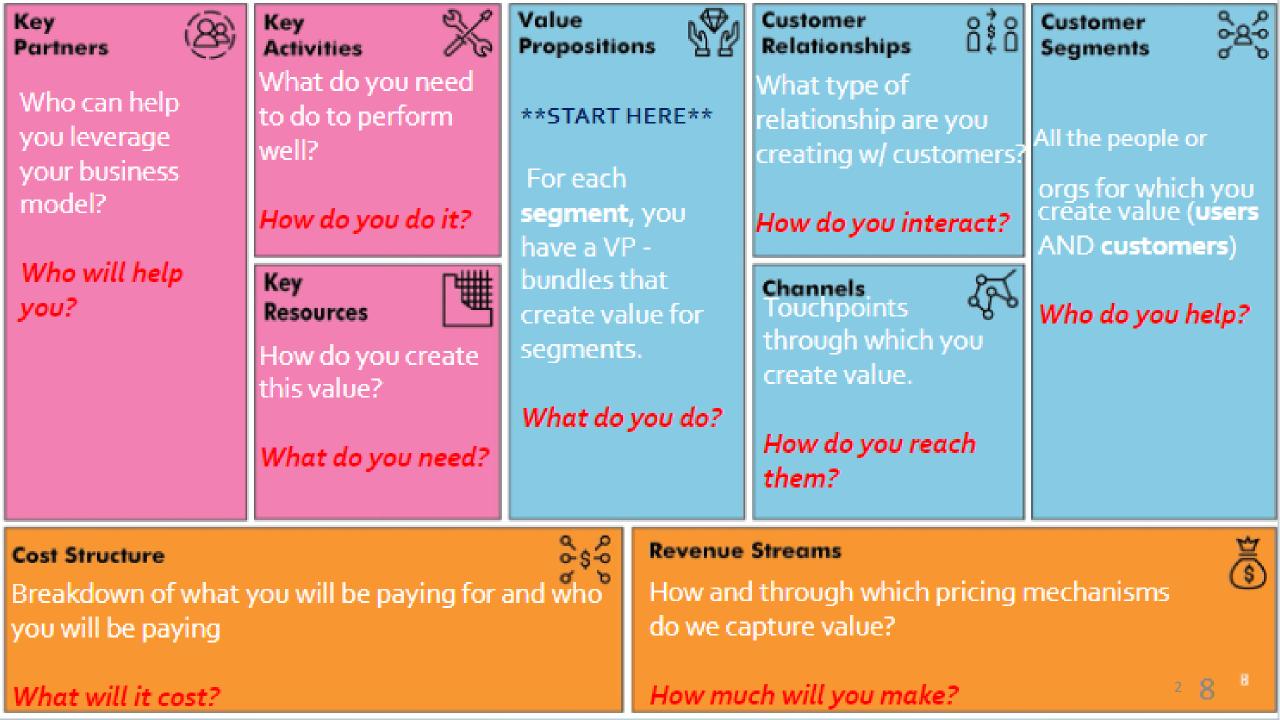
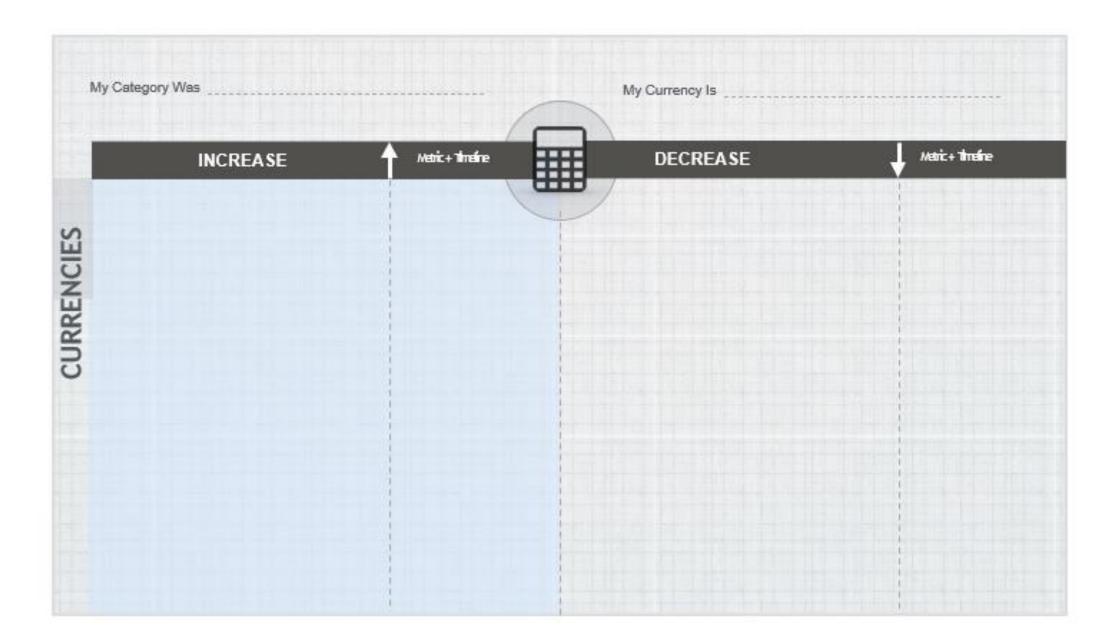
# Dr. Lee (GPT)

