

V
A
L
U
E

CONCEPT
What is your business concept? Does it allow you to scale?

Does it have a meaningful origin story? What is its mission? What is its vision for the future?

AUDIENCE
How well do you know your audience? Describe them.

How are you engaging with them? What feedback have they given you about your business/business concept?

OFFER
What is your current core offer? What's included?

How much does it cost? How many would you need to sell in order to hit £100K in 12 months?

SALES
Do you have a working sales script that you follow? How often do you rehearse it?

What about your sales conversations would you improve? How might you improve it?

I
N
F
L
U
E
N
C
E

PITCH
What do you do?

NAME:
 SAME:
 FAME:
 AIM:
 GAME:

What would you love to pitch into existence? (e.g. a dream client, a big partnership, an influential podcast guest, etc.)

PUBLISH
Are you content-gorge ready? What kind of content have you published? Which platforms do you publish on? How consistently?

What book would you love to write? What would the title be? Who should read it?

PRODUCT
What products do you currently have in your ecosystem? What products do you need to develop or improve?

GIFT:

PRODUCT FOR PROSPECTS:

CORE PRODUCT:

PRODUCT FOR CLIENTS:

PROFILE
Using private/incognito browsing, do a quick Google audit. What comes up when you Google yourself? What do you wish would come up instead?

S.A.L.T. Which of these 4 will you commit to working on over the next 7 days?

PARTNERSHIP
What partnership would give you the missing piece/resource you need? Is it a Brand, Product or Distribution partnership?

| | |
|----------------------------------|-----------------------------------|
| <i>What they could do for yo</i> | <i>What you could do for them</i> |
|----------------------------------|-----------------------------------|