



Presented by
MyNAMS Insiders Club



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AND TOOLS YOU
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Solution Brainstorming Worksheet

Use this worksheet to plan and organize your strategy

Write Your About Page

A powerful “About” page clearly and explicitly defines your business. Make sure your “About” page ticks all these boxes. Write your story in the right-hand column. Keep it short, from the heart, and to the point.

- ☐ Your story
- ☐ Where you are coming from
- ☐ How you are like your reader
- ☐ Describe your transformative epiphany moment
- ☐ Why you want to do this

Write Your About Page (continued)

<input type="checkbox"/> Your Mission Statement	
<input type="checkbox"/> Who you want to work with	
<input type="checkbox"/> How you can help her <input type="checkbox"/> Your background and experience <input type="checkbox"/> What it qualifies you to do <input type="checkbox"/> How your knowledge will benefit her	

Unearthing your hidden talents:

☐ Your most effective and natural way of helping people

☐ What you do for 'fun'

☐ What you have experience in (and do really well) that you take for granted

☐ What do others always ask you for help with

☐ How you can make this into a business—and kick up your idea a notch

<input type="checkbox"/> What has no one else thought of doing, in the areas you've just identified?		
<p align="center">Brainstorm a sexy title for yourself:</p>		
<p align="center">Be specific! (e.g. "Money Magnetism Coach": <u>Not</u> generic "business coach")</p>		
<p align="center">Have I ensured my business idea meets the following conditions?</p>		
<input type="checkbox"/> DEMAND for my services or products among a paying market <input type="checkbox"/> A clear idea of who I am serving, as well as how <input type="checkbox"/> A mission statement <input type="checkbox"/> A Master Business Manual <input type="checkbox"/> A dedicated place to work where I won't be disturbed <input type="checkbox"/> An income goal \$_____	<input type="checkbox"/> A business plan that includes how much income I need to make <input type="checkbox"/> A plan that includes growth, expansion and my exit strategy <input type="checkbox"/> Adequate start-up capital and assets <input type="checkbox"/> A budget and a source of income	<input type="checkbox"/> _____ • _____ <input type="checkbox"/> _____ • _____ <input type="checkbox"/> _____ <input type="checkbox"/> _____

NOTES:

















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1

Magnetize: Every business person must have the ability to persist until they prosper by training the right mindset...

2

Monetize: Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3

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