Workbook



# Currency Calculator



# Example



	NICHE 1	NICHE 2	NICHE 3
Passion			
Who would you help for free?			
What do folks tell you you're good at?			
• What comes easy?			
Problem			
What is the explicit need?			
What is the search volume?			
• How much is the market growing?			Customer O O O O O O O O O O O O O O O O O O O
• How can you solve it better, cheaper or faster?			Segments of b
Profit			
How can they afford your solution?			All the people or
What's the size of the niche?			orgs for which you
How can you quantify the ROI?			create value (users
• What is the potential for MMR or recurring revenue?			AND customers)
Presence			Who do you help?
• How can you be seen as the "go-to" provider?			
How competitive is the niche?			
• What messaging is being used in the market?			
Pathway			
How can you easily target online?			
Which social channels dominate?			
<ul> <li>List interests, experts, publications, associations</li> </ul>			
and groups			5

# **DEMOGRAPHICS** (Who they are)

- Name\*
- Gender
- Age
- Location
- Income
- Marital status

# PSYCHOGRAPHICS (What they do)

- Social Media Groups
- Publications
- Associations
- Brands
- Experts (Gurus)
- Tools (Software)
- Activities
- Opinions, Behaviors, Events



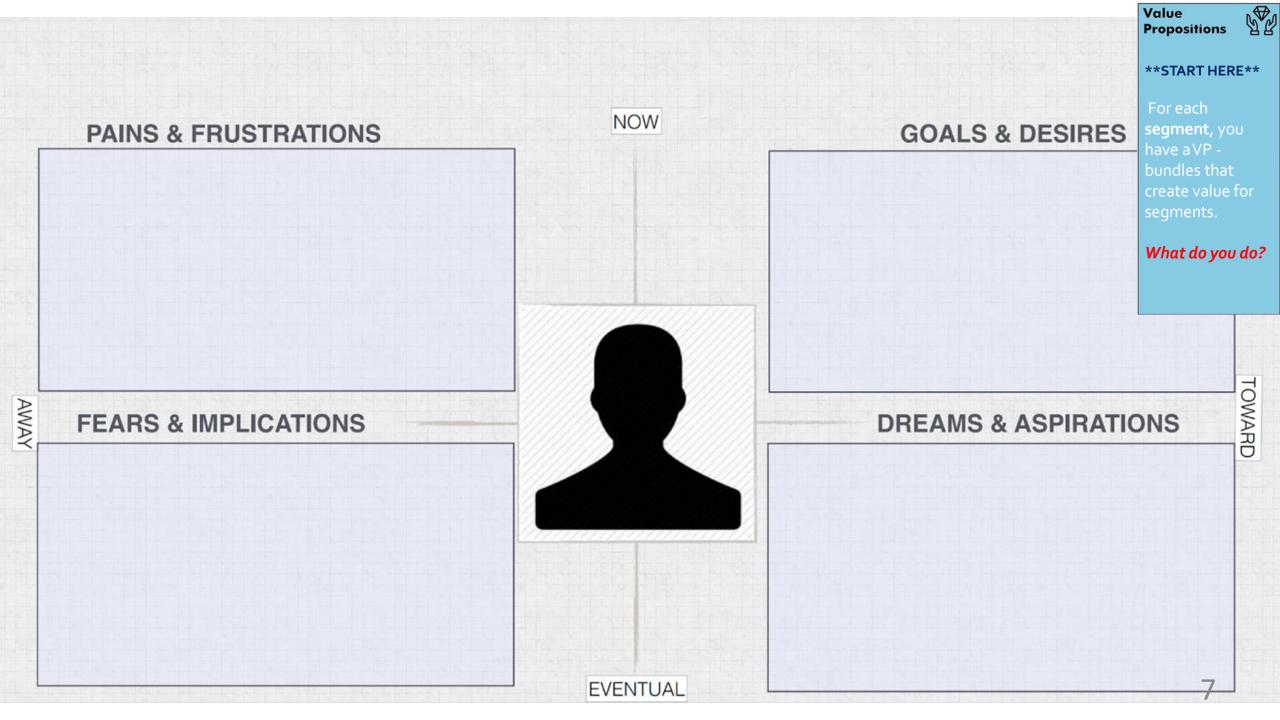
### **DESCRIBE YOUR AVATAR**

Customer Segments



All the people or orgs for which you create value (users AND customers)

Who do you help?



