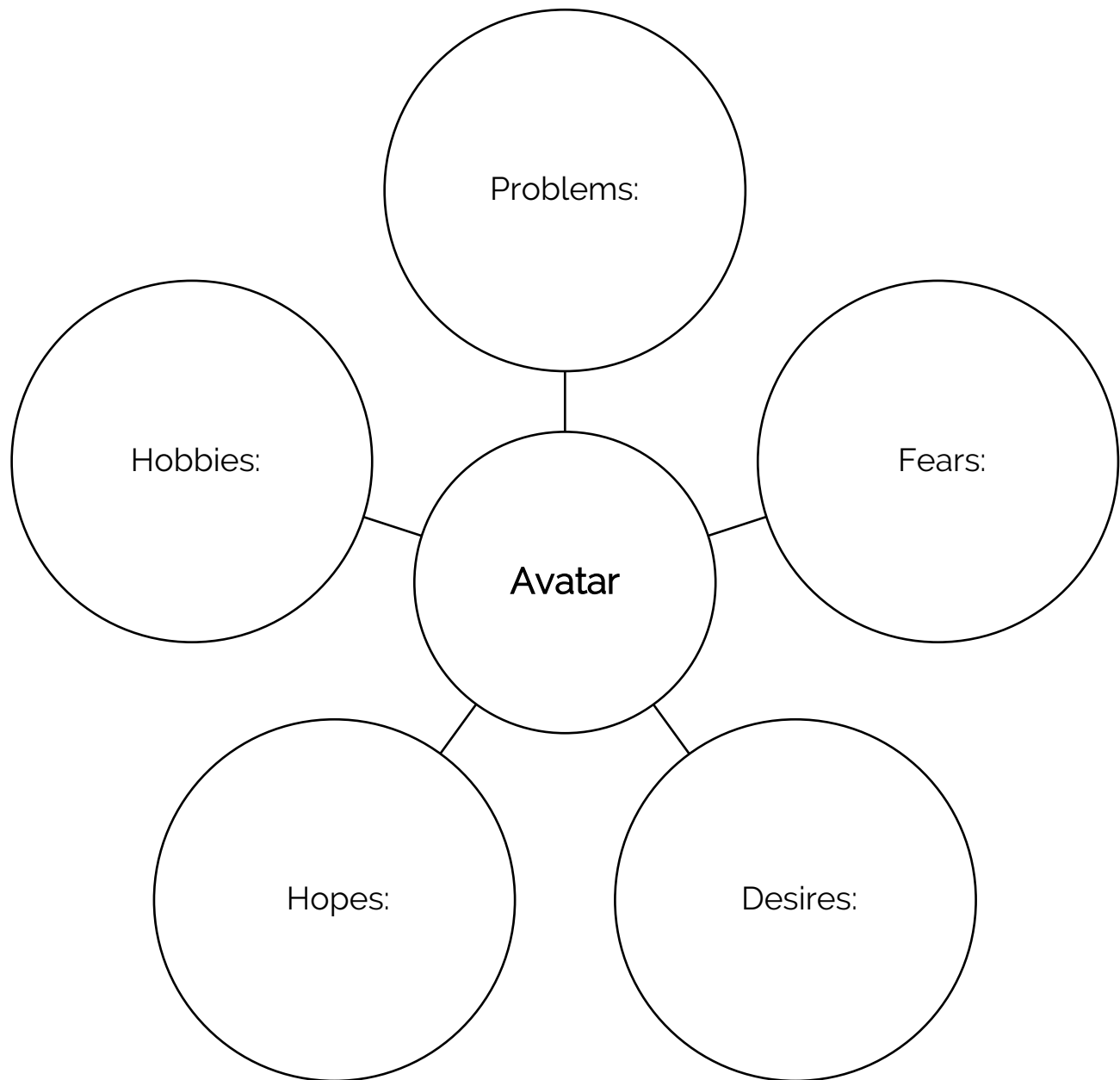


Avatar (Niche)

Fill in the prompts below to help you understand your avatar better.



How will I help them? (solutions to their problems)

-
-
-
-

3P Method

Fill the boxes below with your passion (what lights you up) and your proficiency (what are you really good at).

Passion

Proficiency

Combine your passion and proficiency in different offer combinations below. Research if there is a market for your offer.

Passion + Proficiency = Profit?

IdealDay

If you could design your perfect, but realistic day,
what would it be?

Time of Day	Idea Day	Current Day
5:00		
6:00		
7:00		
8:00		
9:00		
10:00		
11:00		
12:00		
1:00		
2:00		
3:00		
4:00		
5:00		
6:00		
7:00		
8:00		
9:00		
10:00		
11:00		

HomeBase

As you create your home base on the internet,
check off the important tasks below.

Home Page

- What is the big promise / mission you deliver on your website?
- What social proof / testimonials / "as seen in" content can you display.
- Who are you and what do you stand for?
- Where can people connect with you?
- What value have you put out in the world recently?

About Me Page




- Why you started this website.
- Who you are as a person.
- What you stand for.
- And how you can help them achieve their goal.

