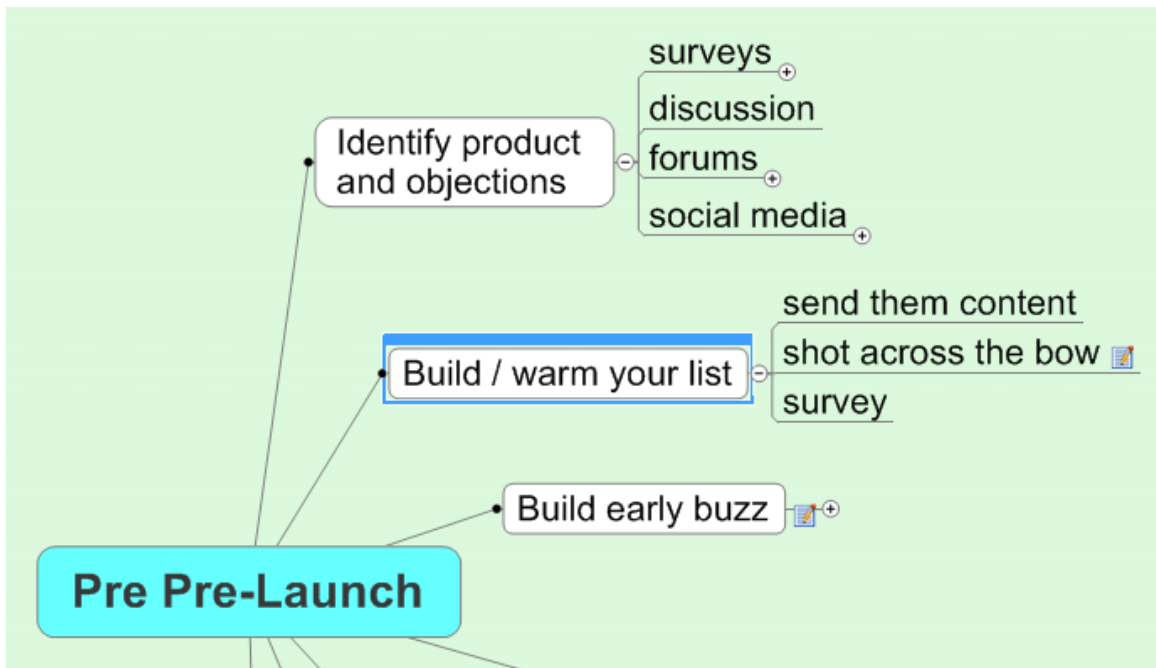
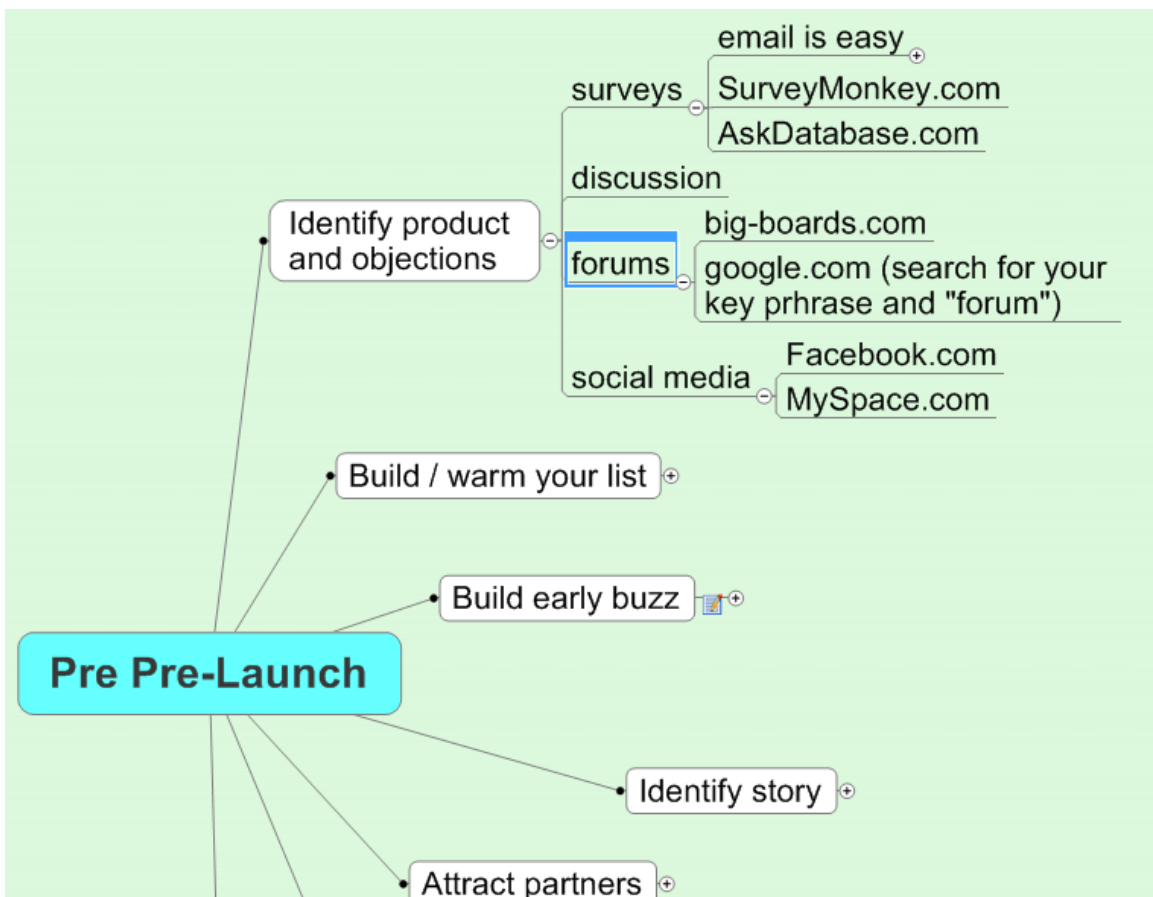
