

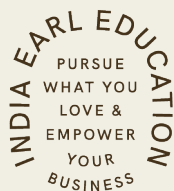


REACH THE RIGHT PEOPLE

PASSIVE INCOME COURSE

There's a reason why niche products sell well, because they are targeting towards a specific type of person with specific needs and struggles. You're offering a transformation or solution to whoever you're selling to, so make sure you cater your product and marketing towards that person.

Don't just scan over these questions and ponder them, set aside 20 minutes and write everything out on paper. Use the last page for extra thoughts and ideas that come to you while going through the prompt exercises. Come back to these exercises anytime you're needing a brainstorming session!



Reach the Right People

THE
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3 top characteristics of your ideal audience? What are they like?

What were your biggest blocks? How can you relate to others with those same walls?

What advice would you give your younger self? What did you need to hear?

3 brands / companies do you feel loyal to supporting? Why do you connect with them or make it a point to support them over competitors?

Notes

How can you apply this information to add value to your product?