



Pinpointing Your Niche

Week 1

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Introduction To The Program



Month 1

You will dive into branding yourself online.

You will focus on your niche, your brand, your content and your audience.

Month 2

You will dive into actions that create new clients for life.

You will focus on email-opt-ins, freebie giveaways & a call-to-action.

Month 3

You will create your first free or paid offer to bring in more audience members.

You will learn how to create and roll out your first product/digital launch.

Nothing will kill what you are called to do more than comparing yourself to someone else.
Stay in your own lane. You are made to rise.

This is my time.



Be A Pioneer. The Best Is Yet To Come.

Training Notes

USE THIS PAGE TO TAKE YOUR OWN NOTES



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Attraction Marketing

1 - PROSPECTING IS REACHING OUT TO OTHERS TO GENERATE BUSINESS.

2 - MARKETING IS WHEN OTHERS REACH OUT TO YOU TO DO BUSINESS WITH YOU.

3 - GENERATING ATTRACTION IS ABOUT ONE THING: INCREASING YOUR VALUE TO OTHERS AND THE WORLD. THE MORE VALUABLE YOU BECOME TO OTHERS, THE MORE THEY WILL SEEK YOU OUT.

New Mantra:

I need to brand myself & not my business.

YOUR BUSINESS AND YOUR BRAND IS :

THREE REASONS TO BUILD YOUR BRAND:

YOUR PURPOSE IN LIFE IS TO USE YOUR GIFTS AND TALENTS TO...

YOUR JOURNEY IN LIFE TEACHES YOU...

Uncovering Your Gifts

1 - WHAT IS SOMETHING PEOPLE ALWAYS ASK ME FOR ADVICE ABOUT?

2 - WHAT IS YOUR PASSION? I REALLY LOVE TO HELP PEOPLE WITH THIS...

3 - WHAT COULD YOU TALK ABOUT AT A PARTY FOR HOURS?

Plant Your Leadership Flag

4 - THE REASON THAT SOMEONE ELSE IS A GURU AND YOU ARE NOT IS THIS...

5 - GOAL IS TO CREATE THIS FACTOR:

6 - SAY "WHAT YOU DO AND WHY YOU DO IT" TO COME UP WITH YOUR TAGLINE.

Branding Myself

Pinpointing Your Audience

THINK ABOUT THE TOP 3 PAIN POINTS YOUR AUDIENCE HAS THAT YOU CAN HELP THEM TO OVERCOME.

Pain 1

Pain 2

Pain 3

Branding Myself Serving Your Audience

WHAT TYPES OF INFORMATION WOULD YOUR AUDIENCE BENEFIT FROM?

WHAT FREEBIE COULD YOU OFFER?

WHAT TYPE OF VIDEOS COULD YOU DO?

WHAT TYPE OF POSTS COULD YOU MAKE?



Freebie Topics

Video Topics

Post Topics

Direct Sales Vision Board

ALLOW YOURSELF 30 MINUTES OF QUIET TIME TO CONSIDER THESE QUESTIONS THAT HELP YOU CREATE YOUR VISION BOARD.

A VISION BOARD IS ONE OF THE MOST POWERFUL TOOLS YOU CAN CREATE FOR SUCCESS.



1. WHERE DO YOU ULTIMATELY WANT TO GET TO IN YOUR LIFE/CAREER?

2. WHAT IF THERE WERE NO OBSTACLES?

3. WHAT DO YOU WANT TO BE DOING (CAREER/BUSINESS/PERSONAL LIFE) IN:

A - 10 YEARS FROM NOW

B - 5 YEARS FROM NOW

C - 2 YEARS FROM NOW

D - 1 YEAR FROM NOW

E - 6 MONTHS FROM NOW

*Goals that are not written
down are just wishes.*

YOU'LL NEVER CHANGE YOUR LIFE UNTIL YOU CHANGE SOMETHING YOU DO DAILY.

THE SECRET TO YOUR SUCCESS IS FOUND IN YOUR DAILY ROUTINE.

Direct Sales Daily Success Habits



MY TOP 3 PRIORITIES IN LIFE RIGHT NOW ARE:

1. 2. 3.

MY TOP 3 STRESSORS IN LIFE RIGHT NOW ARE:

1. 2. 3.

WHAT DAILY HABITS HAVE YOU SET FOR YOURSELF?
THEY MUST BE SPECIFIC AND MEASURABLE SO YOU KNOW
EXACTLY WHAT TO FOCUS ON.

SEE EXAMPLES BELOW:

- Reach out to 100 potential new clients everyday
- Join 5 new Facebook groups daily
- Book 10 clients daily for virtual events
- Meet with team for accountability for 30 minutes once a week
- Make all my calls/texts during two hours of the day
- Goal of over 100 new personal clients every month and 5 new personal recruits.
- Spend 1 hour a day on my online brand & making connections.
- Write my top 6 more important things for the day before starting work

1 -

2 -

3 -

4 -

5 -

HOW ARE YOU GOING TO IMPLEMENT THESE HABITS? I WILL COMMIT TO THESE HABITS BY:

I WILL IMPLEMENT THESE HABITS ON: (SPECIFIC DATE WHEN YOU WILL START)

WHO DO I NEED TO BE TO IMPLEMENT THESE HABITS? I WILL BE SOMEONE WHO IS:

1. 2. 3.



Weekly Planner



MONDAY

A large, solid pink rectangular area intended for writing the schedule for Monday.

TUESDAY

A large, solid pink rectangular area intended for writing the schedule for Tuesday.

WEDNESDAY

A large, solid pink rectangular area intended for writing the schedule for Wednesday.

THURSDAY

A large, solid pink rectangular area intended for writing the schedule for Thursday.

FRIDAY

A large, solid pink rectangular area intended for writing the schedule for Friday.

WEEKEND

A large, solid pink rectangular area intended for writing the schedule for the weekend.



Monthly Planner

Set up your **daily habits**.

Mark down when you will **hold appointments** in person or online.

Mark down when you will spend time **prospecting**.

Mark down when you will spend time on your **online brand**.

Add in other items that are **important to you**.

MON

TUE

WED

THUR

FRI

SAT

SUN

Homework

WEEK ONE



Finalize your tagline & audience



Find photos online that inspire you and plan a photo shoot this week with a friend to get photos completed. Remember full body shots.



Pick out your 6 brand colors.



Finish all worksheets from this guide



Share your homework sheets in our Facebook community or in a Voxer with Michelle Cunningham

THIS DOESN'T HAVE TO ALL BE SET IN STONE.

*Imperfect Action Is Better Than
Perfect Procrastination*

NOTHING I EVER DID WAS PERFECT. I JUST THREW STUFF OUT THERE, MADE SURE IT LOOKED KINDA GOOD AND RAN WITH IT. I NEVER OVERTHOUGHT ANYTHING BECAUSE IN ALL HONESTY, NOONE IS PAYING ALL THAT MUCH ATTENTION TO YOU ANYWAY.

Michelle Cunningham

My Notes From

WEEK ONE

