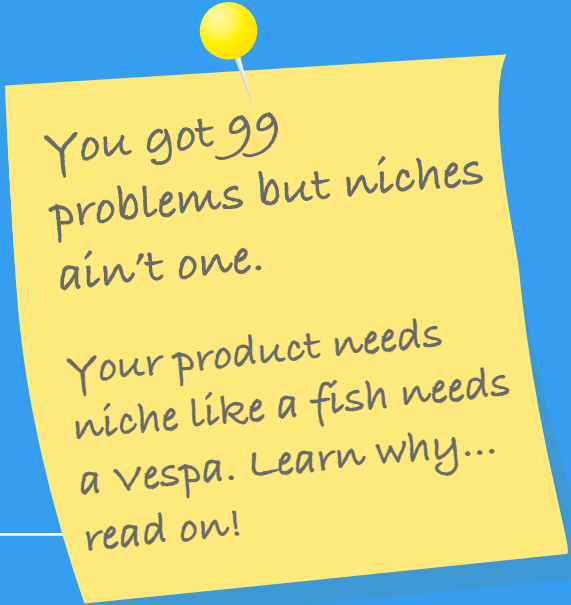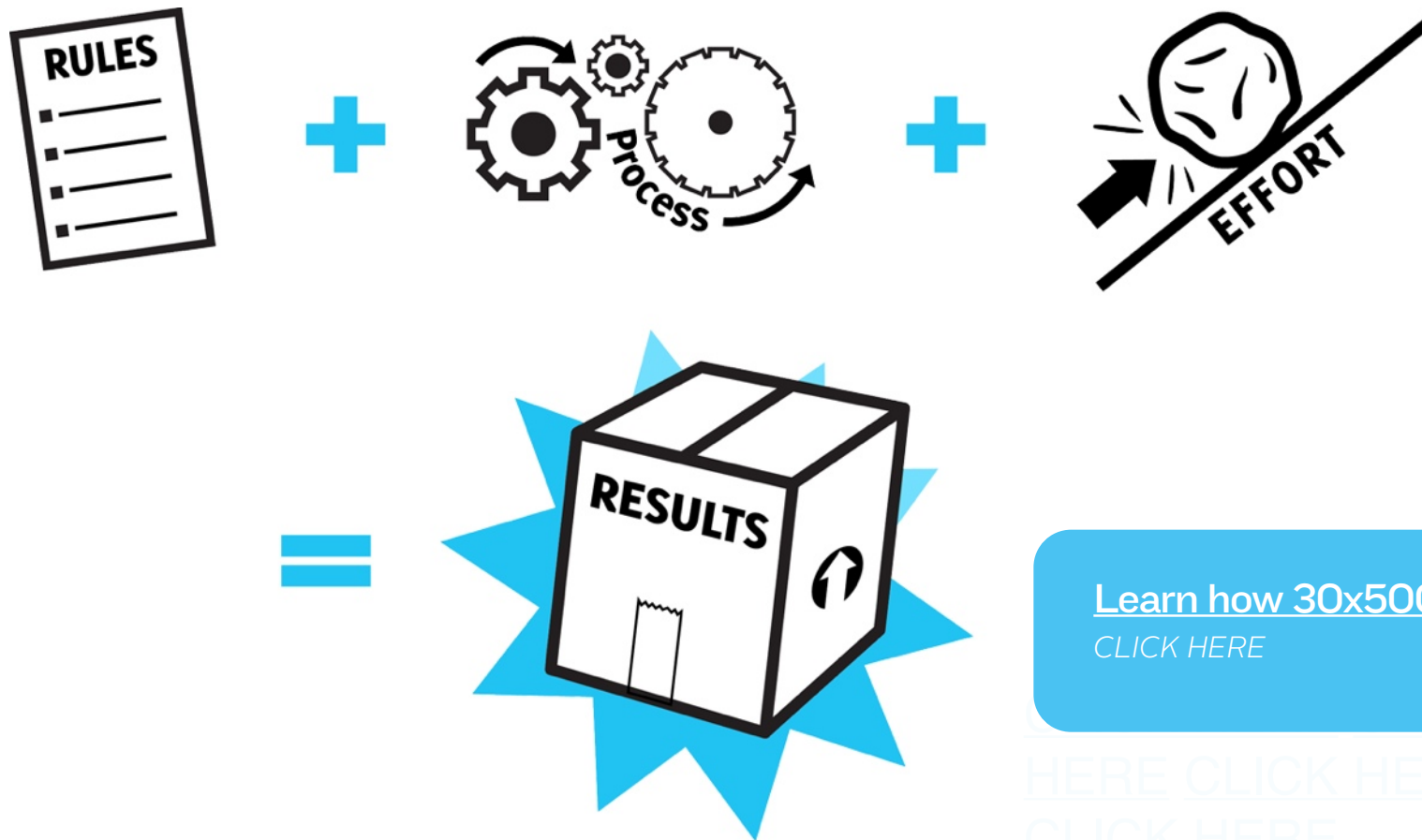# Why You Should Ditch Niches & Embrace Worldviews

You got 99 problems but niches ain't one.

Your product needs niche like a fish needs a Vespa. Learn why... read on!

RULES + Process + EFFORT

= RESULTS

The 30x500 Philosophy

When you're building products on the side, every second counts. You don't have the *time* to make all the same mistakes as everyone else. No, you need to ensure that every decision you make — from the very outset! — will take you closer to your goal, with the least amount of doubt & flailing.

