

Create Your List-Grow Business Plan: (Mike's Personal Example)

This document will help you create your List-Grow Business Plan. By the time you've filled in the blanks, you'll know exactly what kind of business to build, who to market to, what to name it, and how to set yourself apart from the competition...

Module 1, Video 1: Choosing Your Niche:

1: What are you currently an expert in, or what would you like to become an expert of? Why?

I'm currently an expert in online marketing. I would like to become an expert in investing so I can intelligently save, protect, and grow the money my business currently makes. This will allow me to achieve my ultimate goal of becoming financially free, once my passive income exceeds my active income.

2: What is YOUR biggest passion or problem?

I have no idea what to do with the money my business makes, so I end up spending it on liabilities like houses and cars. I want to change this, but I have no idea who to call or learn from. The market just crashed last year, and the traditional investing world has been turned upside down. I don't want to take advice from a traditional financial planner. I need to learn how to invest from someone who's as wealthy as I want to become.

3: What area of your life do you want to radically change or improve?

I want to take control of my financial destiny. I know how to make money, but now I need to learn how to grow and invest it.

4: What niche or subject matter do you really have an interest in building a business around?

Definitely investing. It's all I think about, read about, and study in my free time.

5: Are there a lot of other people who share this problem, passion, or interest? Who are they? What products and services do they currently buy?

Definitely. The financial education market is HUGE. It's one of the largest sections in any book store. Everyone wants to learn how to make, protect, or grow their money, and it's a subject very few people actually understand, especially entrepreneurs. Everyone in that space talks about making money, but no one is talking about what to do with the money once you make it. This is a HUGE hole and an opportunity...

6: What is their single biggest pain or desire that you can solve? What do they WANT MOST?

Financial insecurity is scary. The market just collapsed, and no one knows what to do. They don't trust the financial services industry. The average citizens wants to save and protect their money. They want stability and security. Entrepreneurs want to grow and build wealth so they can build their dreams and create freedom in their lives. Neither group knows how to achieve either when it comes to investing. Right now, their only option is to hire a financial planner, or subscribe to traditional stock investing newsletters which can be boring and hard to follow.

7: How can you solve that problem?

The best way to solve this problem for others, is to first solve it for myself. I need to dive into this world and get educated, and get experience. I need to figure out how to invest like the rich invest, and then share that knowledge with the world in an easy to follow format that anyone can understand.

8: List the top 3 - 5 existing businesses who currently serve this market...

1. Stansberry Research
2. Rich Dad
3. Agora
4. Casey Research
5. Wall Street Journal

9: What do they do really well? What do you like about their businesses? Why do you think people buy their product or service?

They are masters at marketing and storytelling which allows them to effectively acquire customers, and once they do, they deliver the highest quality content in the industry. They are completely transparent with their track-records, and admit their mistakes which creates a loyal customer base. They don't tell people what they want to hear, they tell them what they need to hear, building authenticity.

10: What would your business do differently, or better? List 3 - 5 ways you can set yourself apart... This will allow you to create your "Unique Angle"

1. Stansberry and Agora provide great content, but they require that you know how to invest in stocks. I don't know how to do that, and most people don't either.
2. All of the newsletters in the financial education world are just text. They're boring and typically read by people in their 50's and 60's. People in my age group or under, want video content.
3. People love stories and adventures. I can make a boring topic exciting by taking people on a global adventure, and into the homes and offices of the best financial experts in the world.
4. Rich Dad has great content, but telling you what to do like buying apartment complexes doesn't do you any good unless you have the contacts to work with and actually execute that advice. I can provide the contact information for the people I personally invest with so my readers can take action.
5. I'm not the expert on this topic, I'm a student like everyone else. Admitting that and approaching this as an adventure "you can join me on", will make this much more relatable to the average person.
6. We're going to make our videos and websites look different than everything else in the financial world. It will be a young, and energetic feel, rather than a stiff financial feel.

Module 1, Video 2: Choosing Your Business Name And Website Address:

List 10 potential business names and the domain name. Make sure it's easy to say and spell.

1. Seeking Infinite
2. Wiring Your Mind For Wealth
3. Elevation Income
4. The Elevation Group
5. Invest Like The Rich
6. The Wealth Adventure
7. IdealTrends
8. Mikes Wealth Adventure
9. The Adventure Club
10. Etc...

And the final business name and domain name is?

1: TheElevationGroup.com