

WEEK 1:

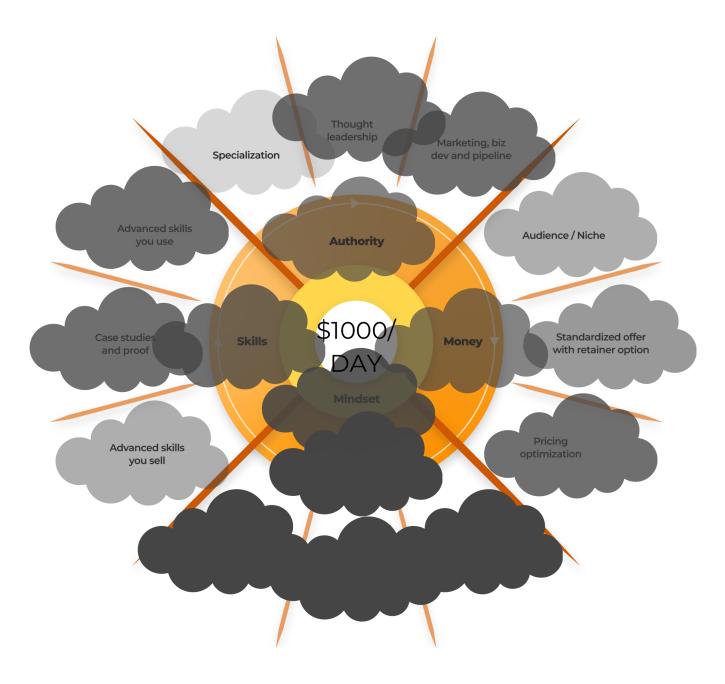
SPECIALIZING

AND STANDARDIZING AN AUTHORITATIVE OFFER



THIS WEEK'S SECTIONS OF THE SUNSHINE GROWTH MODEL

Week after week, we will reduce the clouds for several sections of this growth model.







END OF WEEK: FINAL DECISIONS

I SPE	CIALIZE IN	FOR	
	I believe I can and will become a thought le	eader	in this area of specialization
My IC	CP (ideal client persona) is		
	They value my specialization	They	y have budget / ability to hire & retain me
	They are reasonably reachable	They	y seem to align with my values
My st	tandardized offer, based on my specialization, is	Му	retainer offer, based on my standardized offer, is
	I can sell this for at least \$10,000		I can sell this for at least \$5,000 / mo
	I can standardize 50-75% of this work		I can standardize 50-75% of this work
	I can establish expertise in this work		This work allows me to optimize my SO
	This work is measurable		This work is measurable







WEEK 1: YOUR SPECIALIZATION

What I specialize in (including how)	Why
This specialization is at "eye level," not hig	gh level
This specialization is clear	
This specialization is measurable, so I can	create a performance retainer off it
This specialization (Why) is valuable to my	ICP (do not check this until ICP work complete)
This specialization is optimizable, not one-	off
This specialization is ownable (blue or purp	ole ocean, not red)
I like the idea of specializing in this, and p	utting my own spin on it
Currently, the market thinks this (untrue thing) about what I specialize	ze in
My counter-perspecitve / My point of view is this	
My point of view is a strong hook that is like	cely to attract curiosity / interest







POSSIBLE AREAS OF SPECIALIZATION: WHAT

Writing SaaS pages (Tour, etc) Interviewing Surveying Writing pricing pages **UGC** mining Writing websites Writing lead-gen and landing pages Social listening Heuristic analysis Writing nurturing sequences Research / Data analysis Writing show-up sequences Research synthesis Writing follow-up sequences Strategic planning Writing emails (general) Persuasion Writing newsletters Sales Writing sales emails Cold sales / Opens Scripting calls (open, set, close) Warm sales / Setting, Closing Scripting workshops / webinars Long-form sales Wireframing Multi-touch sales Creative direction Multi-thread sales Optimization planning **SEO** Optimization execution UX Optimization planning Brand voice development Optimization execution Writing social ads Optimization reporting Writing google / display ads Overall CRO consulting Writing print media Technical / Implementation Technical / Measurement Writing video scripts & VSLs Writing sales pages Reporting Writing ecommerce product pages