That's what 30x500 gives you: a solid, repeatable system to help you maximize your effectiveness & your chances of success. A way of thinking that changes your whole life.

Glossary & Study Notes So Far!

Hello and welcome to this delicious excerpt from 30x500! This PDF is two lessons rolled into one: first, the introduction to the concept of worldviews, then a workbook to help you put it in action. These 2 lessons come near the end of 30x500, and so you'll want to keep this little study notes page handy to get yourself up to speed!

1

Audience

Finding and choosing an Audience is one of the first things you do in 30x500. The Audience is the group of people you're targeting with a product. Audience is much, much broader than a niche. 30x500 will help you discover & pick one of your own.

2

Sales Safari

Sales Safari is half market research, half in-depth analysis. The Sales Safari forms the basis of everything you need to do to ship a product that will earn you money from day 1: choosing the Audience, locating their hangouts, analyzing their worldviews, and then turning that research into a big list of potentially profitable products. Your Sales Safari research also teaches you how to communicate with & market to your Audience, and how to pitch your product effectively! It's a big deal! *This ENTIRE process is covered with step-by-step systems in 30x500.*
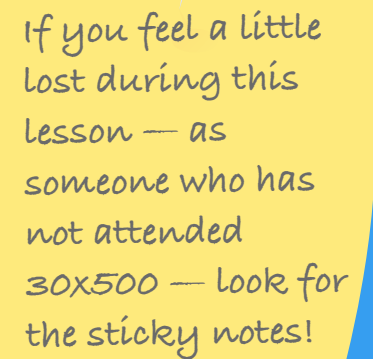
3

Creative Atom

The Creative Atom is how you get your product out the door: by stripping it down to its barest, indivisible essence. It's not just a question of "ship a minimum viable product." No, Creative Atom is a system that helps you figure out *what* that tiniest essential building block *is*... and along with Backwards Planning, helps you get there, even if you're not used to working on big projects by yourself.

What's 30x500 mean?

30x500 is a formula, and a way of thinking!

Have you ever thought about the fact that to earn $180,000/yr, you only need to create $30 of value for 500 customers — in the whole world — every month?
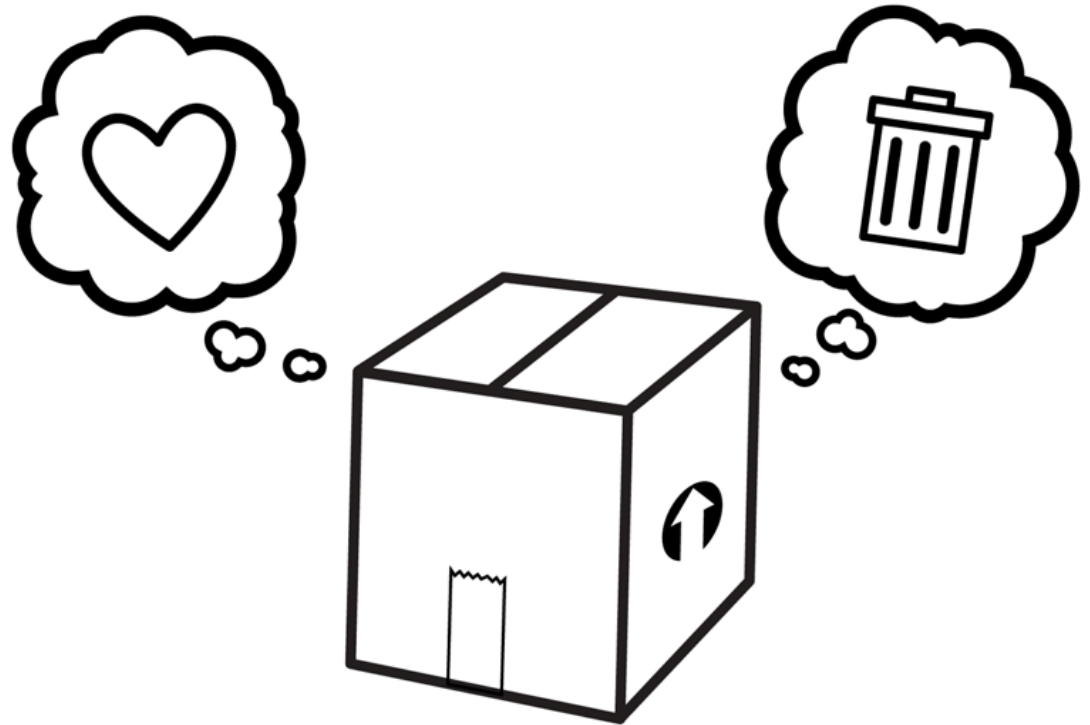
Without further ado...

Oh! What a Worldview

Time to take your Sales Safari on a visit to the Twilight Zone: a place not only of time and space, but of mind. Your customer's mind.

find & choose a good

Audience

get to know their

Needs

learn to understand their

Worldview

define their — and your —

Constraints

use it all to craft a compelling

Offer

You Are Here

You're about to start selling to your Audience. Yup. You want to get folks in your Audience to give you their attention, and then you want to turn those eyeballs into dollar signs. To sell to a person, you must first walk a mile in his cranium.