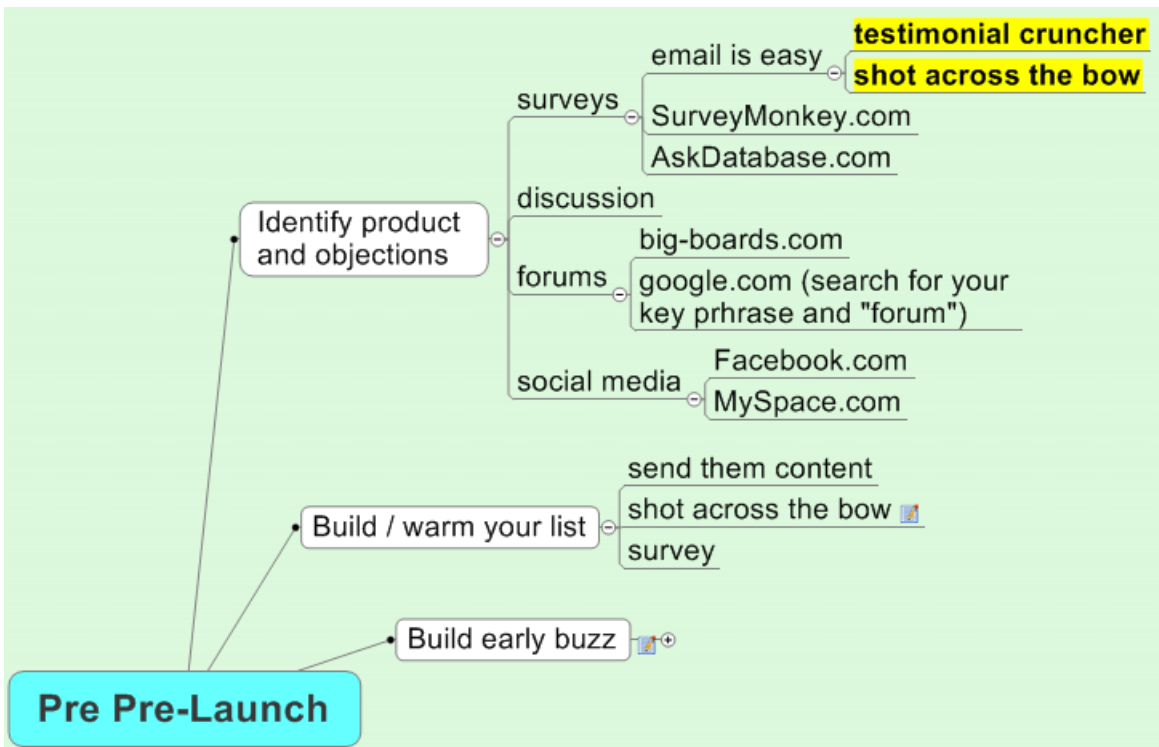


