



Find Your Next *Hot Market!*

And Explode Your Sales!

THREE-SESSION VIRTUAL WORKSHOP



A NOTE FROM DAWN

Hi,

Welcome to Find Your Next Hot Market & Explode Your Sales! I am so excited to share with you the process I personally use and have used with dozens of other business owners to help them find the next best place in the market to make sales.

Over the next three sessions, we are going to take a deep dive into why people buy from you and who else COULD be buying from you today. We are also going to find opportunities and gaps that are great for your individual products and services.

At the end of the workshop, you will have a strategy you can implement to support the growth of your business and a list of other identified opportunities you can use in the future.

This process is repeatable. It can be used again and again whenever you feel you have plateaued in your business. Keep this workbook so you can refer back to the process in the future.

I can't wait to see what you discover!

Dawn

Key Links to Join



1-2 PM Eastern

DAY 1



1-2 PM Eastern

DAY 2



1-2 PM Eastern

DAY 3

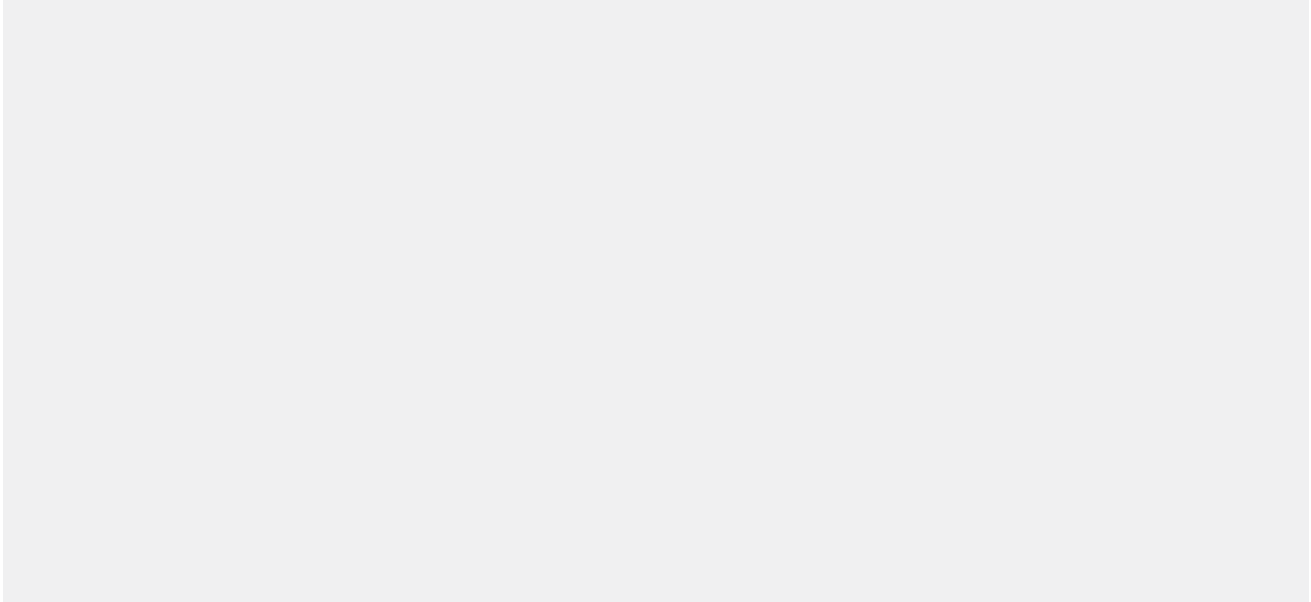


Day 1

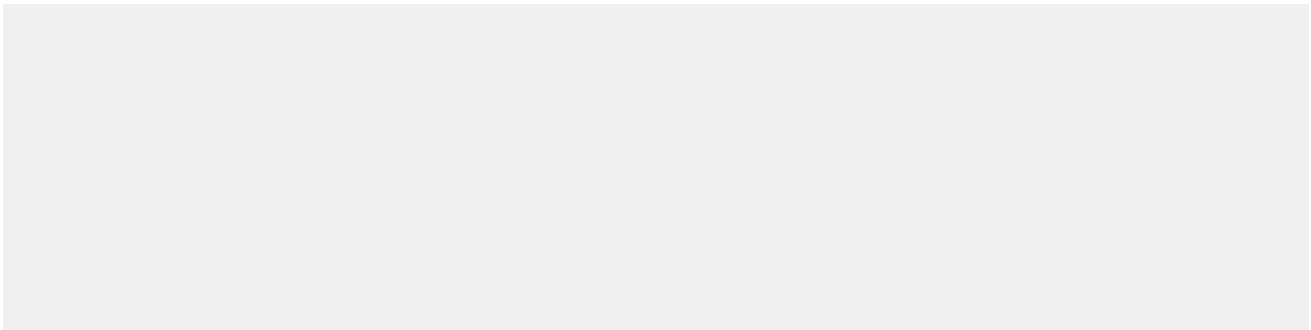
Questions

Day 1

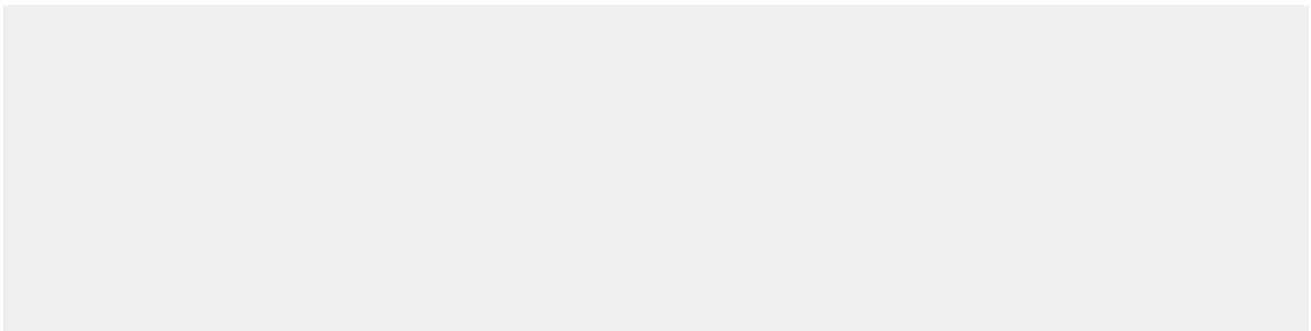
LET'S TALK ABOUT YOUR BRAND

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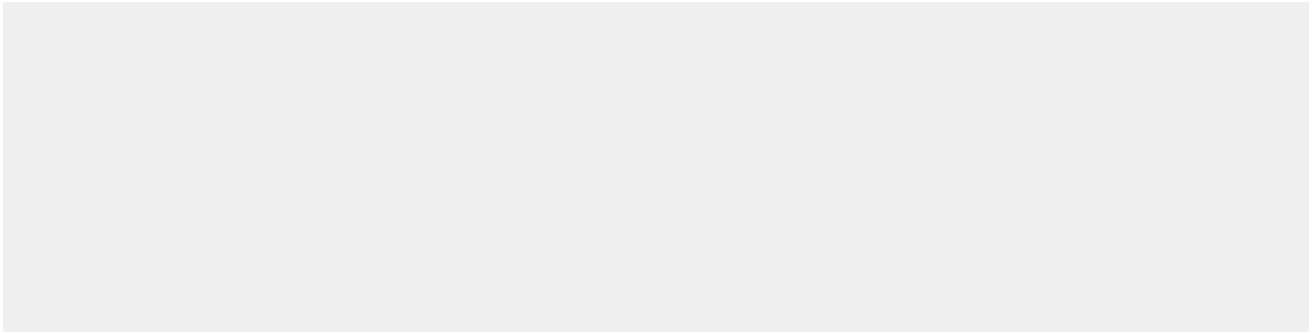
WHO IS YOUR BRAND FOR?

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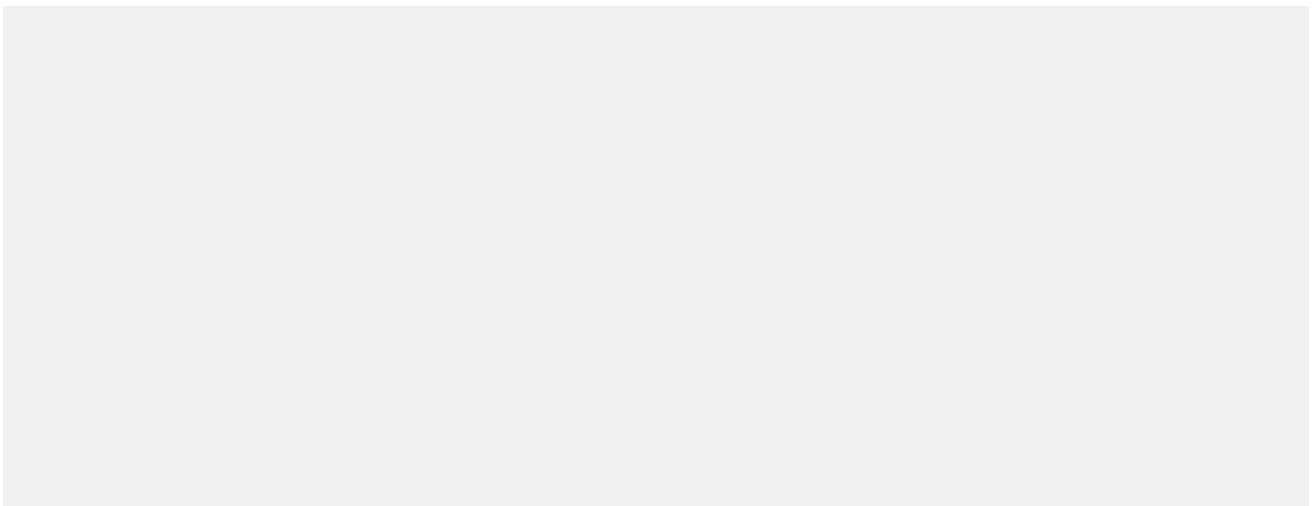
HOW IS YOUR BRAND PERCEIVED IN THE MARKETPLACE?

