
KBB PRO WEEK #2 ASSIGNMENT

Narrowing Your Niche

We Recommend You Complete This Entire Assignment To Better Serve Your KBB Pro Experience!

We are so excited for you!!! We can't wait to see you and help get your to do list DONE!!! Below is a key element to help us know who you are and what you are offering. Please fill out each step in as much detail as possible. The more you put into this form the better we will be able to provide you with the best possible experience at the Implementation Lab and the items you will be walking away with.

Let's get started :)

****Please fill out all items marked in BLUE font**

Contact Information

Name: _____

Email: _____

Narrowing Your Niche *(Identifying your target audience)*

Describe the person you want in your program. Consider the following qualifiers and make some of your own below:

Age: _____

Gender: _____

Education Level: _____

Values *(what's really important to them)* : _____

Interests *(what sparks their curiosity)* : _____

Influences *(People You Look Up to)* : _____

Other: _____

What makes them a good fit for your program?

Narrowing Your Niche

Do they need to be at a particular place in their lives to be “ready” for your program? What happens if they aren’t?

Are there any trends among those who would benefit from your Mastermind?

(Think habits of personal behavior, consumer behavior, ... this allows us to get into the headspace of your target audience as we craft your script and other messaging)

Based on the superpower you’ve found what are the 3 biggest problems (pain points) you are solving for your audience?

1.

2.

3.

What does their life look like one year from now if they don’t solve this problem?

What are your audience’s 3 biggest desires?

1.

2.

3.

What happens if they DO solve this problem, if they DO develop success builders? How will they feel?

Congrats!! You have finished your week #2 assignment!

If you have any questions, comments or concerns, please send them to workshops@mastermind.com

Thank you!!