MODULE 2

PLANNING YOUR EMPIRE

Market Validation & Strategic Blueprint

"A goal without a plan is just a wish."

- Antoine de Saint-Exupéry

Student Name: _____

Tool Name: _____

Validation Start Date: _____

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Module Progress Checklist

- [ ] Lesson 1: Advanced Keyword Research
- [ ] Lesson 2: Competition Deep Dive
- [ ] Lesson 3: User Interview Mastery
- [ ] Lesson 4: Market Size Calculation
- [ ] Lesson 5: 48-Hour Validation Sprint Execution
- [ ] Lesson 6: Go/No-Go Decision Framework

🚀 QUICK WIN GENERATOR

Your immediate validation action:

Next 2 Hours: Find and join 3 online communities where your target customers actively discuss their problems. Post one helpful comment in each.

- [ ] Communities joined and engaged

Pre-Validation Assessment

My confidence in market demand (1-10): _____

Number of competitors identified: _____

Potential customers I can reach today: _____

My biggest validation concern:

Keyword Research Tracker

PRIMARY KEYWORDS

KEYWORD	MONTHLY VOLUME	COMPETITION	CPC	INTENT SCORE

LONG-TAIL KEYWORDS

KEYWORD PHRASE	MONTHLY VOLUME	COMPETITION	RANKING DIFFICULTY

CONTENT OPPORTUNITY ANALYSIS

Keywords with high volume + low competition:

1. _____
2. _____
3. _____

Total addressable search volume: _____ searches/month

Estimated CTR at position 1: _____%

Potential monthly traffic: _____ visitors

Competition Assessment Matrix

COMPETITOR	TRAFFIC/MO	PRICING	STRENGTHS	WEAKNESSES

COMPETITIVE POSITIONING

My unique angle will be:

Features competitors DON'T have that users want:

1. _____
2. _____
3. _____

PRICING STRATEGY

Average competitor price: $_____

Lowest competitor price: $_____

Highest competitor price: $_____

My planned pricing: $_____

Justification for my price point:

> 💡 PRO TIP
> Price 20% below the market leader initially. You can always increase prices, but it's harder to decrease them!

User Interview Script & Notes

INTERVIEW QUESTIONS

Opening:

> "I'm exploring solutions for [problem]. I'd love to learn about your experience with [problem area]. There are no right or wrong answers."

Discovery Questions:

1. Tell me about the last time you experienced [problem]?
2. What's the most frustrating part about [current solution]?
3. How much time/money do you waste on this weekly?
4. What have you tried to solve this?
5. If you had a magic wand, how would you solve this?
6. What would need to change for this to be a "must-have"?
7. How much would you pay to solve this completely?

INTERVIEW #1 NOTES

Interviewee: _____

Date: _____

Key Pain Points:

Current Solution:

Willing to Pay: $_____

Key Quote:

PATTERN RECOGNITION

Common complaints (3+ mentions):

1. _____
2. _____
3. _____

TAM / SAM / SOM Calculator

Total Addressable Market

$_____

Serviceable Available Market

$_____

Serviceable Obtainable Market

$_____

CALCULATION WORKSHEET

TAM Calculation:

Total potential customers: _____ × Average annual spend: $_____ = **TAM: $_____**

SAM Calculation:

Customers I can reach: _____ × My price point: $_____ × 12 months = **SAM: $_____**

SOM Calculation (Year 1 Goal):

Realistic customer target: _____ × My price point: $_____ × 12 months = **SOM: $_____**

✅ **Validation Check**

If SOM ≥ $100,000, you have a viable business!

If SOM < $100,000, consider:

- Increasing price point
- Expanding target market

- Adding upsells/add-ons

48-Hour Validation Sprint Schedule

PRE-SPRINT CHECKLIST

- [ ] Clear calendar for 48 hours
- [ ] $50 budget for ads ready
- [ ] 3 communities identified
- [ ] Landing page tool account created
- [ ] Email tool connected

HOUR-BY-HOUR SCHEDULE

FRIDAY (Hour 0-24)

TIME	TASK	DONE
6:00 PM	Buy domain, set up hosting	☐
7:00 PM	Create logo and brand assets	☐
8:00 PM	Write landing page copy	☐
10:00 PM	Build landing page	☐
11:30 PM	Set up analytics & email capture	☐

SATURDAY (Hour 24-36)

TIME	TASK	DONE
9:00 AM	Create demo video/GIF	☐
11:00 AM	Post in communities	☐
12:00 PM	Launch Facebook/Google ads	☐
2:00 PM	Direct message potential users	☐

TIME	TASK	DONE
4:00 PM	Monitor and respond to feedback	☐

Landing Page Copy Template

HEADLINE (10 WORDS MAX)

_____

SUBHEADLINE (EXPAND ON THE PROMISE)