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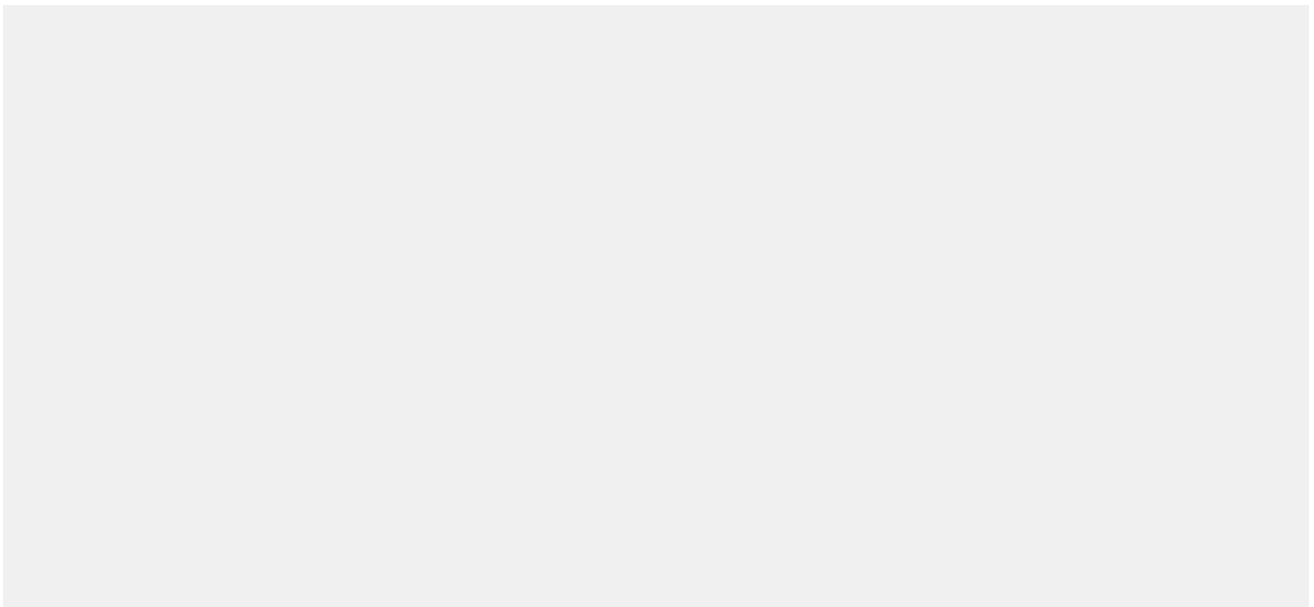
HOW ARE YOU PERCEIVED IN THE MARKETPLACE?



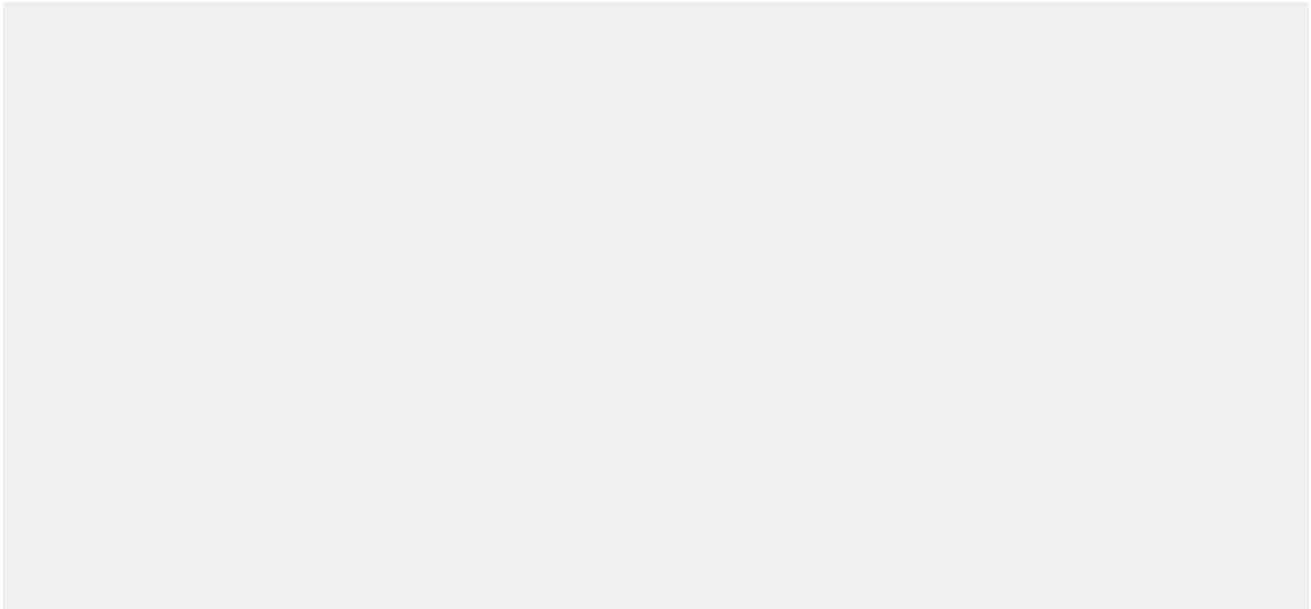
WHO DO YOU SERVE?



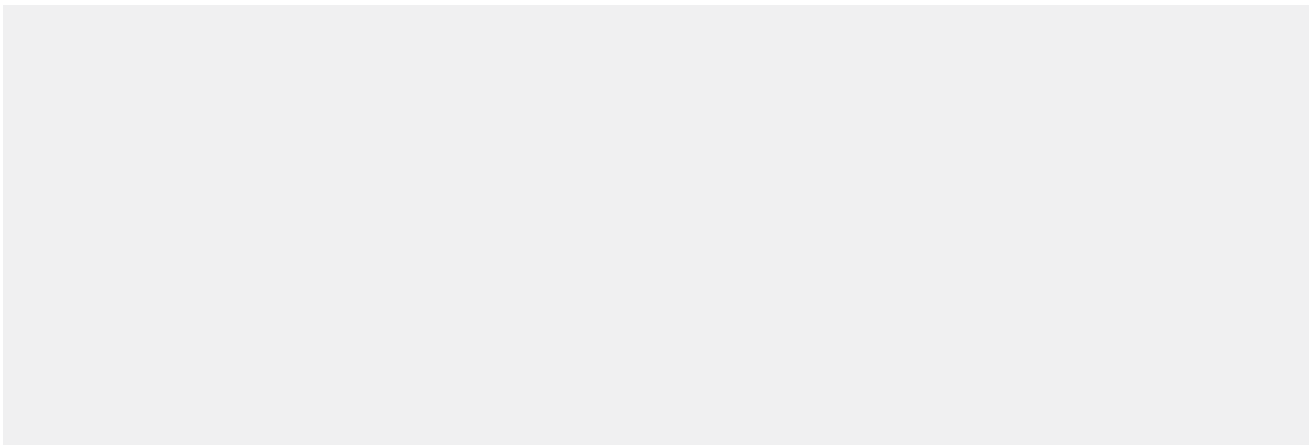
HOW IS THIS CLEAR IN THE MARKETPLACE?



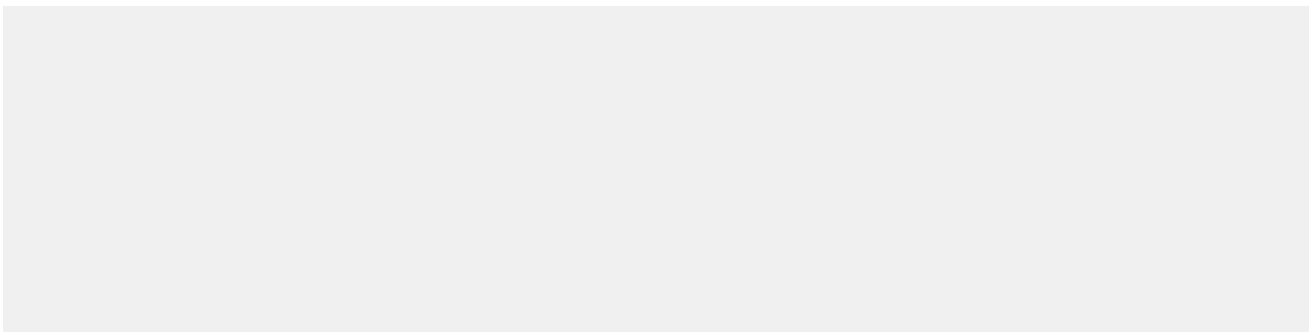
WHAT DO YOU SELL?

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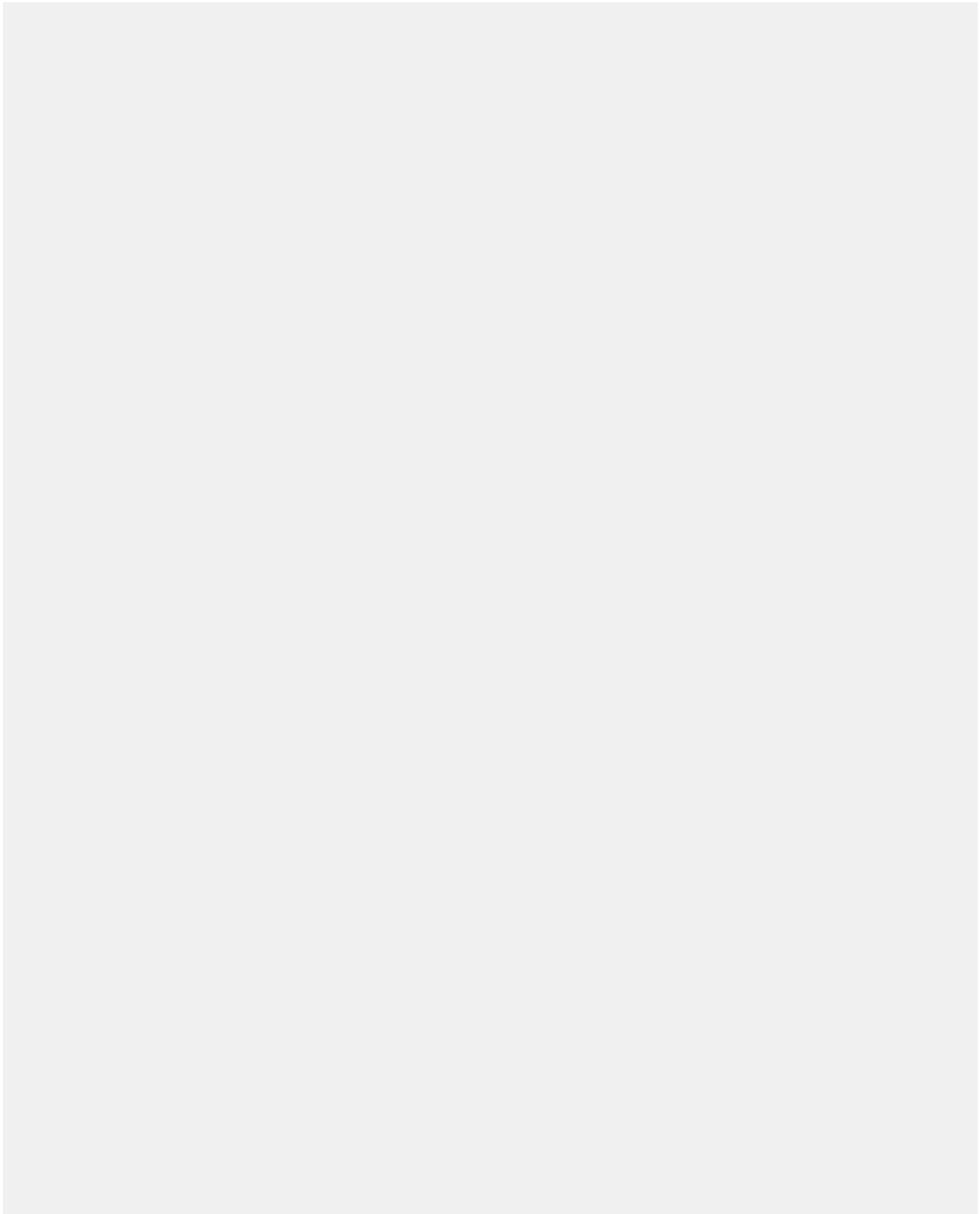
WHAT ARE THE TANGIBLES AND INTANGIBLES?

