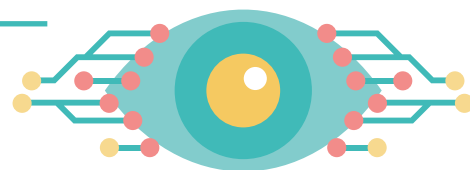




EXERCISE 1

Your Zone of Genius



1

ANSWER THE FOLLOWING QUESTIONS TO DISCOVER YOUR ZONE OF GENIUS

WHAT IS YOUR #1 TALENT AND IS WHAT YOU ABSOLUTELY LOVE DOING?

WHAT DO YOU DISLIKE DOING? (THIS SHOULD NOT BE WHAT YOU OFFER)

WHAT WORK DO YOU DO THAT DOESN'T SEEM LIKE WORK?

HOW ARE YOU FEELING WHEN YOU ARE IN YOUR GENIUS ZONE?

WHAT DO YOU DO IN THIS ZONE OF GENIUS THAT NO ONE ELSE DOES QUITE LIKE YOU?

AFTER EVALUATING THESE QUESTIONS, MY ZONE OF GENIUS IS...

EXERCISE 2

Brainstorm Your Offer



WHO IS THE IDEAL CLIENT I WANT TO WORK WITH?

WHAT IS THE SPECIFIC RESULT I PROVIDE?

WHAT WOULD FEEL LIKE A QUICK WIN OR QUICK RESULT FOR A CLIENT?

WHAT PREMIUM CONTENT CAN I PROVIDE TO THESE CLIENTS?

WHAT LEVEL OF ACCESS CAN I PROVIDE TO THESE CLIENTS?

WHAT COULD I GIVE THESE CLIENTS THAT WOULD SCARE ME
AND MAKE ME WONDER *AM I GIVING TOO MUCH?*

WHAT DO I WISH I RECEIVED IN SIMILAR OFFERS I'VE PURCHASED?

WHAT IS MISSING IN MY COMPETITORS' OFFERS?

WHAT WOULD MAKE IT FEEL LIKE A LUXURY EXPERIENCE?



Craft Your Package