Message 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. Does this niche have their own language/slang and if so what are some of the key words, phrases and statements that they use?

6. Define your message in a simple sentence or two using the "Message Equation".
   Equation: I help [niche] to [get result] by [your offer]

7. Rate your Message-Hypothesis on a scale of 1 to 10 for how well it resonated with your prospects before feedback. 1 being no resonance and 10 being crystal clear resonance.

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 Message 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 words or phrases do you hear your prospects repeating over and over again?

3. What stories do your prospects like to tell that seem to recur across multiple calls?

4. What metaphors or analogies do your prospects use?

5. What things does your prospect appear to be bored or saddened talking about?

6. What things does your prospect appear to be excited and energised talking about?

7. What words, sentences or phrases that you used did NOT resonate with your prospect?

8. What words, sentences or phrases that you used DID resonate with your prospects?

9. To emphasise your key points what are some of your best metaphors and analogies?

10. Rate your Message-Hypothesis on a scale of 1 to 10 for how well it resonated with your prospects after feedback. 1 being no resonance and 10 being crystal clear resonance.

11. Based on the above state ways in which you can improve your Message Hypothesis:

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