

Who Is Your Customer?

What are their core values?

to find the self worth, strength and self confidence to be able to respond to people's objections?

I strongly believe that life, and business success is 80% mindset and 20% action.

If you wanna be successful, you must take responsibility for your emotions, not place the blame on others.

We take the plunge, that's the differentiator between entrepreneurship mindset and others.

What Attitudes Do They Have? (Religious, Political, Social, Economic)

Entrepreneurs have to manage risk, not wallow in it. You gain confidence by making the right decisions, like doing proper due diligence in starting a business.

What Are Their Hopes and Dreams?

What Are Their Victories and Failures?

Victory:

- I use my anxiety to check and double check for all things that can go wrong in my business.

Failure:

- well- damn near everything. I didn't understand my market and look for ways to stand out- and if I apply the [Unscripted](#) rules, well that's the thing. They didn't apply at all. While I was providing a service that was valuable to some people, I didn't skew it to REALLY make a difference.
- After a while when I got that aggravated itch of eff this job bullshit, I thought, where I need fulfillment, where a crap ton of other people need fulfillment is in the very place I'm running away from.

What Outside Forces Do THEY Believe Have Prevented Their Best Life?

What Are Their Prejudices?

I love everything about business and how it has brought us freedoms but the struggle is real and I would love to be a business coach to help others.

What is their current stage of awareness regarding their problem and the solution?

I wasn't in love with the process to get there. Because I wasn't invested I was fully committed.

Describe their worldview in 3-5 sentences.

Who is your customer? Briefly describe them.

Current situation:

- "Natural sales wall. We are a service industry, and we can only serve so many people. If I had a bigger space I could serve more people, but how then heck am I going to be able to afford that?! If I could serve more people I could make more money to get more space to serve more people, but I can't get the money to open the space unless I serve more people..."
- I feel like my biggest pain point is relying on others. Just seems like everyone and everything out there is broken down in some way, just trying to survive.
- I legitimately want to just give up. I could be doing far easier things for a lot more money. I don't know why I wrote this. No one cares. I just wanted to yell into the void.
- I basically posted this last night, cried, and went to sleep. I didn't expect anyone would care, so I thought I'd just put an update here.
- I have a business where we have revenue, but we are not growing fast "enough". I
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Biggest fears/frustrations:

- I have a very empathetic personality. People have always sought me out for advice and I have helped many friends and strangers. I truly feel this is my gift but I'm afraid to use it. The fear of rejection is real.
- Seriously, sometimes you can feel very isolated from the world.

- Showing future clients the value coaching can bring.
- would be to hire a good quality appointment setter a top player who can be trained to book qualified meetings for you like an animal, then the second would be to create a course that is scalable, and expand your client acquisition methods whether it be paid ads, reels, shoutouts, whatever.
- The only thing that's hard to fully comprehend is this: "validate the most expensive assumptions"
- But you hate it and everything about it. The routine, the nagging people, the never ending gossip.

What is their dream state / the life they want (and why is the dream state so good?)

- “This is the same issue I'm running into. I was literally denied a lease because my current sales wouldn't meet their rate. I told him I'm sold out for weeks and I literally can not make more money, thus the expansion. Their response was well when your revenue meets this rental rate then we can talk...”
- My personal coaches who guided me throughout the program were very helpful and always said I was super mature, vulnerable, and spoke like a coach from the get go. They always were in shock that I was actually 22 and because of how much they assured me, I gained a lot more confidence in myself.

What is the hidden part of the problem preventing them from reaching their dream state?

- I remind myself of my worth though and that the clients that are meant for me will come to me. No matter what age.
- Starting out part time cause I can't quit my main job I don't have the finances.

What is the solution? (and what makes your solution faster, easier, more predictable, newer, more exciting, enjoyable)

What is your unique mechanism?

What are their pain points? (List out)

- Mine is publicity.
- Sales. Getting new clients has been very tough
- Proper business plan
- I need information on getting clientele before I can really start.
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What do they secretly desire most?**Words they use?**

my 9-5 slowlane job.

What are their daily frustrations?

- As a solo, I miss the feeling of working back-to-back with a teammate that I can bounce ideas off of and get inspired by.
- I'm exhausted, and I accomplish very little, if anything. Applies to my entrepreneurship and also other creative endeavors I'm working on.
- procrastinating, avoiding responsibilities, and feeling like giving up on everything.
- Getting my name out there! Would love to have an online business alongside my in person clients but I have no idea where to get the business from

What is the new opportunity?

What angles need to be hit (systematically) to take them from where they are to becoming a buyer? What beliefs need to be shifted, what do they need to understand, what identity do they need to embrace?

OTHER EXISTING SOLUTIONS**What is the Market Already Using? (List Out)****What Does the Market LIKE About Existing Solutions?****What Does the Market DISLIKE About Existing Solutions?****Are there Horror Stories About Existing Solutions?****Does the Market Believe Existing Solution Works?**

Fascinations:

Why...

How...

How you can begin building a 7-figure business TODAY!

New amazing way you can build a 6 figure business

How I cleared \$45,000 in debt and built a 7 figure coaching business

How to scale your business up to 7 figures without losing your MIND

My business was failing me until i discovered a secret superpower...that miraculously supercharged my income!

How you can start generating business success using

When...

What...

The “Secret” Bullet

The “List” Bullet

The “Never” Bullet

The “Contrarian” Bullet

The “Named Oddity” Bullet

The “Speedy” Bullet

The “Plus” Bullet...

1. If you dont escape the rat race then you'll never be able to look after your family...
2. Why using a simple business approach can double your traffic on ads
3. How you can use a simple business magnet and get the attention you deserve
4. WARNING: If you're making this one mistake in your business you are headed for an ultimate failure
5. When you use <> you'll be able to gain more attention than a lolly pop man
6. The secret key you've been missing that will guide your business to success
7. How you can use a simple system and begin scaling your business
8. How a three step gate way business plan will save you from obscurity
9. How a simple business plan is all you need to start gaining traffic on your ads
10. No attention? Try this secret <> revolutionary scaling system so you can finally quit that 9-5

11. How a easy time planner will save you hours f stuffing and allow you to build a REAL business
12. If your making the mistake most business owners make, then you are most likely going to destroy any chances you have left of being successful
13. Three easy tricks you can use to begin building up your audience on ingtagram
14. How you can build youra business using my simple <mechaims> in only 90 days
15. How you can begin building a 7-figure business TODAY!
16. New amazing way you can build a 6 figure business
17. How I cleared \$45,000 in debt and built a 7 figure coaching business
18. How to scale your business up to 7 figures without losing your MIND
19. My business was failing me until I discovered a secret superpower...that miraculously supercharged my income!
20. How you can start generating business success using
21. How you can quickly scale your business using a simple system
22. How to finally break free from the 9-5 grind
23. The simple business success system you use to build real wealth
24. How to scale your business and never worry about finances again
25. How new simple success planner will supercharge your business success rate
26. The quickest and easiest way you can gain traction on your online business
27. How to easily get your first client using simple turbocharging business planner
28. How to build a successful brand using a simple approach for a busy mom
29. If your a busy mom and want to build a business then here's how you can scale it in 90 days
30. If you want to start gaining attention then here how you can do it using my simple system
31. How if you dont find out ho to start getting attention on your ads, you're doomed for falirued
32. How to use a simple biz-system to gain the traction you deserve

A whisper carried away on the wind
A memory slowly dissipating
A flame flickering out

A mist evaporating into the air
The night receding into day
An echo fading into the distance