

Action Steps

So far, we have discussed:



- Who you can help the most.
- How to create a minimum viable offer to start helping people fast.
- How to outline a potential offer once you have an idea.
- The components of a good marketing strategy.
- How to position your offer in the most effective way.

Again, keep in mind that all of this is to be iterated on over the coming months, especially if you don't have the experience necessary to be clear on what you want to build.

Just Build

As with content, stop worrying about getting it perfect the first time.

Focus on being decisive, committing to one idea, and executing on it until a better idea comes to mind.

If you don't have a better idea, then you should be executing on your current idea. Nothing more, nothing less. Fail and learn the lesson you need to fast.

Action Steps You Can Take

There are a few things you can do to increase your understanding of what we talked about here.

1) Go back through One Person Business Foundations.

If a lot of what we talked about here doesn't make sense, its because a basic understanding of marketing isn't at the top of your mind.

2) Review this module and let it marinate in your mind.

Go back through this module so the teaching are fresh in your mind.

3) Let your subconscious do the work.



Consume information relevant to your interests and immerse yourself in that environment.

Make it so the only thing you are exposed to over the coming months are promotions, products, services, content, problems, benefits, stories, and data related to your interests and something you want to sell.

4) Fill out the marketing strategy sheet.

As ideas come to mind, write it down in your marketing strategy sheet.

You can write it down in The Queue first to copy it over later.

5) Start writing about the problems you plan to solve.

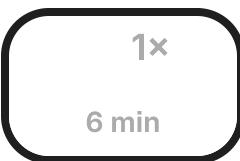
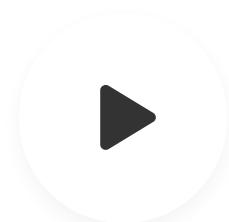
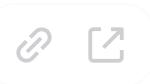
I create most of my products by writing them out as articles inside my private community, newsletters, and threads first.

You can turn everything inside the marketing strategy into content ideas for tweets as well.



Action Steps

⌚ 6 min



Action Steps



Module 6

Creating A Systemized Marketing Strategy

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Who Can You Help The Most?

Minimum Viable Offer

Ideating & Outlining A Project

Getting Started With Marketing

More Marketing Firepower

The Godfather Offer

Action Steps



Module 7

Making A Living Without Followers

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