

# Module One:

## *Creating the Roadmap*

Homeplay:  
❖ Income Target

## Hitting Your Income Target

During session one we talked extensively about how to hit your income target. In order to charge the price you want you'll have to do one of two things:

- ✓ **Create a compelling package** (core product)
- ✓ **Approach a different market**

Success on LinkedIn depends upon targeting the right prospects with the right message. In order to position your business and pitch your product on your profile, we're going to have to be very clear on what you're selling and why.

Before moving on to the next module, take the time to consider the following:

- **Can your existing clientele afford your higher price? If not, who would your new target market need to be?**
- **Based on this new price, whether existing market or new, what would you need to include in order to feel comfortable\* charging that amount of money?**
- **What is the result your prospect will get from doing this work with you? How will it positively impact upon their life or their business?**

### Next Session:

In the next session we're going to create a product eco-system that will help you monetise different parts of your sales funnel and lead your prospects to purchase your core product. Not only will this form a vital foundation in your business but also create the 'Experience' entry for your business on your Profile.

\*Often this is more a case of how you feel than what a prospect is actually willing to pay to get a result. Be sure to check in with your own limiting beliefs here.