

YOUR TARGET MARKET

RECAP:

Your Genius:

Your Niche:

Your Framework:

Demographics:

Results/Outcome THEY are seeking:



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What's their motivation?:

Where are they in their journey? How long have they been there? What alternatives have they tried?:

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What obstacles have they faced or are facing (both perceived and actual)?:

What's this situation costing them if they don't get your help?



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Fill in the blanks.

I help [DEMOGRAPHICS]...:

... to [RESULTS/OUTCOME]...:

... so that they can [BENEFIT/MOTIVATION].

Re-write Your CLEAR Statement here:

