



DIGITAL BUSINESS ENGINEERING & GROWTH PLANNING: PLAYBOOK FOR FOCUSED EXPERT

10 STEP PROCESS

PLAY BOOK FOR FOCUSED EXPERT



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STEP 1 & 2 : NICHE & SUBNICHE

STEP 1

BUSINESS
GROWTH

CAREER
GROWTH

HEALTH &
WELNESS

MAKE
MONEY

RELATIONSHIPS

Choose a niche that you have a passion for, expertise in, knowledge or are enthusiastic to learn and apply

NICHE : _____

STEP 2

BUSINESS
GROWTH

CAREER
GROWTH

HEALTH &
WELNESS

MAKE
MONEY

RELATIONSHIPS

Based on your NICHE, select your sub-niche : Example – Stock trading is a niche in MAKE MONEY

SUB NICHE : _____



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STEP 3 : MICRO-NICHE

STEP 3

BUSINESS
GROWTH

CAREER
GROWTH

HEALTH &
WELNESS

MAKE
MONEY

RELATIONSHIPS

Based on your SUB-NICHE choose a MICRO-NICHE. Example: Technical Analysis under Stock Trading

MICRO-NICHE : _____



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STEP 4 : TARGET MARKET

BUSINESS
GROWTH

CAREER
GROWTH

HEALTH &
WELNESS

MAKE
MONEY

RELATIONSHIPS

Choose a specific target market that you would be focused on solving the problems for that specific market. To be laser focused pick one specific market. Example : Working Executive looking for supplementary income

TARGET MARKET : _____



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STEP 5 : CHALLENGES

Challenges of your target market. LIST TOP 10

S.No.		S.No	
1		6	
2		7	
3		8	
4		9	
5		10	



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STEP 6 : BIGGEST PROBLEMS

Biggest Problems that you can solve. LIST TOP 3

S.No.	WHAT	HOW
1		
2		
3		



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STEP 7 : SECRETS

Secret To Solve The Problem. LIST TOP 3

S.No.	WHAT
1	
2	
3	



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STEP 8 : STEPS TO SOLVE

Specify the steps that your target market needs to take to achieve their desired goal. LIST ATLEAST 6

S.No.		S.No	
1		6	
2		7	
3		8	
4		9	
5		10	



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STEP 9 : MISSION STATEMENT

Craft a mission statement using this template.

Example: "I am on a mission to help 1 Million people live a happy lifestyle by helping them create a supplementary Income through analytical analysis in stock trading".

Mission:



What do you want people to know you for

: _____

What do you think your designation should be

: _____