

Day 1 Worksheet: Designing Your \$10K Foundation

Step 1: Clarify Your Income Goal

Consider these 3 factors when setting your income goal:

1. Desired Lifestyle – What would \$10K/month do for your family?
2. Business Model & Pricing – Example: 150 members × \$97 = \$14,550 (minus 30% affiliate payout = \$10,200).
3. Scalability – Can this income repeat and grow?

■ My Monthly Income Goal:

Step 2: Identify Your Perfect Customer

Answer these questions:

1. Who do I want to serve?
2. What pain or struggle are they facing?
3. What do they really want instead?

■ My Mission Statement:

My mission is to help [who] go from [struggle] to [desired outcome].

Step 3: Map the Customer Journey

A simple path to guide your perfect customer:

1. Attract – Bring people into the community (free front door).
2. Engage – Build connection and trust (content, events, conversations).
3. Convert – Invite them into a recurring \$97/month offer.

■ My Customer Journey Notes:

■ Looking Ahead

Tomorrow, you'll learn an outreach strategy that compliments your social media and email marketing, without relying on algorithms or crowded inboxes.