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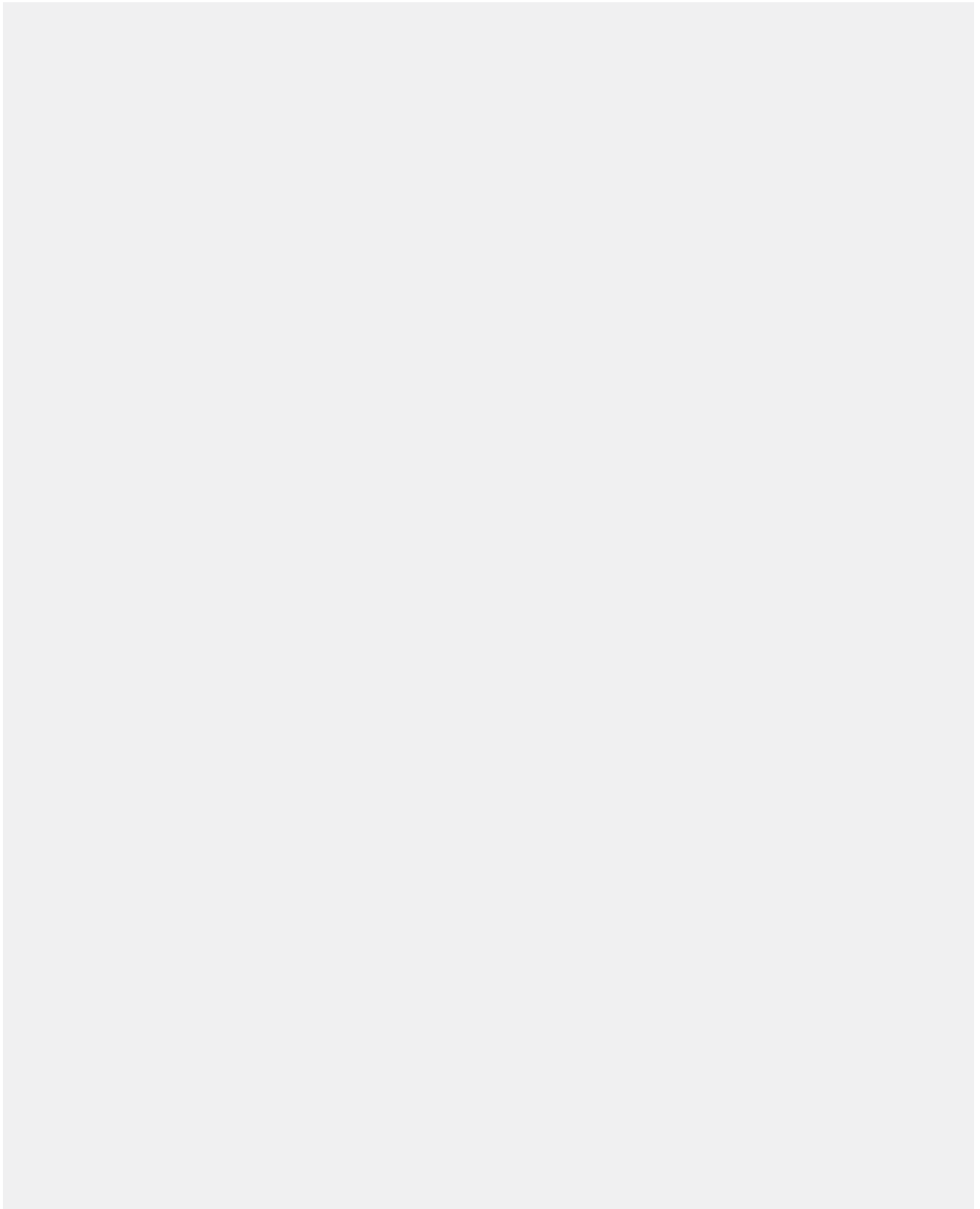
WHAT ARE THE NON-NEGOTIABLE BUSINESS VALUES?

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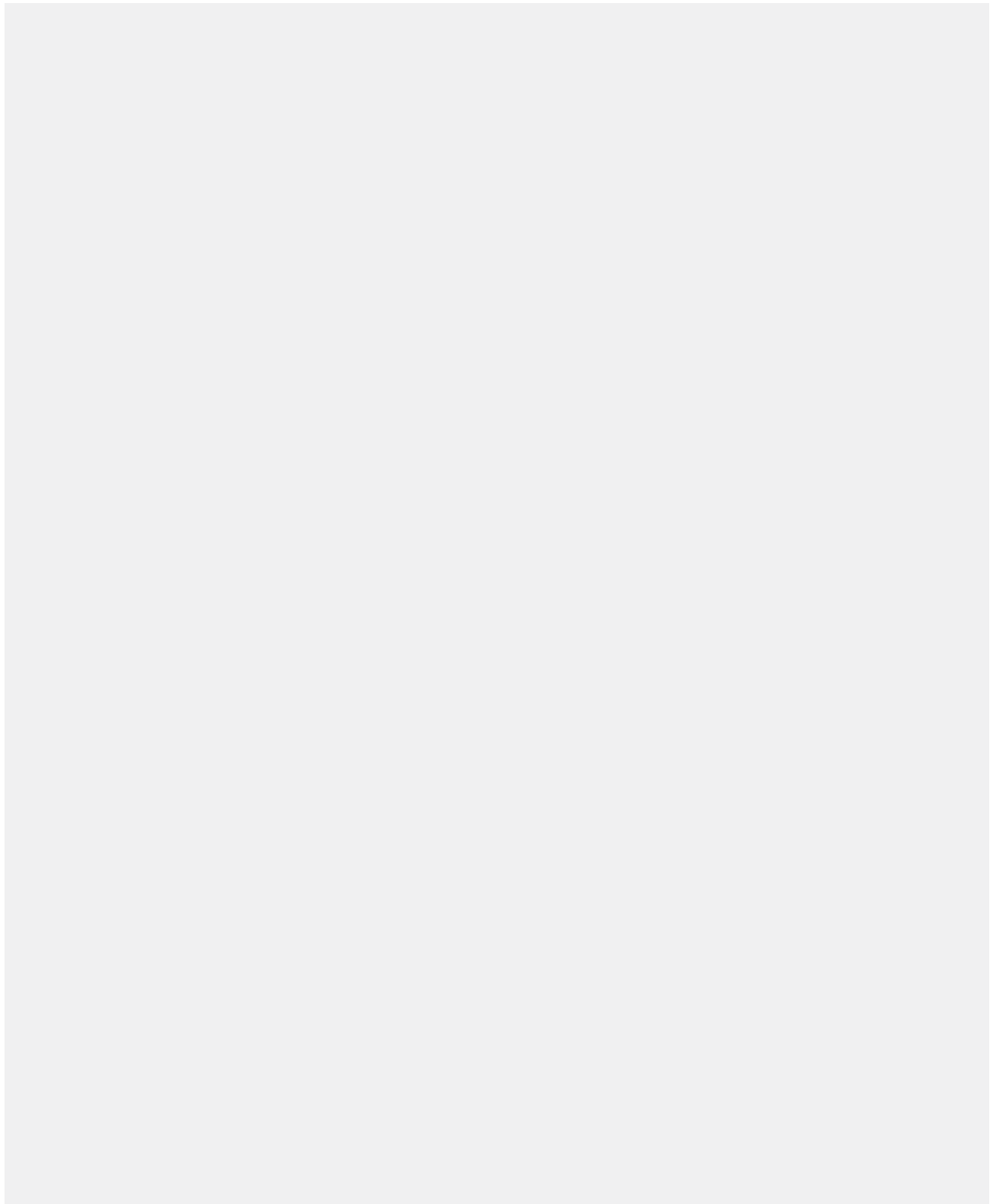
Why Do People Give You Money?



Why Else Can People Give You Money?



WORKSHOP ONE *notes*



DAY 1 CELEBRATION

Every day we will celebrate wins throughout these next 3 days!

WHAT WINS TODAY ARE YOU GOING TO CELEBRATE?



Day 2

The ADFP

A NOTE on Day 2

Today's process is all about examining your Audience, Delivery, Focus, and Processes to find the gaps in your market where you can begin to offer either new products and services, or your existing products and services in a different way.

Approach these questions with an open mind. Be willing to brainstorm, think outside the box, and let your imagination run wild. There are no wrong or silly answers. We'll sort through them on Day 3 and analyze the best one(s) to bring to market next.

I'm including a link for some market research tools from a [Tools Rush](#) article. These are amazing for helping you look at your industry and what the market is doing. If you can, take the time to use one or two to help you with this process.

After the workshop, you may have other ideas pop up, and you should add them! I often have ideas after I attend a workshop, maybe after dinner or in the shower the next day.

