

The MVO Worksheet

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1. What is the niche?
2. What is their current situation?
3. What is their desired situation?
4. What is it costing them to stay where they are?
5. What would it be worth to get them to their desired situation?
6. What are most niche participants doing to try bridge to their desired situation? How well is it working for them?
7. What are most niche service providers offering participants to bridge to their desired situation? How well is it working for the participants and the service providers?
8. What are the niche participants who are crushing it doing? How are they bridging the gap to their desired situation and how well is it working for them? How is it different?
9. Once you have completed this MVO Worksheet it's time to craft your first Niche-Offer-Result Hypothesis.