MINDMAPS MODULE 2

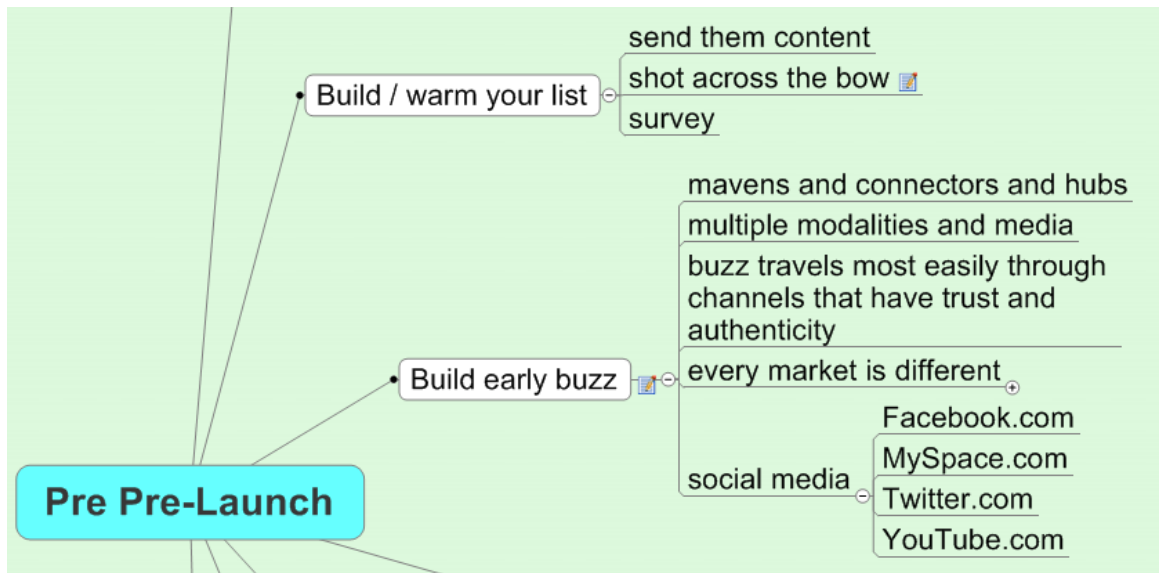
VIDEO #1 – Identifying Your Product and the Market's Objections

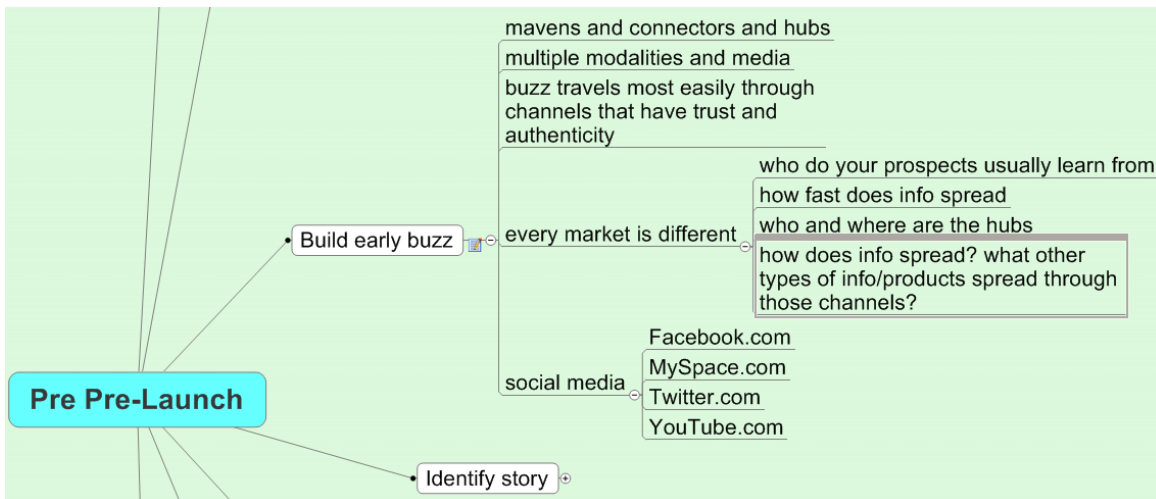
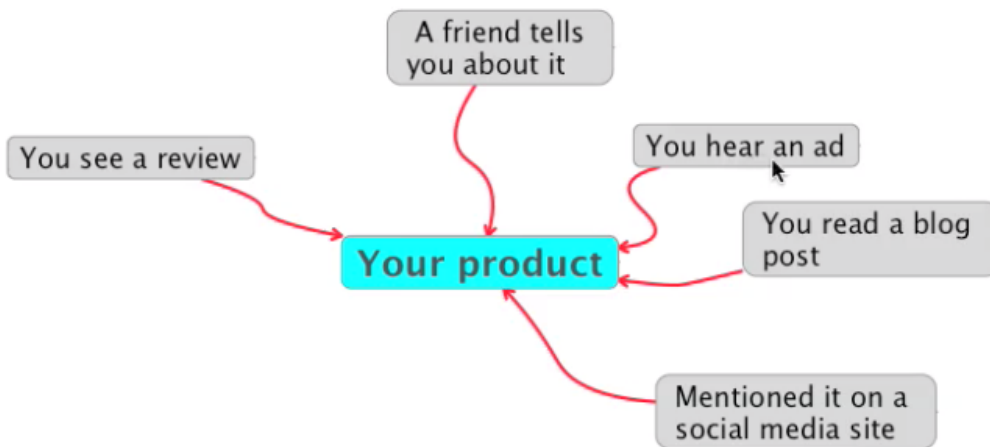