POSSIBLE AREAS OF SPECIALIZATION: HOW & WHY

Quickly To increase average order value

Deliberately To increase average revenue per user

Low fidelity To increase attributable revenue

High fidelity To increase leads

Designed To increase quality leads

Undesigned To increase quantity leads

Tested To increase opt-ins

Untested To increase opens

Research-based To increase call opens

Data-driven To increase referrals

Customer-driven To increase testimonials / case studies

Creative To increase retention

Artistic To increase engagement

Scientific To increase application submissions

Engineered To increase quality recruiting

Persuasively architected To increase visibility

Revenue optimized To increase transparency

Sales optimized To decrease churn

Growth optimized To decrease unsubscribes

Brand optimized To decrease opt-outs

UX optimized To decrease ghosts / no-shows

Search / Organic optimized To winback customers

Social optimized To winback leads

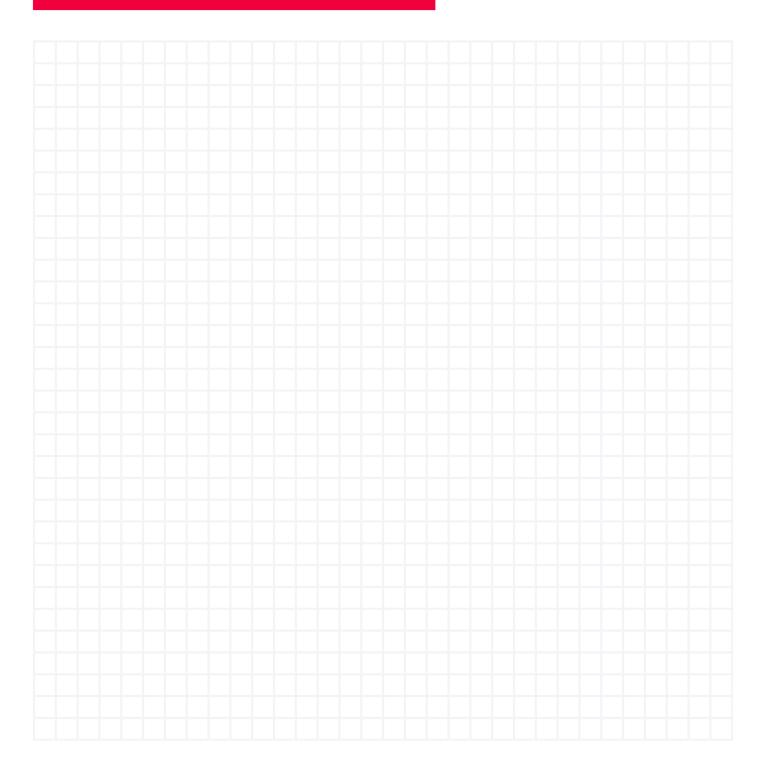
Informed To winback investors







THINKING THRU MY SPECIALIZATION









WEEK 1: YOUR AUDIENCE / NICHE

My ICP (ideal client persona) is				
	pe of company or industry] in [parts of world] with [number of employees] generating [annual nue] who [more specifics to help you target them more easily]. (Neither too narrow nor too broad.)			
тыв	E TOTAL ADDRESSABLE MARKET IS:			
	TOTAL ADDICESSABLE MARKET 13.			
	They are bought into the value of copywriting (and my specialization)			
	They have previously invested in copywriting (and still do)			
	They have realistic expectations of copywriting and are not putting all their hopes in it			
	They likely have at least \$10,000 budgeted each month for services like mine			
	They are not unlikely to invest in ongoing retainer-based work (measured / optimized)			
	They are experiencing expensive pains / problems that my specialization solves			
	They actively use and measure the channel / media / etc I specialize in			
	My POC / The hiring body stays involved in projects I work on			
	They have reached product-market fit			
	They do not require excessive reassurances (e.g., guarantees) or price adjustments			
	Multiple departments exist internally that they could refer me to			
	They are reasonably reachable			
	They seem to align with my values			







