**1). What’s My True Why?**

*Some Quick Side Notes/Questions About Your Why*

a). Do I Truly Believe That Building A Personal Brand & Ultimately My Business Will Allow Me To Achieve My Why?

b). Is My Why Truly So Important To Me That I’d Take Massive Action In The Face Of Fear & Uncertainty? (Y/N)

c). What Are The Actions I’m Still Not Consistently Taking That I Know I Should Be.

UNCOMFORTABLE FACT: Most People Aren’t 100% Honest In Answering a). and b).. If you can easily put several answers in c). but also answered YES to a). and b). then you’re why isn’t truly compelling to you, or you don’t truly believe that YOU or YOUR BUSINESS are truly capable of leading you there.

**2). What Is My Bigger Purpose? What’s The Bigger Impact My Success Will Have?**

a). Does the answer I’ve provided truly matter to me? Is it what I want, or is it a cookie cutter, easily digestible answer that people would commend me for? (Y/N)

b). Do I truly believe that I’m capable of living out my purpose? (Y/N)

c). Do I believe that building a personal brand and succeeding in business is the vehicle for me to live out this purpose? (Y/N)

d). Who’s life will be better if I succeed?

**3). Who Is My Perfect Client**

*Do Not Answer Here Fill Out “Perfect Prospects Worksheet”*

**4). What Are Their Pains, Problems, Dreams & Desires**

*Do Not Answer Here Fill Out Perfect Prospects Worksheet”*

[**Click Here For Worksheet**](https://www.dropbox.com/s/jkkgsgyhcfu7p18/21st-Century-Sponsoring-Target-Audience-Worksheet-1.docx?dl=0)

**5). How Would I Describe The Most Authentic Version Of Me?**

a). What are 1-3 fun likable qualities or personality traits I possess?

b). What’s are 1-3 unique skills or abilities that I possess?

c). When are 3 times in my life when I’ve faced the most adversity and persevered?

d). What positive qualities did I exhibit during those times that helped me persevere?

e). What did I learn during those challenges?

f). Could what I learned help others and how?

g). What are 3 major successes I’ve had in life or business? (UNCOMFORTABLE FACT: If this question is difficult to answer then you don’t celebrate your success enough and likely spend a great deal of time in a lack mindset)

h). How can I fight or take a stand for my perfect client?

i). What can I do to be more transparent and authentic with my audience?

**6). What Is The Main Platform I Will Commit To Delivering My Message Through? (In my opinion these are the best options you have as a MAIN platform, and I’m tentative about including IG. Anything else should be a means to engage your audience and drive them to your MAIN communication platform.**

Blog

Facebook Lives/Fanpage

Youtube

Podcast

Instagram

**7. What Are 5 Examples Of Content (Topics/Titles) I Can Share Through My Platform That Solves Major Problems I’ve Listed On My Perfect Client Worksheet?**

8). What Are 3 Daily Actions I Can Take To Gain Exposure Through This Platform?

a). What training have I/can I/will I go through that is specific to this platform?

b). Who are 1-2 experts who specialize in this platform who I will commit to following?

c.) What is something in my marketing I’m going to STOP doing for the time being that is outside if the focus listed above?

**9). How Will People Go From Consuming Content Though My Main Platform Directly To Getting On My Emails List?**

**10). Fill Out The Following Statement**

*I Use My (UNIQUE ABILITY(S)) To Help (IDEAL CUSTOMERS) Achieve (THEIR DESIRED GOAL(S))*

*(IDEAL CUSTOMERS) Discover Me Through The (TYPE OF CONTENT) That I Delivered Through (PLATFORM/MEDIUM) Every (TIME FRAME/HOW OFTEN)*

*People Are Always Telling Me The Love My (UNIQUE PERSONALITY TRAIT)*

I Use My \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ To Help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Achieve \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Discover Me Through The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_That I Delivered Through \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Every \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

People Are Always Telling Me The Love My \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_