

SELL YOUR BRAIN POWER CHALLENGE

Exchanging your skills, talents,
experience and passion for money

PERSONAL WORKBOOK

Introduction

This workbook is supposed to guide you properly in positioning yourself aright to start exchanging your skills, experiences, passion, talents for money.

Please take this serious and be sure you answer all the questions correctly without guile.

The training continues in the telegram group: t.me/sellyourbrainpower. If you are yet to join the group, you can do that now

See you there!

EXERCISE 1

Identify your advantage

Think through thoroughly and answer this question sincerely

What are your skills?

List as many as you can

skill 1

skill 2

skill 3

skill 4

skill 5

What are your interests?

List as many as you can

Int. 1

Int. 2

Int. 3

Int. 4

Int. 5

What are your Talents?

List as many as you can

Talent 1

Talent 2

Talent 3

Talent 4

Talent 5

What are your Experiences?

This also includes your professional training

Exp. 1

Exp. 2

Exp. 3

Exp. 4

Exp. 5

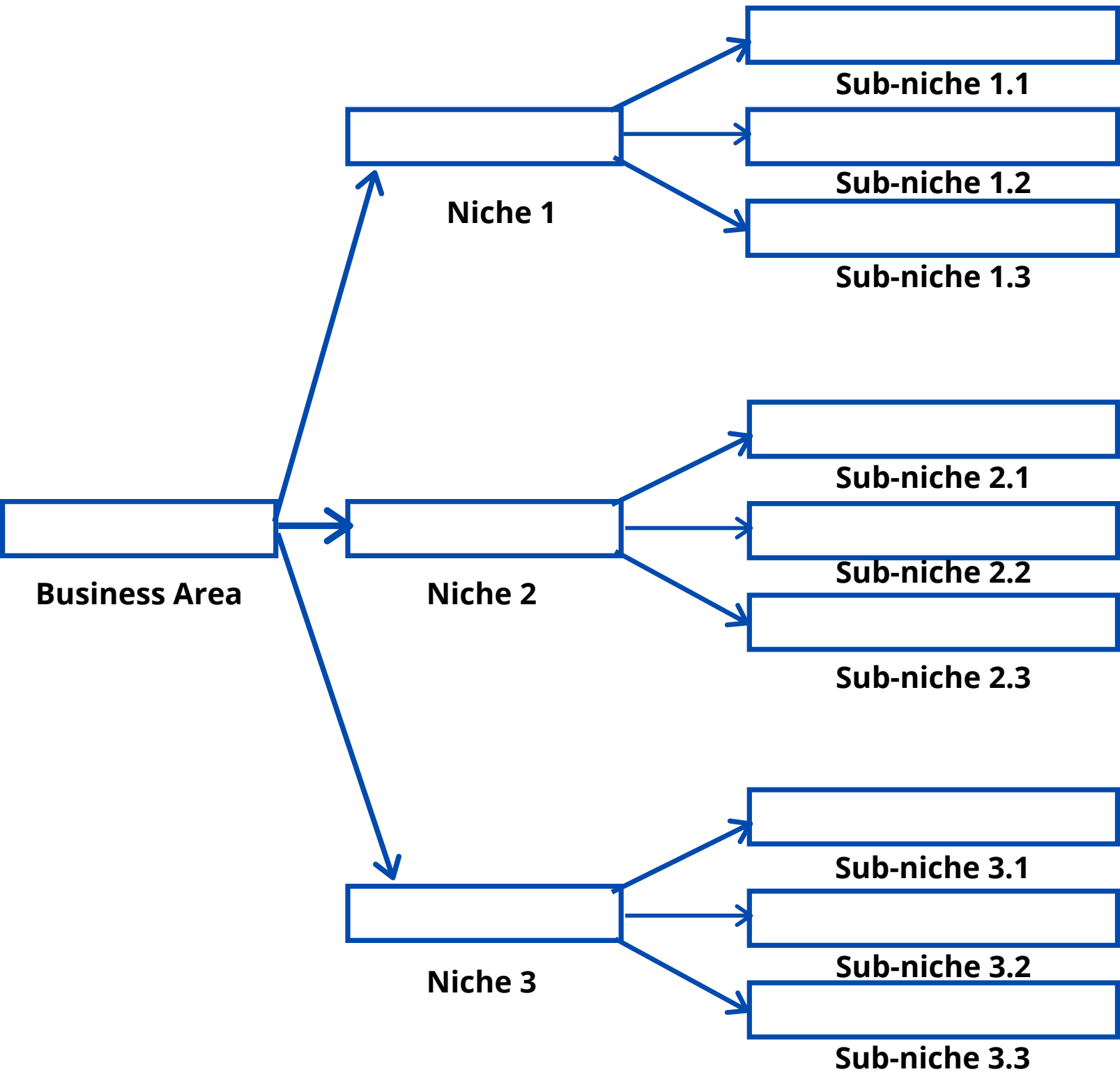
EXERCISE 2

Niche Segmentation

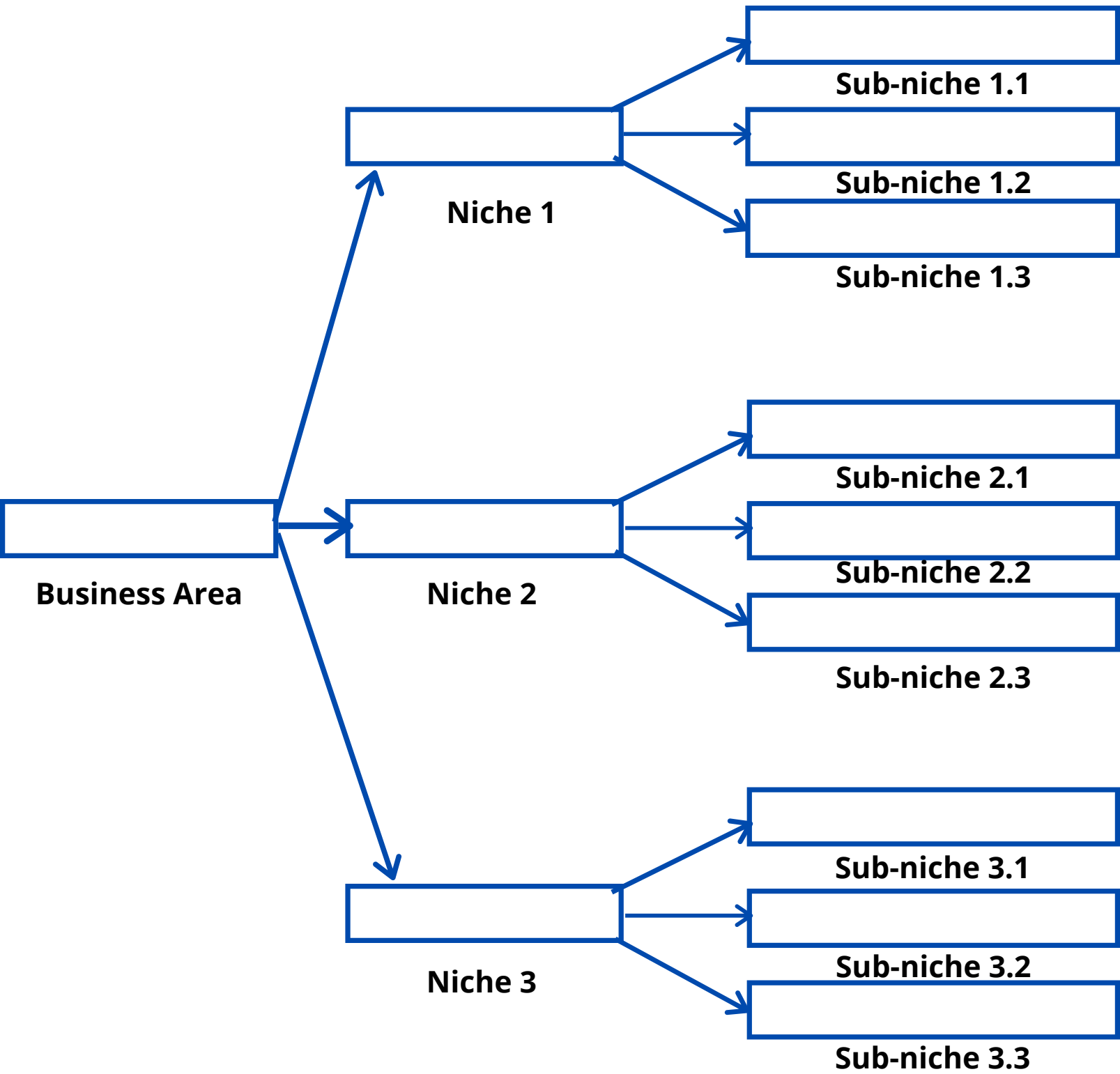
By now, you should have identified all your advantages. You have to subdivide these advantages into niches and sub-niches just as you saw from the webinar.

