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:	 	
alidation 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

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Keyword Research Tracker

PRIMARY KEYWORDS

KEYWORD	MONTHLY VOLUME	COMPETITION	СРС	INTENT SCORE

LONG-TAIL KEYWORDS

KEYWORD PHRASE	MONTHLY VOLUME	COMPETITION	RANKING DIFFICULTY

CONTENT OPPORTUNITY ANALYSIS

$Keywords\ with\ high\ volume + low$	competit	ion:
1		
2		
3		-
Total addressable search volume:		searches/month
Estimated CTR at position 1:	%	

Potential monthly traffic:	_ visitors	
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MODULE 2: PLANNING

Competition Assessment Matrix

COMPETITOR	TRAFFIC/MO	PRICING	STRENGTHS	WEAKNESSES
COMPETITIVI	E DOSITIONI	NC		
		NO		
My unique angle will	be:			
1				
1				
1				
1	ATEGY			
1 2 3 PRICING STR Average competitor pr	ATEGY			
1	ATEGY rice: \$			
1	ATEGY rice: \$ ice: \$			



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

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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	

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TAM / SAM / SOM Calculator



CALCULATION WORKSHEET

TAM	Cal	[cu]	lati	on
-----	-----	------	------	----

Total potential customers:	× Average annual spend: \$_	= TAM: \$
SAM Calculation:		
Customers I can reach:	× My price point: \$	\times 12 months = SAM :
SOM Calculation (Year 1 Goal):		

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

✓ Validation Check

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

If SOM < \$100,000, consider:

- Increasing price point
- Expanding target market

Adding upsells/add-ons	
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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	

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Landing Page Copy Template				
HEADLINE (10 WORDS MAX)				
SUBHEADLINE (EXPAND ON THE PROMISE)				
SOBILABLINE (EXI AND ON THE I NOMISE)				
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:			
II.	/C			
Urgency	/Scarcity Element:			
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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

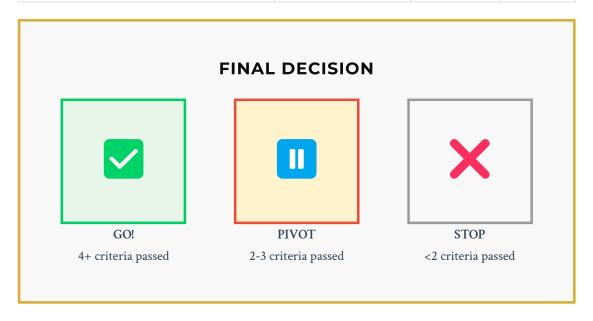
Total Visitors:	Total Spend: \$
Total Signups:	Cost per Signup: \$
Overall Conversion:%	Best Channel:
QUALITATIVE FEEDBACK	
Most common question:	
Most common objection:	
Feature requests:	
1	
2	

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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	



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Feature Prioritization Matrix

QUICK WINS (HIGH IMPACT, LOW EFFORT)	MAJOR PROJECTS (HIGH IMPACT, HIGH EFFORT)
1	1
2	2
3	3
4	4
FILL-INS (LOW IMPACT, LOW EFFORT)	TIME WASTERS (LOW IMPACT, HIGH EFFORT)
•	1
2 5	2
l	4

VERSION 2.0 FEATURES (ADD POST-LAUNCH)

1.	 	 	
_			
2	 	 	
3			

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			

Runway Needed (3 months): \$	
TIME INVESTMENT	
Hours per week available:	_
MVP development time:	weeks
Launch preparation time:	_ weeks

Total Monthly Cost: \$_____

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	Page 13 © 2024 Axis Strategic Holdings LLC

WEEK 1 REVIEW

Planning Phase Weekly Review

Date: __ Validation activities completed: Key insights discovered: Pivots or changes made: **METRICS TRACKING** Interviews completed: _____ Communities joined: _____ Landing page visitors: _____ Competitors analyzed: _____ Email signups: _____ Features validated: _____ **CONFIDENCE LEVEL CHECK** My confidence in the idea (1-10): 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:
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
ı	Before starting Module 3, take a day off to recharge. Building requires focused energy!
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