Contact Me Page

- A contact form.
- A link to your chosen social media profiles.
- A link to your podcast or YouTube channel.
- Or simply provide an email address where they can reach you.

Brand&Traffic

Rate each type of brand & traffic building strategy below, decide which one best fits your personality.

Type	Great for:	Pros	Cons	My Rating
Blogging	<ul style="list-style-type: none">• Great at writing• Needs more passive strategy due to life constraints	<ul style="list-style-type: none">• Low upfront investment• Easy to start• Outsource	<ul style="list-style-type: none">• Lots of competition• Harder to rank for SEO• Harder to build trust	
Podcasting	<ul style="list-style-type: none">• Love talking• Quick thinker• Enjoys interviewing others	<ul style="list-style-type: none">• Grow audience quickly• Easy to build relationships	<ul style="list-style-type: none">• Difficult to discover• Low conversion on CTA	
YouTube	<ul style="list-style-type: none">• Ok with being on video• High energy	<ul style="list-style-type: none">• Fastest way to build trust• Highly engaged traffic	<ul style="list-style-type: none">• Harder to create the content• Difficult to edit once published	

Funnel Stages

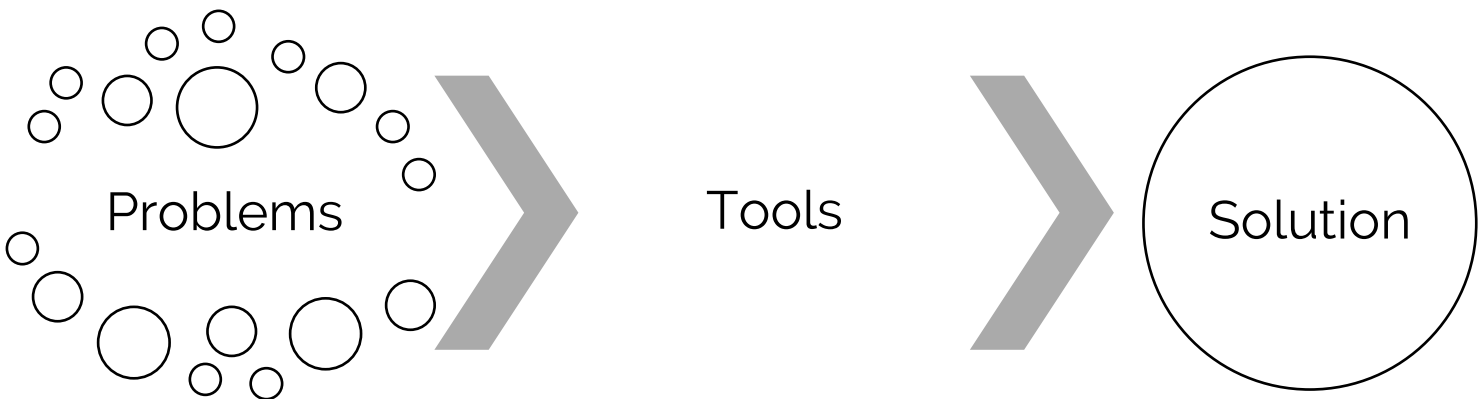
Brainstorm 6 Content Ideas for each stage of awareness for your avater (ToFu, MoFu, BoFu)

Top of Funnel	Middle of Funnel	Bottom of Funnel

OfferSoup

Write down the lists of problems your avatar has, connect it with a tool, and create the solution.

For example: Your avatar is a mom trying to have her baby sleep through the night. One part of your offer could be to create a checklist that she follows before baby's bedtime.



- Ebook
- Checklist
- Calculator
- Template
- Coaching
- Course
- Challenge
- Fill in the Blank
- Planner
- Guide
- Workbook
- Mini Course
- Membership
- 1:1 Help
- Facebook Group
- Subscription Box
- Other

ValueLadder

Ascension Model

List out ideas under each step of the value ladder. Use this to brainstorm different funnels as you work on building your one true funnel according to the 5Ones exercise.