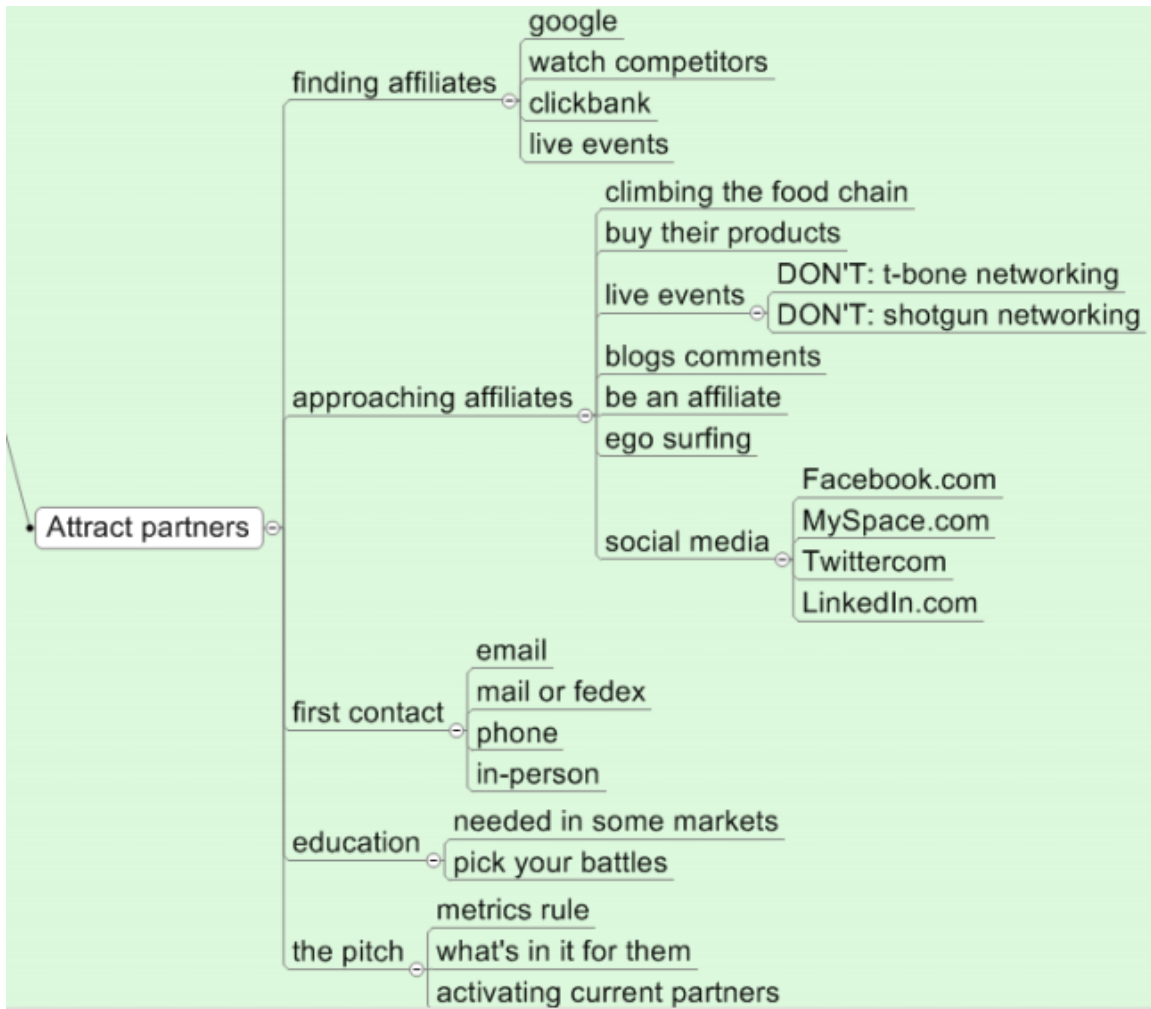


VIDEO #2: Building Buzz and Warning Your List Before Launch





