

# WHAT-IF-ERY

PLANNING FOR SMART PEOPLE

DEBBIE JENKINS

[www.TheAssetPath.com](http://www.TheAssetPath.com)

TURN YOUR CLEVER THOUGHTS  
INTO VALUABLE THINGS

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## PLANS ARE PANTS

Making a static guess of what you might achieve in one year is not only crazy, it's also incredibly limiting. If the Covid Crisis taught us anything, it's that we can't predict the future. When we are working towards a fixed plan we set ourselves up for disappointment and lost opportunities.

## IT'S ALL ABOUT DIRECTIONALITY

Don't make a static plan, use 'what-if-ery' to set your directionality. On the following page there's a list of example questions you might ask yourself (these are the questions I asked myself), or you can ask yourself completely different questions (your questions, your direction). Your 'what-if' questions need to challenge you, take you away from your normal, help you ignore the usual advice. Be expansive, excited, chaotic. Use [Brian Tracy's Zero Based Thinking](#) if you need a complete reset.

## THE PROCESS OF PLANNING SETS YOUR DIRECTION

The only thing you have control over is your own actions - everything else you can only influence. Planning helps you decide what actions to take to achieve your future self's outcome. When you know your outcome, you can set a direction, and adjust course throughout the year.

## FREQUENT FEEDBACK KEEPS YOU ON TRACK

A simple outcome, coupled with directionality means you can take advantage of opportunities as they arise, course correct when the feedback indicates it's necessary, and enjoy a richer journey.



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## WHAT-IF-ERY...

- ...I had a simple system?
- ...I only worked 2 days / week?
- ...Clients came to me?
- ...I doubled my rates?
- ...I hired a team member (or two)?
- ...I wrote & published a book?
- ...I could get & convert clients easily?
- ...I didn't have to worry about money?
- ...I didn't sell hours anymore?
- ...I set up a membership?
- ...I wrote a series of books?
- ...I registered my IP?
- ...I made a new asset every quarter?
- ...I wanted to sell my business in 1 year?
- ...I had an engaged mailing list?
- ...I had a business partner?
- ...I knew what to do every day?
- ...**It was easy?**

## SET YOUR DIRECTION TOWARDS A LANDMARK

Consider the four main areas - **health, wealth, relationships & self** - set a direction for each. Check in to see if you're on track monthly, then make adjustments or reset the direction.

**You only have control over your own actions - make them count.**





IT'S BETTER TO TAKE ONE  
SMALL STEP IN THE RIGHT  
DIRECTION, THAN 10 STEPS  
IN THE WRONG

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## STRONGLY HELD LANDMARK

Use the what-if-ery type questions to articulate a beautiful place in the future. Who you will become, what you will do, what you will have.

## ROUGHLY DRAWN MAP

Don't conflate the map and the territory. A 'plan' is just a roughly drawn map, don't regard it in such high esteem. The territory may change: new roads get built and old ones destroyed, bombs are dropped, trees are planted, businesses close down and new ones flourish. Be prepared to throw away irrelevant maps (plans) as you take steps into the actual territory.

## DAILY ENERGETIC ACTIONS IN THE RIGHT DIRECTION

The only thing you have full control over is your own daily activities. Your daily actions - the directions you take - will move you closer to the landmark irrespective of the changing terrain.

When you focus on daily, energetic directions towards your landmark you are open to serendipitous encounters, profitable diversions, exciting opportunities, fun, freedom and faster access to your landmark.

Daily energetic activities in the right direction will lead you to your bright landmark.



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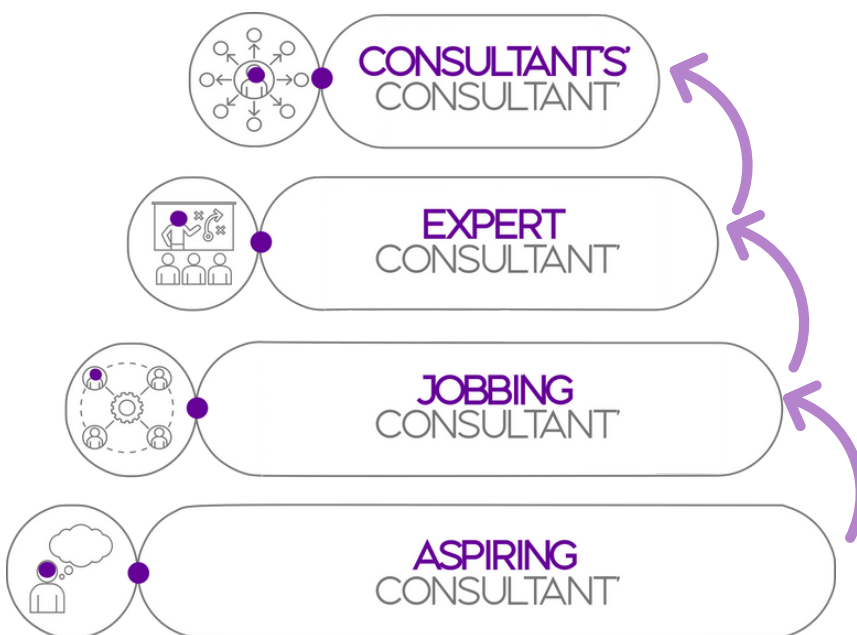
# LET'S FIND OUT WHERE YOU ARE...