This process is a repeatable one! The list you create after the workshop will change and grow. That's the best part. You can return to these questions over and over to look at where you are, and where you want to go next.

Let's begin day 2!

Dawn

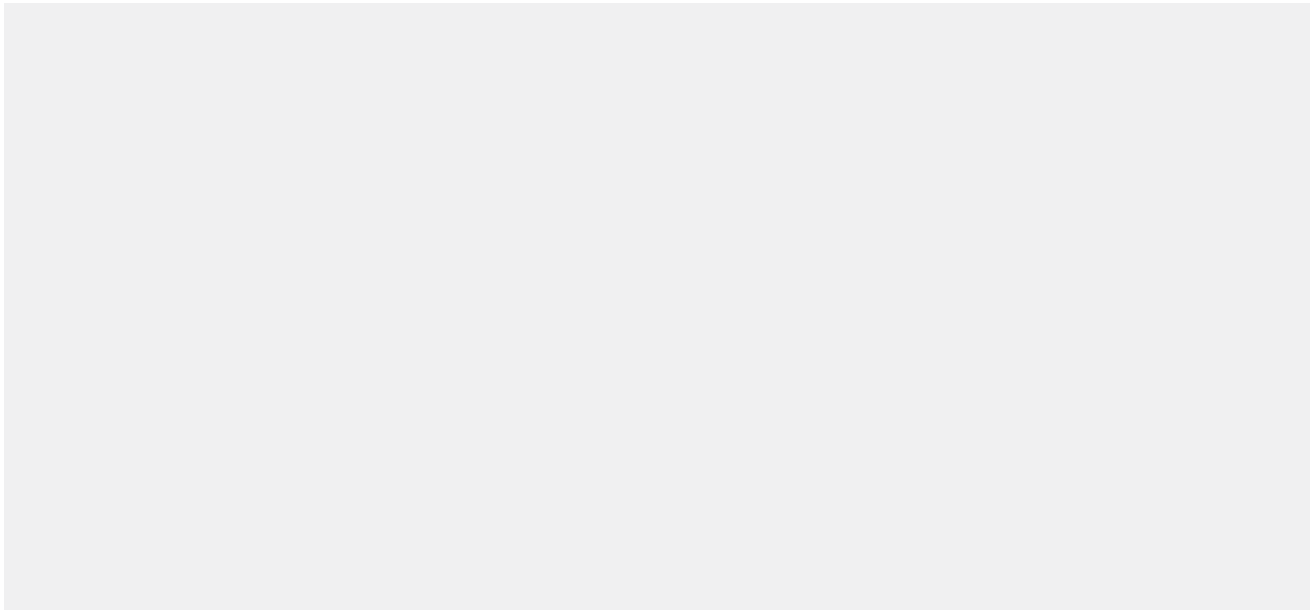
Look at your Audience

ARE YOUR IDEAL CLIENTS RETURNING AS REPEAT CLIENTS OR CUSTOMERS?

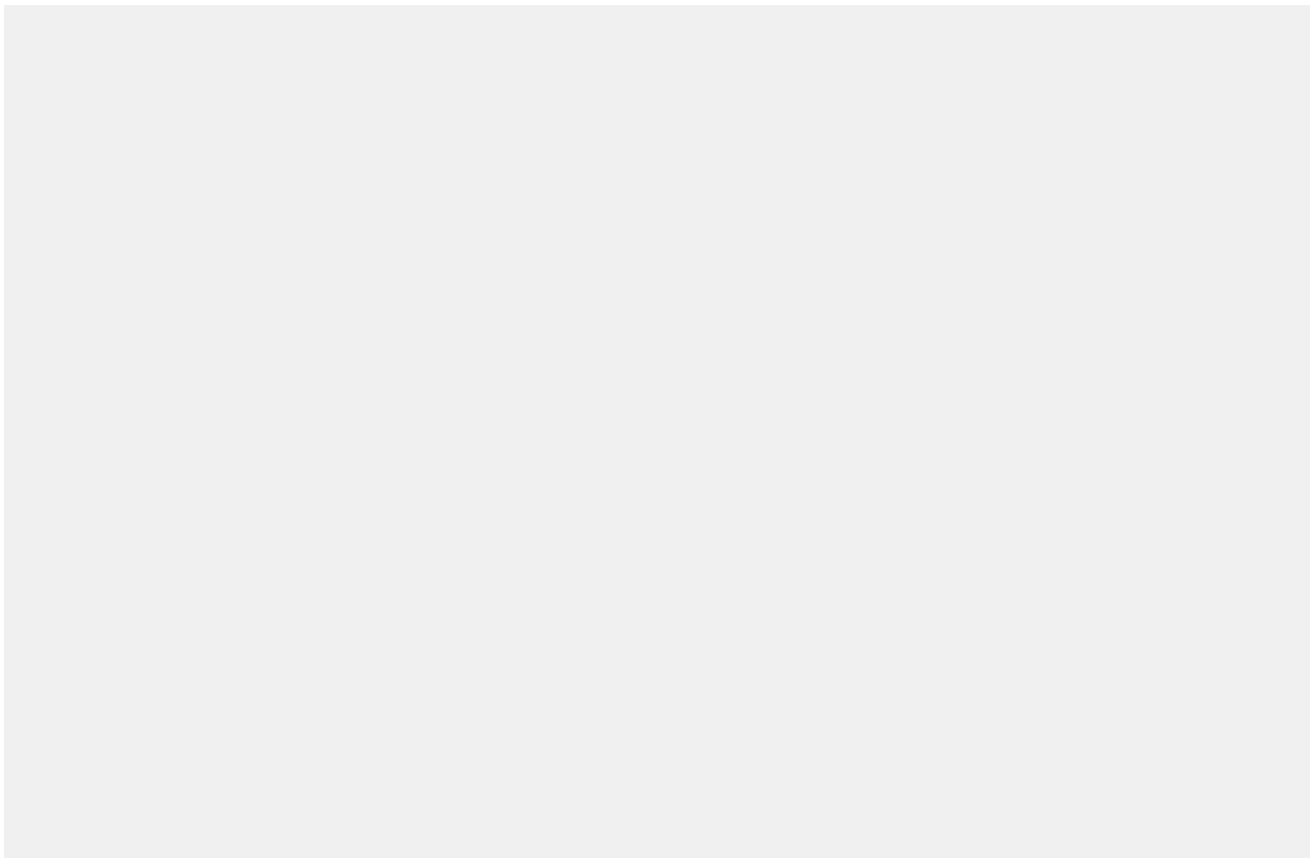
ARE YOU GETTING CUSTOMERS YOU DIDN'T ORIGINALLY IDENTIFY OR
MARKET TO?

ARE YOU GETTING REQUESTS FOR PRODUCTS AND SERVICES FROM A DIFFERENT
DEMOGRAPHIC, SUCH AS AGE GROUP?

CAN YOU IDENTIFY THE NEWER MEMBERS OF YOUR AUDIENCE? ARE THEY A DIFFERENT TYPE OF CLIENT?



NOTES ABOUT YOUR AUDIENCE



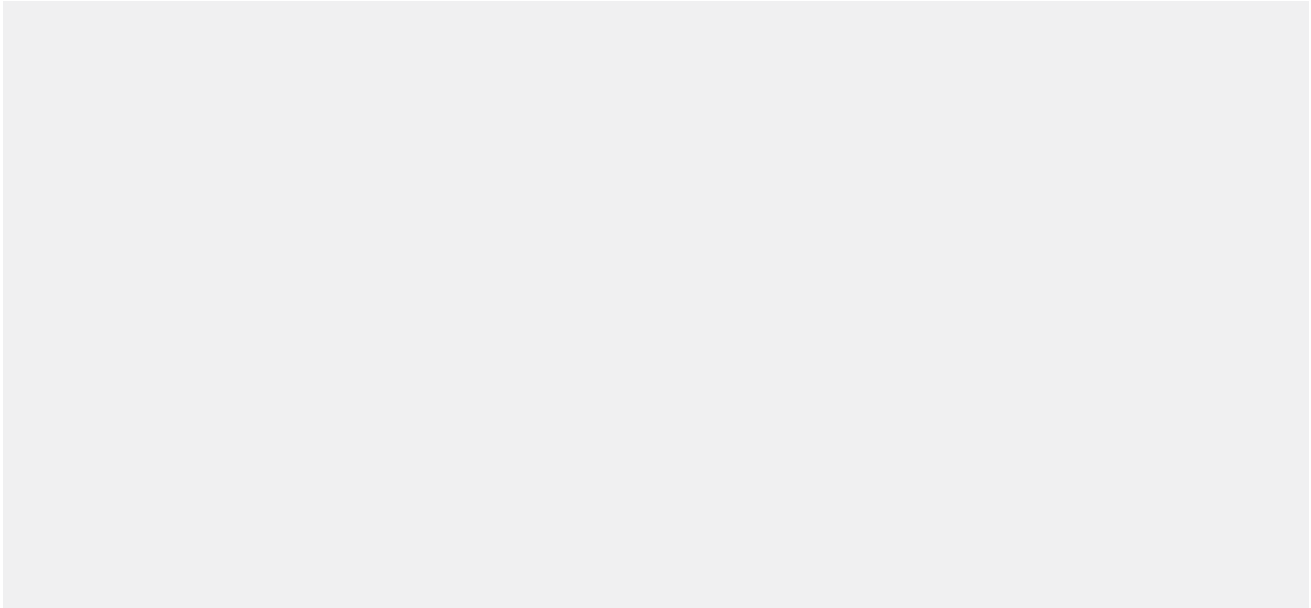
Look at your Delivery

DO YOU GET REQUESTS TO PROVIDE YOUR PRODUCT OR SERVICE IN A DIFFERENT MANNER?

