

# The 30 Day Challenge to 3X Your Business!

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Workbook Two

# 30 Day Challenge!

## Welcome to the second week of the 30 Day Challenge to 3X Your Business!

For the next 7 days, we'll be focusing on the Market Dominance Roadmap.

This is how you will take your plan and vision that you created in week 1, and start getting clear on exactly how you will make it a reality.

All the way from getting clear on your niche, to positioning yourself like a rock star, identifying where your prospects can best be reached, to finding the right mix of marketing activities that will allow you to reach them.

This is a critical component of having the foundation you need, in order to enable rapid growth for you and your business. And, it's a lot of fun too!

It's absolutely possible for you to 3X your business in the next 12 months. To triple your income. But chasing tactics won't do you any good, if you're working on a weak foundation.

That is what the 30 day challenge is all about.

Be sure to watch the video that goes along with this week as well, and keep an eye out for the daily emails which will inspire you and keep you on track with the lessons.

Let's do it!

Josh

Founder, LinkedSelling



## Day 8 Assignment

**Clearly identifying your niche and target market.**

Having a clear niche is powerful in so many ways. If you are just another me-too player in your industry...growth is difficult. Instead, you need to carve out a niche that you can dominate. No matter what space you are in, it can be done.

Positioning is the real estate you occupy in the mind of your prospect. We'll work on that this week too. Niche is a bit more specific. Niche refers to the vertical, industry or type of person your serve.

Consider the following questions, and spend some time with them:

- Who are your best clients?
- What does your dream client look like?
- Look at your past clients. What common thread runs throughout? Or, what kind of concentration exists? Which ones do you LOVE working with and know you can REALLY help the most?
- What industry experience do you have? What kind of niche do your credentials support?
- What services do you offer that are unique and don't have much competition?

A few examples...

- You can be the leading financial advisor for women in Denver.
- You can be the commercial insurance broker that specializes in working with small breweries.
- You can be the personal trainer that specializes in helping fathers lose that flabby dad bod.
- You can be the copywriter that works only with high tech startups in the energy space.
- You can be the life coach that helps twenty somethings who are devastated by investing in a degree for a field that they now have no interest in pursuing a career in.
- You can be the marketing consultant that specializes in helping higher education administrators to dramatically increase alumni engagement.

**After working through the above questions and analysis, write a description of your niche and target market here.**

My niche is:

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## Day 9 Assignment

### Positioning Yourself as Somebody Your Prospects Would be CRAZY Not to Hire

No matter what your business is, there is a way to stand out in a very meaningful way. A way to position yourself as special and unique. And once you've identified the positioning and niche that you're going to dominate, you can create messaging that resonates so strongly with your prospects that you're the only one they consider working with.

Questions to ask yourself and get clear on:

- How can you position yourself as a LEADER or AUTHORITY?
- What is the BIG Promise that you can make? (or, “irresistible offer”)
- What is the mechanism or claim or experience you have that nobody else has? (ie what makes you unique from the competition in a serious, legitimate way)
- What are your differentiators? What makes you unique?
- Who can you EXCLUDE (based on psychographics)
- Don't be afraid to exclude. Trying to please everybody is a recipe for mediocrity.
- What are your strengths? Weaknesses? Values? Beliefs? Mission?
- What are the strengths and weaknesses of your competitors?

**After working through the above questions and analysis, write down your thoughts on how you can position yourself as a) unique and different than your competition, and b) as a leader in your market.**

My positioning is:

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## Day 10 Assignment

### Creating Your Unique Value Proposition

Some people call it a Unique SELLING Proposition. I prefer Unique VALUE Proposition (or UVP), because this statement doesn't sell as much as it conveys a benefit or value to your market.

Your UVP is the thing that makes you unique, and theoretically what your clients get from you that your competition can't match.

Perry Marshall has a great framework that I recommend for creating your UVP, this article has some great ideas in it: <https://www.entrepreneur.com/article/237218>

What we are creating here is a client-facing public statement that you will make, succinctly letting the world know what makes you unique and compelling them to learn more and hire you.

Go through the article above, and then consider the following questions:

What makes me unique: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now, taking that information, combine it with your niche and positioning statement from the previous two days to create your UVP following this formula:

I help [Niche] [Result] [Unique Component(s)]

My Unique Value Proposition is:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Day 11 Assignment

### Where are your prospects?

Now that you have your niche, positioning and UVP nailed, it's time to get clear on where your prospects are hanging out. In our coaching program, The Appointment Generator, we call this a "Prospect Map."

