



5 Day
Course

Flash List!

Grow your list in a flash!

Learn how to create a killer
opt in that get clients to fall in
love with YOU at first sight!

xo!
Mindling

Day 2: Who Are You Helping

Contrary to popular belief, building your list is not about helping you grow your business it's all about who you are helping.

You can make it all about you if you want. But your list size might just grow at a snails pace. And you don't want that do you?

If you really want to grow your list and grow it fast, you got to provide value and solve problems. Because no one cares about a new opt in or what you do. They are WAY more concerned about what's in it for them.

And side benefit -- as you build your list, you are not only helping solving your ideal clients' or customers' problems, but you are also building up major trust (+ raving fans) along the way.

It's a WIN WIN (and we like that).

As you go through the playsheet, make sure you get really specific. Being vague is a no. Vague keeps you stuck because no one will want to sign up to anything you offer if they don't get how it helps them right away.

Who Are You Helping (I mean REALLY helping).

Truth
Check

Do you know your target niche?

YES

NO

Answer Yes? Move on to the next steps. Answer No? Spend time really asking yourself who you want to serve.

1

Who's your ideal client or customer?

Don't be shy, get specific. The more specific you are the better.

2

What's the gaps in the market place that you see?

Look at your competitors in your industry and see if they are still not solving a particular problem for your ideal clients and customers. List everything you see missing in the market.

3

How can you solve the problems of your clients or customers?

Brain dump time. Write every solution to the problems below. Look at if your competitors are not solving something for your clients and customers. Where can you help the most by using one of your strengths?