

1. Do you feel stuck in your present career situation? If so, for how long? >> **Your default responses to challenges and conflict from the previous workbook impact your choice to stay.**
2. Describe the problems you solve -- the services, products, or ideas you offer and “sell”. >> **This description must be clear.**
3. Describe your target market for these services, products, or ideas. Who are they? What is their purchasing power? >> **If your target market can't afford your service price, you need an alternative income source.**
4. What is their level of awareness of you? What is their level of awareness of the types of problems you solve? What is their level of awareness of what you do? >> **Your brand must tell your target market who you are and what you do.**
5. Describe their interest in your offer-- the services, products, or ideas you offer and “sell.” Is it hot, warm, cool, or cold? >> **Cool and cold interests are too difficult to persuade to engage.**
6. Describe the size and location of your target market. >> **Small or distant markets are a high cost to convert, at best.**
7. Describe your competition. Who are they? What problems are they solving? How are they solving them? How similar or different are they to you and what you are doing? >> **Tough competition requires highly efficient services and marketing.**
8. How do you stand out from your competition? >> **You need to differentiate yourself. Spend time with your story.**