ALL GREAT JOURNEYS BEGIN  
EXACTLY WHERE YOU ARE RIGHT NOW.



» Discover Where You Are On  
Your Consultant's Journey

Click to take the diagnostic  
and receive your 30 page personalised report



**Consultant's Consultant:** You need to license your multiple Minimum Valuable Assets®, and write the industry bestseller.

**Expert Consultant:** You need to productise your genius with multiple Minimum Valuable Assets®.

**Jobbing Consultant:** You need to invest in capturing your IP, creating frameworks and models.

**Aspiring Consultant:** You need to get multi-industry experience to build saleable skills.



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## I'M DEBBIE JENKINS

If you do one thing this year then make business creating assets, that compound & leave a legacy.

I know that it's easy to get caught up delivering to clients, keeping on top of trends and technology, marketing and proposal writing, racing from job to job. It's hard to squeeze in time for your own personal professional development, let alone find space to think about creating assets to grow your business. And there's the dilemma, because without these assets you'll always be bouncing from job to job, selling your time not your value, and leaving your best ideas on your busy desk.

**I LOVE WORKING WITH SMART CONSULTANTS, COACHES AND MENTORS WHO ARE BRILLIANT AT SERVING THEIR CLIENTS, AND ALSO NEED TO TAKE CARE OF THEIR OWN PRACTICE.**

I've been running my own consultancy businesses for the last 25+ years. My first business was a digital marketing agency in the '90s helping consultants, coaches, trainers, speakers and expert advisors to grow their business while reducing marketing waste. Over the next 3 years I grew that company to 12 employees, an office in the city, a chillax room for the team... I thought I knew what I was doing. But I missed capitalising on a vital step - I didn't create enough assets that would work for me so that I didn't have to keep on selling my own and my team's time. You can read more about my personal journey here: [www.DebbieJenkins.com](http://www.DebbieJenkins.com)

Over the last 25+ years I have helped COOs from Microsoft, VPs from McDonald's and Executives from Mars (the company, not the planet) create, build and launch assets that have helped them win clients, build their personal practices and become published authors\*. Through my publishing company I published over 80 business books. After I sold it I went on to help more than 30 smart business owners write their legacy book, and coached hundreds of consultants to market themselves, their business, and their IP. I have ghostwritten bestselling business books for venture capitalists, CFOs, MBEs, professors, mentors and coaches. Projects I've worked on have been published by Pearson, Business Expert Press, and Bloomsbury. I have designed and marketed apps, produced websites and written/co-written more than 10 books (my first in 2003), with three more coming out in 2022.



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## WHAT OTHER PEOPLE THINK



**GARETH HELM, EXPERIENCED CHIEF MARKETING OFFICER, NED (MCDONALD'S, MARS, INNOCENT DRINKS...)**

**"Deb is an incredibly gifted author and business mentor. Her knowledge is broad and deep, which makes every interaction not just a pleasure but a constructive step forward. I had a badly formed idea and she gave me the inspiration to turn this into something tangible and real. She knows when to challenge you, when to get you to focus, when to give encouragement to keep going and finally what to do to make it real. "**

**ANDY BASS, PHD - AUTHOR OF START WITH WHAT WORKS - BASSCLUSKER.COM**

**"So many consultants are limited by their capacity to get their content out into the marketplace - the process can seem overwhelming. Debbie Jenkins has figured out how to simplify and amplify that process. You should probably hire her before your competition does!"**



**SUE HASWELL - TRAINING, COACHING, CONSULTING, AUTHOR, NED**



**"Debs is a complete powerhouse of focused energy. She not only knows \*how\* to make things happen - she is also a trained strategic thinker - which ensures that the \*right\* things get to happen. I LOVED her session on MVA and urge every other entrepreneur to get over onto one of Debs' events to get the "stuff" out of their head and into a relevant structure that serves you brilliantly. Debs' insightful ways are charming and yet she is ruthlessly pragmatic. No fluff - pure focus!"**

**JACQUI TILLYARD - IMPOSTER SYNDROME MENTOR - JACQUITILLYARD.COM**

**"I've been working on the hidden assets in my business over a series of workshops and a follow up session. I'm really amazed at the hidden information that Debbie picked upon to help me get get ideas for potential courses, trainings, even a couple of book ideas that I had not even considered. She's got this innate knack of spotting exactly what you should be focusing on, even down to some of the languaging that I use. Working with Debs it's money and time well spent. I guarantee that you'll come out of it with a tonne of ideas."**





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