Marketing: You Gotta Do It

Marketing. You're gonna have to do it. Our job is to make sure you don't get so caught up in creating your product that you forget about marketing it.
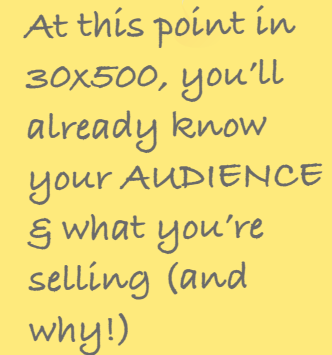
You'll start by understanding the fictional customer that lives in your brain.

How Fictional Customers Buy Things

Here's how an imaginary customer transaction works, courtesy your imagination:

1. Customer lands on web site
2. Customer reads web site in full
3. Customer compares your product's features to his well-known and established needs
4. Customer decides that the product's features meet his needs, and that the benefits are greater than the costs
5. Customer gives you buckets of money

If — for sake of argument — you were running a real, live,

meatspace store, then this is the equivalent of a guy (or girl!) walking past your store front, noticing you for the very first time, screeching to a halt even though he's headed to work, rushing in, and bringing at least one pricy item up to the counter to pay, all without browsing, dithering, or asking a thing.

You see now why we call this the **imaginary customer**. Because this beast simply does *not* exist.

How Real, Meaty Customers Actually Buy Things

Allow me to show you something in a slightly more realistic scenario...

1. Customer lands on web site
2. Customer glances for 5 seconds
3. Customer is pretty sure your thing does nothing that he wants
4. Customer doesn't see anything that jumps out at them especially, anyway
5. Customer leaves

You might get further—when they come back. **_If they come back._**

Need proof? Ask yourself how many times you've noticed a new store. Of those times, how many times did you rush in and buy something without friction? You've probably walked by a store a million times, a store you were sure you'd like, and each time told yourself, _I'll go in next time, I'm late!_

The same is true online, of course — but somehow, when we think of our own products, their usefulness and wonderfulness is so clear to _us_, we imagine that it'll bend the laws of **Customer Physics**.

Customer Physics 101

In the real world, customers...

- are too busy, stressed out, or uninterested to give your product special attention
- make split-second guesses about how products & services work
- come equipped with their very own worldview, tastes & prejudices (which you can't change)

- are rarely in the mindset of looking for solutions to their problems (if they even know they have a problem)

Or, put another way, there are three Laws of Customer Motion:

First Law: A customer at rest will remain at rest— unless you provide a special motivating, attention-grabbing force.

It's not stupidity, & it's not laziness. It's a fact of physics. Like gravity. This rule applies to at least 98% of customers. It doesn't matter who you're selling to.

Without something that leaps out at them, grabs 'em by the frontal lobes, & has them crowing, *OH YEAH! BABY THIS IS FOR ME!*, you won't make it through their filter. Physics churns on.

Second Law: The strength of this *OH YEAH!* feeling is directly proportional to the resulting pull on the customer.

And, because everyone is different (and opinions, they say, are like assholes), you can't give everyone on the planet this

30x500 lessons are chockfull of rules of thumb, systems, processes, & helpful metaphors — like Customer Physics.

Others include: Audience, Creative Atom, Bassackwards Planning, Pitchfight, Knobs of Economics, Gold Rush, Effective, Type 1 & 2 Failures...

OH YEAH! feeling. So when you pull on a bunch of people with *OH YEAH!*, you are also repelling a bunch of people with *OH NO!*

Which brings us to the...

Third Law: For every customer with an *OH YEAH!*, there is an equal (or even greater) number of customers with an *OH NO!* feeling.

This is right and good. If you aren't repelling people, you're not attracting people either.

Got it? Good. This is where marketing comes in.

Marketing is a Fundamental Force

Marketing makes customers move. The force that it applies, to make people move, is **recognition**. We've been calling this the *OH YEAH! THAT'S FOR ME!* feeling.

When you spot a new coffee shop or store or idea or song or technique, box of tea, book, piece of art or video game that makes your tummy give a little jump, you're excited to learn more, that's the *OH YEAH!* feeling.

MARKETING!!

Why? It's simple: We're faced with millions of inputs every day — we've had to develop pretty good filters. Aside from the evolutionary knobs of fear and sex, the only things that get through those filters are things that fascinate us, that call to us, that resonate with us, that makes us go *OH YEAH!*

Good marketing jumps out at a customer and says, *Hey! This is for you!*

Good marketing also jumps out and says, *Hey! This is not for you!*

Which is why you *don't* get that tummy-tingling sensation when you walk past the new all-black-with-bats Goth internet café. (Unless, of course, you do.)

What *is* that feeling?

You get that tummy-tingling good times feeling from things that fit, repeat, confirm your biases, tastes, worldviews, and the way you like to do things. It's recognition. It's resonance with the bundle of feelings, thoughts, preferences, choices, and beliefs that makes up *you*.

And everybody's different.

What makes up *your* worldview?

Quick check... do you agree with these statements?

- Coffee shops are a great place to work
- I have an obligation to help others when I help myself
- Marilyn Manson is a brilliant artist
- When I have a stressful day, I deserve a special treat
- A little well-applied cursing makes just about *everything* more fun
- I love bright, happy colors
- Any government policy that redistributes wealth (even in the terms of services) is unfair and unethical

- Professionalism is the most important thing in a business
- My ideal place to live is surrounded by nature
- Being outrageous is the best way to be
- Don't rock the boat
- The vitality of the city is what I crave
- George Bush was underrated

Chances are, you felt *OH YEAH!* for some, felt *YEAH, SURE* or *meh* on others, and thought a few were horribly, horribly wrong. Congrats: those reactions are the **First**, **Second** and **Third** laws in a nutshell.

