

Challenge Workbook



Day 1

The Google Exercise

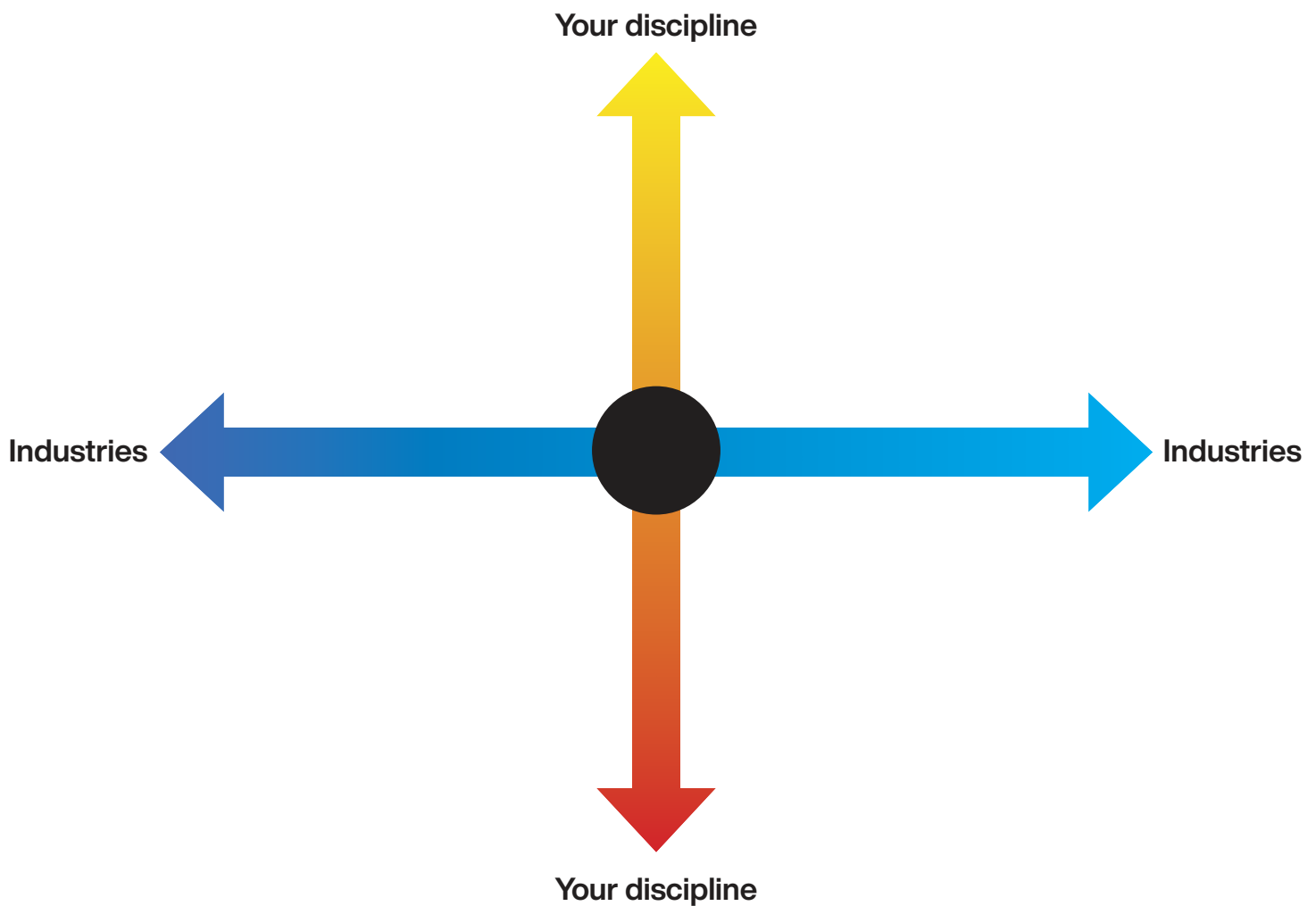
<p>What key phrases did you use to try and find yourself on Google?</p>	
<p>How far down in the results are you?</p>	
<p>If needed, brainstorm possible ways you can specialize to increase your chances of being found on Google?</p>	

Notes and questions for today's live call:

Day 2

Finding Your Focus

Use the XY Axis provided to narrow in on a possible sweet spot for your business.



Notes for industry research:

My chosen discipline is:

My chosen industry is:

Find Your Perfect Client Exercise

Who they are. What is their demographic, job title, and background?	
Where they are. What platforms or groups do they belong to? What events do they attend?	
Where the gaps are. What specific challenges, pain-points, and needs do they have?	
How you can close those gaps with your services?	

Notes and questions for today's live call:

Day 3

Your Elevator Pitch

What problem do you solve?	
How do you solve those problems?	
What examples can you use to prove you solve that problem?	

Now draft your elevator pitch below.

Don't forget to share your elevator pitch on your Instagram Stories and tag us @thefuturishere and #elevatorpitch.

Notes and questions for today's live call:

Day 4

Join the live coaching call

**Don't forget to join today's
live coaching session with
Chris Do and Ben Burns.**

Questions for Chris and Ben:

Notes from the coaching session: