



List Building and Generating Income with Expert Interviews

Exercise 1: Your Tribe's Urgent Problems and Your Expert Solutions

Think of the problems that you've overcome, that you share with your tribe, and that your experience solves expertly.

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THE PROBLEM GRID

From the above list, circle the top 3 that you hear your clients MOST commonly complain about. Pick ONE and place it in the center of the Problem Grid below. Go around the grid and brainstorm 8 ways that you solve the problem specifically.

Solution 7	Solution 8	Solution 1
Solution 6	Your tribe's most common problem	Solution 2
Solution 5	Solution 4	Solution 3



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Exercise 1: Your Tribe's Urgent Problems and Your Expert Solutions

Brainstorm some topic titles to illustrate solutions to this problem, whether they're your own or can be delivered by another:

Example: *7-Step Strategy to Grow Your List & Generate Income with Expert Interviews*

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