Your worldview is made up of a million of these little judgments—some kneejerk, some from your gut, some you grew up with, and some you decided carefully based on

intellectual analysis of the world.

No two worldviews are entirely alike. That's why you can agree with someone entirely on one aspect (*open source software is important*) and violently oppose them on others (*neckbeards are the best fashion*). That's the **Third Law** at work, yet again.

Worldviews beat niches every time

When you get into business, you can't swing a cat without hitting advice to *find a niche.* Niches usually define groups of people by slots and numbers: middle-aged housewives, young men with disposable income and technical skills between the age of 18 and 35, white Republicans with an income of $70,000 to $100,000, new mothers, cat fanciers.

But take any group of new mothers, cat fanciers, young men, or white Republicans with a firmly middle-class income, and you'll find they vary hugely when it comes to worldview.

And, let's face it — external attributes don't matter nearly as much as opinions. There's a reason the saying *doesn't* go, "External attributes are like assholes: everybody has 'em, and they all stink."

Everybody's obsessed with *finding a niche* when what they should be doing is *expressing a worldview*.

Overcome Inertia & Inspire Movement

The best way to use the Laws to your favor is to **take a stand**. This is more powerful — and easier to implement — than a massive advertising budget.

If you respect the awesome power of worldviews to direct attention and interest, you can use them to lure the Right People to be your customers:

If your plan is to be bland, to make your product middle-of-the-road so you don't offend anyone (*because you think your market is everyone*), then *everyone* will ignore it equally. Your product will exert no gravitational force; extremely few customers will be moved.

If, on the other hand, you have a worldview (or taste) that drives your product, and you let it out, you'll exert gravity. You'll pull the Right People in, when they land on your site or pass by your store, and feel *OH YEAH! THAT'S FOR ME!* You'll also

SOMETHING SOMETHING PRIDE!

repel the Wrong People. Result: everybody's happy!

This is positioning. It's messaging. It's branding. It's purple cows, and differentiation, and customer segmentation. Those things are all important — but it's the worldview, the tastes and beliefs, that drive them. If you try to do big, business-y sounding things before determining your worldview (and the worldview of your customers), you're going to find yourself in deep doo-doo.

Your worldview, and the worldview of your product, have to get in at the ground floor, and make nice with the worldviews of your Audience. This happy confluence of worldviews should influence everything, from feature choice to the way you write.

IMPORTANT DEFINITION

Right People? *Quick definition: Right People is not a value judgment, it's a measure of resonance. You want customers who will get the most of your product, agree with you generally on its direction and use, and pay happily—those are the Right People. The only way to attract them is to take a stand. Otherwise, they won't be able to recognize it as being right for them.*

"Right People" is a term created by Havi Brooks, whacky hippie yogini business advisor.

Worldview-ifying Your Product & Marketing

Using & reflecting Worldviews is the best & most powerful way to start your persuasion off right. Here's how you make it happen, roughly in order:

1   **Marketer, know *thyself***
Identify which worldviews are influencing *your* conception of your product, your Audience, and yourself

2   **Marketer, know *thy customer***
Identify which worldviews your desired customers (inside your Audience) tend to hold. Put your Sales Safari skills & research to work!

3   **Marketer, make a Venn Diagram**
Where do your worldviews and your customers' worldviews overlap? Find joyous synergy (yes, I said it) or, at the very least, common ground you can work with.

4   **Marketer, create a consistent, magnetic message**
Given worldview x____, what should my product's _____ be like? How can I express that worldview? How can I appeal to people who hold that worldview? How can I discourage people who don't?

Every lesson builds on the lessons before it: Audience, Sales Safari, Creative Atom, Worldviews... & each gets you closer to your first sale!

Number 3 is critical. Did you find no overlaps, or very few? You're probably trying to serve the wrong people. Working with a '*fake*' worldview is going to exhaust you. In this case, it does **not** make sense to fake it til you make it. Forcing yourself to be inauthentic is depressing.

When you are faced with doing something depressing day in and day out, you're slowly going to stop doing it. And when you stop working on your product, it's going to be dead in the water.

Filling in the blank. For number 4, the _____ can be things such as the ingredients in your Creative Atom, your eventual feature set, the name of your product, the stuff you write on your front page (for new potential customers), the way you write your messages inside the application, the colors you choose, the price you charge, the tools you integrate with or work with, the way you position your product, the way you run your business, the way you talk to your customers.

In short: *everything*. Worldviews are not icing, they're foundation.

The next lesson includes a handy-dandy workbook and more details on this process!
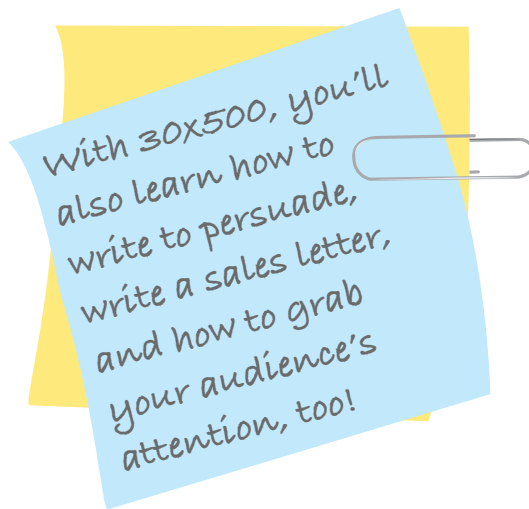
Positioning for Fun & Profit

Positioning is the art of situating your in _____ist slot in the brains of your customer. Which position you want depends heavily on your Audience & yours and their worldviews!

