



# 5 Tactics to take Your Business **ONLINE**

**WORKSHEET**



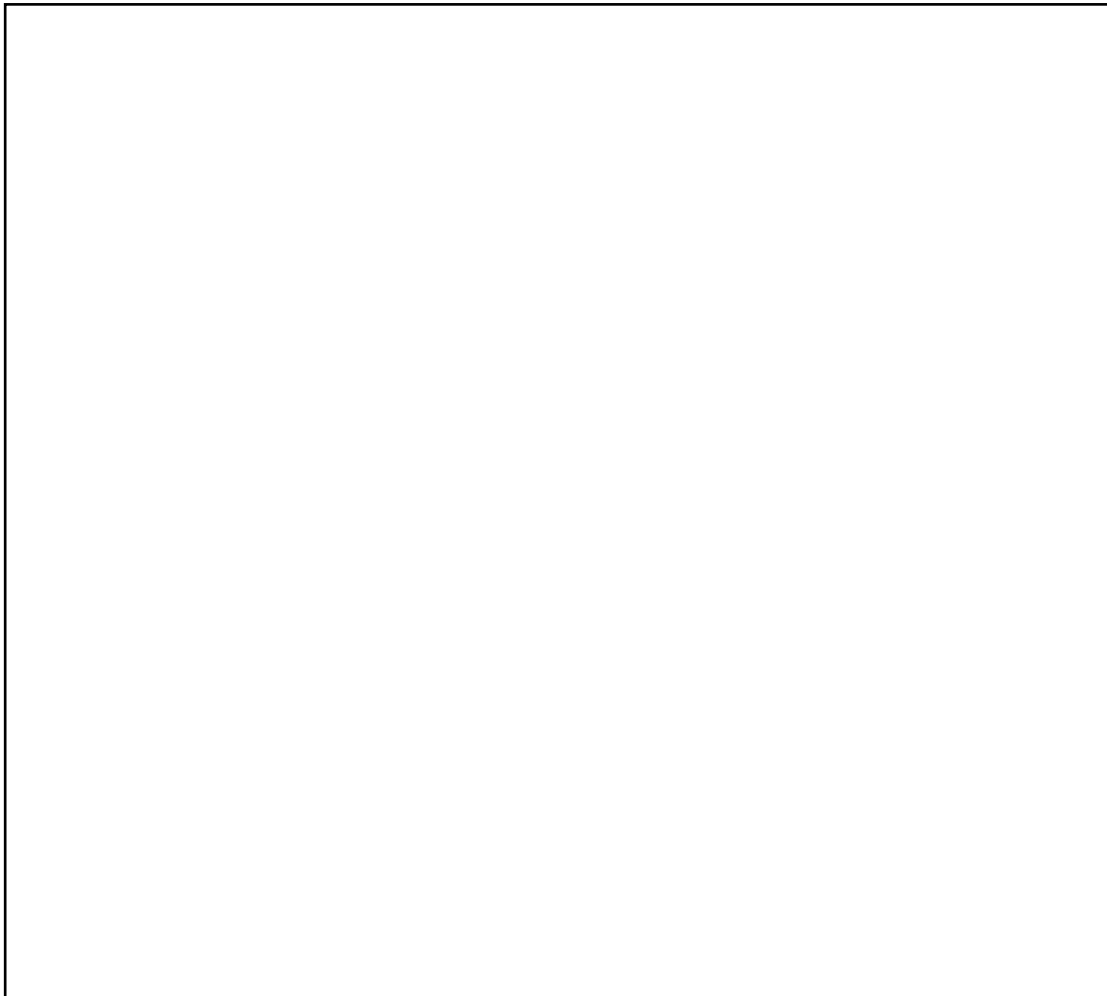
# 01 | Know Your AVATAR

Knowing who you are speaking to in your program is essential to the success of your online business and the programs you'll create.

## **HERE ARE A FEW SIMPLE QUESTIONS YOU CAN ASK YOURSELF TO CREATE YOUR AVATAR.**

- What is their age range?
- What is their income range?
- Where do they live?
- What is their relationship status?
- What other education do they have?
- Who else are they learning from?
- What new challenges do they face, especially after 2020?
- What are the results of those challenges?
- What specific problem does your program solve for them?
- What other options do they have to solve the same problems?

Use the space below to brainstorm as many answers as possible.



# 02

## Clarify the client journey of **TRANSFORMATION**

Think about your Avatar before they do your program, or receive your product Just before they get started. Then after you've written before they do your program or receive your product what is different.