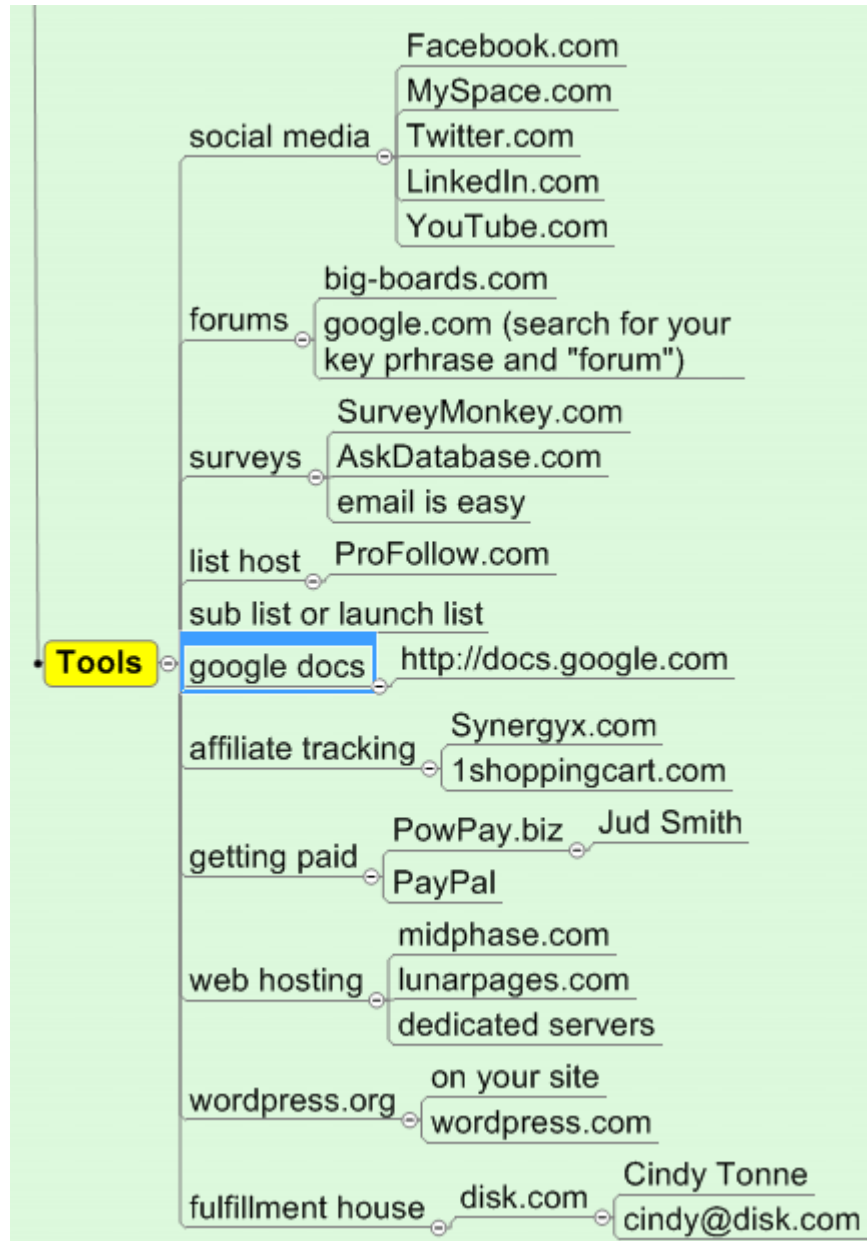
VIDEO #3 - Finding and Attracting Joint Venture Partners and Affiliates