Examples:

My product is the… securest, easiest, most reliable, most connected, most premium, most beautiful, most effective, most likely to actually get you to do that thing you hate.

Real Life Case Studies

Shiny bright time tracker, no permissions controls, designed for social sharing, jokes, personal language

or

Subdued, mostly grey time tracker, with total top-down controls, predefined to-do's, and time sheet approval, no jokes

Coworking with open seating, monthly or daily membership, community events that involve gallons of alcohol

or

Individual rent-an-office, with lock and key, beige wallpaper, designer carpet, real front desk support, and no communal areas

Small biz advice with foul-mouthed language and sexual innuendos (maybe unicorns)

or

Small biz advice with a hippie-dippie, daydreamy, *everything you feel is okay* format

These three different types of product, business, community are designed from specific — and verrrrry divergent — worldviews. **And, whaddaya know: they're all successful.** Even though they are polar opposites, none are "right" and none are "wrong." They're all right for some people — and wrong for others.

See the exercise on the next page!

Spotting Worldviews in the wild

Spotting Worldviews in the wild — that's the topic of your next lesson, which is a super useful workbook-slash-self-analysis-guide.

Wanna get a head start and wildly increase your chances for success? Of course you do! So try this little exercise on for size.

Take a peek at the grid of "opposing" products on the previous page. Can you figure out the worldviews that inform each one? Take a few minutes and scratch out a few ideas:

Here's my take:

If you run a small business and need to know where your time goes, and you think employees have to be controlled and monitored, you'll hate Freckle's social free-for-all and focus on personal responsibility. But you'll love Harvest.

If you are a freelancer or tiny biz and you want an office away from home, just want some place to park your ass (and your computer), to get down to work, and look 'professional,' then you won't like IndyHall. But you *will* like Regus.

If you love spunky, foul-mouthed, hard-hitting business advice, you'll love Naomi from IttyBiz.com (and, hopefully, me). But if that makes you uncomfortable, and you want more advice on how to deal with the feelings that business brings up, you'll prefer Havi Brooks' Fluent Self. Of course, if neither are your style — if your worldview says professionalism and hard facts are paramount — then you will find many MBA courses and books that will call to *you*.

As you can see, *none* of these successful businesses are segmented by niches: gender, age, income range, education level, race, religion, geographic origin, or voting habits.

Where they *are* segmented to a geographic location (IndyHall) or sorta aimed at people in a given industry (Harvest, Freckle), it's an effect of the *people who need the tool*, not the marketing message.

And most important of all: Freckle and Harvest, and IndyHall and Regus, and IttyBiz and Havi Brooks are different in *deep, defining ways*. They're *not* the same product with a different layer of glitz on top. Far from it.

Worldviews run deep.

Congrats! You made it!

Another lesson bites the dust! The next lesson is a workbook to help you achieve those 4 steps to Worldview-ifying.

Three Laws of Customer Physics

Using & reflecting Worldviews is the best & most powerful way to start your persuasion off right. Here's how you make it happen, roughly in order:

First Law

A customer at rest will remain at rest—unless you provide a special motivating, attention-grabbing force.

Second Law

The strength of this *OH YEAH!* feeling is directly proportional to the resulting pull on the customer.

Third Law

For every customer with an *OH YEAH!*, there is an equal (or even greater) number of customers with an *OH NO!* feeling.
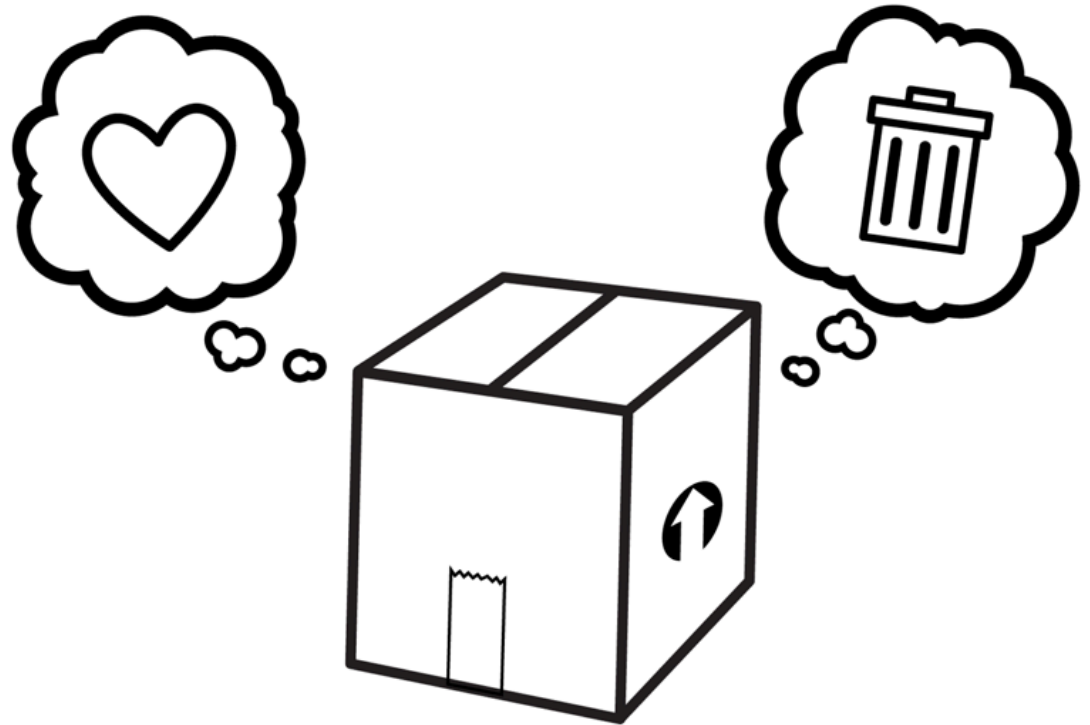
☑ **Learning lesson**

