

Niche-Offer-Result Hypothesis Worksheet

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Part One: Pre Market

1. What is the niche?
2. What is the current situation?
3. What is the desired situation?
4. What version # is this hypothesis?
5. When it comes to what works and what doesn't let's determine signal from noise.
Complete the below table based on your current understanding of the market:

SIGNAL	NOISE

6. Based on the above, what is the minimum work possible that you could do to help your niche go from their current situation to their desired situation? (If you're doing "done-for-you" map out exactly what you will be doing for them and how long it will take. If you're doing "coaching" map out a 6-12 week program that would achieve this).

7. What is a fair but still on the high side price that you could charge for this offer? (It should be at least \$1,500 /month for done-for-you and \$2,500 for coaching).

8. How certain are you of your niche on a scale of 1-10 with 1 being totally uncertain and 10 being absolutely certain?

0 1 2 3 4 5 6 7 8 9 10

9. How painful is the current situation of the niche from their point of view on a scale of 1-10 with 1 being not painful at all to 10 being excruciating pain?

0 1 2 3 4 5 6 7 8 9 10

10. How urgent is the desire for the niche to achieve their desired situation on a scale of 1-10 with 1 being no desire to 10 being extreme desire?

0 1 2 3 4 5 6 7 8 9 10

11. How complex is it to offer the solution you are currently offering on a scale of 1-10 with 1 being extremely complex to 10 being simple?

0 1 2 3 4 5 6 7 8 9 10

12. How possible do you think it is to truly achieve the desired situation of the niche on a scale of 1 to 10 with 1 being not possible at all to 10 being more than possible?

0 1 2 3 4 5 6 7 8 9 10

13. Add your rankings from questions 8 to 12 above. What is your total out of 50?
14. What timeframe do you think it would take to achieve the desired situation in days?

Part Two: Live Market Feedback

1. Start crossing off the numbers as you start speaking with the market and testing your hypothesis by making them the offer stated in this hypothesis worksheet. You should make at least 20-30 offers before judging your Niche-Offer-Market Hypothesis.

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26
27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49

2. What objections is the market giving you?
3. What things is the market liking or interested in?
4. How are the conversations ending/ what's the conclusion of each call?
5. What patterns are emerging? What things keep recurring?

6. Based on the above state ways in which you can improve your Niche-Offer-Result Hypothesis:

7. After making at least 20-30 offers to your niche using your Niche-Market-Offer Hypothesis collect all the feedback, form ideas for improvement and then move on to form your next Niche-Offer-Result Hypothesis and then repeat again.