High Offer

-
-
-

Membership

-
-
-

Medium Offer

-
-
-

Small Offer

-
-
-

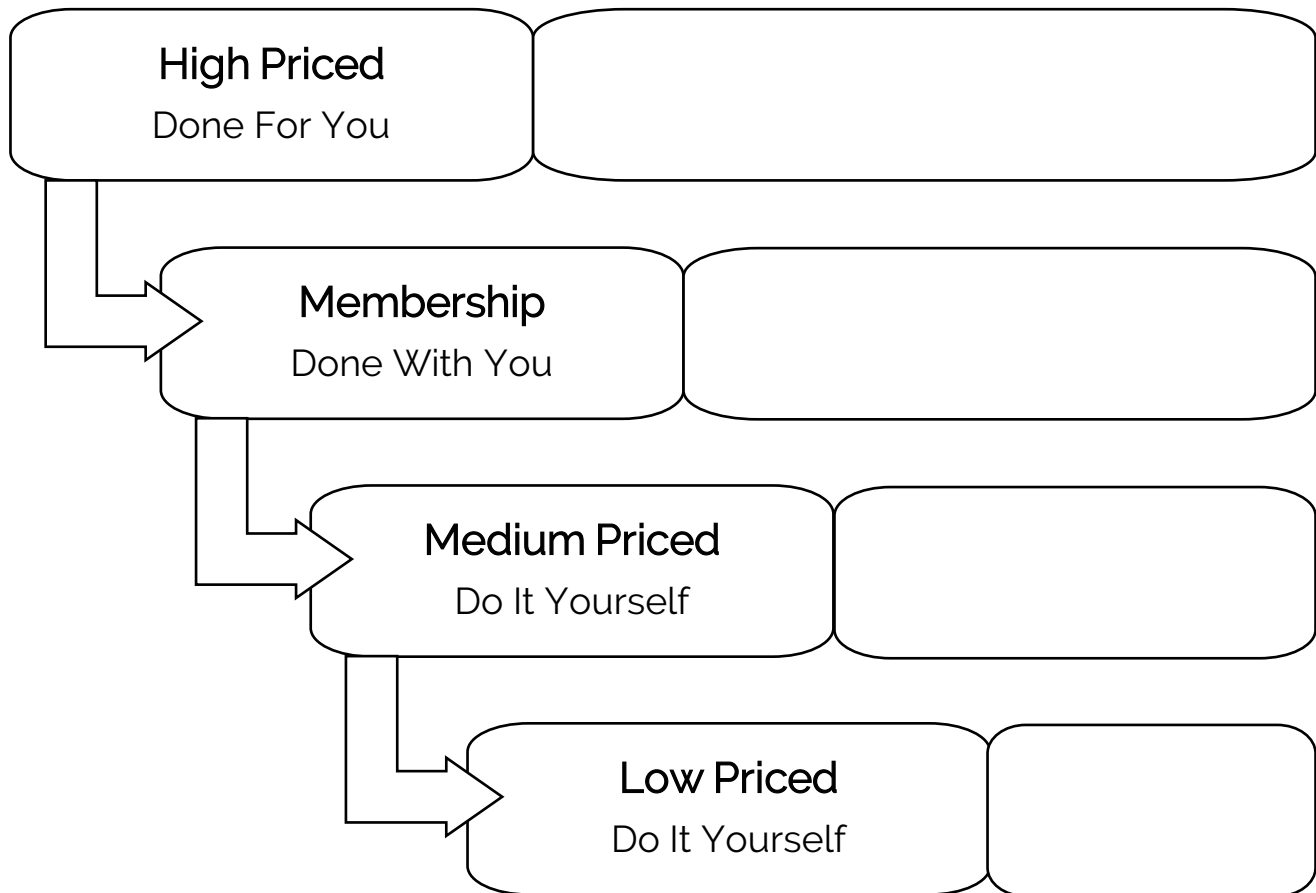
Freebie

-
-
-

ReverseLadder

Descension Model

List out ideas under each step of the value ladder. Use this to brainstorm different funnels as you work on building your one true funnel according to the 5Ones exercise.



Five Ones

Complete the steps below to serve as a high-level plan for your freedom business. Refer back to it often.

Avatar (Niche)

- Who is my avatar?

Offer

- My avatar's main problem:

- How I'll solve that problem:

Traffic Source

Blogging

Podcasting

YouTube

Other:

Funnel *(could be used in reverse for the Reverse Ladder Model)*

Freebie

Low Offer

Medium Offer

Membership

High Offer

One Year

- Can I commit to this plan for one year? What's the goal that will keep me motivated?

90DayPlan

The plan to help you setup & create your freedom business.

Week	Plan	Resource	Effort	Date	Done
1	Choose A Niche 3P Exercise Ideal Day	Niche by Number	★		<input type="checkbox"/>
2	Brand Choose A Name & Build Home Base	Blog by Number	★★		<input type="checkbox"/>
3	Content Set up Publishing Platform (Blog, Podcast, YouTube)	Blog by Number	★★		<input type="checkbox"/>
4	Content Publish Daily Quality Content	Blog by Number	★★★		<input type="checkbox"/>
5	Content Publish Daily Quality Content	Blog by Number	★★★		<input type="checkbox"/>
6	Offer Offer Soup Exercise (+Content)	Little Product Launchkit	★		<input type="checkbox"/>
7	Offer Create Your Freebie Funnel (+Content)	Printables by Number	★★		<input type="checkbox"/>
8	Offer Plan Your First Premium Product (+Content)	Course by Number	★★		<input type="checkbox"/>
9	Offer Create your First Premium Product (+Content)	Course by Number	★★★		<input type="checkbox"/>
10	Offer Set up One Time Offer Funnel (+Content)	Course by Number	★★★		<input type="checkbox"/>
11	Launch + Measure First Premium Funnel (+Content)	Course by Number	★★		<input type="checkbox"/>
12	Tweak & Add to Funnel (+Content)	Additional Resources	★★		<input type="checkbox"/>
13	Plan Next Additional Offer to Add to Value Ladder (+Content)	Additional Resources	★		<input type="checkbox"/>