

## DOLLARS & DOWNLOADS WORKBOOK

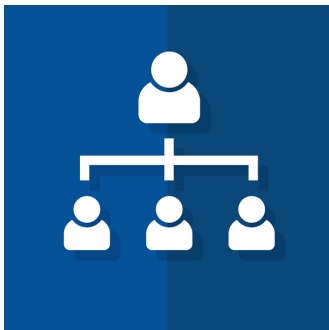


Define your Ideal Target Listener. Who do you help, what do you help them do and why?

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What 3 ways will you attract your audience?

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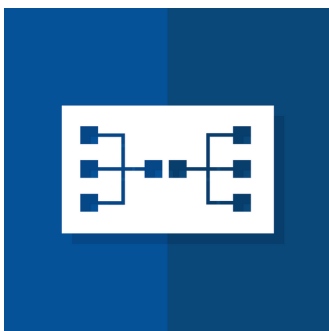


What could you sell your audience to help them solve their problems and overcome struggles?

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How will you deliver your product or service and collect money? (Don't overcomplicate it.)

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