

Out:think



Instant Bestseller Formula - Week 2 Worksheet

Are you ready to make it a priority?

This course will show you the path, but you have to walk on it. Are you ready to change your life and career by building your tribe? How much time can you commit to this? When are you going to work on it? Be specific. Put it on your calendar.

What are your DVD extras?

What content are you already creating that you could reformat for your online platform? What content do you have at your disposal?

What does the word “marketing” mean to you?

We are going to purchase billboards and magazine ads to spread the word about your online platform. What does the word “marketing” mean when it comes to building your tribe?

Are you ready to promote yourself and your book?

Your message is important and inviting people to join your tribe requires you to be confident in yourself. What do you feel when I say “You are better than everyone else”? What about “You are making people’s lives better”?

What would different versions of your content look like?

What are the different levels that people can engage with your content? What media types can you release? What are different ways you can invite people into your tribe?