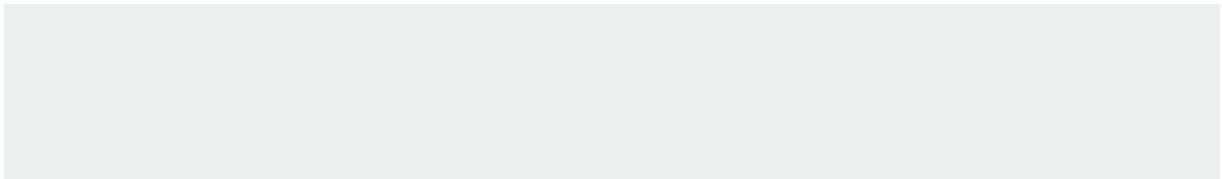


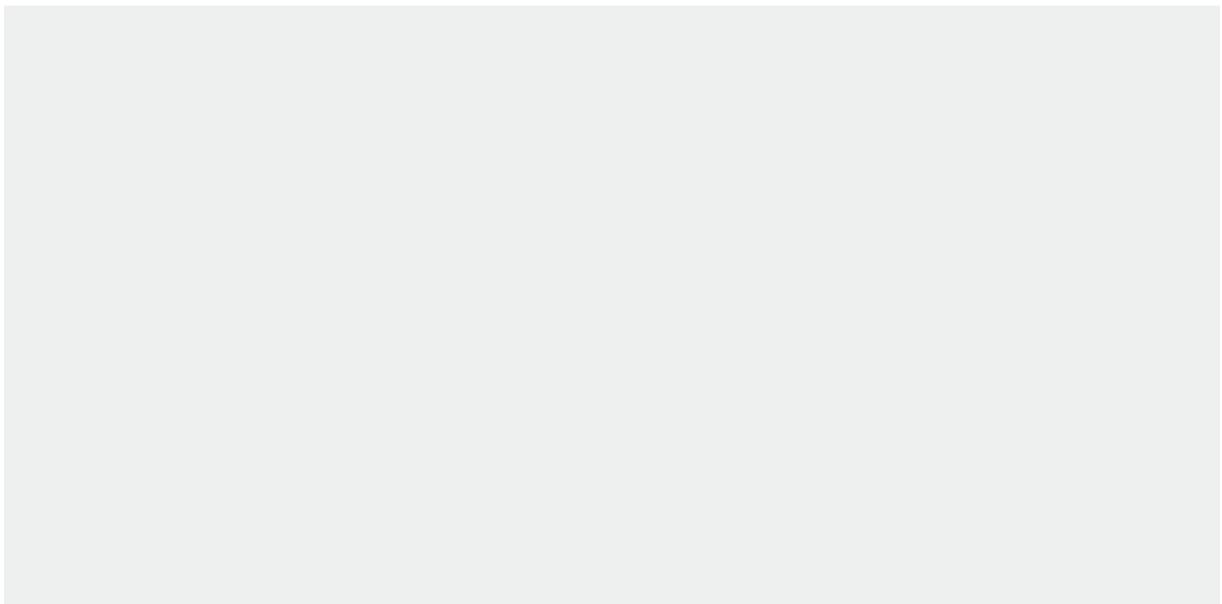
MIND READING WORKBOOK

#1 - Call Upon Your Muses

Jot down the names of 3-5 real life human beings who are a perfect fit for your service.



What do they all have in common? What are their problems and desires? What language are they using to talk about these problems and desires?



#2 - Journal Entry

Rather than journaling as you, I want you to pretend that you are one of your muses (you can do a separate "journal entry" for each of your muses).

Now, as your muse, spend 10 minutes brain dumping your answers to these questions:

What's keeping you up at night?

What do you want to change about your current situation?

What do you love about your current situation?

What do you wish was true about your life situation?

Who are you jealous of? What do they have that you want?

A large, empty light gray rectangular area intended for journaling answers.

#3 - Schedule Coffee Chats

Where are people in your target market already hanging out? List any Facebook Groups, local spots, clubs, programs, social media...