Of all the your advantages, choose 3 that closely relates to the 3 most profitable areas of business: **Health & Beauty, Sex & Relationship, Money & Business**

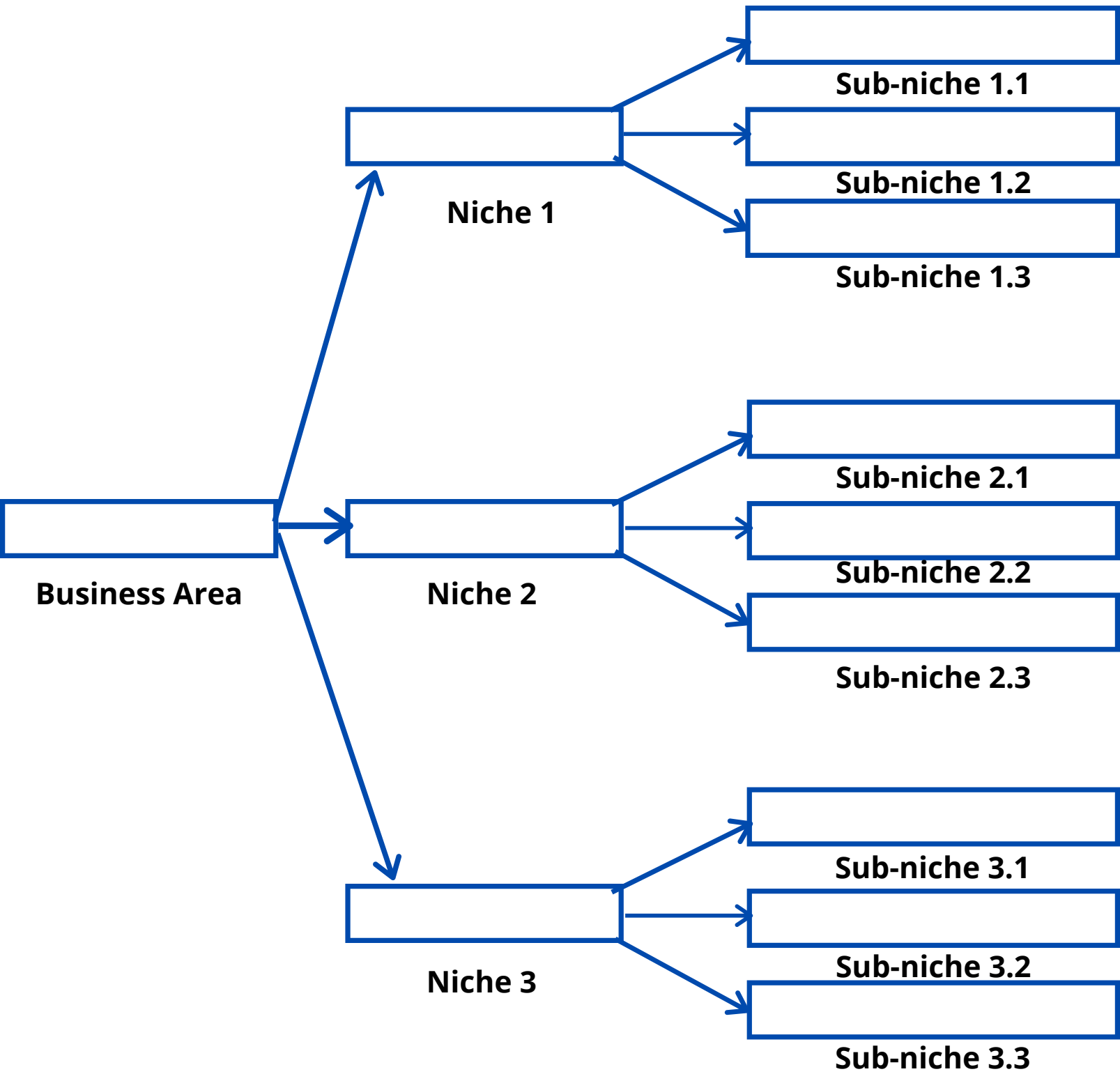
As much as you can, let them relate to at least one of the most profitable areas of business as. But if it is not possible, try to streamline it to specific niches and sub niches



