

DAY 1

Top of mind topics & concepts

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Share what you come up with in the Facebook Group!

1. Top of mind desires: <u>top of mind</u> specific, things they want to achieve in relation to your business + the feeling they believe achieving the external desire will give them.
2. Top of mind symptoms: top of mind symptoms they don't want to experience anymore.
3. Top of mind mistakes: <u>top of mind</u> actions they <i>*DO* Or *DON'T DO*</i> that are creating the results/symptoms they don't want to experience anymore
4. Identities & values they self-identify with: Identities or "labels" that you want to attract and not. Core values you have that you want them to have.
5. Your beliefs: What do you believe to be true about your niche, industry, society and the world? What do you want your audience to rally behind?