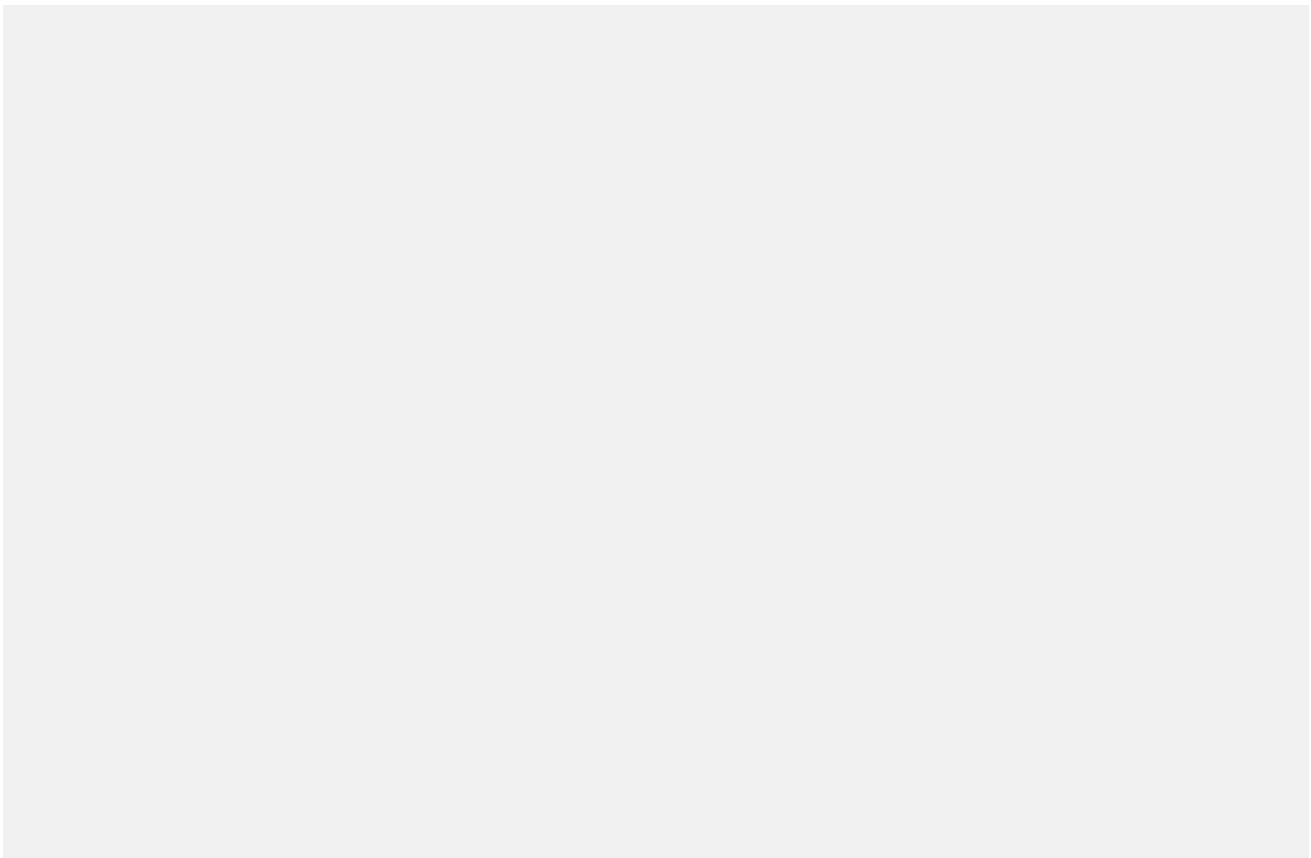
DO YOU SEE YOUR INDUSTRY MOVING INTO A DIFFERENT DELIVERY OF PRODUCTS OR SERVICES TO THE MARKETPLACE?

HOW CAN YOU OFFER PRODUCTS AND SERVICES DIFFERENTLY?

TOOL RUSH ARTICLE NOTES: [LINK](#)

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NOTES ABOUT YOUR DELIVERY

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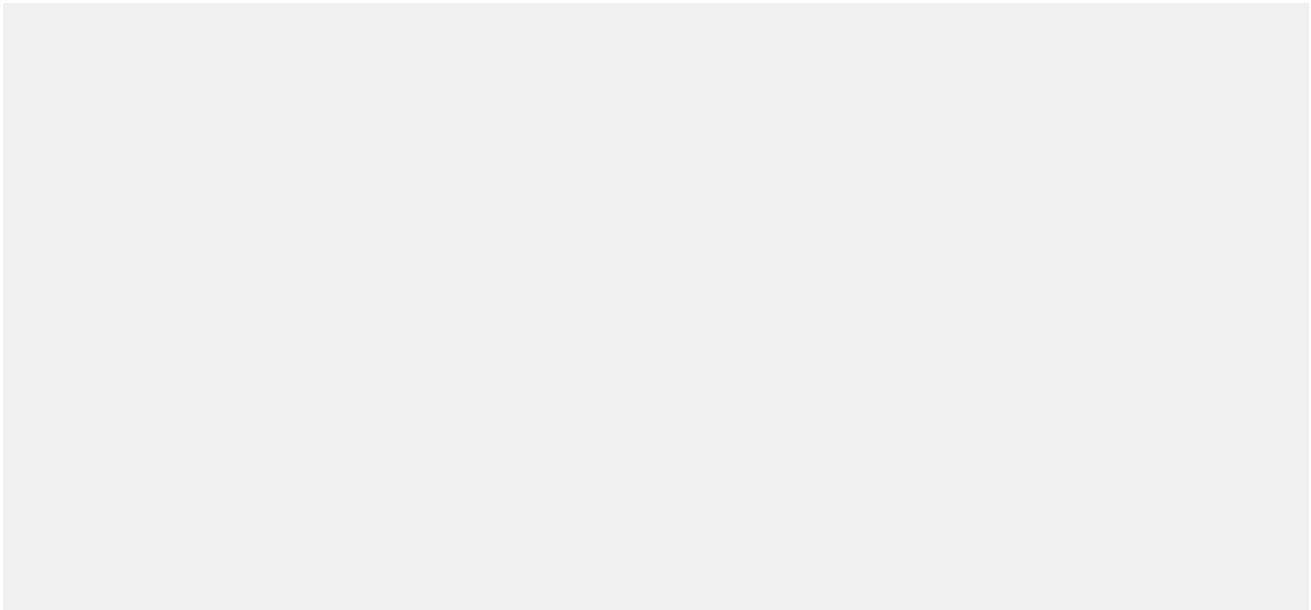
Look at your Focus

DO YOU HAVE ONE THING DOING BETTER THAN EXPECTED OR BETTER THAN EVERYTHING ELSE?

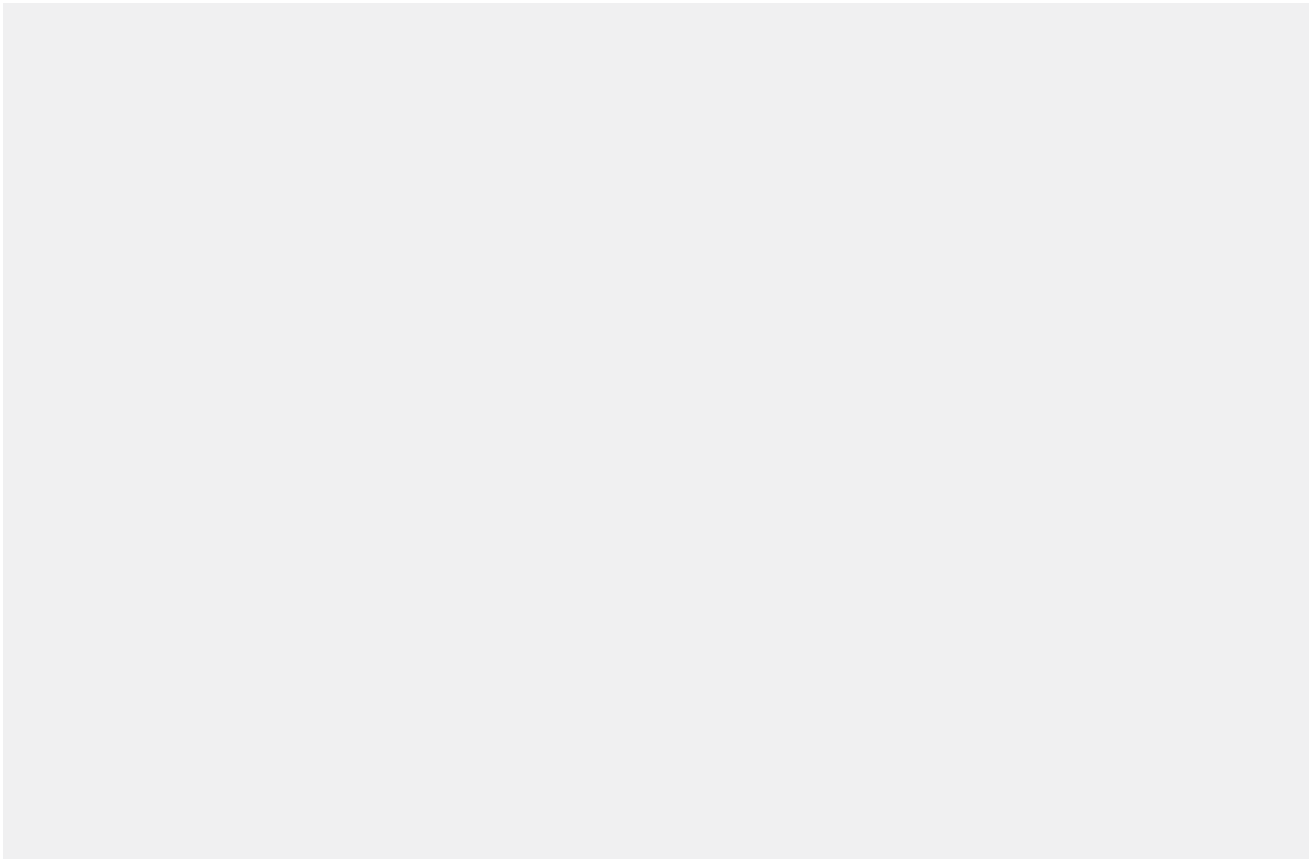
ARE YOUR CLIENTS ASKING FOR SOMETHING DIFFERENT THAN WHAT YOU OFFER?

IS YOUR INDUSTRY OFFERING SOMETHING THAT YOU DO NOT THAT YOUR CUSTOMERS EXPECT AND ASK FOR?

CAN YOU BUNDLE OR REPACKAGE PRODUCTS AND SERVICES TO CREATE NEW REASONS TO BUY?



