



Market Ownership

Discovering the 1 square inch you can drill a mile deep in the market, that is yours and yours alone to own.

Experience #1

What I Felt:

What I Craved:

Experience #2

What I Felt:

What I Craved:

Experience #3

What I Felt:

What I Craved:

TRANSFORMATION:

FROM: The recurring feeling I've felt, that I don't want others to have to feel:

TO: The recurring craving I've had that I want to help others experience:

MARKET OWNERSHIP

TRANSACTION:

FROM: The #1 problem people have when they come to me:

TO: The #1 result my people are looking for.