## **Empathy Map Canvas**

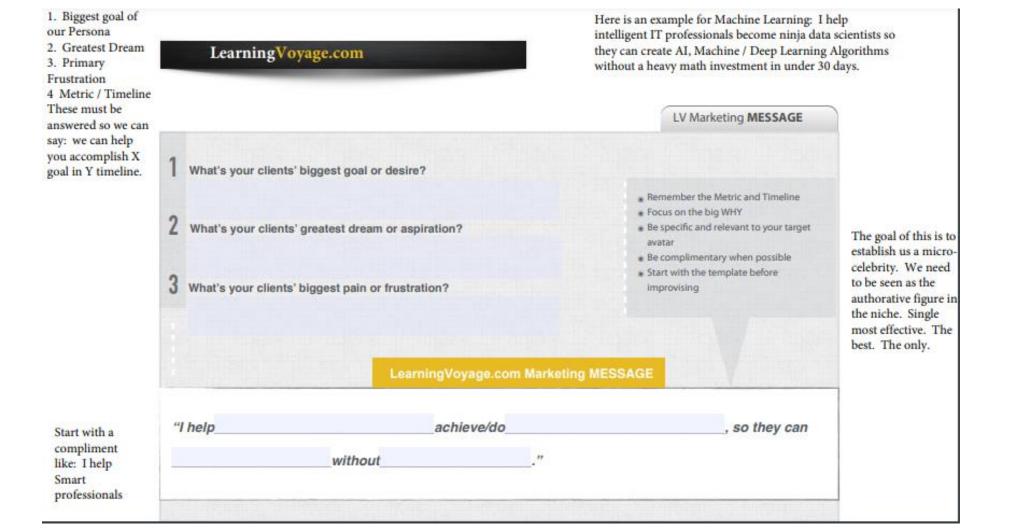
Designed for:

WHO are we empathizing with? GOAL What do they need to DO? Who is the person we want to understand? What do they need to do differently? What is the situation they are in? What job(s) do they want or need to get done? What is their role in the situation? What decision(s) do they need to make? How will we know they were successful? What do they THINK and FEEL? **PAINS GAINS** What are their fears, What are their wants, What do they SEE? frustrations, and anxieties? needs, hopes and dreams? What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading? What do they HEAR? What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand? What do they SAY? What have we heard them say? What can we imagine them saying? What other thoughts and feelings might motivate their behavior? What do they DO? What do they do today? What behavior have we observed? What can we imagine them doing?

Designed by:

Version:

Date:



Value Propositions

opositions

\*\*START HERE\*\*

For each
segment, you
have a VP bundles that
create value for
segments.

What do you do?

	YOUR MILLION DOLLAR MESSAGE	
"I help	achieve/do	,
without	so they canso	."

Currency - The Single (ONE WORD!) Unit of value you exchange for clients' money.

Metric - the value of the currency. If it's not measurable its not meaningful!

Timelines - The duration of your Premium Course or Coaching Program. A dream is a goal without a deadline! No one wants to lose 5 lbs in 5 years!

1	What are your clients' three main obstacles between them and results?	П
2	What will their lives be like if they DON'T Solve this problem?  (List the financial, social, physical relational costs of not solving the problem RIGHT NOW)	
3	Who will you accept and who will you reject?  Accept  Reject	

# TIPS:

- Use Keyword tools (AHrefs, Google Ad Planner, SEMRush
- Amazon book reviews and
- Competitors' campaigns look at competitive messaging, ads, funnels and sales process!

1

#### What are your clients' three main obstacles between them and results?

- . Complete information overload!
- · Technical overwhelm
- · No clear strategy or oath to success

2

#### What will their lives be like if they DON'T Solve this problem?

(List the financial, social, physical relational costs of not solving the problem RIGHT NOW)

Never launch a campaign that works!

Face serious financial uncertainty

Have to get a day job again!

3

Who will you accept and who will you reject?



#### Accept

0

#### Reject

- . Established coaches and consultants
- . Expert serious about launching now!
- Solves an important problem!

- . Wantrepreneurs
- . Folks not committed to launch!
- Don't solve a serious problem!

