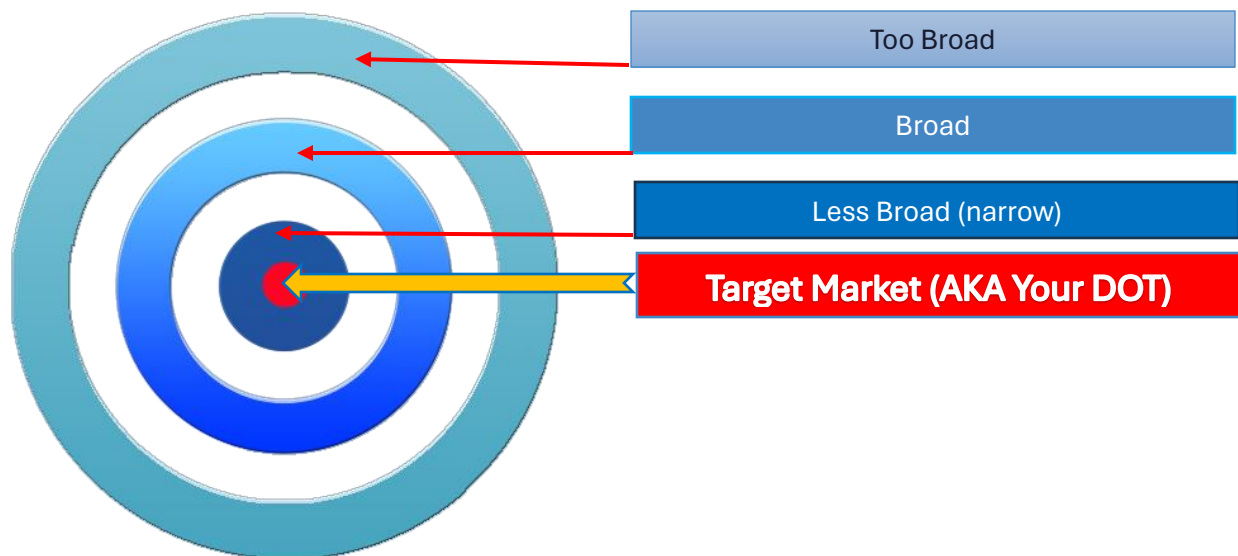




# DEFINE YOUR DOT

You have most likely previously thought too broadly about your field of expertise. This easy technique will help you quickly narrow down your focus and determine exactly what you should be teaching, to whom you should be teaching it, and to whom you should be marketing and selling. Work your way in starting on the exterior.



### Example:

Here's an example of what this could look like for a woman who thought she wanted to teach "art," but then defined her dot and niched down to a place where she was teaching from her personal passion:

**TOO BROAD** Art (7 billion people!)

**BROAD** Painting creatively and with spontaneity

**NARROW** For new artists

**TARGET/DOT:** Who want to bond with their teenagers (Tens of millions of people!)



## PROFIT PINNACLE HUB

This exercise is not about perfection, but having the nerve to name some things right now.

Think about your course, workshop, or mastermind—or whatever you plan to create. Take a few minutes to just go for it and get some thoughts down.

**1. RIGHT, NOW, IF YOU WERE GOING TO TEACH PEOPLE SOMETHING, WHAT WOULD IT BE?**

**2. WHAT WOULD YOU NAME IT?**

**3. AND WHAT WOULD YOUR HEADLINE BE?**

“

“People always try to be perfect. That’s why they don’t start anything. Perfection is the lowest standard in the world. Don’t try to be perfect; just be an excellent example.”

”