



STARTER WORKSHEET

Grow Your Business. Improve Your Life.
Authentically. Purposefully. Today.

Charly Caldwell II's Internet Success Academy "The Foundation for Success" Worksheet

OVERVIEW:

Every day, thousands of individuals, businesses, and organizations **struggle with creating, building and maintaining their online presence**. The hundreds of people I meet with every year want to assure they're doing it right too!

Remember --

Online presence, today, is much more than a web site - it also includes blogging, social media, business listings, participating online, PR and more!

This worksheet will help you clearly define the crucial ingredients for creating your healthy online presence - **your customers, their challenges, and your uniqueness**. These directly relate to the first two fundamentals of my **7 Fundamentals of Online Success**:

- 1) *Know Your Customer.*
- 2) *Know Their Challenges.*

The **more clarity you provide** with these 2 fundamentals directly relate to the **amount of online success you'll have** when the final 5 fundamentals are put into place. Those fundamentals are:

- 3) *One Topic Per Page.*
- 4) *Each Page is About Them.*
- 5) *Get Connected!*
- 6) *DO IT - Continually, Consistently and Thoroughly.*
- 7) *Test & Measure - Improve or Remove.*

Strategically reaching out to your customers with the phrases they're using to find you (think search engine optimization), **then** helping them understand you know their challenges, fears & frustrations, **while** showcasing how you can uniquely deliver their dream -- results in more people contacting you, while creating deeper and more meaningful relationships, and ultimately, true online success!

Please take your time - your next step is on the last page. Thank you! ~ Charly

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My Customers

They are going to purchase the following products, services and/or solutions from me:

Be as specific as possible about everything you offer. If you track sales in a detailed way, pay particular attention to the most profitable products, services or solutions you provide - **underline them**.

For each of my products, services and/or solutions - the people I'm looking to attract are:

Think of where they live (**please be as specific as possible** - remember, in some cases we can market down to street level), their age(s), income level, technology they use, their lifestyle, type of person (outgoing, reclusive, influential, affluent), etc. For existing business owners or organizations, think of the most fulfilled customers you've worked with (i.e. most profitable, most fulfilling - happiest with you).

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Their Challenges

Think of your customer's challenges in relation to **each** of the products, services and/or solutions they will purchase, or have purchased, from you. *This section, **Their Challenges**, and the next section, **Your Uniqueness**, should be answered for each of your products, services, and/or solutions.*

They dream of:

What do they dream of accomplishing, achieving, having, and/or being?

They fear:

What are they scared to death will happen - personally, with their business, lifestyles and/or financially - in relation to what your product, service or solution provide?

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They need:

What are their needs - as they relate to your product, service or solution?

They are most frustrated with:

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They follow:

Web sites, blogs, newsletters, people, newspapers, TV shows, people of influence, social media, online forums, online groups, etc. **Please spend time** researching this -- it's very important.

They despise:

What do they hate to do? And why?

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They pay good money for:

What kind of things are they buying currently that relates to what you offer? What are the price points? From who, and where (**list your competitors!**) How do or did they find them?

They Google (brainstorm and list keyword phrases):

What are they typing in Google? You'll also want to think of symptoms, how to's, and include those who aren't sure what they need - but have an issue, need or want (i.e. I classify these as the "learners").
Be sure to use the next page, too! Do your research - this is VERY important!

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A large, empty rectangular box with a black border, intended for students to write their answers to the worksheet questions.

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My Uniqueness

Focus on your customers in relation to the product, services and/or solutions they will purchase, or have purchased, from you. This section specifically focuses on the changes YOU can bring that truly help them.

The results they're trying to get are:

Think about their ultimate goal with each solution you provide, if applicable, think about the results you've generated for existing customers.

The steps they need to take to get the results are:

Specifically, what are the steps they need to take to go from where they are - to where they want to be - with your unique way of helping them.

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The obstacles they face in trying to get the results are:

Think about the biggest issues, or problems, most people most commonly have when they're walking down the path to getting the results.

The ways I'm different from my competitors are:

What are the specific things about you, that you know, you do, you have, or you bring to your industry and/or customers that others in your industry don't know, do or have. How do you uniquely add great value to each product and/or service?

Please email, call or contact a few of your best customers and ask them this specific question - be sure you tell them to be honest with you (many times, they'll tell you what they think you want to hear!)

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Congratulations!

Great work!

Please fill in the following information and then follow the directions below:

- Your Name
- Your Email Address
- Your Direct Phone Number
- Your Website
- Your Business or Organization
- Your Mailing and Physical Address (both, if they're different)
- Your City, State and ZIP Code

Please email, fax or mail your completed worksheet to:

Charly Caldwell II
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Fax: (800) 775-9902

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Thank you so much - I look forward to helping you succeed online! Charly

