

The Convergence Framework

Find the sweet spot where your skills, passion, and the market overlap.

Circle 1: Skills & Experience

- What do people already ask you for help with?
- What can you do better or faster than most people you know?
- What have you been paid to do (even informally)?
- What skills have you picked up from jobs, hobbies, or side projects?

Circle 2: Passion & Interest

- What topics do you read about, watch, or discuss voluntarily?
- What work would you do even if nobody paid you?
- What problems in the world genuinely bother you?
- When do you lose track of time because you're so engaged?

Circle 3: Market Demand

- Are people actively searching for solutions to this problem?
- Are competitors already making money here? (Good — it proves demand.)
- Can you find 10 real people who would pay for this today?
- Is the target customer able and willing to spend money on this?

The Convergence Test

- Your business idea lives where all 3 circles overlap
- 2 out of 3 is not enough — passion without market = expensive hobby
- Skills without passion = burnout; market without skills = frustration
- Write one sentence: 'I help [who] do [what] by [how]'

You don't need to find the perfect idea — you need to find a good-enough idea and start testing it this week.

Features vs Benefits

Customers don't buy features. They buy the outcome those features create.

The Conversion Rule

- Feature = what it IS or what it DOES
- Benefit = what the customer GETS or FEELS
- Always translate: 'This means you...!' or 'So you can...!'

5 Feature-to-Benefit Examples

- Feature: 10-module video course -> Benefit: Learn at your own pace without scheduling conflicts
- Feature: 24/7 email support -> Benefit: Get unstuck fast, no waiting for office hours
- Feature: Handmade with organic ingredients -> Benefit: Feel good about what you put on your skin
- Feature: 60-minute coaching call -> Benefit: Walk away with a clear, personalized action plan
- Feature: Templates included -> Benefit: Skip the blank page and start with a proven structure

The Benefit Stack

- Lead with the emotional benefit (how they'll feel)
- Follow with the practical benefit (what they'll achieve)
- Support with the feature (what makes it possible)
- Example: 'Feel confident on camera (emotional) -> Book more clients (practical) -> With our 5-lesson video framework (feature)'

Quick Test

- Read your sales copy aloud — does every sentence answer 'So what?'
- If a line describes what the product IS, rewrite it as what it DOES for the buyer
- Ask a friend: 'After reading this, do you know what you'd GET?'

Every feature on your sales page should pass the 'So what?' test — if the customer wouldn't care, rewrite it as a benefit.

The Irresistible Offer Formula

Structure every offer so the value is obvious and the risk is zero.

The 6 Components

- **WHAT:** The specific deliverable (e.g., '5-page brand strategy document')
- **WHO:** The exact person this is for (e.g., 'solo founders launching their first product')
- **BENEFIT:** The tangible outcome (e.g., 'a clear brand voice you can use everywhere')
- **FORMAT:** How it's delivered (e.g., 'live 90-min workshop + recording + templates')
- **PRICE:** The number, framed against value (e.g., '\$197 — less than one hour of agency work')
- **GUARANTEE:** Risk reversal (e.g., 'Full refund within 14 days, no questions asked')

Offer Statement Template

- Fill in: 'I help [WHO] get [BENEFIT] with [WHAT], delivered as [FORMAT], for [PRICE], guaranteed by [GUARANTEE]'
- Example: 'I help new freelancers land their first 3 clients with a done-for-you outreach kit, delivered as templates + a video walkthrough, for \$49, with a 30-day money-back guarantee'

Value Amplifiers

- Add a bonus that costs you nothing but feels high-value
- Include a time-based incentive ('Order by Friday for a bonus Q&A call')
- Stack the value: list everything included and assign dollar values
- Show social proof next to the price ('Join 200+ customers')

Offer Killers to Avoid

- Vague deliverables ('I'll help you grow your business')
- No guarantee — forces the buyer to absorb all the risk
- Pricing without context — always anchor against an alternative

YOUR FIRST SALE • QUICK REFERENCE

Pricing Checklist

10 checks to run before you set (or change) your price.

Before You Price

- Calculate your true cost (materials + time + tools + overhead)
- Research 3-5 competitors and note their price range
- Identify where you sit: budget, mid-range, or premium
- Determine your minimum viable income — what do you NEED to earn?

The Price Itself

- Price based on value delivered, not hours spent
- Use charm pricing for low-cost items (\$29, not \$30) and round numbers for premium (\$500, not \$497)
- Offer 2-3 tiers if possible (good / better / best)
- Test: would you pay this price for this result? If not, improve the offer first

Framing & Presentation

- Anchor the price against a more expensive alternative
- Break it down: '\$197 = less than \$1/day for a year of access'
- Show what it replaces: 'Skip \$2,000 in trial-and-error mistakes'
- Always pair the price with the guarantee

After You Launch

- Track conversion rate — if >10% buy instantly, you may be underpriced
- Raise prices by 10-20% every 30 days until conversions dip
- Never apologize for your price — confidence signals value

The right price is the one your target customer pays without hesitation while you earn a margin that sustains you.

The 7-Day Launch Sequence

A day-by-day timeline to go from 'ready' to 'sold' in one week.

