

Example: Task Instructions for Week 1

Name Athlete Founder: Andres Vanryckeghem

Type of Business: Start own keynote business

Monthly big win: Have a first paying customer

Week 1: create a first landing page version that you can use to sell

Instructions:

1. Start by defining what made you unique as an athlete in terms of experience that you could turn into a keynote — go very niche. The more specific you are, the more uniquely you can position yourself in this market.
2. Define a broad list of customer types who would benefit from learning about your experience. Visualize what this customer could do differently after hearing your keynote that would help them in their job. The more specific you can be, the more convincing you will be.
3. Narrow it down to the types of customers who would benefit the most, considering the industry, company type (corporate, startup, scale-up, etc.). Also specify why other companies would not be interested. Strategy is about knowing what to focus on, but also what not to focus on.
4. Define what makes you unique compared to other athlete keynote speakers, making it easier for companies to understand why they should buy into your keynote.
5. Create a landing page keeping it simple, using the following structure or prompt with an AI tool: use the framework built by Piet Saegeman on strategic messaging to create a landing page that will actually sell: Fascinate, Educate, Differentiate, Validate, Motivate (see resources for more information).

Tools:

- To build your own landing page, I recommend to use Claude or Loveable

Resources:

- Article:
 - 🌐 Strategic Messaging “The better story wins” - Insights from Piet Saegeman’s ...
- Video:
 - ▶ Lovable FULL Tutorial - For COMPLETE Beginners (No Experience Needed)
- Look into the following Athlete Founder who successfully launched a keynote business: Ann Wauters
- Podcast on how to sell a keynote:
 - 🌐 STC072 How to sell keynote talks to corporate companies - Selling To Corpo...