_____ _____

3 KEY BENEFITS

Benefit 1: _____

Supporting detail: _____

Benefit 2: _____

Supporting detail: _____

Benefit 3: _____

Supporting detail: _____

SOCIAL PROOF

Testimonial 1:

> "_____"
>
> - Name, Title

Testimonial 2:

> "_____"
>
> - Name, Title

CALL TO ACTION

Button Text: _____

Urgency/Scarcity Element:

_____

Validation Results Tracker

TRAFFIC SOURCES PERFORMANCE

SOURCE	VISITORS	SIGNUPS	CONVERSION %	COST	COST/SIGNUP
Facebook Groups				$0	
Reddit				$0	
Twitter				$0	
Facebook Ads					
Google Ads					
Direct Outreach				$0	

KEY METRICS SUMMARY

Total Visitors: _____

Total Signups: _____

Overall Conversion: _____%

Total Spend: $_____

Cost per Signup: $_____

Best Channel: _____

QUALITATIVE FEEDBACK

Most common question:

Most common objection:

Feature requests:

1. _____
2. _____

3. _____

Go/No-Go Decision Framework

VALIDATION CRITERIA SCORECARD

CRITERIA	TARGET	ACTUAL	PASS?
Landing Page Conversion	> 10%	_____%	☐
Email Signups	> 30	_____	☐
Willing to Pay (from interviews)	> 5 people	_____	☐
Cost per Acquisition	< $10	$_____	☐
Market Size (SOM)	> $100K	$_____	☐
Competition Beatable	Clear advantage	Yes/No	☐

FINAL DECISION

GO!

4+ criteria passed

PIVOT

2-3 criteria passed

STOP

<2 criteria passed

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Feature Prioritization Matrix

QUICK WINS (HIGH IMPACT, LOW EFFORT)	MAJOR PROJECTS (HIGH IMPACT, HIGH EFFORT)
1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____
FILL-INS (LOW IMPACT, LOW EFFORT)	**TIME WASTERS (LOW IMPACT, HIGH EFFORT)**
1. _____ 2. _____ 3. _____ 4. _____	1. _____ 2. _____ 3. _____ 4. _____

MVP FEATURE LIST (LAUNCH WITH THESE)

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

VERSION 2.0 FEATURES (ADD POST-LAUNCH)

1. _____
2. _____
3. _____

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Resource Planning & Budget

DEVELOPMENT RESOURCES

RESOURCE	COST/MONTH	ESSENTIAL?	WHEN NEEDED
Domain Name	$1	Yes	Now
Hosting			
Email Service			
Payment Processing			
Analytics			
Customer Support			
Marketing Tools			

Total Monthly Cost: $_____

Runway Needed (3 months): $_____

TIME INVESTMENT

Hours per week available: _____

MVP development time: _____ weeks

Launch preparation time: _____ weeks

SKILLS GAP ANALYSIS

Skills I Have:

- _____
- _____
- _____

Skills I Need:

- _____
- _____
- _____

Next 30 Days Action Plan

WEEK 1: FOUNDATION & SETUP

- [ ] Complete all user interviews (minimum 10)
- [ ] Finalize feature list based on feedback
- [ ] Set up development environment
- [ ] Purchase domain and hosting
- [ ] Create brand assets

WEEK 2: BUILD CORE MVP

- [ ] Build authentication system
- [ ] Create main functionality
- [ ] Design basic UI
- [ ] Set up database
- [ ] Initial testing

WEEK 3: POLISH & PREPARE

- [ ] User testing with 5 beta testers
- [ ] Fix critical bugs
- [ ] Create onboarding flow
- [ ] Set up payment processing
- [ ] Write documentation

WEEK 4: LAUNCH PREPARATION

- [ ] Create marketing website
- [ ] Prepare launch content
- [ ] Set up analytics
- [ ] Create launch sequence

- [ ] Schedule launch posts

Planning Phase Weekly Review

WEEK 1 REVIEW

Date: _____

Validation activities completed:

Key insights discovered:

Pivots or changes made:

METRICS TRACKING

Interviews completed: _____

Landing page visitors: _____

Email signups: _____

Communities joined: _____

Competitors analyzed: _____

Features validated: _____

CONFIDENCE LEVEL CHECK

My confidence in the idea (1-10):

1	2	3	4	5	6	7	8	9	10

Next week's top priority:

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Module 2 Reflection & Completion

KEY TAKEAWAYS

1. The most surprising thing I learned about my market:

2. The validation method that worked best:

3. My biggest remaining concern:

4. One thing I would do differently:

🎉 MODULE 2 COMPLETE!

You've validated your idea and created a solid plan.

Your market research is complete. Your features are prioritized.

Time to BUILD! 🚀

READY FOR MODULE 3 CHECKLIST

- [ ] Market validation complete

- [ ] Feature list finalized
- [ ] Go decision confirmed
- [ ] Resources identified
- [ ] 30-day plan ready

> 💡 **PRO TIP**
>
> Before starting Module 3, take a day off to recharge. Building requires focused energy!