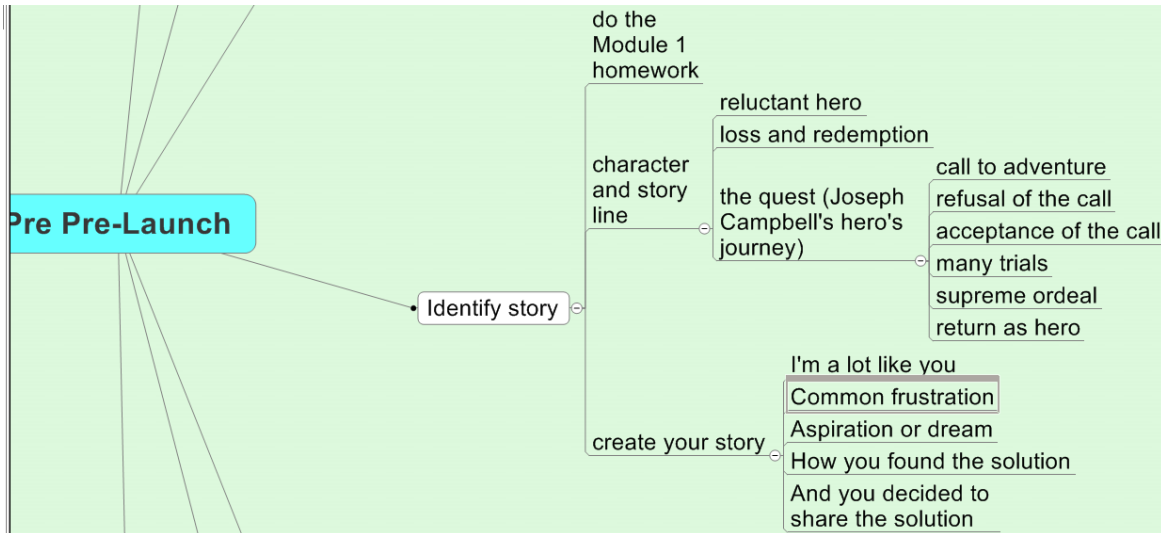
VIDEO #4 – Identifying Your Overall Launch Timelines



VIDEO #5 – Product Launch Tools and Resources



VIDEO #6 - Identifying Your Launch Story (and Theme)



Create Your Story

neil - cruise ship jobs

I'm a lot like you

Aspiration or dream: Travel the world and visit exotic, glamorous places. Get away from their rut. Travel safely and securely without the risk. New life experience.

Common frustration: Stuck in a rut, life is boring, feel like there are no prospects for them where they are right now and want to get away for a while. To do something exciting and different before they have to get serious about life; marriage, kids, mortgage, etc

How you found the solution: Online course will give people who know nothing about the cruise line industry the opportunity to become qualified, which will help them get a job on a cruise ship quicker and easier and help them to get a job that enables them to get paid to travel the world and enjoy new and exciting life experiences.

And you decided to share the solution: First online course of it's kind in the world not taught by any other school or college. Recognized qualification, will get a real certificate on completion: instant impact with their resume/job application/interviews. Will have a thorough understanding of the cruise line industry before they board the ship.

Stephen - cycling electronics

I'm a lot like you

Aspiration or dream: Wil lives for the weekend when he can get on the open road and ride his bike. But he's a competitive racer and he wants to be in the best possible physical condition. This is a strategy for more than just winning bike races, because when we wins a race, or at least places well in the finish, its proof that he's not over the hill at 48. He also takes pride in being in better physical shape than many men 20 years younger. Winning also makes him more confident in his work and his family life because it makes him feel good about himself.

Common frustration: Also, when things break or don't work the way they're supposed to, especially when they're brand new, is a big pet peeve also. He's also frustrated by unexpected hassles and delays in getting what he wants. Wil also is afraid that his life is getting so busy that he eventually won't have enough time to train for his events. Electronics supposed to make things easier are too complex.