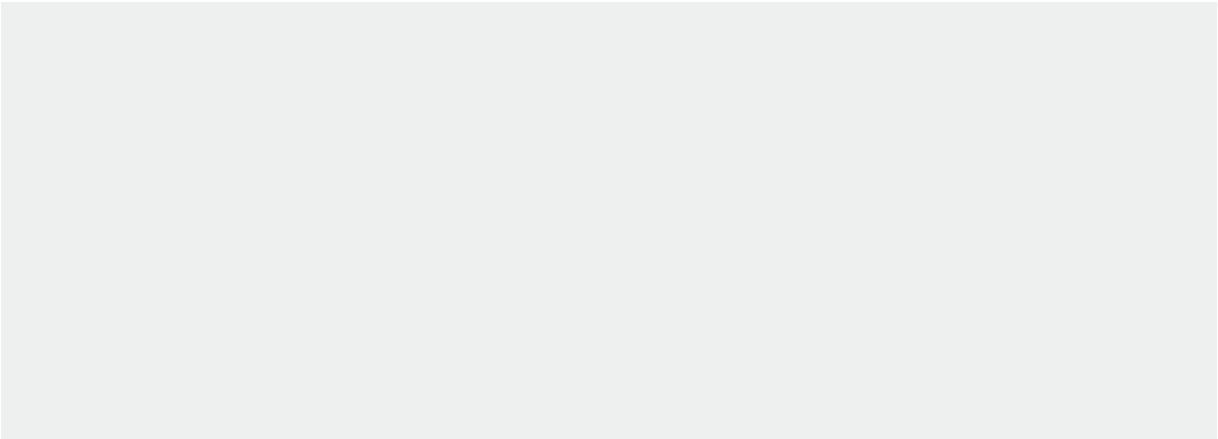
What are the names of 5 people you can reach out to and schedule a 30 minute coffee chat?

What questions do you want to ask during your chat?

I sent invites to at least 5 people to have informal chats!

#4 - Send a Survey

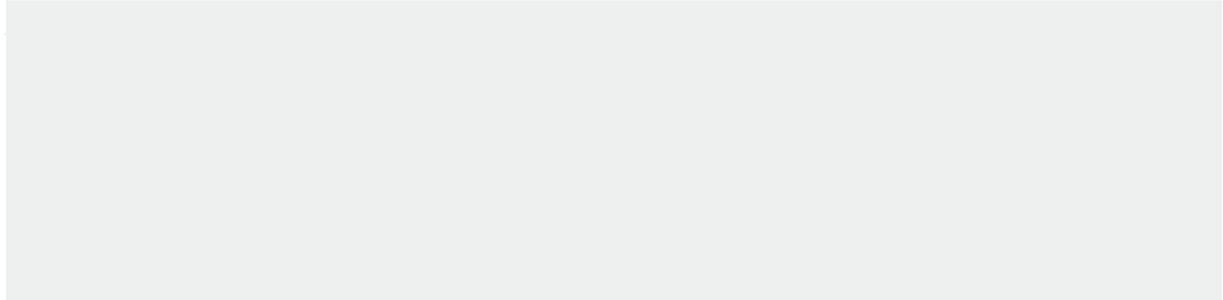
What 5-7 questions do you want to ask in your survey? (hint: questions should be focused on understanding your audience's current frustrations and desires).



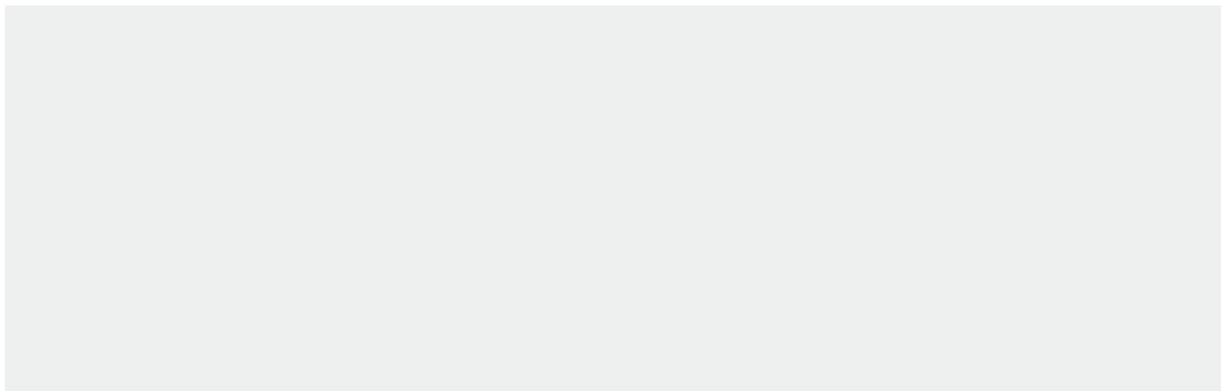
- I decided on my survey questions
- I created my survey in something like Google Forms or Typeform
- I drafted the email to send my survey
- I sent my survey to my audience!
- I posted my survey in groups / places where it is allowed and relevant.

#5 Read Blog Comments

Brainstorm a list of blogs that also serve your target market. Search their blog archives (Google helps!) to find posts about a similar topic to yours.

