGEST reason why solving this problem matters to them?
- What is it that someone could DO if they did remove this from their lives?

EXAMPLE: *In my debt recovery example:*

- What would their life be like if they didn't have debt repayments weighing them down?
- What would they be able to concentrate on now they have removed the pressure of debt?
- How would their life be different – what would they be able to afford to do? How would they feel about this?

Use the area below to brainstorm a few specific TRANSFORMATION for your statement:

This isn't your final transformation statement – and it doesn't need to be perfect.

What you want is a starting point for each of your most promising ideas.

The rest of this book will help you refine these into something more saleable.

Getting used to being specific in this way, will make EVERYTHING you teach, so much easier to sell.



ACTIVITY 9: Temperature Check

If you were your target customer, in the PAIN you have identified .. how would you feel about the solution described in your transformation statement?

Is the outcome something you would be desperate for?

Is the transformation something you REALLY want?

Are there outcomes, which would be more desirable in this area for you?

Are there end goals / transformations which you would value more than the ones you have identified?

Brainstorm possible alternative outcomes and future aspirations below for each of your idea areas. (I use mind maps for this – but a list is just as good).

What you are looking for is to uncover an outcome which your target customer wants more than anything else RIGHT NOW - and a transformation which is at the centre of their dreams for the future:



ACTIVITY 10: Narrow Your Niche

This is important to do well.

If you DON'T, you will find yourself competing against FAR too many other products, and those established products will easily out sell you ..

OR ..

When customers see what you have and measure this against your competition, they will choose something else which looks like it has been created specifically for them.

Your aim is to carve off a sub-group from the main market and provide an Online Teaching solution for that smaller group. Trust me, you will make MANY more sales working this way – even if at first it seems counterintuitive.

For your Online Teaching ideas that are most promising after the work you have done - start to think in more detail about the BROAD MARKET OF CUSTOMERS who would buy your solutions.

What you are looking to find is:

- A sub-group which you could provide a product especially for.
- An area of the market where the demand is higher / where PAIN is most keenly felt.
- An area which is NOT already being provided for already by a competitor.

Split the broad market up using the following 7 categories:

1. GENDER

If you split the broad market by gender:

- *Would men and women have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

It is not always possible to slice a market by gender alone and get a specific sub-group – but doing so starts you thinking about the process you need to go through.

Layering another sub-group below on top of gender is very often successful ..

After all our gender is part of who we are – and a key way we differentiate our needs from the wider market.

(Just think of all the Male or Female specific products and solutions out there in almost every market)

Some space to write some notes in this area is below:

2. AGE / STAGE OF LIFE / CHANGE

If you split the broad market by the stage of life they are at:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

In our lives we pass milestones and our priorities change .. we own our first house, we get our first job, we start a family, we get married .. there are loads of others.

By looking at the larger market who buy solutions to the problems you have identified, are there stages of life where someone would need your solution more? .. Are there stages of life where their pain would be particularly acute?

Often new needs arise when change happens in our lives. What changes would need to occur in a customers life to raise the demand for what you have?

Some space to write some notes in this area is below:

3. GEOGRAPHY

If you split the broad market by where they live:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

Some problems we have are local in nature .. the solutions we are looking for need to involve an element of local knowledge or knowhow.

If you consider the larger market for the solution you want to provide in terms of where they live .. can you identify any solutions you could offer specifically to people in a certain area?

Do the value of your solutions increase with a local focus?

Some space to write some notes in this area is below:

4. **PROBLEM STAGE**

If you split the broad market by where they are in solving the problem they have:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

The stage people are at in solving the big problems they have, dictate what they are looking for next.

If they are beginners – their most valuable next step or outcome will be different to someone who is half way towards a long-term goal they have.

To appeal to people buying other products, and draw them away from the wider market, it can be useful to split solving their big problem into mini stages.

If you provide a solution to a problem someone has NOW, they are likely to see that as more relevant than products which focus on longer term problems.

Some space to write some notes in this area is below:

5. CHALLENGE

Now split the broad market by the biggest challenges they have – or their biggest barriers to making progress:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

Customers are focused on the barriers in their way – if you create a solution to get them over these – they will see your solution as MUCH more relevant than anything anyone else is offering.

