Milestones

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The Cambridge Dictionary Definition:

Milestones

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Milestones.
Noun: A stone or post at the side of the road that shows the distance to various places, especially to the nearest large town.

MILESTONES

- My first £750 month
- Consistent £750 or above months
- My first £1,000 month
- Consistent £1,000 or above months
- My first £1,500 month
- Consistent £1,500 or above months
- My first £2,000 month
- Consistent £2,000 or above months
- My first £5,000 month
- Consistent £5,000 or above months
- My first £10,000 month
- My first £100,000 year!

Kimbe

MILESTONES

- [x] £50,000 total earned in my business
- [x] £80,000 total earned in my business.
- [x] £100,000 total earned in my business.

Milestones

ENSES

SENSES

TOUCH

SENSES

SMELL

SENSES

SOUND

SENSES

TASTE

SENSES

SIGHT

REWARDS

REWARDS

R

ELATEDNESS

RELATEDNESS

RELATEDNESS

OPTION 1.

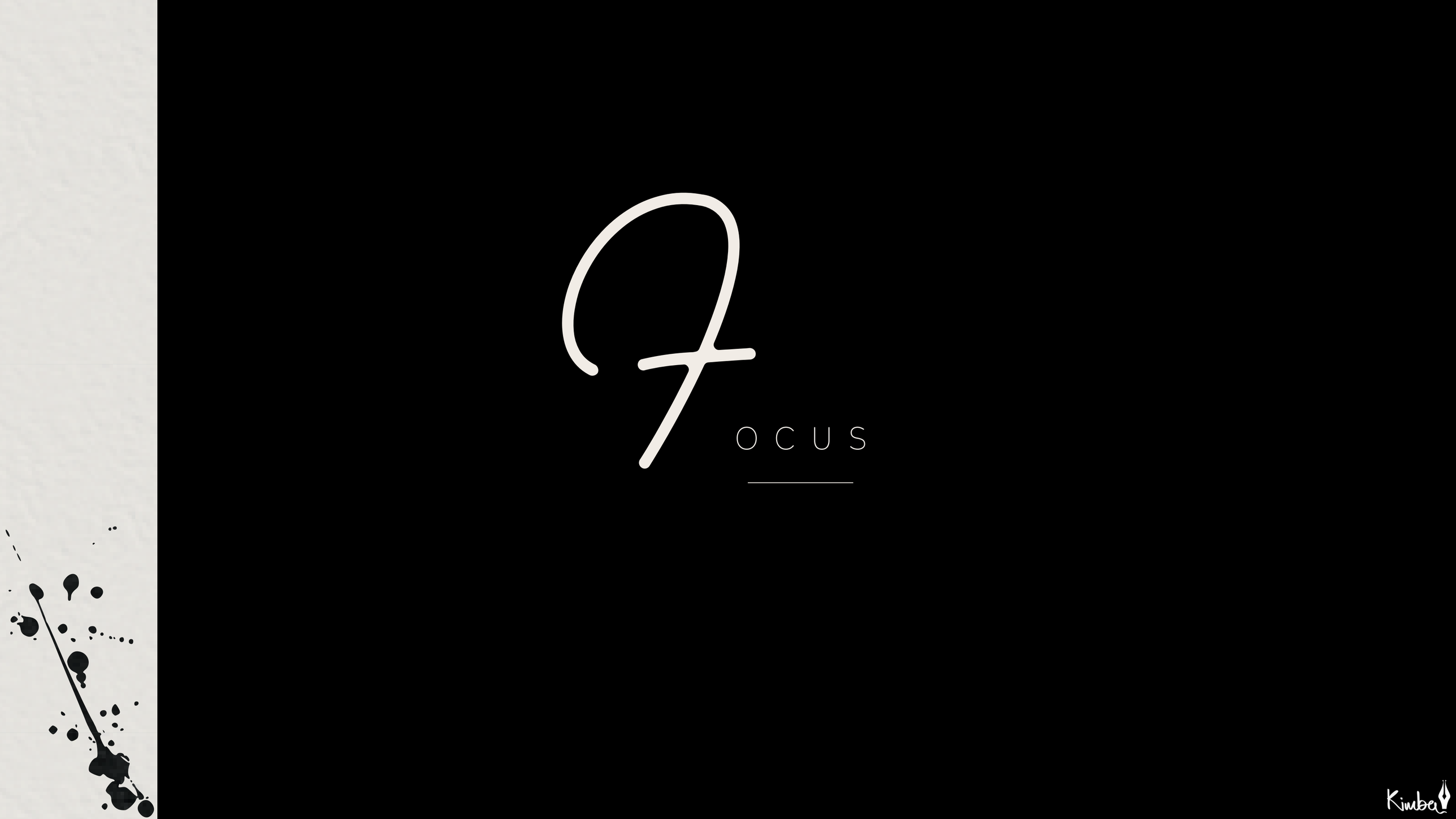
Think of a slogan for your community or audience that will make them feel a sense of belonging. This can be based on the values and terminology you worked on in the previous Codebreaker Club. This slogan can then be used as part of your marketing, any documentation and your presentations.

OPTION 2

Consider what joint action your community/audience can take to make them feel bonded and part of a community. This doesn't have to be huge, it could be small like all sharing the words 'I am a business game changer' on social media, or something big like working together towards a joint aim like fundraising or completing a challenge together. Make it relevant to what you and your audience/community want to achieve.

OPTION 3

In the basketball example, the group cheered for, commiserated with and generally made the strangers feel involved. They used something that everyone knows how to do instinctively to create an automatic feeling of belonging. Think about how could you add something (or amend something) for your audience/community to help people feel involved without a barrier to entry. Ideally something that you can all cheer for each other or commiserate together. Building that team spirit.


FOCUS

INSIDE SCOOP