



Presented by
MyNAMS Insiders Club



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Complete this action plan and the accompanying exercises to brainstorm your business idea and readiness, and assess your plan for viability

ACTION PLAN: assessing your business idea



**“You don’t have to be great to start,
but you do have to start, to be great”**
—Zig Ziglar

Think through and clarify your business idea

1. Fill out this chart to test your assumptions about your idea and see how it stacks up under scrutiny

MAIN	HOW
My business idea energizes me and excites me because...	
My business idea is aligned with my core beliefs and values because...	
I am the perfect person to supply this need because...	
My client's world will transform for the better in this/these way(s)...	
Where I am coming from...	
Where my ideal client is now...	
What I can help him/her achieve or get past	
How I can help him/her do this...	

Making sure your business stands out

Unique experiences I have had that my ideal client can relate to...	
Skills I possess that can help my ideal client...	
What makes me stand out from others who do what I do...?	
Why my ideal client will care...	
Relevant certifications...	
Relevant awards...	
My “secret sauce”...	

Viability Check

What is my niche focus, and is it SPECIALIZED?

How is this niche going to sustain me for more than one service area or product?

How am I currently serving this niche?

What do I want to say to my ideal client? (Write a Mission Statement)

REMEMBER TO USE THESE FIELD RESEARCH STRATEGIES TO DETERMINE THE BIGGEST NEED IN YOUR NICHE

<input type="checkbox"/> Create a survey	<input type="checkbox"/> Create a poll	<input type="checkbox"/> Ask your Facebook Group
<input type="checkbox"/> Ask forum members in that niche	<input type="checkbox"/> Read blog comments on the topic <input type="checkbox"/> Read competitor blog comments	<input type="checkbox"/> Read comments in related courses <input type="checkbox"/> Read comments in webinar chat boxes
<input type="checkbox"/> Ask at local business organization meetings	<input type="checkbox"/> Ask influencers and peers	<input type="checkbox"/> Search and read authority blogs on your topic
<input type="checkbox"/> Create a test sample gift	<input type="checkbox"/> Ask for beta readers/testers	<input type="checkbox"/> Ask for testimonials about you

EXERCISES: RESEARCH YOUR NICHE

1. Use this chart to record the results of your research. Check off the boxes in Column 1 as you complete researching each area of research.

QUESTIONS	ANSWERS
<input type="checkbox"/> Amazon.com	<p>1. Are there books on this topic? Yes _____ No _____</p> <p>2. How much do people typically pay for best sellers? (Range: \$ _____ to \$ _____)</p> <p>3. Have I read the reviews of at least the top ten best sellers in this category, and made notes about:</p> <ul style="list-style-type: none"> a. Complaints? b. Things people rave about?
<input type="checkbox"/> Competitors	<p>1. What are my top six competitors' main "big benefits"? What stands out about their businesses?</p> <ul style="list-style-type: none"> a. _____ b. _____ c. _____ d. _____ e. _____ f. _____ <p>2. What do people love about them?</p> <ul style="list-style-type: none"> a. _____ b. _____ c. _____ d. _____ e. _____ f. _____

	<p>3. What do people complain about?</p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>e. _____</p> <p>f. _____</p> <p>4. What do people ask for/ask for more of, from them?</p> <p>a. _____</p> <p>b. _____</p> <p>c. _____</p> <p>d. _____</p> <p>e. _____</p> <p>f. _____</p>
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2. Take the Entrepreneur quizzes and check your Myer's-Briggs score. Based on these, record...

YOUR STRENGTHS	YOUR QUIRKS
<p>Your Entrepreneurial Type:</p> <p>_____</p>	<p>Your Myers-Briggs Type:</p> <p>_____</p>



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