

# Deciding on Your What

What is the WHAT at the top of your mountain? Think about the Ultimate Desired Conversion Activity that you want to achieve on your Marketing Mountain™. There may be smaller Desired Conversion Activities along the way.

## **PREPARATION: Ask yourself these questions.**

1. What would make a significant difference in my business if I could sell a lot of it?

2. What do I (or could I) sell that is aligned with my mission, is leverageable and is in-demand?

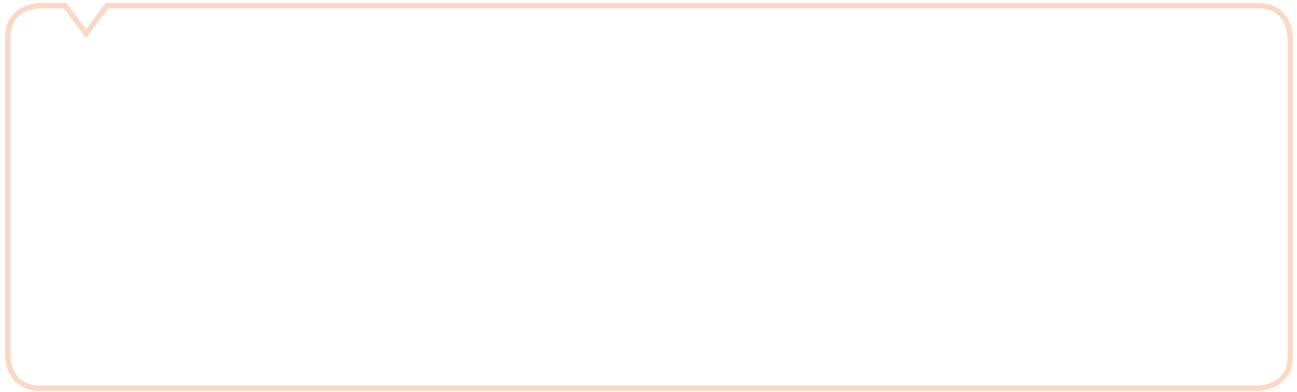
3. What do I (or could I) sell that has a viable profit margin to justify my expenditure of time and money on creating a marketing funnel?

## DECIDING: Ask yourself these questions.

Remember, your WHAT needs to be specific in both the literal and underlying meaning.

My WHAT is:

1. Literal meaning – What is it and what does it include?



2. Underlying meaning – What is the transformation my IDEAL Client will experience when they purchase my WHAT?

