Ikigai ~ Your Why & Their Why

Your Clients/Buyers/Students Have A Problem & You Have The Solution

Go through the seven levels of why while you ask why for each answer until you've reached the seventh level. You'll know you've tapped into that when you become emotional about your answer. This is your IKIGAI, your story & why you feel the need to share it with the world.

Part 1 - Uncover Your IKIGAI!

Go Seven Levels Deep To Reach Your Story & The Meaning Behind Your Why
(*Not the superficial one you tell your friends, the one you are too afraid to say out loud when you are alone with only yourself to answer to, that one!*

Ikigai *Your Reason for Being!*

What Do You Love?

_____
_____
_____

What Do You Need?

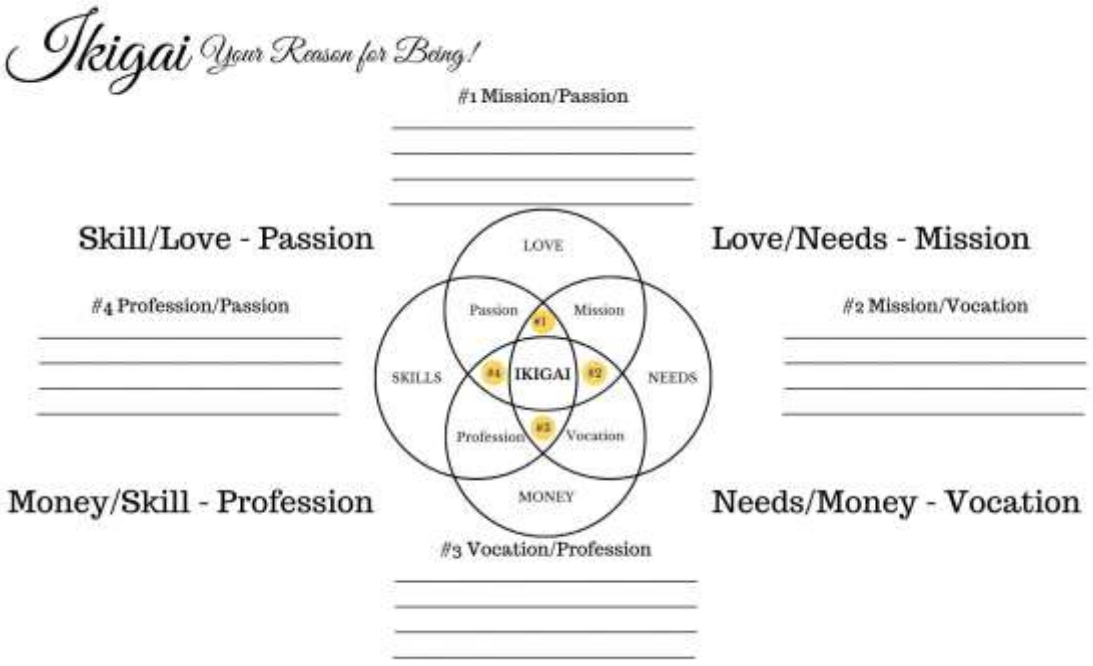
_____
_____
_____

What Would You Do to Get Money?

_____
_____
_____

What Skills Do You Have That You Are Passionate About?

_____
_____
_____



Discover Your Weakness & Strengths:

Problem #1 _____

Problem #2 _____

Problem #3 _____

Problem #4 _____

Do The Seven Levels Deep Why Exercise:

Name the "product/event/workshop/course/membership/lifechanging thing" You Want to give to the world – This is Your Mission & Your Greatest WHY!

Name the thing: _____
Level 1 - Why do you want to do this?
_____
_____
_____

Take the answer & go one level deeper.
Level 2 – Why do you want to do that?
_____
_____
_____

Take the answer & go one level deeper.
Level 3 – Why is that so important?
_____
_____
_____

Take the answer & go one level deeper.
Level 4 – Why does that have so much meaning?
_____
_____
_____
Take the answer & go one level deeper.
Level 5 – Why did you attach that meaning to it?
_____
_____
_____
Take the answer & go one level deeper.
Level 6 – Why emotions are you attaching to that?
_____
_____
_____
Take the answer & go one level deeper.
Level 7 – Why are you so motivated to solve that problem for others?
_____
_____
_____

Part 2 - Uncover Your Perfectly Aligned Client/Buyer's IKIGAI!

Solve Their Biggest Problem with Your Answers in part 1. You'll notice that you & your ideal clients & buyers are the same. The only difference is that you've lived the results & are now out of jail while they are still stuck in theirs!

Using a Small Version of Your "THING" As An Example Of What They Need From You!

You can do this same exercise with an intermediate offer & a High ticket offer. The deeper you go, the more pain you'll uncover & the better their results will be.

After uncovering the seven levels of why. Use the message template to fill in the blanks!

Message Template:

Hi there "_____" I'm doing "_____" thing where you get to "_____challenge/mini workshop" over the next 3/5/7 days.

It's going to be "_____" *(make it easy & fun to say yes to)*

Give them two specific sentences to describe their challenge/problem/resistance/whatever their jail is. Name problem 1 & problem 2, while reminding them of their pain.

You've been dreading "_____"

and postponing "_____"

for "_____ timeline"

You felt unworthy/unhappy/insecure/lonely about (reminding them of their pain)

"_____"

& "_____"

Then spell out thei solution:

You'll unlock/reveal/shape/transform "_____ the jail/thing they are stuck with"

in what way "_____"

and you are going to "_____ result/outcome"

without having to "_____ name their longest suffering"

Give them the healing process:

to help/guide/open/heal "_____" and get unstuck/be able to do

"_____" starting on the "_____date"

Lay out the basics of the 3-DayChallenge/mini workshop & it's launch sequence:
Start your campaign for this at least two weeks before everyone else joins.

Day 1 - Present lesson 1 & do a feedback check

Day 2 – Present lesson 2 based on the feedback & do a Q&A afterwards

Day 3 - Present lesson 3 & invite them to participate in what is next by saying:

"If you had a breakthrough with "_____ problem 1

& _____ problem 2"

Here is "_____ workshop" where

you can "_____ solve the problem"

further & take the next step to "_____"

DON'T SELL – INVITE them to another Q&A the next day.

End off the challenge & do some strategic 'housekeeping' to see what worked! This test-run will show flaws, weak spots & areas of excellence. What did they enjoy? Double up on that!

Lead the interested people into the next offer through a series of emails that speak to them about why they need the next solution. Use the feedback & questions to make the next offer better & improve the challenge before running it again in the next term/month or whenever you need more clients to join a bigger thing.

This is the entire process of how to find your perfect clients, solve their problems with your set of gifts, skills & abilities all while getting paid to do what you love!

BUT, You must uncover their pain so that you can speak to their emotions. It is their emotions that compel them to justify their purchases to themselves. Proving that you cannot convince someone to buy anything, they convince themselves based on the emotional aspect you've scratched open.