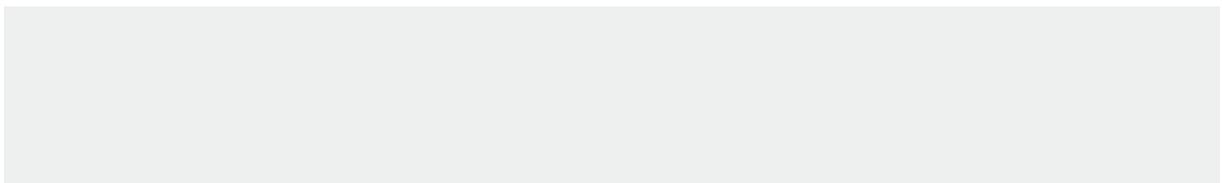


What kinds of questions are people asking about your topic? Jot them down below:



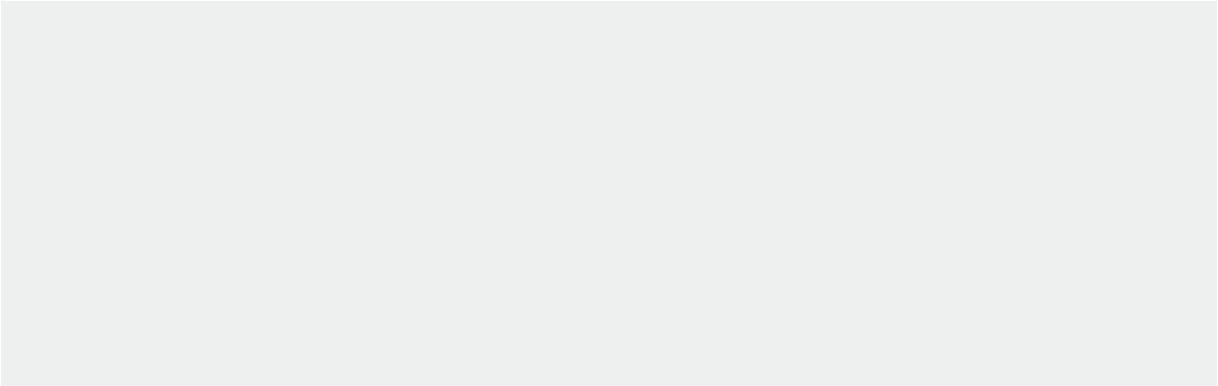
#6 - Google + Youtube + Pinterest Search

What kinds of questions are people asking about your topic? Jot them down below:



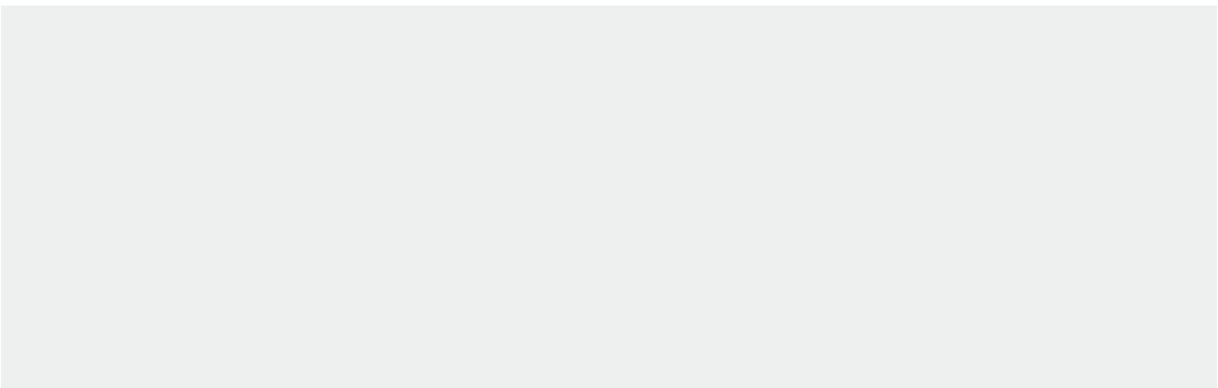
#7 - Look at the Books

What are some books / authors who really connect with the reader in your industry? Browse through the chapter titles on Amazon and write down some of the language you notice them using:



#8 - Read Their Emails!

What questions are your readers already asking you when they send you questions about your blog, service, products, etc?



#9 - Use Your Past Self

What thoughts did you have back when you were frustrated with the problem that your target clients currently have?

What kinds of things were you writing down in your journal that you wanted?

What types of blog posts were you reading? What were you googling?

