Raising the Bar for Business in New Mexico

LEAP Enterprise Mastery

League of Enterprise Accredited Professionals

18-Week Program

EBM Basics

For the XpanZion Enterprise Platform

Worksheet 17 of 18

- 1) My Solution [What I'm Positioning] is:
- 2) My 'Top of Mind' Specific Problem is:

- 3) My Specific Audience or Egoic Label is:
- 4) My Tantalizing Title is:

- 5) My 3 Data Points are:
 - 3.
 - 2.

1.

Magnetic Marketing = Intimacy Specific Audience + Specific Problem

Specific Problem: Consider 'Top of Mind Symptoms' What is your Audience thinking about at 2am?

Egoic Label is what your Audience calls themselves and will defend. ex. Mother

Results Based Title: What result will your Audience Experience from your offer?

Sample Tantalizing Title: How much are your EMPTY EVENT ROOMS Costing Your Seminar Business?

For Data Points explain:

What [is the data point?]

Why [is it important to understand data point?]

How [they can use concept]