

Extracting fractal patterns from your proof of concept (worksheet)

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1. How would you describe your niche? Who are they, what demographic are they in, what do they call themselves and what would others call them?
2. What is their current situation?
3. Why is their current situation painful? How would they describe their current situation? How would they describe their pain? How would others describe their current situation and pain?
4. What is their desired situation?
5. Why is their desired situation better than their current situation? How would they describe their desired situation? How would they describe the pleasure of being at their desired situation? How would others describe their desired situation?
6. What's blocking them from achieving their desired situation on their own?
7. How would they describe the thing that's blocking them? How would they describe the pain and frustration this block causes?
8. What lies are they believing?

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9. Why are they believing these lies?
10. How have you generated your strategy sessions with this niche so far?
11. What has/hasn't worked when it comes to generating strategy sessions with this niche?
12. Look at your current clients, what similarities do they all share? What traits do they share? How would you describe your clients? How would they describe themselves?
13. Look at the people you had strategy sessions with that said no. What traits do they share? How would you describe the people who said no? How would they describe themselves?
14. What is your offer? Describe it below.
15. What result is the offer designed to create? Describe it below.
16. How do you describe your offer on the strategy sessions that were successful in signing up clients. Listen to the recordings, the part where you state the offer, what did you say?
17. What objections did people have on the strategy sessions calls you did? Go back to your recordings and script hypothesis worksheets and look at the feedback. Write them all below.

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18. How did you handle these objections? Write your rebuttals to the most common objections below.

19. What things is your niche interested in that other people are not interested in? What interests are truly unique to them?

20. What are some hot topics that only an insider in your niche would know? What things do people keep telling you on your strategy session calls that are unique specifically to this niche?

21. What are the three most important things to people in your niche? State them in order.

1.

2.

3.

22. What are the three least important things to people in your niche? State them in order.

1.

2.

3.