NOTES ABOUT YOUR FOCUS



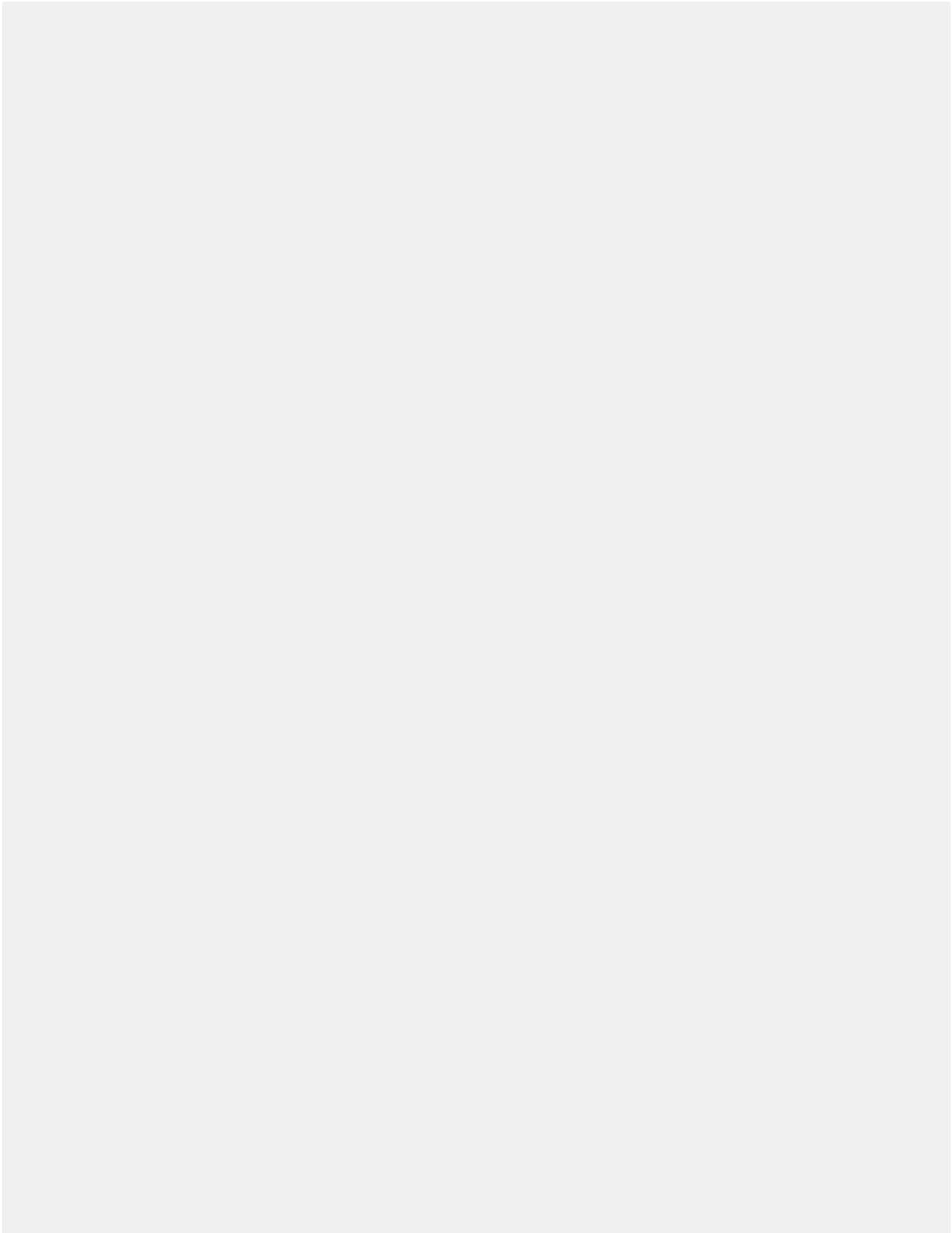
Look at your Process

DO YOU HAVE MULTI-STEP PROCESSES THAT CAN BE
SIMPLIFIED TO IMPROVE CUSTOMER SERVICE?

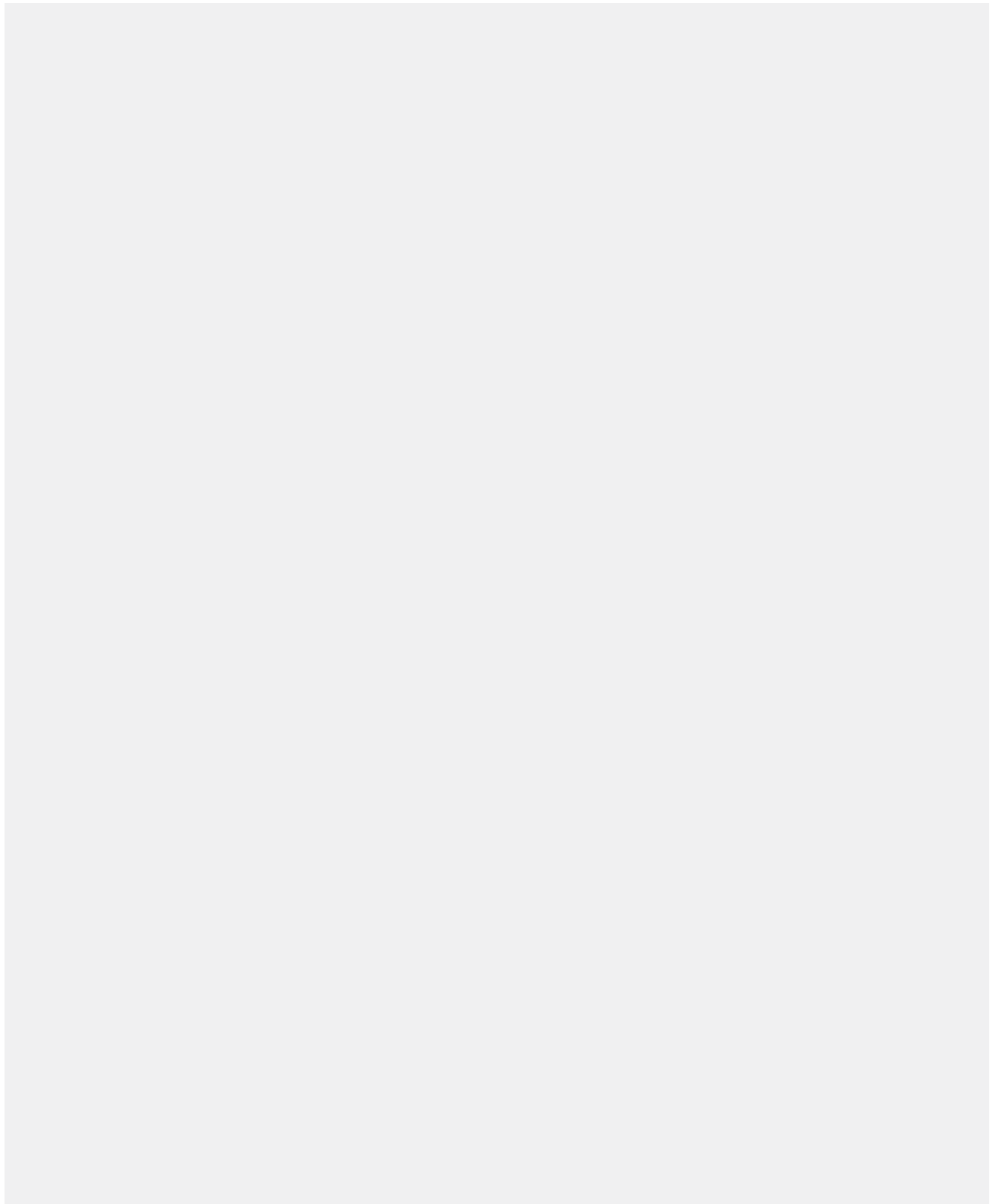
DO YOU NEED TO ADD A PROCESS TO REDUCE SALES
“FRICTION,” MEANING MAKING YOUR PRODUCT OR SERVICE EASY TO PURCHASE?

DO YOU HAVE AN IDENTIFIED “FLOW” TO MOVE EACH CUSTOMER THROUGH THE SALES
PROCESS FROM LEAD TO FOLLOWING UP AFTER THE SALE?

NOTES ABOUT YOUR PROCESS



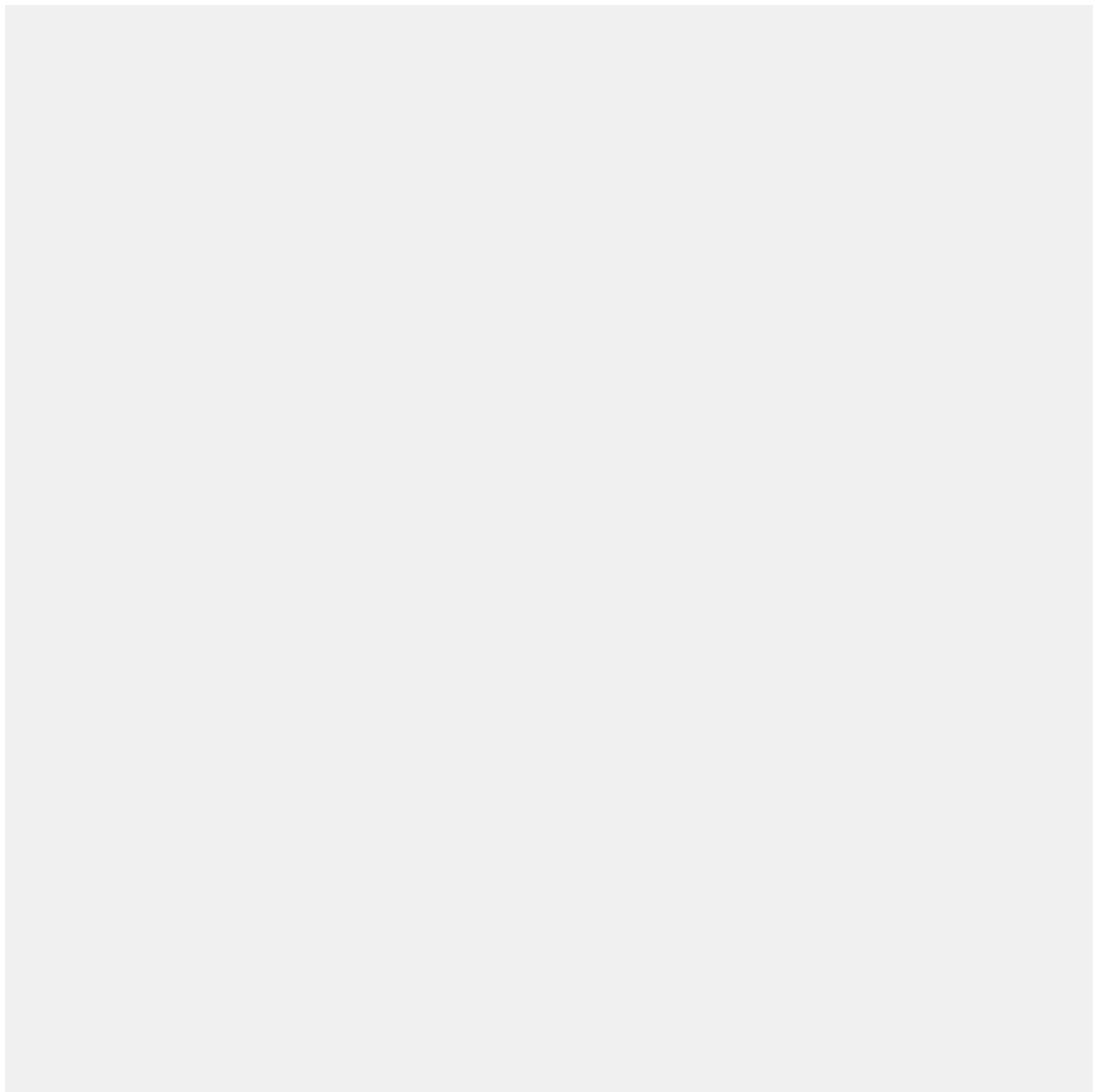
WORKSHOP TWO *notes*



DAY 2 CELEBRATION

Time to celebrate day 2! Good job! We are over halfway there!