### HERE ARE SOME QUESTIONS TO GET YOU THINKING.

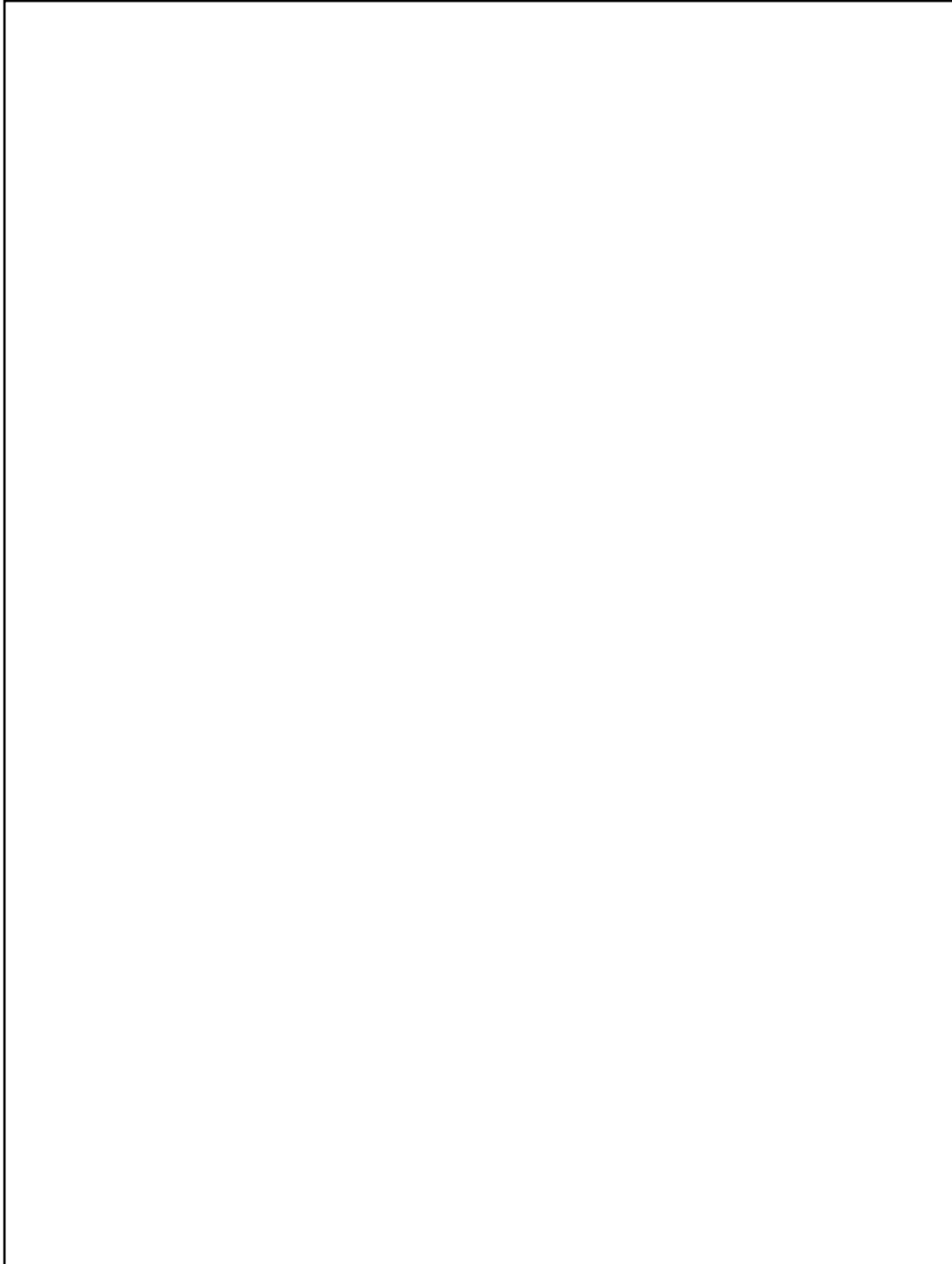
- What do they have? are they struggling with?
- How do they feel?
- What are they thinking?
- What wakes them up or keeps them up at night?

<b>BEFORE</b>	<b>AFTER</b>

# 03

## Use powerful **STORYTELLING**

By using stories in your content, you can help your clients remember you and your teaching points. Look at your teaching objectives and list out some of the stories you can share to make those points in your program.

A large, empty rectangular box with a thin black border, intended for the user to list stories related to their teaching objectives.

# 04

## Encourage community **ENGAGEMENT**

**List 10 ways you can encourage community engagement** and how that will help your clients. You may want to note who can help you with your community engagement plan as well.

1.

2.

3.

4.

5.

6.

7.

8.


9.

10.

# 05 | Start with a **WIN**

Think about your program and list all the ways you could set your clients up for success in the first interaction they have with the program.

Use the space below to brainstorm as many strategies as possible

A large, empty rectangular box with a thin black border, intended for brainstorming strategies. The box is currently blank.





# THANK YOU!

## CONNECT

---

e. [accounts@legacycreative.com](mailto:accounts@legacycreative.com)  
[www.LegacyCreative.com](http://www.LegacyCreative.com)

## FOLLOW US

---

