



Crystallize Your Message & Your Market

**YOUR FIRST STEP TO A
PROFITABLE ONLINE BUSINESS**



*A little note from me,
Alicia Forest*



Hey there!

I'm so happy you're here, ready to create your new online business or grow your current one much more quickly!

Not many new entrepreneurs want to take the time to focus on these critical foundational strategies, which is why so many people don't have the profitable online business they want.

So, kudos to your for recognizing the potential we have right now to flourish in such uncertain times, as well as having the courage to go for it. I'm with you every step of the way.

I promise to make this super-simple for you and to answer all your questions too, so be sure to [join us in our free FB group](#), ok?

Before we get started...



Here's my suggestion for using this playbook...

Before we can enjoy a successful online business, we need to be sure to have the right pieces in place.

Complete the exercises that resonate the most with you so you can get the most value from this playbook.

Some of the exercises are super-simple and some are more involved – and there is no need to do them all - but none of them are difficult – I promise. They will help you create the critical foundation upon which to build a successful and sustainable business.

So, let's jump right in...

Turn off all your distractions and give yourself the gift of this precious time to learn and take action.

Cheers,

Alicia



Worksheet #1: The Center of Authenticity question:

What has happened in your life, good or bad, that would be the most useful to share with others?

To help you answer the C of A question, think about your answers to the following:

1. How did you get where you are today?
2. What event(s) caused you to be on the path you are on?
3. What reason(s) do you do what you do (or what you want to do)?



Worksheet #2: Your Center of Authenticity Story

My name is _____ and perhaps the best way for me to explain what I do is to share a defining moment in my life.

Describe where you were in the past...

Describe when the turning point came and what it was...

Describe what you changed...

Describe your success now...

As a result of these experiences, I decided that I would dedicate the rest of my professional life to _____.



Worksheet #3: Benefits and Value My Clients Receive from Me



Worksheet #4: Your 30-Second Introduction

Tips:

- Make it no more than two sentences.
- Make sure you can say your introduction without running out of breath!
- Talk about results and benefits, not features

Here's an easy script to follow...

1. Name WHO you work with.
2. Mention the problem they are having (hint: be specific in describing the situation they find themselves in).
3. Say the "what" of what you do, as it relates to their specific problem.
4. Finish with "so that they..." which identifies the situation they will experience once this problem is solved.

"I work with _____ who are
struggling with _____ to

so that they _____."



Worksheet #5: Put Your Thinking Cap On...

Think about and answer the following questions. Don't worry about coming up with the perfect answers; just jot down anything that comes to mind and see where that leads you.

What is it that you want to become known for?

How do you become one in a million, instead of one of a million?

What makes you distinctive from the rest?

What makes you stand out from the crowd?

Why do people choose you?

Who are you best suited to serve and why?



Worksheet #6: Label Yourself

What roles do you play in your life; what words are used to describe who you are and what you do? Write them here:



Worksheet #7: Your Keywords/Keyword Phrases List

Keyword/Keyword Phrase

of searches



Worksheet #8: Potential Niches, Numbers, & URLs

Niche	# of members	URLs
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Worksheet #9: Inklings About Your Purpose

Previous Clients:

Work History:



Worksheet #10: Who are you? Who have you been? Who did you want to be?

Step 1a. Carve your life into 5 year increments and answer the following questions for each:

- What did you love to do? (draw, color, pretend to be a teacher)
- What were your favorite toys, activities, hobbies, interests, etc.? (coloring books, skating, being on or near the water)
- Who did you do those favorite things with? (self, lots of friends, Dad)
- Who did you admire? (Mom, a certain movie star)
- What did you want to be when you grew up (at each age, if it changed)?

Step 1b. Think about the jobs you've had at each stage of your life and answer these questions:

- What did you love about the work itself?
- What did you not love about the work itself?
- What was it about the structure of where you worked that you enjoyed? (time off, flexible work hours, supportive colleagues)
- What was it about the structure of where you worked that you did not enjoy? (scheduled hours, limited time off, unsupportive environment)

Answering these questions will help you define what you do and don't want in your own business.

Ages 1-5:

6-10:

11-15:



16-20:

21-25:

26-30:

31-35:

36-40:

41-45:

46-50:

Etc...



Step 2. From the work you did above, make a list of 20 things you like to do, that are appealing, challenging and interesting to you, whether or not you are doing them currently.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



11.