WHAT WINS TODAY ARE YOU GOING TO CELEBRATE?

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Day 3

Strategy

A NOTE FOR DAY 3

Strategy Day!

We're going to put our last two sessions together, add some analysis and create your next steps strategy.

When you do this, you may find that more than one option stands out as the best, and you may also find that there are many options that will require more time, resources, and energy to implement than you have right now.

What you will have is clearly identified opportunities for your products and services that can form the basis for your next sales strategy.

In this process, brutal honesty is required. Make sure you are being really fair in your assessments for each identified opportunity. This way, when you make your decision, you won't be frustrated at implementation, because you under or over estimated something (due to excitement!).

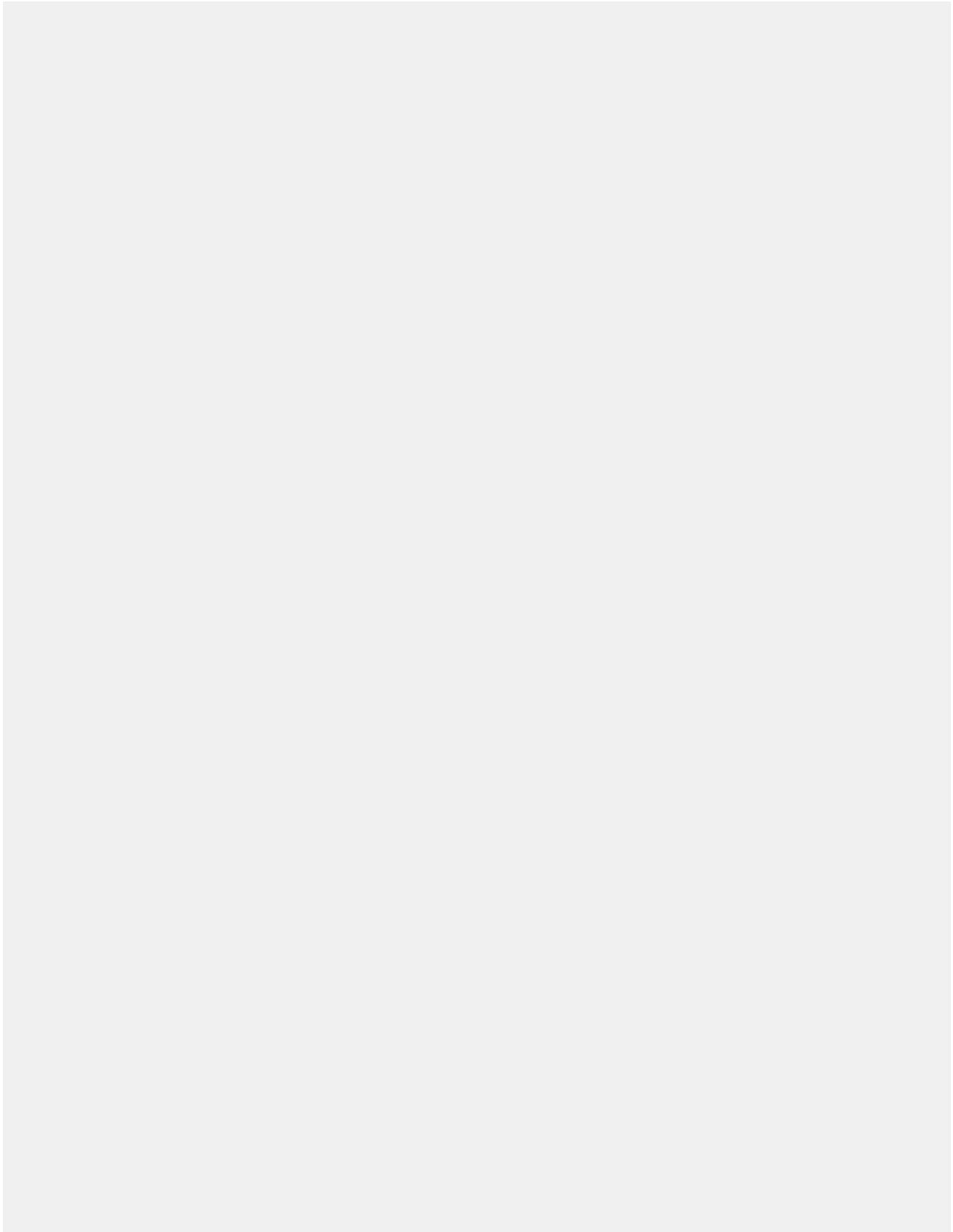
One last thing- you may discover new variables that come up during this process that need to be included. Make sure you include them, and if they come up later on AFTER your analysis, they might change your answer.

The key is to have a real strategy at the end of today, and potentially a lot of other options you can implement in the future. :)

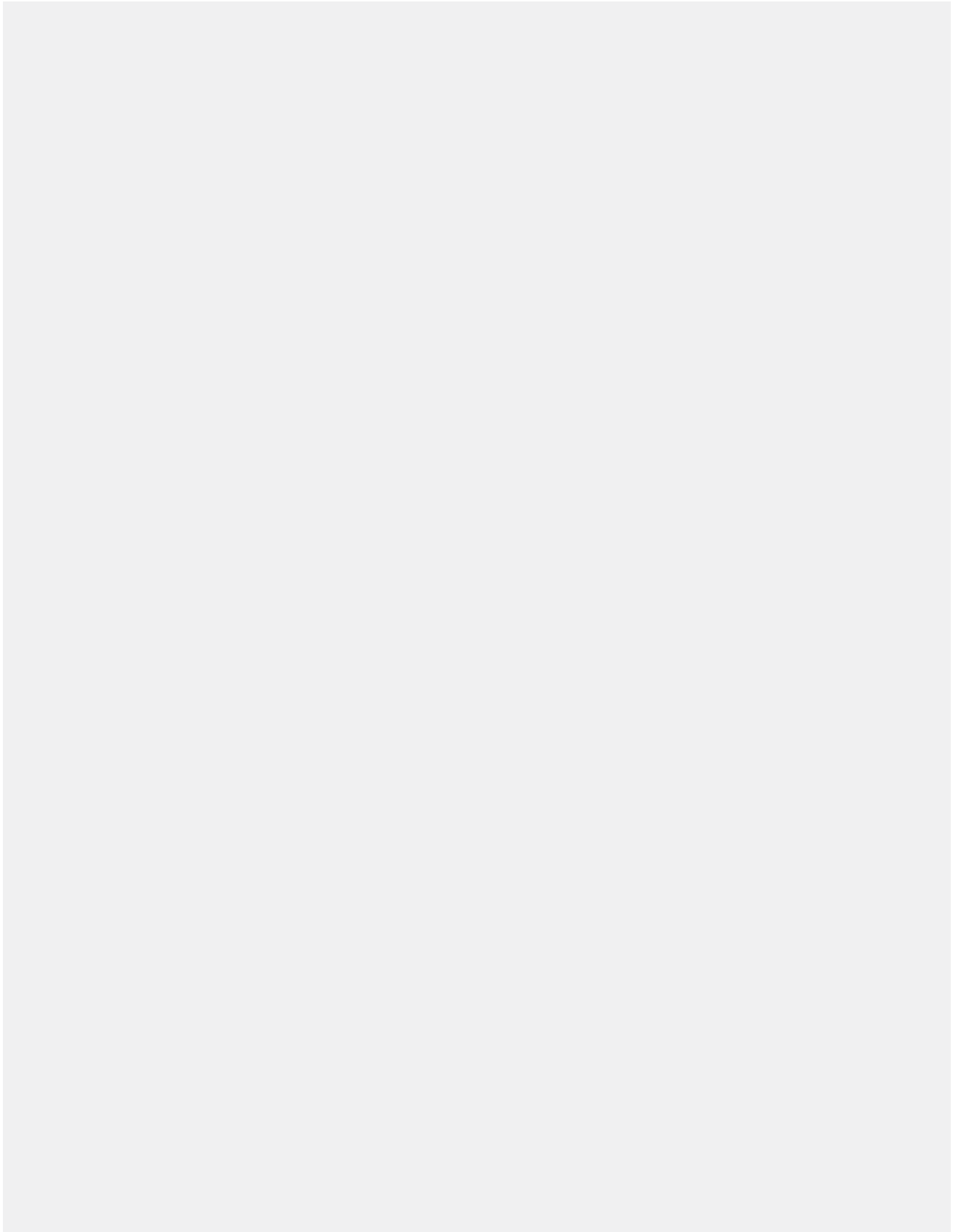
Let's begin Day 3!

Dawn

CONSIDERING DAY 1 & DAY 2, WHICH GAPS DO YOU WANT TO ADDRESS?