## TIPS:

- Use Keyword tools (AHrefs, Google Ad Planner, SEMRush
- Amazon book reviews and
- Competitors' campaigns look at competitive messaging, ads, funnels and sales process!

What's your clients' biggest goal or de	esire (Your Core Currency)?	MDM = SA*(C+M+T)-F
What's your clients' greatest dream or  WHY DOES THIS MATTER - What will life (List the financial, social, physical relational Bl		<ul> <li>Remember the Metric and Timeline</li> <li>Focus on the big WHY</li> <li>Be specific and relevant to your target avatar</li> <li>Be complimentary when possible</li> <li>Start with the template before improvising</li> </ul>
	YOUR MILLION DOLLAR MESSAGE	
"I help	achieve/do	
without	so they can	.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

1 v

What's your clients' biggest goal or desire (Your Core Currency)?

To launch high ticket course in 14 days with confidence!

2

What's your clients' greatest dream or aspiration - what will they BECOME?

A high ticket coach and course creator

3

WHY DOES THIS MATTER - What will life be like once they achieve results?

(List the financial, social, physical relational BENEFITS of solving the problem RIGHT NOW)

Finally have a steady stream of great clients, able to serve 1:many and Spend more time with family. Able to make a great 6-7 figure income and great impact.

# MDM = SA\*(C+M+T)-F

- Remember the Metric and Timeline
- Focus on the big WHY
- Be specific and relevant to your target avatar
- Be complimentary when possible
- Start with the template before improvising