Start considering the challenges and barriers to progress in your market – and see if you can identify an area which you could create a specific learning product for.

Some space to write some notes in this area is below:

6. OUTCOME

If you split the broad market up by the outcomes they want to achieve:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

The outcome of a course is the biggest reason most online learners buy help and training.

By considering the range of different outcomes valued by the wider market .. you can start to see individual products which you can make to serve these different sub-groups.

Some of these groups might not already be provided for individually already – if this is the case, your solution would be highly valued for people who value that specific outcome.

Some space to write notes in this area is below:

7. **FEAR**

If you split the broad market up by the biggest fears they have:

- *Would each group have similar issues solving their problem?*
- *Are there different needs, or PAIN in each group?*
- *Are these groups being catered for separately by existing products already?*

Human beings are twice as motivated to avoid pain as we are to achieve pleasure .. it's like an evolutionary default setting we have.

With many of your potential customers so focused on the things they fear – it can be useful to split the larger market for your solution up into people with different 'biggest fears'.

If you design something to help someone avoid that specific fear, sometimes that produces a product which stands out a mile to a customer with that fear.

Some space to write notes for this area is below:



ACTIVITY 12: Product Transformation Statement (Version 2)

Now you have dug down deep into the sub-categories that exist in the broader market for your best ideas .. you have started to be MUCH more specific in terms of the customer you want to help.

You should have identified a much more specific person to design your Online Teaching product for.

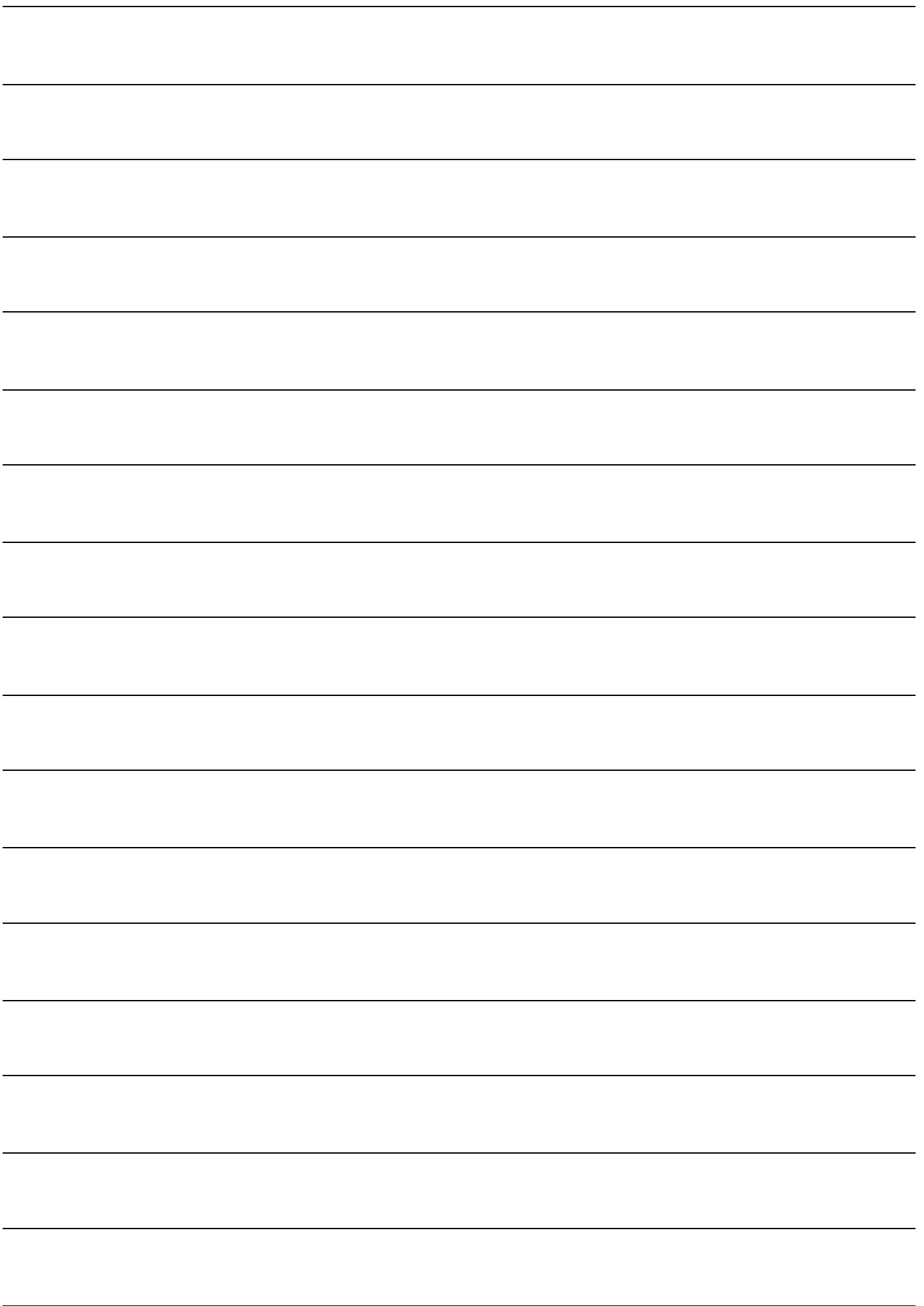
It is useful now to return back to your transformation statement and re-write this in light of what you have discovered.

