

Dr. Lee (GPT)

Workbook




Currency Calculator

My Category Was _____

My Currency Is _____

INCREASE ↑ *Metric + Timeline*



DECREASE ↓ *Metric + Timeline*

CURRENCIES

The form is set against a light gray grid background. A horizontal black bar spans the width, containing the 'INCREASE' and 'DECREASE' labels. Below this bar, a light blue shaded area is on the left, and a light gray area is on the right, separated by a vertical dashed line. The word 'CURRENCIES' is written vertically on the left side of the blue area.

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?
- How can you solve it better, cheaper or faster?

Profit

- How can they afford your solution?
- What's the size of the niche?
- How can you quantify the ROI?
- What is the potential for MMR or recurring revenue?

Presence

- 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?
- List interests, experts, publications, associations and groups

Customer Segments



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

Who do you help?

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?



****START HERE****

For each segment, you have aVP - bundles that create value for segments.

What do you do?

PAINS & FRUSTRATIONS

NOW

GOALS & DESIRES

FEARS & IMPLICATIONS

DREAMS & ASPIRATIONS



EVENTUAL

TOWARD

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The Empathy Map Canvas is a tool for understanding a user's experience. It consists of a central face divided into two main sections: **PAINS** (left) and **GAINS** (right). The face is surrounded by seven numbered sections, each with a specific question to guide the user's research. The sections are:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
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?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 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?
- 7 What do they THINK and FEEL?**
PAINS
What are their fears, frustrations, and anxieties?
GAINS
What are their wants, needs, hopes and dreams?

Below the face, there is a section for **What other thoughts and feelings might motivate their behavior?**

1. Biggest goal of our Persona
 2. Greatest Dream
 3. Primary Frustration
 - 4 Metric / Timeline
- These must be answered so we can say: we can help you accomplish X goal in Y timeline.

LearningVoyage.com

Here is an example for Machine Learning: I help intelligent IT professionals become ninja data scientists so they can create AI, Machine / Deep Learning Algorithms without a heavy math investment in under 30 days.

LV Marketing MESSAGE

1 What's your clients' biggest goal or desire?

2 What's your clients' greatest dream or aspiration?

3 What's your clients' biggest pain or frustration?

- 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

LearningVoyage.com Marketing MESSAGE

The goal of this is to establish us a micro-celebrity. We need to be seen as the authoritative figure in the niche. Single most effective. The best. The only.

Start with a compliment like: I help Smart professionals

"I help _____ achieve/do _____, so they can _____ without _____."

Value Propositions



****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 can _____."*

- ★ 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?

- _____
- _____
- _____

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



Reject

- | | |
|--|---|
| • <u>Established coaches and consultants</u> | • <u>Wantrepreneurs</u> |
| • <u>Expert serious about launching now!</u> | • <u>Folks not committed to launch!</u> |
| • <u>Solves an important problem!</u> | • <u>Don't solve a serious problem!</u> |

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

2

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

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)

$$\text{MDM} = \text{SA} * (\text{C} + \text{M} + \text{T}) - \text{F}$$

- 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 _____ achieve/do _____,

without _____ so they can _____."

1

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.

$$\text{MDM} = \text{SA} * (\text{C} + \text{M} + \text{T}) - \text{F}$$

- 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 *."*

Your Signature Solution is Called:

B

DESIRES

TOPIC

7

8

9

TRANSFORMATION
("from x to y")

TOPIC

6

5

4

TRANSFORMATION
("from x to y")

TOPIC

1

2

3

TRANSFORMATION
("from x to y")

FRUSTRATIONS

A

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










Foundation
Platform
Game Plan
Audit
Mindset
Level One
Basics

STAGE B

System
Process
Plan
Funnel
Routine
Gameplan
Strategy

STAGE C

Scale
Grow
Optimize
Traffic
Compete
Profit
Execute

	STEP SEVEN		STEP EIGHT		STEP NINE
Step Name:		Step Name:		Step Name:	
"This step helps my customers:		"This step helps my customers:		"This step helps my customers:	
	STEP SIX		STEP FIVE		STEP FOUR
Step Name:		Step Name:		Step Name:	
"This step helps my customers:		"This step helps my customers:		"This step helps my customers:	
	STEP ONE		STEP TWO		STEP THREE
Step Name:		Step Name:		Step Name:	
"This step helps my customers:		"This step helps my customers:		"This step helps my customers:	

STAGE C

STAGE B

STAGE A