Business Model 1



Business Model 2



Business Model 3

Having completed the 3 Business models, you will have to take out time to choose one that you have the highest advantage in.

Some questions that will guide you in choosing the best of the 3 are;

- Which of them can I do easily?
- If I am called to perform now, which of them can I do without consulting an external knowledge?
- Which of them have I received the highest accolades in?
- Which of them will I never run out of idea in?
- Which of them most closely relates to the 3 most profitable businesses mentioned earlier?
- Rate your self in a scale of 1 - 10 for the 3 businesses

EXERCISE 3

Customer Profiling

Get to know your ideal customer better

Getting clear on your customer avatar will affect these areas and more:

- **Product/service creation** – What solutions can you develop and deliver to your avatar to anticipate and solve their problems?
- **Copywriting** – In what way should offers be described to attract and convert your avatar?
- **Email marketing** – Which avatar should receive one type of email marketing campaign versus another?
- **Content marketing** – What lead magnets, blog posts, videos, podcasts, etc. should be created to compel your avatar to buy?
- **Social media marketing** – Which platforms are most important to be present and active on?
- **Paid traffic** – Where should you spend your dollars and what targeting options should you utilize?

Step 1: On a separate sheet, list the common demographic and psychographic traits of your ideal customer. Do a brain dump based on the market research you've done and customer feedback you've received.

Step 2: Give your avatar a name and a face. Yes, really! You can even go so far as to find a photo.

Step 3: Step into your avatar's shoes and see life through their eyes as you complete each question in this worksheet to form their identity. If you think of more details, by all means, add them! The more specific you can be about your avatar, the better.

These questions will help you get started in defining your customer. If you are that ideal customer, answer these questions;

- Am I male or female?
- How old am I?
- Where do I call home?
- Do I have a spouse? How old are they?
- Do I have kids? What are their genders and ages?
- What's my highest level of education?
- What's my occupation/industry?
- What's my income level?
- What's my life motto or a quote I love?
- What are my hobbies and interests?
- What are my goals?
- What are my values?
- Where do I get my information? What books, blogs, conferences, gurus, social media, etc. do I consume?
- What are my wildest dreams?
- What challenges do I face?
- What are my most irrational fears?
- What's my role in the purchase process? Am I a decision-maker or an influencer?
- What are my objections to buying your product or service?
- We do me and my friends meet?

Customer Name:**Demographics Information**

- Age:
- Gender:
- Marital Status:
- Age of Children:
- Location:
- Quote:
- Occupation:
- Job Title:
- Annual Income:
- Level of Education:
- Other:

Goals and Values**Goals**

_____ wants to

**Values**

_____ is committed to

**Sources of Information**

- Books:
- Magazines:
- Blogs/Websites:
- Conferences:
- Gurus:
- Other:

Challenges & Pain points

Challenges

_____ is challenged with



Note: You may require more than a single customer avatar to represent different segments of your market, but focus on tackling just one at a time.

Pain points

_____ pain points are



This personal assessment workbook should be thoroughly and painstakingly filled up and submitted at the telegram group on Sell Your Brain Power Challenge: t.me/sellyourbrainpower.

The workbook will be addressed in that platform