◯ **Implementing lesson**

<u>Ready for a complete, no-nonsense system that'll take you from "what the heck should I make?" to your very first sale?</u>

CLICK HERE to learn more about 30x500 Launch Class!

Worldview Workbook

Time to take your Sales Safari on a visit to the Twilight Zone: a place not only of time and space, but of mind. Your customer's mind.

find & choose a good

Audience

get to know their

Needs

learn to understand their

Worldview

define their — and your —

Constraints

use it all to craft a compelling

Offer

You Are Here

You're about to start selling to your Audience. Yup. You want to get folks in your Audience to give you their attention, and then you want to turn those eyeballs into dollar signs. To sell to a person, you must first walk a mile in his cranium.

Workin' Your Worldviews

Today's fun exercise is to identify your worldview(s), both lesser ("ice cream with goodies in it tastes better than plain ice cream") and greater ("tomorrow will be better than today").

Your job is to ferret out all those stealthy worldviews that hide under your radar. Worldviews don't typically announce themselves as being worldviews. They masquerade as facts, or preferences, or beliefs (deeply held or otherwise).

Once you've applied this process to yourself, you'll see how they influence pretty much everything you do—and how to use that knowledge to your advantage to attract the Right People with your product.

Oh, and you'll want to try this on your Right People sometime, too!

(Remember, your Right People are the people you want to work with, who won't fight you on ideology, and who will happily pay you money!)

So, first things first... do you agree with the following statements?

- *You can't run a business without cutting costs*
- *When I've had a stressful day, or I've worked particularly hard, I deserve a special treat*
- *I really mean to exercise, but I've got too many pressing things to do*
- *Most of what passes for modern art is just posturing*
- *I'll fib without guilt if it spares someone's feelings. That's the only way society keeps rolling.*
- *Even little lies are wrong*
- *I look at my food choices as being an issue of responsibility to the world around me*
- *I'm a big believer in the power of training and workshops*
- *Marketing is pretty evil*
- *It's not worth it to review my credit card/bank statements every week (or month)*

- *Only vain people spend a lot of time on their clothes, hair, and skin*
- *I make my decisions rationally, with a lot of thought*
- *I make decisions from my gut, based on experience*
- *It's important for me to keep on top with the latest computers*
- *My bedroom is just where I go to crash at night*
- *My bedroom is the place I go to relax and renew, a cozy retreat*
- *The problem with society is people aren't self-reliant enough*
- *The problem with society is that people are in denial about how connected & inter-reliant we are*
- *Money is important for security*
- *Money is for spending*

Phew! Did that feel like a personality test from hell, or what? But—seriously—how did you feel about those statements? It's workbook time!

Ferreting Out Your Worldviews, pg 1

Worldviews. You just read a whole shebang of different worldviews. How do you feel about them? Understanding your *own* response is key to understanding your *customers'* response.

How did you feel about the statements you agreed with?

Did they go click! in your head? Did you feel at home? Do you feel like they're What's Right™, or that they are simply your preference?

Now, how did you feel about the ones you disagreed with?

Be totally honest. Nobody will see your workbook!

Ferreting Out Your Worldviews, pg 2

Now, imagine briefly coming to a web site that clearly reflected one or more of the statements you agreed with strongly... how likely are you to stay, buy, read, and remember?

Ideally, this would be a real experience that you had!

Take the statements that felt the most alien to you. Imagine coming to a web site that reflected *those*. How likely are you to stay, buy, read, and remember?

Ideally, this would be a real experience that you had!

Ferreting Out Your Worldviews, pg 3

Take one of your strongly-felt worldviews. Remember a time where you had to conceal it, or pretend *not* to hold it, because of a social situation. How did you feel during? How did you feel after?

How charitably did you feel about the people who "made" you fake it?

If you felt you "had" to suppress it to fit in, or be polite, or get what you want... that's what I mean by "made you". (Even though it typically is a choice.)

Worldviews are deeply ingrained feelings of right & wrong, and resonance

Let's look at that last question specifically... How charitably *did* you feel towards people who "made" you hide one of your strongly held worldviews?

Chances are, not only did you feel slimy and fake while you were hiding or pretending (or simply keeping quiet), but you were really *angry* at the people who put you in that situation. Right?

And that, my friend, is the object lesson of this chapter: Worldviews, you has them. Your customers have them, too. And some of them are really strong, close to the meat & bone. Try to serve customers who have worldviews that oppose yours, and you're going to feel sick and fake, and then you're going to hate those customers for the way that makes you feel.