12.

13.

14.

15.

16.

17.

18.

19.

20.



Step 3. Now write 10 things that were positive about your work experiences, and that you would like to incorporate into your own business.

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



Step 4: Read through what you've written and notice what and who stands out for you. Your "what" has the potential to be the area in which you give your gifts to the world. Your "who" has the potential to be your niche. Jot those down here as you review what you've written.

WHAT

WHO



Worksheet #11: Additional Ways to Sort Out Your Market/Niche

- a. Make a list of the things you do best and the skills implicit in each of them.
- b. List your achievements and accomplishments.
- c. Identify the most important lessons you have learned in life.
- d. Look for patterns that reveal your style or approach in resolving problems.
- e. What do people compliment you on most often?
- f. What do others often ask you to help them with?
- g. What industries or types of companies do you have contacts and experience in?
- h. What types of clients or customers do you most enjoy working with?

You can divide your answers into several categories to help you extract a niche from your past experience:

List Your:

Personal Qualities:

Specific knowledge:

Situational Expertise:

Personal Passions:

Personal Values:



Worksheet #12: One small step is all it takes...

Step 1. Think about those passions, hobbies or interests you wrote about in Strategy 4.

Step 2. Choose one or two that most resonate with you. Write those here:

Step 3. Pull each of them apart until you get down to the smallest version of what they can be. Jot down those pieces here:

Step 4: What is one small step you can take in the direction of your dream? Write it here:



Worksheet #13: Develop a market/niche from something you already know

Do the following steps:

Step 1. Think about what you wrote down for Strategy 5 about the work you do or have done, the knowledge you've gained, and the experiences you've had.

Step 2. Choose one or two things that you feel you could share with others, having "been there, done that." Write them here:

Step 3. Brainstorm how you can develop those things into a niche business. See the examples above for inspiration. Jot down your ideas here:

Step 4: Choose one or two of those ideas and start exploring your options for developing them.



Worksheet #14: Create Your Ideal Client/Customer Wish List

Step 1. Start with the basics. What are the basic characteristics of your ideal client/customer? For example, what are their demographics - gender, age, salary, education, location, etc. Write those down here:

Step 2. Who are your clients/customers? For example, are they artists, work at home moms, small businesses, dentists, restaurants, etc. Write it down here:

Step 3. What are the values of your clients/customers? If you currently have clients/customers, think about the things that you enjoy the most about them. For example, are they fun to do business with, do they seem to like what they do, are they honest and reliable, etc. Write those values down here:



Step 4. What do your clients/customers do? For example, are they working on getting to the next place in their career, are they trying to build a business of their own and need and want to sell your product, do they serve the same niche you do, etc. Write it down here:

Step 5. How do your clients/customers respond to you? For example, are they respectful and considerate in communication with you, do they rave about your services, do you feel appreciated by them, do they regard you as an expert, etc. Write it down here:

Step 6. How do your clients/customers treat you? For example, do they pay on time, are they on time for meetings, do they have reasonable expectations of you, etc. Write it down here:



Step 7. What is it like working with your clients/customers? For example, do you look forward to interacting with them, do you want to help them succeed, are you stimulated by the work you do together, etc. Write it down here:

Step 8: Take what you've written and craft a paragraph or two that describes your Ideal Client/Customer. Write it down here. This is your Ideal Client/Customer Profile, and it will help you to define the best niche for you.

Bonus Step: Review your current client list against this Ideal Profile. You may find that perhaps you need to let a few clients/customers go. For any new clients/customers, make sure you use your Profile as your guide before you decide to do business with them.



BONUS: Is Your Market/Niche HOT... or Not?

FIVE Questions You Must Ask To Know For Sure...

QUESTION #1: Is your market/niche BIG enough to be viable?

It must be at least 10,000 people or more.

QUESTION #2: Can you reach them easily online in groups and via how many avenues/channels?

QUESTION #3:

A. Have you identified at least ONE core problem that they will 'do anything, pay anything' to solve?

B. Do the people within your niche have a history of investing in things of a similar nature to what you offer?

QUESTION #4: Do they know they need you?

If you have to educate them on this, it's can be a difficult uphill battle.

QUESTION #5: Do you love them?

You will be spending a lot of time with the people in your niche, focused on your core topic, which means you need to love these people and what you are doing with them.