# Laddering Up Checklist

## Step 1 // Rung One - Understand how the market ticks

⇨ The First 3 Months:
Create your Minimum Viable Audience (MVA) of 2,000 email subscribers

- ☐ Identify your passion
- ☐ Make note of what ideas and concepts are taking hold and what is generating a response from your audience
- ☐ Respond to everything
- ☐ Focus on the quality of the lead, not the quantity
- ☐ Set a goal of 3 subscribers per day

## Step 2 // Rung Two - Create a Product and Start Selling

⇨ The next 12 Months:
Get to a six figure annualized revenue by monetizing your MVA

- ☐ Follow the The Rule Five to build your funnel:
  - ✓ Create ONE product offer
  - ✓ Create ONE conversion mechanism
  - ✓ Create ONE Traffic Source
- ☐ Get comfortable selling
  - ✓ Serve, don't monetize your audience
  - ✓ Realize you have a better product
- ☐ Maintain your focus - live by "The Five Commandments"

## Step 3 // Rung Three - Scale

⇨ The next 12 Months:
Get to 7 figures by doubling down on the things that have worked

- ☐ Keep up the maintenance work
- ☐ Follow 'The Rule of Three Twos' (the same funnel as The Rule of Five Ones + add another step):
  - ✓ Expand to TWO products
  - ✓ Expand to TWO traffic sources
  - ✓ Expand to TWO conversion mechanisms
- ☐ Take your automation to the next level
- ☐ Use testing to tweak traffic and conversion rates
- ☐ Maintain your persistence and obsession
- ☐ Maintain your confidence and your lifestyle