Worldviews are powerful as all-get-out. So ingrained we rarely think of them as *positions* rather than *facts*. Therein lies the power of connecting with your customers' worldviews. And also the reason it doesn't pay to fake it — it'll exhaust you & piss you off.

The Laws of Customer Physics apply to everyone, but we live on different planets

Worldviews are complex. Many people will share one sliver of a worldview (*I like Goth stuff*) but not other parts (*And I like to buy fancy coffee*, or *And I like George Bush*).

Here's an example: I'm in love with research. My partner in crime who helped me build the original Year of Hustle course, Alex Hillman, isn't; but he *is* in love with deal-making. I like to take in massive amounts of written information and synthesize a plan; Alex prefers to learn by getting his feet wet right away.

Those are biases for *doing*, but the same rule applies for *experiencing*, too:

I absolutely love bold mid-century Swiss school design. Alex absolutely loves a dude dressed as Skeletor doing semi-ironic karaoke. Neither of us could care at all about the others' tastes in this matter — and in fact, we actively dislike them.

If there were a bold, mid-century, Swiss-style Skeletor

singing Danke Schön, we might both get our rocks off. But probably not.

And chances are, none of the above interests you in the slightest. It may even repel you. If you're a formalist, artistically, or if you think He-Man was insufferable (like I do), then your lip is probably curling up in annoyance right now.

Voila! We have achieved marketing segmentation.

Alex and I do share lots of worldview slivers, though — such as *Teaching is one of the most rewarding things*, and *We can help change the world by inspiring entrepreneurialism*. Also, *Silly metaphors kick ass*.

Vaguer Worldviews at Work

The worldview goes beyond simple preferences for places, things, types of work, and people.

The list over there (*pointing to the right column*) is full of other, vaguer, sometimes more insiduous worldviews.

Let's not forget such worldviews (however fleeting) such as *Information wants to be free*, and *I like to support content*

Vaguer Worldviews
- *Tomorrow is likely to be better than today*
- *You make your own luck*
- *Things tend to all work out in the end*
- *If one door closes, another opens*
- *If you miss an opportunity, it's gone forever*
- *You're either born with talent, or you're not*
- *It all comes easy for everyone but me*
- *Saying "no" is a form of showing respect*
- *The important thing about a job is security*
- *The right work for me will feel like play*
- *If it didn't come from hard work, it's suspicious (or unearned)*
- *Physical labor is honorable*
- *Physical labor is a sign you screwed up somewhere*
- *If I can't succeed at this, I'm hopeless*
- *Saying "no" hurts people, and I don't want to hurt people*

creators, and *My time is too precious to waste twiddling device drivers*, and *The intellectual challenge of learning a new operating system is fun*, and *Oh my god, the iPad feels so great!* and *If you can't take it apart and change how it works, you don't own it*.

Of course, the funny trick about these worldviews is that customers treat them as if they're facts. It's not *I feel that*, but *This is how it is*.

But worldviews are not facts.

Oh yeah, and by "customer," we mean everybody who happens to be a human being. Which means us, and it means you, too.

Someone is wrong on the Internet *FOREVER*

That ditty about new operating systems, by the way, is one of the biggest rifts between people who support and evangelize open source on the desktop, and people who would only give up their Macs when pried from their cold, dead fingers. Ditto for people who are anti-iPhone OS because you can't program *on* it.

Those two groups will never, ever find common ground because they're not arguing facts, they're arguing worldviews.

Your Worldview 201

You've already got a glimpse of your worldviews above. You tested it against statements that we came up with, for that very purpose.

Now it's time to go a little deeper. **Pick three** of the following categories and, **on the worksheet at the end of this lesson**, write down as many worldviews you hold that you can come up with.

Categories

Graphic Design, visual appearances, furniture and art	Fortune, luck, hard work, success, personal connections
What a person *should* do with his/her life (including, and especially, you)	Business rules, style, & ethics, the way customers or employees should be treated
Buying things—how, why, when, how you feel about it, for personal and for business	How to tackle something when you don't already know how to do it

Done? Good.

Now, what worldview do you think your customers hold about those same topics? Agree? Disagree? Some category in between?

When in doubt, refer back to all that research you collected on your Sales Safari. Or lurk in the watering holes again to refresh your memory.

Whenever you start to create a new interaction with your Audience — with design, features, words — you should review the worldviews *they* hold and be sure to hit them.

Worldviews: Yours & Your Audience's

Use this workbook to explore your worldviews, your Audience's worldviews and what you could do to reflect and support them both. Use your Sales Safari notes to analyze your Audience!

Worldview Topic

Your Worldviews

Crossover (venn diagram time!)

