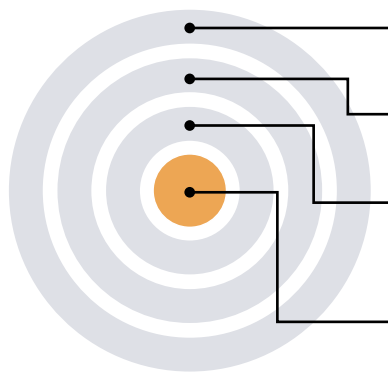


NARROWING YOUR DOT

EXAMPLE PAGE

❌ **Example 1:** "I help people rekindle their broken relationships." ❌



Very broad: Relationships of 15+ years that have lost spark

More narrow: Relationships of 15+ years that have lost spark, that are considering divorce

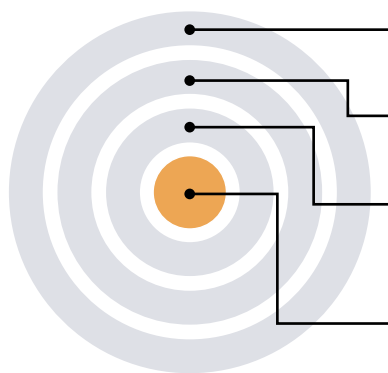
More narrow: Relationships of 15+ years that have lost spark, are considering divorce and have already tried other types of therapy.

More narrow: Relationships of 15+ years that have lost spark, are considering divorce, have already tried other types of therapy and are ready to rekindle their relationships by better understanding each other's love languages

Solution Statement: ✓

"I help couples of 15+ years of marriage to rekindle their spark by connecting them to their partners needs & love languages, to show them divorce is not the only option."

❌ **Example 2:** "I help business owners make financial decisions." ❌



Very broad: Young entrepreneurs

More narrow: Young entrepreneurs in their first 3-5 years of business

More narrow: Young entrepreneurs in their first 3-5 years of business save money by creating their own financial dashboard to help them in decision making

More narrow: Young entrepreneurs in their first 3-5 years of business save money by creating their own clear and simple financial dashboard, so that they can make smart decisions without spending too much on a CPA

Solution Statement: ✓

"I help young entrepreneurs in the first 3-5 years of business create a clear and simple financial dashboard to make smarter decisions without wasting thousands on a CPA."

SOLUTION STATEMENT EXAMPLES

Instead of: “I help new moms cope with life at home with a newborn.”

You can refine it and niche down like this: “I help moms with newborns who are struggling with postpartum depression to find hope, feel more relaxed, and think clearly, without sacrificing time away from their new baby.”

Instead of: “I help women heal from their past.”

You can refine it and niche down like this: “I help ambitious women in their 40’s & 50’s uncover and release repressed emotions so they can discover their significance and step into their freedom to become who they were meant to be.”

Instead of: “I help men who are frustrated by their back pain.”

You can refine it and niche down like this: “I help men in their 30’s who suffer from chronic low back pain to live pain free and enjoy their life again without spending countless hours in a PT Clinic.”

Instead of: “I help women learn how to do yoga.”

You can refine it and niche down like this: “I help women in their 30’s and 40’s create a healthy, toned body through my yoga-for-life program regardless of their current experience.”

Instead of: “I help students who are feeling lost to learn who they’re supposed to be.”

You can refine it and niche down like this: “I help teenagers who are struggling with depression to gain confidence, a sense of belonging, and hope for their future through martial arts education.”

Instead of: “I help women learn to invest for their future.”

You can refine it and niche down like this: “I help women in their 20’s and 30’s learn how to day trade in crypto-currency so they can confidently invest and build wealth for their retirement without fear of inexperience.”

DEFINE YOUR DOT!

QUESTIONS TO HELP YOU GET MORE NARROW:

Questions to identify the problem you solve:

1. What's the category, niche or topic you want to work on?

2. What pain/problem are you passionate about solving? What pain/problem could you solve?

3. If you only have 5 minutes to share a lesson or knowledge with your younger self from 10 years ago, what would you share?

Keys to identify who you solve it for:

1. If you had to choose, who would you ideally want to work with/solve the problem for?

2. Consider their demographics:

Age Gender Education

Income Relationship status

Family status & stage of life

3. Go a little deeper...

Where do they hang out? Who do they hang out with?

What are their hobbies and passions?

What keeps them lying awake at night?

What do they want?

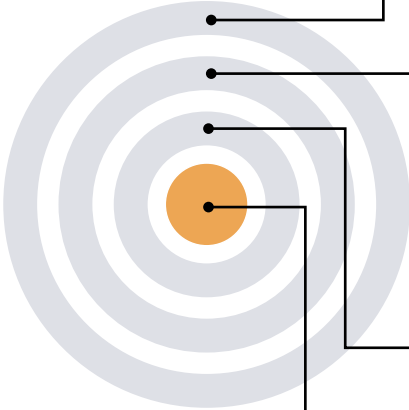
What's their ideal outcome after a year of working with you?

4. How do you solve their pain/problem?

5. How do they feel once they've reached their ideal outcome because of your guidance?

DEFINE YOUR DOT!

Now that your WHAT, WHO, and HOW has been identified, it's time to put it all together and really niche down on your solution statement.



Very Broad

More narrow:

More narrow:

More narrow:

Your Solution Statement:

"I help do
 through
without ."