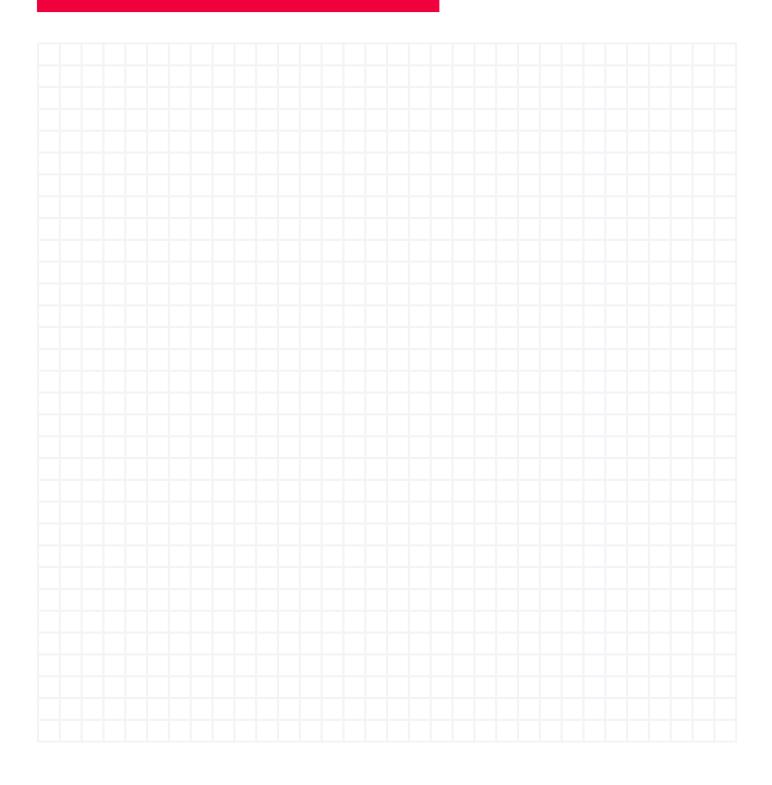
WEEK 1: YOUR AUDIENCE / NICHE

CATEGORY:			
CATEGORY:			
CATEGORY:			
	TOP TIER	PROFITABLE	STRUGGLING

INTRO



THINKING THRU MY AUDIENCE / NICHE









WEEK 1: YOUR STANDARDIZED OFFER & RETAINER

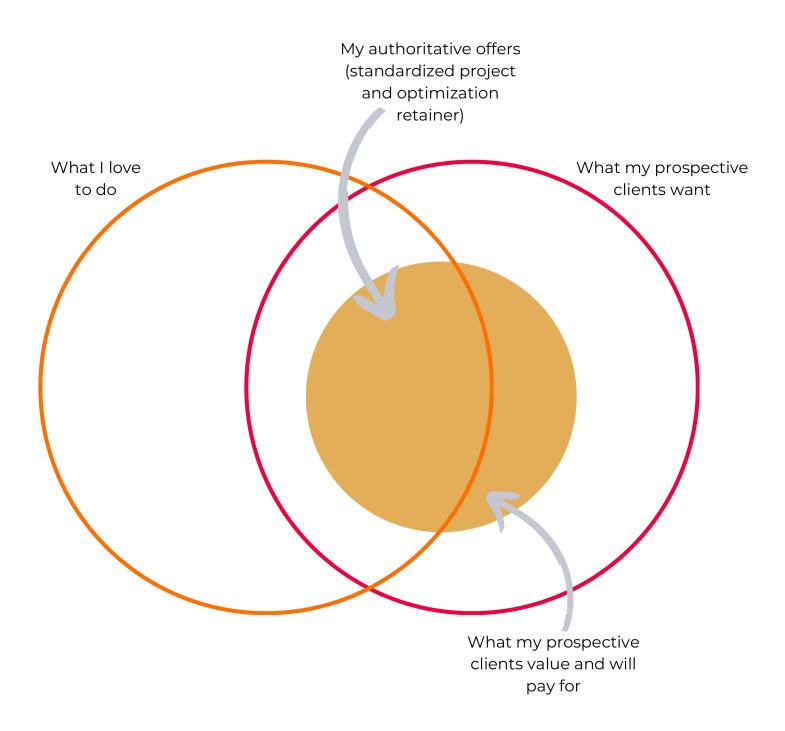
My standardized offer is	My corresponding optimization retainer is		
I will start by charging this flat rate for it	I will start by charging this monthly recurring rate for it		
The basic mechanics of what I'll do are	Every month, I'll be able to optimize for results by		
This is directly aligned with my	This is directly aligned with my		
specialization	specialization		
My clients will see value on delivery	My clients will see stacking value		
iviy cherics will see value on delivery	wiy clients will see stacking value		
My clients will see the value of	My clients will see the value of		
continued optimization	continued optimization		
	·		
I can standardize this to >60%	I can standardize this to >60%		
The week one has a secondated in	The week can be considered in		
The work can be completed in	The work can be completed in		
5-6 business days	3 business days		
An average person can be trained to	An average person can be trained to		
do this work well, with little oversight	do this work well, with little oversight		
as and here her, man had everyght			
	I can report on performance monthly		