Your Audience's Worldviews

Worldviewin' Your Product Up

Now, take each crossover worldview — a worldview you share with your customers, such as "business software doesn't have to be ugly and hateful!" — and analyze how you can reflect, support, confirm this worldview with your product or marketing! Think: Creative Atom, eventual features, copywriting style, colors, design (or lack thereof), other tools you integrate with, the approach you take to integrating the product into the customer's life, etc., etc.
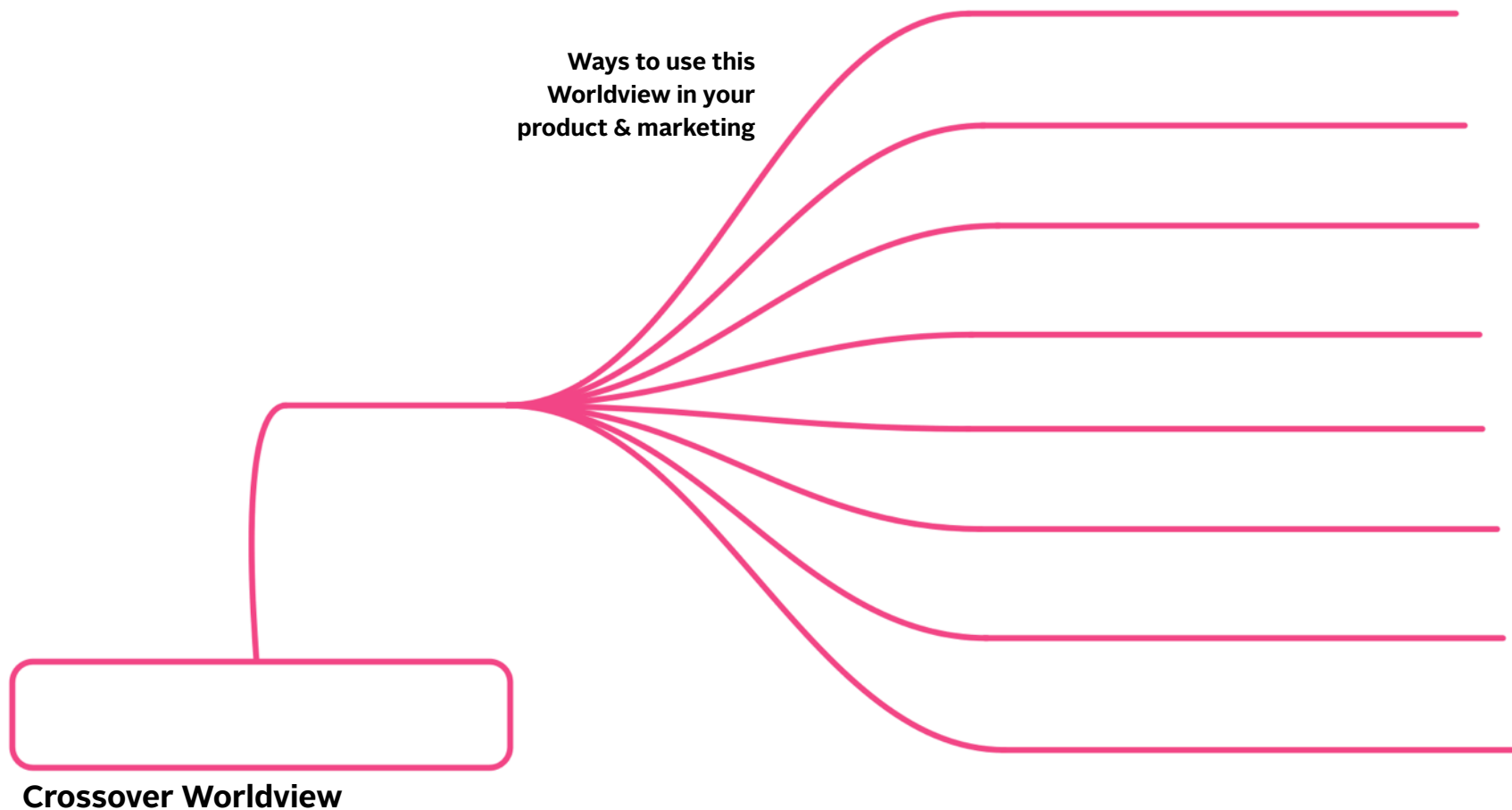
Ways to use this Worldview in your product & marketing

Crossover Worldview

Worldview-ifying Your Product & Marketing

Using & reflecting Worldviews is the best & most powerful way to start your persuasion off right. Here's how you make it happen, roughly in order:

1 **Marketer, know *thyself***
Identify which worldviews are influencing *your* conception of your product, your Audience, and yourself

2 **Marketer, know *thy customer***
Identify which worldviews your desired customers tend to hold (your Customer Safari skills at work!)

3 **Marketer, make a Venn Diagram**
Where do your worldviews and your customers' worldviews overlap? Find joyous synergy (yes, I said it) or, at the very least, common ground you can work with.

4 **Marketer, create a consistent, magnetic message**
Given <u>worldview x   </u>, what should my product's _____ be like? How can I express that worldview? How can I appeal to people who hold that worldview? How can I discourage people who don't?

Weekly Action & Check-in Sheet

This week, I can...

I can fit in this much time on...

Monday	est.	actual
Tuesday	est.	actual
Wednesday	est.	actual
Thursday	est.	actual
Friday	est.	actual
Saturday	est.	actual
Sunday	est.	actual

In review (next Monday), this week went...

AND THAT CONCLUDES YOUR FREE-VIEW

- ☑ **Learning lesson**
- ☑ **Implementing lesson**

HUNGRY FOR MORE? ENROLL in 30x500 to LEARN...

- ○ **How to avoid a failed product — before you start!**

- ○ **How to come up with profitable product ideas, any time you want to**

- ○ **How to avoid the worst customers, & attract the best**

- ○ **How to plan, start, complete & ship your first product — without quitting your day job**

- ○ **How to price without tears, how to market, how to launch, how to sell**

Don't miss out... enroll in 30x500 today!
And get launching! (Just click here...)

ADMIT ONE

105034

105034