#### YOUR MILLION DOLLAR MESSAGE

"I help

motivated coaches and course creators

achieve/do

launch a world-class high ticket course in 14 days

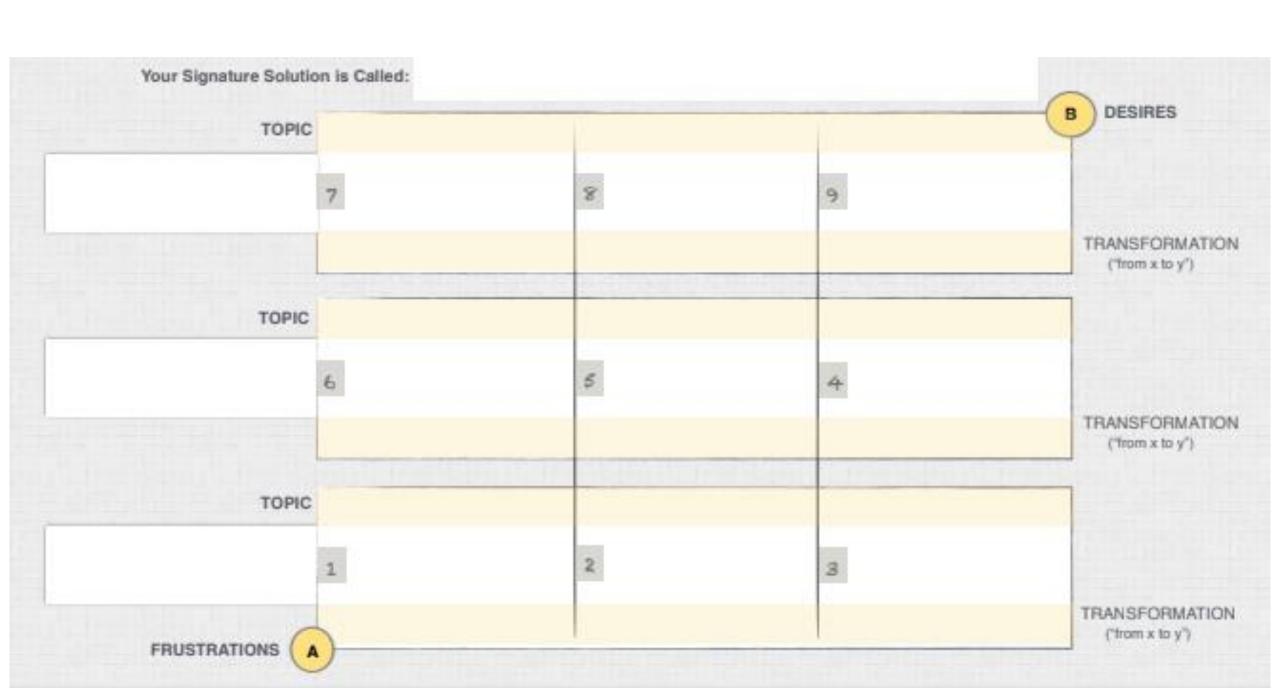
without

frustration, tech overwhelm or stress

so they can\_

achieve true freedom and financial independence

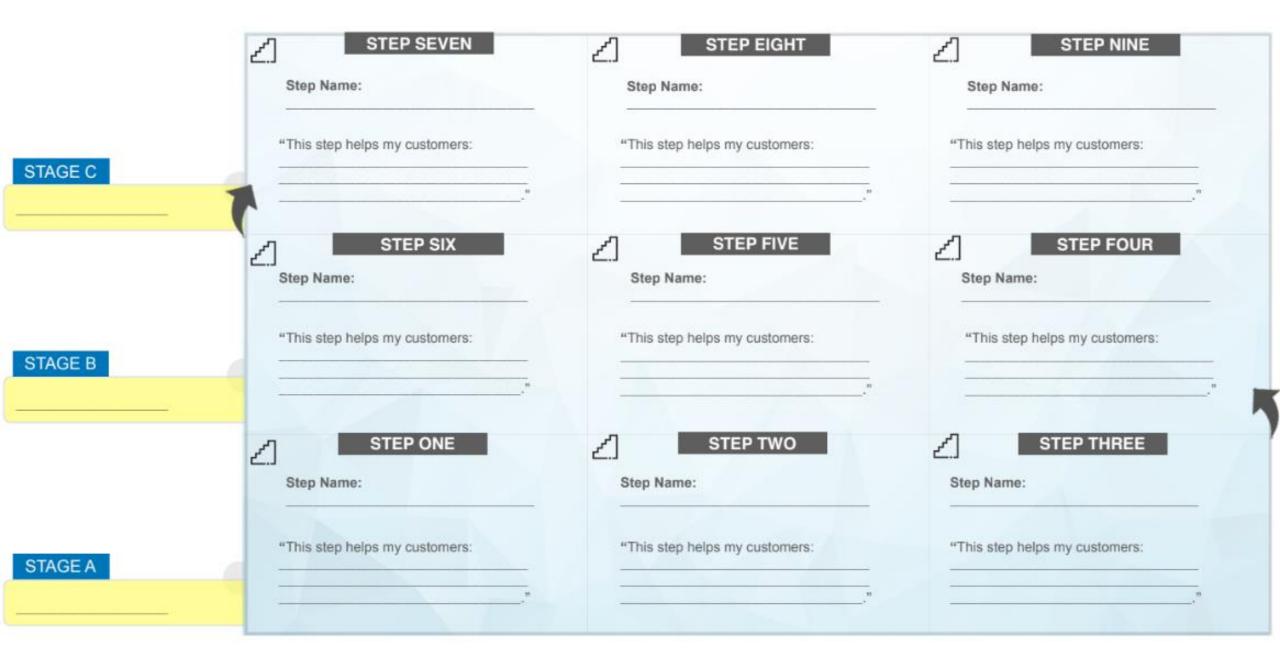
"



		Product Roadmap
STAGE C		
STAGE B		
STAGE A		

**STAGES** represent major milestones. These are the three big buckets for organizing your product's steps and actions

STAGE A	STAGE B	STAGE C	
Foundation	System	Scale	
Platform	Process	Grow	
Game Plan	Plan	Optimize	
Audit	Funnel	Traffic	
Mindset	Routine	Compete	
Level One	Gameplan	Profit	
Basics	Strategy	Execute	



# STAGE C Launch! STAGE B Build STAGE A Plan

## STEP SEVEN STEP EIGHT

#### Step Name:

Content Crushers

"This step helps my customers: Quickly create highly engaging and effective course content

#### STEP SIX

#### Step Name:

The Perfect Course Outline

"This step helps my customers: Quickly map out the entire course slides, from introduction to conclusion!

#### STEP ONE

#### Step Name:

Create Your Currency

"This step helps my customers: get clear on the one problem their high ticket course will solve for their customers."

#### Step Name:

The Done-For-You Slide Template

"This step helps my customers: Create all the slides for your course in hours vs days!

#### STEP FIVE

#### Step Name:

Refine Your Roadmap!

"This step helps my customers: turn their knowledge and expertise into a world class course with virtually zero competition ..."

#### STEP TWO

#### Step Name:

The Perfect Course Customer

"This step helps my customers: get crystal clear on the how and where to reach people looking to buy your premium course right now!..."

#### STEP NINE

#### Step Name:

The Rapid Production Plan

"This step helps my customers: Record, edits and publish your course in 48 hours or less!"

#### STEP FOUR

#### Step Name:

The Digital Brain Dump!

"This step helps my customers: create a huge list of topics and problems their course could solve for customers ..."

#### STEP THREE

#### Step Name:

Craft The Message

"This step helps my customers: craft a powerful message that will be used in every marketing and advertising campaign..."