



**SEVEN
FIGURE
CREATORS**

Prompts for "Your Offer: Part 1"

Find In-Demand Offers

List the top 3 skills you have (or want) that make or save clients money.

My most valuable superpower skill is _____.
I'm also really good at _____.
With a bit of work, I'd be amazing at _____.

PROMPT 1: Identify the service where your superpower can help clients save or make money.

"I'm skilled in **[INSERT YOUR SKILL(S)]**. List 10 emerging and validated opportunities that use my skills to help solve problems for clients as a service or productised service. Focus only on specific B2B services where I can help clients either make money or save money."

Select a B2B service offering to research...

My B2B service offering is:



**SEVEN
FIGURE
CREATORS**

By performing this service I can help clients make money or save money, in a real and measurable way.

PROMPT 2: Research your offer and ideal customer profile (ICP)

Objective:

Conduct comprehensive research to generate structured seed data that will guide further exploration into the key pain points, challenges, and unmet needs within **[INSERT YOUR SERVICE OFFERING HERE]**. The goal is to create a user-friendly starting point for in-depth research into services, consulting, and productized services using tools like Gummy Search (Reddit), Answer the Public, Google Autocomplete, industry-specific forums, and competitor websites. This seed data will help refine ideal customer profiles, identify potential B2B niches, and guide targeted research efforts.

Instructions:

Generate and Structure Seed Data

- **Key Pain Points and Challenges:**
 - Identify and document the main pain points, challenges, and unmet needs related to the service offering.
 - Organize this information clearly and concisely, highlighting the most pressing issues businesses face.
- **Emerging Trends and Patterns:**
 - Highlight recurring themes, trends, or patterns in the data that could indicate evolving needs or opportunities within the service offering.
- **Seed Data for Further Research:**



SEVEN FIGURE CREATORS

- Compile actionable insights and key terms that can be used as starting points for further research.
- Structure this data to align with each research tool to maximize effectiveness.

Prepare Research Guidance for Specific Tools:

- **Gummy Search (Reddit) Seed Data:**
 - Use niche subreddit discussions to uncover grassroots concerns and real-world challenges related to the service offering.
 - Provide a list of specific subreddits, keywords to search, and example questions or topics to explore using GummySearch.
- **Answer the Public & Google Autocomplete Seed Data:**
 - Identify high-frequency questions, search queries, and common language used by potential customers regarding the service offering.
 - Offer key phrases and questions to input, and outline potential insights like frequently asked questions or popular search terms using Answer the Public or Google Trends.
- **Industry-Specific Forums and Communities Seed Data:**
 - Explore relevant forums and LinkedIn groups to gather professional insights on challenges related to the service offering.
 - Recommend specific communities to join and threads to follow.
- **Competitor Websites and Case Studies Seed Data:**
 - Identify and analyze direct and non-direct competitors who offer similar or complementary B2B consulting services.
 - Focus on businesses providing hands-on consulting, excluding SaaS solutions. Suggest specific areas of their websites, case studies, or service offerings to review.
- **Twitter and LinkedIn Social Listening Keyword Seed Data:**
 - Monitor real-time conversations and emerging trends using industry-specific keywords, leveraging Brand24.com.
 - Provide relevant keywords to track and suggest ways to engage with or analyze these discussions.
- **YouTube Channel Research:**
 - Identify top YouTube channels that produce content aimed at solving client issues related to the service offering.



SEVEN FIGURE CREATORS

- Provide a list of specific channels that dominate this category, as well as keywords and search phrases to use when identifying relevant channels.
 - **Job Boards Research:**
 - Search job boards for job opportunities related to the service offering to extract specific challenges, duties, or requirements listed in the job descriptions.
 - Use this data to identify common problem areas that could translate into potential service offerings. Provide job titles that are common yet related to the service offering.
-

Analysis:

- **Demand Level and Trend Direction:**
 - Based on the generated data, predict the level of demand (high, medium, low) and indicate the trend direction.
 - Assess whether the opportunity could be a six-figure or eventually a million-dollar one by multiplying the anticipated average deal size by the level of demand. Be very conservative. Be very skeptical, in a constructive way.
 - Provide a confidence score, noting that deal value should start very conservatively.
- **Decision Maker Prioritization:**
 - Scrutinize whether the service provides a "must-have" solution to a "bleeding neck" problem.
 - If it doesn't make or save the client money, it isn't likely to be high in demand or a priority.
- **Ideal Customer Profiles (ICP) Short Sales Cycle and High Urgency:**
 - Identify the ICPs with the shortest sales cycle, highest urgency to solve the problem, and immediate budget availability, focusing on the SMB sector.
- **Targeted Strategies:**
 - Analyse specific types of companies, including trends, legal and geographic factors, industries, or other relevant signals, that indicate a high likelihood of immediate purchase.