The outcome for a specific customer will be different from someone in the wider market. The pain they are in will be different – and the transformation they want to achieve might be different too.

So look back at your transformation statements for your most promising ideas – and rewrite them with the knowledge you now have.

REMEMBER: *by serving a smaller sub-group you are MUCH more likely to get noticed, and make sales.*

Use the space below to rewrite your transformation statements to reflect your work in the previous activity.





ACTIVITY 13: (Optional) Develop an Angle

This can be a hugely useful way of NAILING your sub-group and getting super-specific about their individual needs.

You have two options here:

1. Add an 'even if' to your transformation statement.
2. Add a 'without' to your transformation statement.

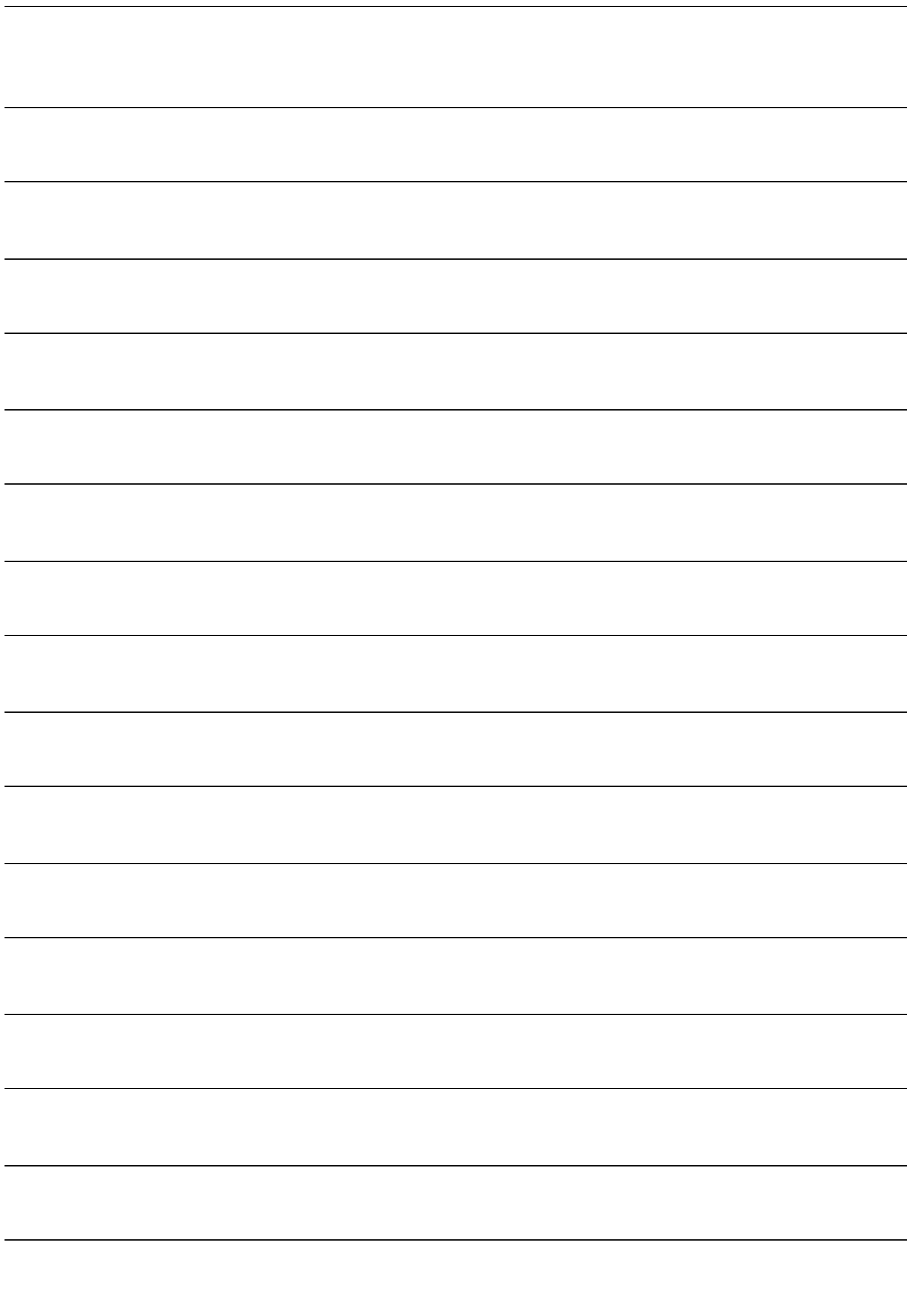
These allow you to play with being specific about the PAIN your customer feels ('Without'), or a disadvantage or barrier they feel they have which makes it difficult for them to make progress ('Even if')

Use the following templates to add either of these to your transformation statements, and see if this gives you an even clearer picture of the specific customer sub-group you want to target with your Online Teaching product.

My product will teach (*target customer in x pain*) to (*skill*) so they can ... (*transformation they want to achieve*) .. **EVEN IF .. (Disadvantageous situation)**

My product will teach (*target customer in x pain*) to (*skill*) so they can ... (*transformation they want to achieve*) .. **WITHOUT (Pain!)**

Some space to play with these additions to your transformation statements is below:





MY PASSION PROJECT BLUEPRINT

