

1-Page Mighty Membership Quickstart

Pull all of the most important elements of your Mighty Membership into one page.

POSITIONING:

Who

Identity - {insert how you'd call out to your ideal student}

Criteria - must have {insert criteria}, {insert criteria}, & {insert criteria}

Problem

Biggest Pain - {insert biggest painful problem they face now}

Secondary Pain - {insert the second biggest painful problem they face now}

Culprit

Main Culprit - {insert main culprit you are positioning yourself against}

Secondary Culprit - {insert secondary culprit you are positioning yourself against}

New Opportunity Solution

{New Opportunity} to {take care of the main culprit} and {solve the biggest pain}.

CORE PROMISE:

{insert your big promise} in {insert time frame - should be longer time}.

CORE PROCESS:

- | | |
|-------------|-------------|
| 1. {step 1} | 5. {step 5} |
| 2. {step 2} | 6. {step 6} |
| 3. {step 3} | 7. {step 7} |
| 4. {step 4} | 8. {step 8} |

Core Process Name - {insert name}

MAGNETIC MARKETING STATEMENT:

We help {ideal student} {reach big desire connected with core promise} without {thing they hate} by {how you help them do it connected with your solution}.

MIGHTY MEMBERSHIP DESIGN:

Name - {insert membership name}

Transform - I will take students from {current reality} to {clear win} in {time frame that's 6-12 weeks}.

Sustain - I will help students grow and sustain their transformation by providing {insert monthly deliverable}, {insert monthly deliverable}, & {insert monthly deliverable} on a monthly basis.