

THE BATL IFAK WORKBOOK

IDENTIFY WHO YOU ARE



List 3 things that make you stand out from the crowd.



List 3 specific skills you've developed that make you successful at what you do.



List 2 things in your business that make you the happiest and are things you would never outsource.



Write down 2-3 stories that were turning points in your life. Your “epiphany” moments.

IDENTIFY WHO YOU ARE



List 3 things that make you stand out from the crowd.

I'm disciplined and driven

I'm passionate in everything I do - "To a fault"

I love and thrive in creating structure



List 3 specific skills you've developed that make you successful at what you do.

I lead my company based on my own values

I created structure and operations that work

Teaching and coaching learned information



List 2 things in your business that make you the happiest and are things you would never outsource.

I love interacting and coaching clients

I love setting up and helping launch new services and offerings



Write down 2-3 stories that were turning points in your life. Your "epiphany" moments.

When I realized that hard work doesn't always equal success

When I have invested in myself with coaching and masterminds

When my I launched my podcast and created this framework

IDENTIFY YOUR WHO

WHO IS YOUR WHO?

WHO COULD BE YOUR WHO?

WHO SHOULD BE YOUR WHO?

WHERE IS YOUR WHO PAYING ATTENTION? WHAT IS THE OPPORTUNITY?
(awareness)

- ☐ FACEBOOK
- ☐ INSTAGRAM
- ☐ TWITTER
- ☐ YOUTUBE
- ☐ PINTEREST
- ☐ LINKEDIN
- ☐ OTHER _____

WHAT ARE THEIR PROBLEMS?	WHAT ARE THEIR CONCERNS?	WHAT DO THEY WANT?	WHAT DO THEY WANT TO AVOID AT ALL COSTS?

WHAT ARE THE ALREADY PRESENT DESIRES, HOPES, DREAMS, AND FEARS OF MY WHO?

WHAT DO THEY **LOVE**?

WHAT DO THEY **HATE/DESPISE**?

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WHAT ARE THEY SPENDING THEIR MONEY ON?

WHERE ARE THEY SPENDING THEIR MONEY?

WHAT DO THEY DO FOR FUN? WHERE DO THEY HANG OUT IN REAL LIFE?

WHAT BOOKS ARE THEY READING OR HAVE THEY READ?

WHAT ARE SOME OF THE **CORE BELIEFS** OF YOUR WHO?

WHAT ARE THEIR **BLINDSPOTS**?

WHERE ARE THEY **STUCK**?

WHO IS *PRESENTLY* LETTING THEM DOWN?

WHAT **INDUSTRIES/COMPANIES** ARE *PRESENTLY* FAILING THEM?

WHAT **OLD MODELS, METHODS, OR SYSTEMS** ARE FAILING THEM?

WHAT LIES ARE THEY BELIEVING?

WHO ELSE IS LOVING THIS WHO WELL?

HOW AWARE IS MY WHO
OF THESE PROBLEMS?

- ☐ NOT AWARE
- ☐ SOMEWHAT AWARE
- ☐ SUPER AWARE

IS MY WHO ALREADY
LOOKING FOR SOLUTIONS?

- ☐ YES
- ☐ NO

WHAT ELSE HAS MY WHO ALREADY TRIED?

WHO DO I WANT TO BE FOR MY WHO?

WHAT ARE THEY LOOKING FOR ME TO BE FOR THEM?

WHAT **FEELINGS** DO I MOST WANT
TO PRODUCE FOR MY WHO?

WHAT EMOTIONAL STATES DO I WANT TO
CONSISTENTLY PRODUCE FOR MY WHO?

HOW CAN I KEEP MY WHO LAUGHING?

HOW CAN I KEEP MY WHO MOVING FORWARD AND TAKING ACTION?

HOW CAN I GET MY WHO CLEARER ON EXACTLY WHAT THEY WANT?

WHAT **NEW IDENTITY** AM I GOING TO GIVE TO MY WHO?

HOW AWARE IS YOUR WHO

HOW AWARE IS MY WHO OF THIS DESIRE?

IS HE/SHE AWARE OF THE PROBLEM?

ARE THEY AWARE THAT SOLUTIONS EXIST?

HOW CAN I POINT THAT TO MY PRODUCT?



MARKETING IS SIMPLY ATTRACTING THOSE YOU
WANT AND REPELLING THOSE YOU DON'T WANT...

COMMON MISTAKE...

IT'S BETTER IF YOU CAST A BIGGER NET... IT'S
NOT. A NICHE MARKET IS THE KEY.

KNOWING THE AVATAR OF YOUR PERFECT IDEAL
CLIENT.

HIRE A GUIDE, KNOW WHEN THE FISH BITE,
WHERE THEY LIVE, WHAT KING OF REELS TO
USE, WHAT BAIT TO USE, ETC.

(NICHE IT DOWN TO INCREASE YOUR CHANCE OF
CATCHING THAT FISH)

FIND YOUR WHO



What age is your WHO? What platform can you find them on?



What kind of content does your ideal client search for?



What time of day is your ideal client searching for that content?



Does the type of content change throughout the day? Why or why not?

THE LAW OF ATTRACTION



What type of Lead Magnets do you click on? What works on you?



What type of Lead Magnets are common in your industry? What works?



What type of Lead Magnet should you create and where should it go?

KEEP YOUR WHO

HOW MUCH DO I LOVE MY WHO?



I'M NOT QUITE SURE



I KINDA LOVE THEM



LOVE THEM SO MUCH MY
HEART IS BURSTING

HOW CAN I LOVE MY WHO MORE?

DO I REALLY LOVE THIS WHO *ENOUGH*?

WHAT MAKES LOVING THIS WHO **HARD**?

WHAT MAKES LOVING THIS WHO **EASY**?

WHAT DO I HAVE IN **COMMON** WITH MY WHO?

WHAT PERSONAL VICTORIES DO I HAVE THAT MY WHO WANTS?

NEED HELP?

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