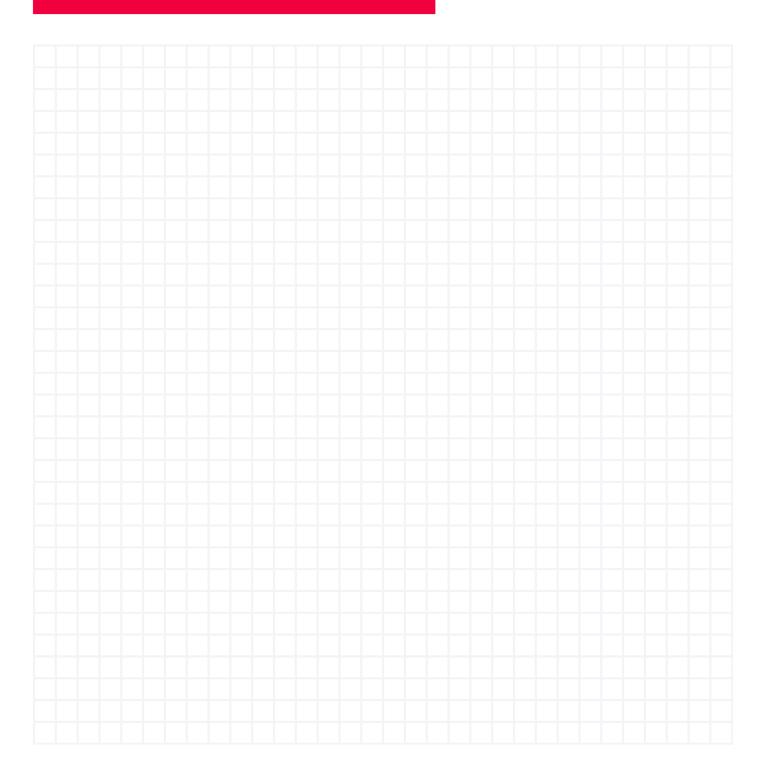


PINPOINTING MY STANDARDIZED OFFER





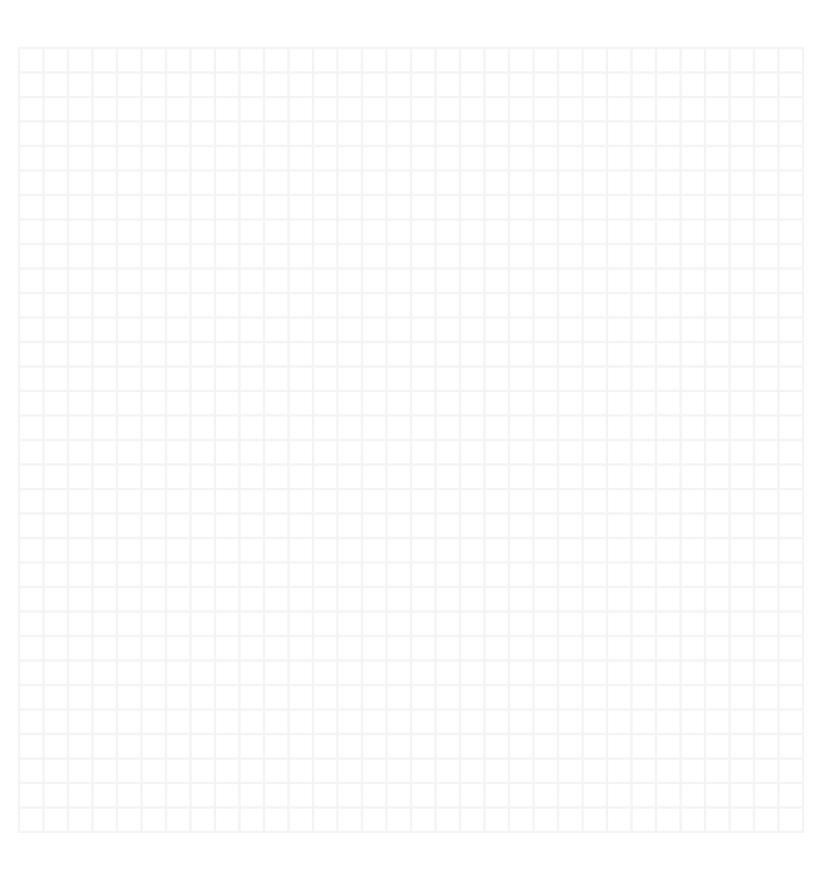
PINPOINTING MY AUTHORITATIVE OFFERS