How you found the solution: teenagers

And you decided to share the solution: It's going to teach them things about themselves, that they can actually make big improvements in their training and endurance by better understanding what their strengths and weaknesses are. They're going to learn that they can perform a lot better than they thought they ever could. From a service standpoint, they're going to be highly informed about the product before they even receive it and they're going to get unbelievably great customer service every step of the way.

I'm a lot like you

Aspiration or dream: They want to work in a kitchen, creating beautiful presentations for others to enjoy. They want to be involved in the romance they feel is part of the chef's world. Fine dining, interesting people, beautiful surroundings.

Common frustration: They feel stuck where they are...they want to be in the center of the food industry, they watch the food shows and yearn to somehow be involved. They worry about the money it will take, their friends and family tell them it's silly to be a chef. Unsure if they're good enough...unsure if they will graduate, not sure which school is right for them, will they get a job, are they reaching too high? Should they spend all that money for school?

How you found the solution: It's a love story between two people who found each other late in life (early 40's) after individual relationships that fell apart, who then learned of a shared passion for cooking, travel, New York, and who bailed out of Arthur Andersen together just months before Enron hit, to chase a shared dream of becoming chefs. They took 2.5 years out of their lives to suddenly not have to work anymore after 20 years of working (you aren't working if you love what you do). they would call me in the middle of the day at my office and tell me they are at a Greenwich Village cafe enjoying coffee and scones and I would hate them.

And you decided to share the solution: Experience...they will walk vicariously through the entire process of deciding to attend a culinary school, choosing and applying to a school, attending a school, graduating, going to France, dealing with coworkers in a kitchen (large egos), making friends in the industry, meeting great sous chefs, a story about Princess Grace of Monaco and the Shah of Iran on the celebrations of the 1,000th birthday of Iran, what it's like to live and work in Manhattan (Mecca for a would-be chef) and why they should or shouldn't be chefs. It will also make them seriously ask themselves - why do I really want to be a chef. They may decide it's not for them after going through this product - which is OK - because there are definitely drop outs in culinary schools.

Taylor - Culinary School

I'm a lot like you

Aspiration or dream: To look good... on "rounds", when doing presentations, on exams, and in emergencies - To continue to be successful - To be the best of his internship class - the best presentations, the best evaluations, and the fastest at making the right decisions - To finally reach the world's expectations of what "being a doctor" means to his wealth... he wants to lead the lifestyle that is expected of high-income earners - He has been successful all of his life - the top in everything - but now, for the first time, finds himself in real danger of failure.

Common frustration: Fear of failure, fear of causing harm, and fear of being alone on call - these are by far the top 3 fears. being humiliated in front of peers, and looking bad.

Ed - medical interns

Frustrations include: - the amount of work necessary outside of work - preparing for presentations - calls in the middle of the night - others' perceptions of their income level

How you found the solution:

And you decided to share the solution: I know that this is really going to help people. My own story is a great example of down-and-out to wildly successful. And there were two times that I almost left training - and these products/services are built around what got me out of those situations. I have been giving talks on the subject for several years and only last year started informally polling people about the very questions asked above - fears, wants, frustrations, etc. I know I'm on to something.

I'm a lot like you

Aspiration or dream: * To be able to make a living doing something they love (crafting) * Becoming the next Martha Stewart * Working from their homes to spend more time with the family * Fame and fortune Are interested in starting a craft business, but many are looking for a part-time enterprise or are just now exploring the possibility * Spend as little time as possible on the business side of the business - they just want to sell their crafts *

Common frustration: * They will spend a ton of money to start up a business and they will fail * Nobody will want the crafts that they are making * There is too much competition for their types of crafts * Rules and regulations for starting and running a legal business * Pricing for profitability Figuring out a way to sell on the Internet so it's not all craft shows or trying to get into shops * * Marketing and selling are a foreign language * There is so much competition out there that it's tough to stand out in the crowd * Getting enough customers and prospects to keep the revenue flowing *

Chuck - crafts

How you found the solution:

And you decided to share the solution: "I know I've been a bit absent over the past six months, but now I want to re-launch the site with your input... Tell me what you want to know about starting your own craft business and I'm going to craft the site and materials to your wants and needs."