



## OFFICIAL WORKSHEET & CHECKLIST

### Getting Started Section

- Watch Videos
- Submit Pledge In Order To Complete Getting Started

## PHASE 1

### Module 1

- Watch Videos
- Fill Out Brand Promise Below (This is just for you)

I help/provide \_\_\_\_\_ for/achieve \_\_\_\_\_

### Module 2

- Watch Videos
- Who Is Your Target Audience?
  
- What Are Their Surface/External Pains & Problems? (List Minimum 15)
  
- Internal/Emotional Pains & Problems? (List Minimum 10)
  
- What's The Product/Service/Opportunity You'll Offer To Solve Those

Problems?

What are the benefits they experience from using the above Product/Service/Opportunity? (List Minimum 15)

What are the Hidden Benefits they experience from using the above Product/Service/Opportunity? (List Minimum 10)

### **Module 3**

Watch Videos (If your choice of Social Media platform is already chosen you may only watch some of the videos)

Select 1 (2 Max) Social Media Platforms You Will Focus On

- Facebook Profile
- Facebook Fanpage
- Twitter Account
- Instagram Account

Fill Out Your Posting Schedule

## **PHASE 2**

#### **Module 4**

- Watch Videos
- Choose Your Main Content Platform (Choose 1)
  - Facebook Lives/Videos
  - Youtube
  - Wordpress Blog
- [SUBMIT] Your Choice

#### **Module 5:**

- Watch Videos
- Fill Out Content Schedule
- Create & Publish Content

#### **Module 6:**

- Watch Video
- Choose Your Exposure Mechanism
  - Sales Video
  - Webinar
  - Consult Call/Zoom

## **PHASE 3**

#### **Module 7:**

- Watch Videos
- Choose Your Lead Magnet
  - Problem Solving Giveaway

Facebook Challenge Group

**Module 8:**

Watch Videos

Complete Your Traffic & Plan

**Module 9**

Watch Videos

Create An Influential Reason To Buy