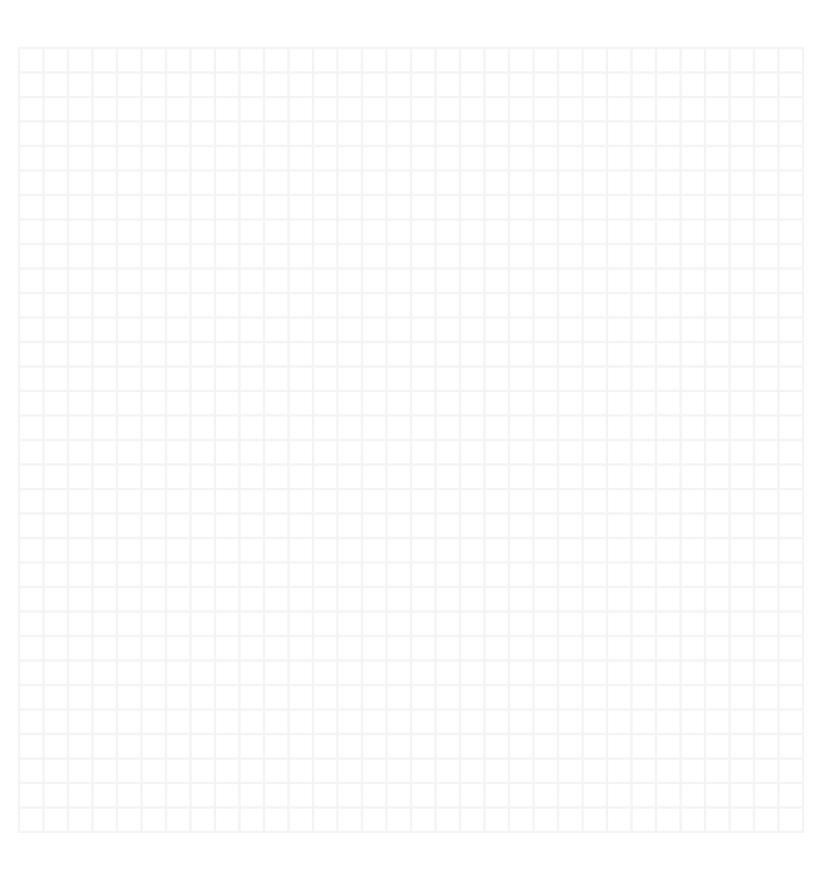












MY THOUGHTS AS WE HEAD INTO WEEK 2



Stuff that's getting in my way
Stuff I'm excited about
Questions for coaching

MY THOUGHTS AS WE HEAD INTO WEEK 2