Pre-Launch (Days 1-2)

- Day 1: Tease — hint that something is coming ('I've been working on something...')
- Day 2: Educate — share a free insight that showcases your expertise and relates to the product
- Goal: Build curiosity without revealing the offer yet

Launch (Days 3-4)

- Day 3: Reveal — announce the product with full details, benefits, and a link to buy
- Day 4: Social proof — share a testimonial, case study, or early-buyer result
- Goal: Drive first sales from your warmest audience

Mid-Launch (Days 5-6)

- Day 5: Objection buster — address the #1 reason people hesitate (FAQ, guarantee reminder)
- Day 6: Behind the scenes — show how you built it, why you care, what makes it different
- Goal: Convert the 'interested but not yet convinced' group

Close (Day 7)

- Morning: Final reminder with urgency (price going up, bonus expiring, or cart closing)
- Afternoon: Last-call message — direct, personal, clear CTA
- Evening: Close the launch and thank your buyers publicly
- Goal: Create urgency that converts fence-sitters

Post-Launch (Day 8+)

- Send a thank-you + onboarding email to all buyers
- Ask for testimonials within 48 hours of purchase
- Debrief: what worked, what to improve, total revenue vs. goal

Outreach Templates

3 ready-to-send scripts for warm, lukewarm, and cold contacts.

Warm Outreach (Friends, Colleagues, Past Clients)

- Subject: Quick question for you
- Hey [Name], I just launched [product/service] to help [audience] with [problem].
- I thought of you because [specific reason — you mentioned X / you work in Y].
- Would this be useful for you or someone you know? Here's the link: [URL]
- No pressure at all — just wanted to share it with people I trust first.

Lukewarm Outreach (Acquaintances, Online Connections)

- Subject: [Specific result] for [their role/industry]
- Hi [Name], I've been following your work on [specific thing] — really impressive.
- I created [product/service] that helps [audience] achieve [specific outcome].
- I'd love to get your take on it. Here's a quick look: [URL]
- Happy to send a free copy if you're interested in checking it out.

Cold Outreach (Strangers, Potential Partners)

- Subject: Idea for [their audience/business]
- Hi [Name], I noticed you [specific observation — your post about X / your audience of Y].
- I built [product/service] that solves [specific problem] for [specific audience].
- Would you be open to a quick look? I think your [audience/readers/clients] would find it useful.
- Either way, keep up the great work on [specific compliment]. — [Your name]

Follow-Up (For Any of the Above, 3-5 Days Later)

- Subject: Re: [original subject line]
- Hi [Name], just bumping this in case it got buried.
- Happy to answer any questions — or no worries if the timing isn't right.
- Keep it to 2 sentences max. Don't re-pitch.

Mission Statement Formula

Craft a clear, compelling mission in one sentence using a fill-in-the-blank formula.

The Formula

- I help [SPECIFIC AUDIENCE] achieve [SPECIFIC OUTCOME] through [YOUR METHOD/PRODUCT].
- Keep it under 20 words
- Use plain language a 12-year-old would understand
- It should make someone say 'Oh, I know someone who needs that'

Example 1: Freelance Designer

- Audience: Solo founders launching their first product
- Outcome: A professional brand identity in 5 days
- Method: A streamlined design sprint
- Mission: 'I help solo founders get a professional brand identity in 5 days through a streamlined design sprint.'

Example 2: Online Course Creator

- Audience: Busy parents who want to learn guitar
- Outcome: Play 10 songs confidently in 30 days
- Method: Bite-sized video lessons (15 min/day)
- Mission: 'I help busy parents play 10 songs on guitar in 30 days with 15-minute daily video lessons.'

Example 3: Local Service Provider

- Audience: Homeowners preparing to sell
- Outcome: A spotless, show-ready home
- Method: Deep cleaning + staging consultation
- Mission: 'I help homeowners get their house show-ready fast with deep cleaning and staging advice.'

Stress-Test Your Mission

- Can you say it in a single breath? If not, shorten it.
- Does it name a real person (not 'everyone')?
- Does the outcome sound desirable enough to pay for?
- Could a stranger repeat it back to you accurately?

First \$1K Checklist

The complete step-by-step checklist from idea to your first \$1,000 in revenue.

Phase 1: Idea & Validation

- Identify a problem you can solve using skills you already have
- Confirm at least 10 real people would pay for a solution
- Write your one-sentence mission statement
- Choose your business type: service, digital product, freelance, local, or e-commerce
- Set your price (use the Pricing Checklist card)

Phase 2: Build the Minimum

- Create your offer using the Offer Formula card
- Build the simplest version of your product or service
- Write a one-page sales page or service description
- Set up payment collection (Stripe, PayPal, Gumroad, or invoicing)
- Prepare 2-3 portfolio samples or product photos

Phase 3: First Sales

- Send warm outreach to 20 people (use Outreach Templates card)
- Post your offer publicly on one platform
- Close your first paying customer within 14 days
- Deliver with extreme care and collect a testimonial

Phase 4: Momentum to \$1,000

- Add testimonials to your sales page or outreach
- Ask every buyer for one referral
- Raise your price by 10-20% after your first 5 sales
- Run a 48-hour promotion or launch event (use Launch Sequence card)
- Track your key metric weekly until you hit \$1,000

Phase 5: Lock It In

- Document what worked — this is your repeatable playbook
- Set your next revenue goal (\$5K, \$10K, or first recurring month)
- Decide: scale this offer or add a second product?
- Celebrate — most people never earn a dollar from their own business

You don't need every step to be perfect. You need every step to be done. Progress beats perfection.