*Note: While The Appointment Generator is closed to the public, we will be doing a **deep-dive of the entire system at ASCEND in May**. With your membership in the 30 Day Challenge, you also have a ticket to Ascend, where we will help you implement this plan to achieve massive growth this year.*

*Email [MargaretMuir@LinkedSelling.com](mailto:MargaretMuir@LinkedSelling.com) to lock in your spot!*

For now, I want you to simple list out ALL of the places that your prospects can be reached. Below I have provided a checklist for you to start with. Check off any of the channels/places listed that your prospects can be found at, and add any others below in the notes.

Common places your prospects might be found:

- |                                    |   |
|------------------------------------|---|
| <input type="checkbox"/> LinkedIn  | <input type="checkbox"/> Local Events         |
| <input type="checkbox"/> Facebook  | <input type="checkbox"/> Industry Conferences |
| <input type="checkbox"/> Twitter   | <input type="checkbox"/> The Mailbox          |
| <input type="checkbox"/> YouTube   | <input type="checkbox"/> On the Phone         |
| <input type="checkbox"/> Google    | <input type="checkbox"/> Through Referrals    |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Webinars             |

Other places my prospects can be found include:

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Now, looking at the above...Start thinking about which 2-3 might be the best bang-for-your-buck options for reaching your prospects. Which are most likely to be the top 2-3 that you should focus on?

## Day 12 Assignment

### Assessing Your Marketing Options

You've now taken the time to get clear on WHERE your prospects can best be reached. Now it's time to start thinking about the WHAT. In other words, WHAT kind of activities will help you reach these potential clients via these channels.

This is an exercise that will require some thought, and there is no one right answer. There are many ways to skin the cat.

The important thing is for you to take time to look at each of the channels you identified in Day 11. For each, consider what activities you would need to execute in order to reach your clients in those places. Reflect on each and think, how does it resonate with you? Seem like it will work? For today, you don't need to be picking and choosing. Simply approach each with an open-mind, and brainstorm what kind of work would be required to reach your prospects and stay in front of them via the channels identified in Day 11.

Add your notes below:

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## Day 13 Assignment

### Creating YOUR Marketing Focus

If you try and do it all, you're bound to struggle doing any of it well.

At this point, you've identified WHERE your prospects are hanging out and hopefully you got some clarity in Day 12 around WHAT kind of activities you would need to implement to reach them in those places.

Now it's time to decide which 2-3 of them you're going to focus your efforts on. If you've been bouncing around trying thing after thing and nothing will stick, this is an opportunity to commit to yourself that you are going to see this through. Commitment is key.

My marketing focus will be:

1. Where: \_\_\_\_\_  
What: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. Where: \_\_\_\_\_  
What: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Where: \_\_\_\_\_  
What: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Knowing WHERE you are going to focus your marketing efforts and WHAT you are going to do in those areas is the first step. The results will come from execution.

There is no time like the present to start! Take your #1 from above, and get rolling today!

*If you need help identifying the right activities, and the most effective strategies to implement including step-by-step HOW...then **YOU HAVE TO BE AT ASCEND!!!** It's coming up very soon, and now is the time to lock in your spot. If you have not done so already, please email [MargaretMuir@LinkedSelling.com](mailto:MargaretMuir@LinkedSelling.com) to confirm your spot!*



## Day 14 Assignment

### Daily Disciplines.

Taking action is the true secret sauce to getting the growth you want. Period.

With everything we've done so far in the 30 Day Challenge, you're very close to having a rock solid foundation. Yet, without action...none of it will do much good.

Today I want you to look at your calendar, and decide what the daily, weekly, and monthly activities are that you need to commit to. It's ok if it's not perfect. We'll continue to refine this plan as we work together at ASCEND and beyond.

But getting started now, taking action now, no matter how imperfect it is...that is the key to getting in the game and seeing what works. And of course, seeing results!

Now let's figure out, what are the basic blocking-and-tackling tasks that you need to do every day to market yourself and your business, and make the touches with your prospects.

Every day I will (don't set yourself up for failure, but make sure you are taking real action!):

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Consider the above the beginning of an action plan that we will continue to refine over the next couple weeks. And be sure to reflect back on what you have achieved so far, it's pretty amazing I'm guessing, right?! You should be proud of where you are at, and the dedication you have to your business. I'm grateful to be on this journey with you!