VARIABLES FOR A COST-BENEFIT ANALYSIS



SWOT ANALYSIS IDEA 1

Strengths

Weaknesses

Opportunities

Threats

SWOT ANALYSIS IDEA 2

Strengths

Weaknesses

Opportunities

Threats

SWOT ANALYSIS IDEA 3

Strengths

Weaknesses

Opportunities

Threats

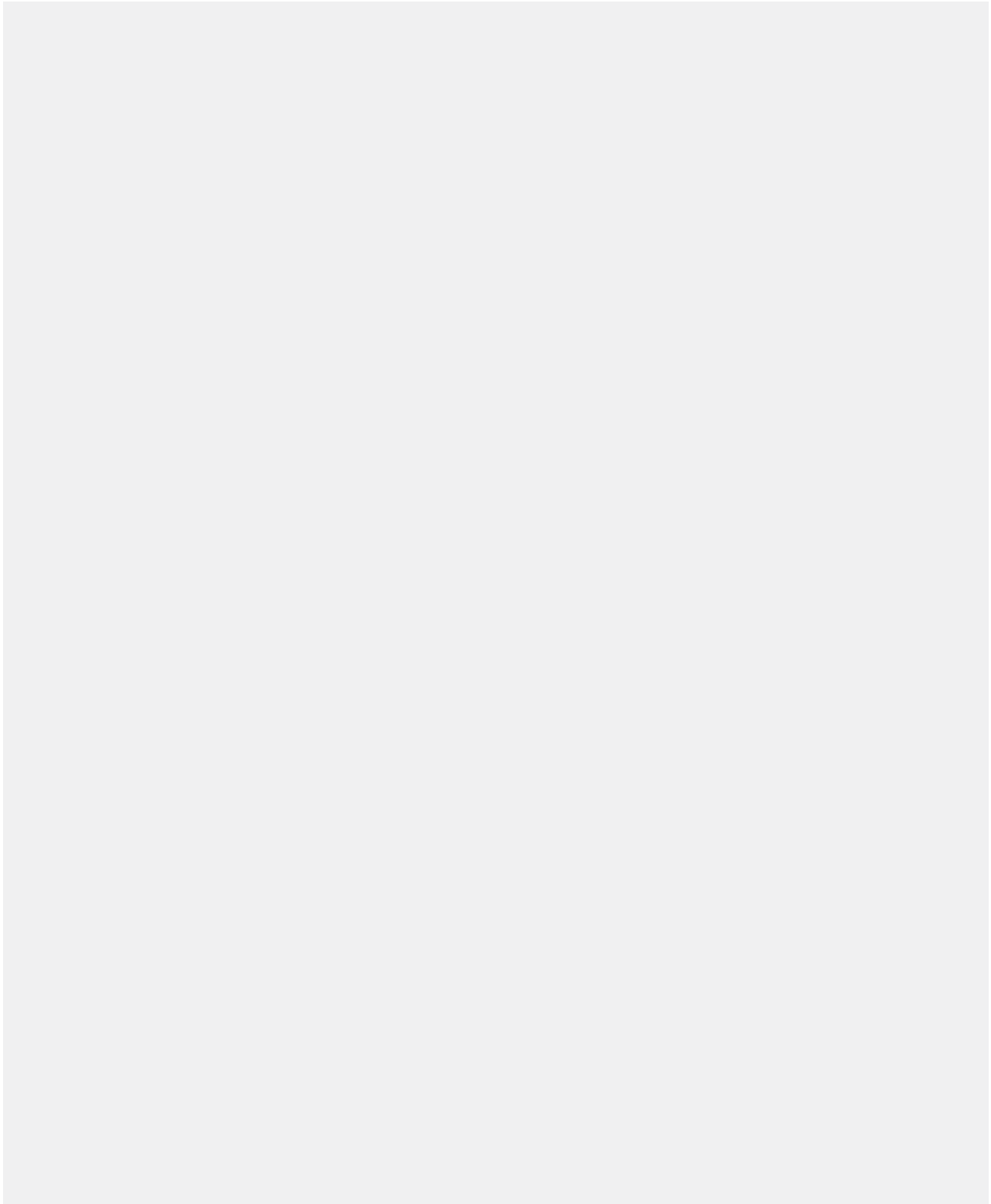
Rough Implementation

MAKE A LIST OF ANY OTHER THINGS YOU NEED TO RESEARCH ABOUT YOUR CHOICE

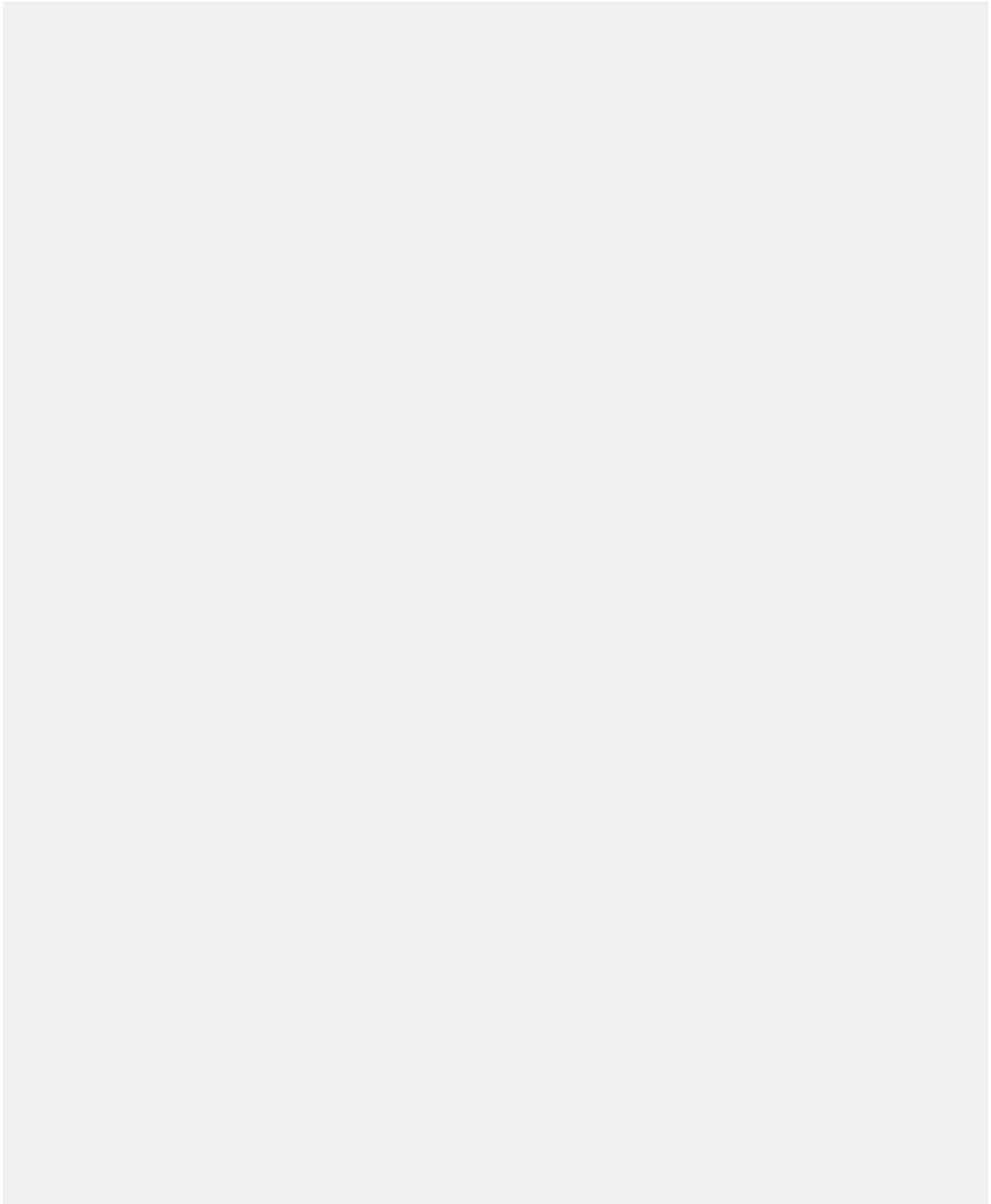
WHAT WOULD NEED TO HAPPEN TO BRING THIS TO MARKET?

CAN YOU ESTIMATE A TIMELINE TO LAUNCHING YOUR PRODUCT OR SERVICE?

WORKSHOP THREE *notes*



WORKSHOP THREE *notes*





RESOURCES

CONTACTS

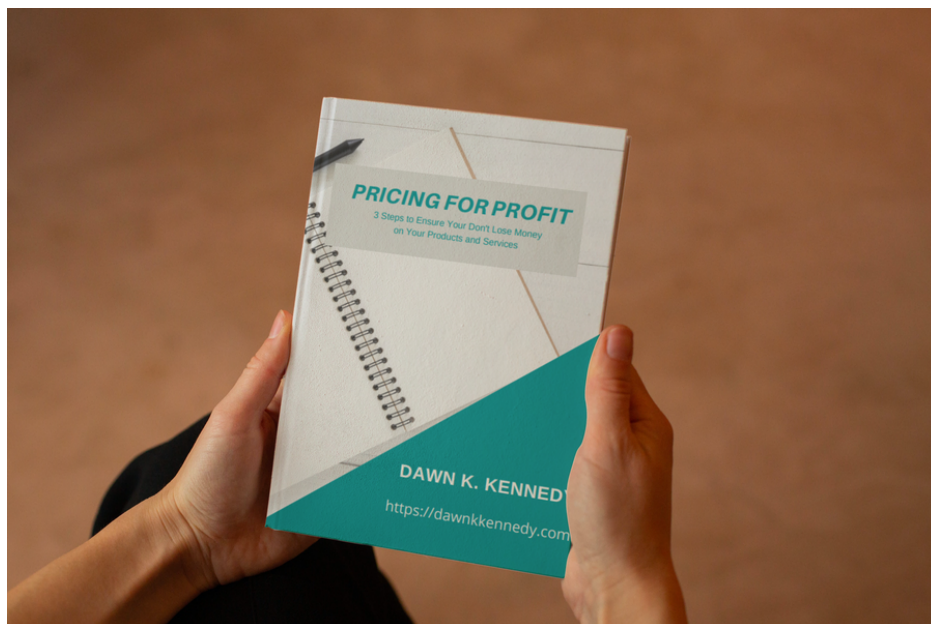
We want to encourage you to stay connected with like-minded entrepreneurs who are on a similar journey as you. Use this page to record the contact information from the individuals you met throughout this workshop.



JOIN OUR FREE COMMUNITY

Business on Purpose is our free Facebook Community where you're going to meet like-minded entrepreneurs, across industries, who, just like you, want to connect with other small business owners to share the journey.

[JOIN HERE](#)



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3-Step Formula You Can Reuse
Sell Everything for a Profit
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