SEVEN FIGURE CREATORS

- Provide actionable strategies for creating filtered lead lists using LinkedIn Sales Navigator, detailing the decision-maker's profile, role, and necessary filters.

End Goal:

The output should be a well-structured set of insights and data points that can be directly applied in your research, ensuring a clear path from initial exploration to actionable conclusions, leading to targeted lead generation and sales strategies.

[INSERT YOUR RESEARCH HERE...]

Draft Your Initial Offer & ICP

Draft your plain language offer...

"I help with [my hyper specific service in plain English] so that [specific customer type in a clear situation] can solve [specific and urgent problem] that makes or saves them money and addresses [deepest fear/motivation]."

Example

"I help with **crafting personalised email campaigns at scale to nurture existing customers** so that **mid-sized B2B SaaS companies** can solve **their challenge of improving customer activation & retention** that **directly increases their recurring revenue** and addresses **their fear of losing valuable customers to competitors.**"



SEVEN
FIGURE
CREATORS

Fill-in-the-Blank ICP Template...

"We work with **[specific type of business within an industry]**, targeting **[Decision-Maker Role]** who manage **[specific department or function]** at **[Company Headcount]** businesses in **[Geography/Region]**. These **[Seniority Level]** leaders are responsible for **[specific business goal]** and are under pressure to **[increase revenue or reduce costs]**. They are the key decision-makers for **[type of solutions]** that can **[drive significant financial results]**, driven by the need to **[achieve financial growth or prevent financial losses]**."

Example

"We work with **mid-sized B2B SaaS companies**, targeting **Chief Revenue Officers** who manage **customer success teams** at **mid-sized businesses** in **the United States**. These **senior** leaders are responsible for **improving customer activation and retention** and are under pressure to **increase recurring revenue and reduce churn**. They are the key decision-makers for **HubSpot-driven customer success solutions** that can **enhance customer engagement and retention**, driven by the need to **grow revenue and prevent customer attrition**."

How to Use This Template:

- **Step 1:** Answer each guiding question below based on your specific service and market.
- **Step 2:** Plug your answers into the template.
- **Step 3:** Review the example for guidance on how to craft a compelling ICP statement.

Guiding questions...

1. **Specific Type of Business within an Industry:**
 - **What it is:** What is the exact type of business within a broader industry that you serve?



SEVEN FIGURE CREATORS

- **Guiding Question:** Are you focusing on a niche, such as B2B SaaS, local retail chains, or healthcare practices?
- **Example:** "B2B SaaS companies"
- 2. **Decision-Maker Role:**
 - **What it is:** Who is the main person making the decisions in this type of business?
 - **Guiding Question:** Who holds the budget and is responsible for key outcomes? Is it the CEO, CFO, CMO, or another role?
 - **Example:** "Chief Revenue Officers"
- 3. **Specific Department or Function:**
 - **What it is:** Which department or function does this decision-maker oversee?
 - **Guiding Question:** Are they leading sales, marketing, operations, or another critical department?
 - **Example:** "Sales teams"
- 4. **Company Headcount:**
 - **What it is:** What is the typical size of the company you target?
 - **Guiding Question:** Are these small, mid-sized, or large companies? What's the employee range?
 - **Example:** "Mid-sized businesses"
- 5. **Geography/Region:**
 - **What it is:** Where are these companies located?
 - **Guiding Question:** Are you targeting a specific country, region, or global market?
 - **Example:** "United States"
- 6. **Seniority Level:**
 - **What it is:** What level of seniority does your decision-maker have?
 - **Guiding Question:** Are they C-suite, VP level, or directors?
 - **Example:** "Senior leaders"
- 7. **Specific Business Goal:**
 - **What it is:** What critical business goal are they responsible for?
 - **Guiding Question:** Are they focused on revenue growth, cost reduction, market expansion, or something else?
 - **Example:** "Increasing customer lifetime value"
- 8. **Increase Revenue or Reduce Costs:**
 - **What it is:** What financial pressure are they facing?
 - **Guiding Question:** Are they primarily concerned with boosting revenue, cutting costs, or both?



SEVEN FIGURE CREATORS

- **Example:** "Drive revenue growth while reducing churn"

9. **Type of Solutions:**

- **What it is:** What kind of solutions do they consider key to their success?
- **Guiding Question:** Are they looking for tools, services, or strategies related to your offerings?
- **Example:** "Customer retention solutions"

10. **Directly Impact Bottom Line:**

- **What it is:** How does your solution affect their financial outcomes?
- **Guiding Question:** Does your service help them make money, save money, or both?
- **Example:** "Directly impact their bottom line"

11. **Achieve Financial Growth or Prevent Financial Losses:**

- **What it is:** What is the ultimate financial result they need to achieve?
- **Guiding Question:** Are they more focused on growing revenue, avoiding losses, or both?
- **Example:** "Grow recurring revenue and prevent customer attrition"