The transformation statement for your most promising idea - is the blueprint to success in your passion project.

Examine your ideas, and pick the one which:

- You would MOST love to teach
- Has the most compelling transformation statement
- Is targeted at the most attractive sub-group in the wider market

Write the transformation statement which best fits these criteria below

My Passion Project Blueprint is:

Don't worry if this takes time to reveal itself, the ESCAPE process has been designed to ask the right questions.

Have faith that your brain will use what you have learned to find the answer, which is right for you.

If you want help with this, or if you now want to know what to do next - join me live in the next page.



NEXT STEPS

CONGRATULATIONS!

You have arrived at an idea which you should have a MUCH better chance of selling.

I would like to invite you to join me for a session focused on the development of your Online Teaching business, where I will explain:

- *The best way to START your Passion Project.*
- *How to write and refine TRANSFORMATION statements, and then use them when creating your products.*
- *How to set yourself up TECHNICALLY to teach online, using a few simple tools*

So if you are yet to nail down your own Online Teaching idea and want some additional inspiration, or if you want to see the tech I use to deliver learning online - [please join me by clicking here](#)

Keep an eye on your email inbox too, I have some additional help I have created which will arrive in the coming days.

All that is needed to get your Online Teaching business off the ground is to start a 'passion project' somewhere you have natural credibility.

Learning the teaching skills you already have, were the difficult bit!

Join me online and let me show you how.