

# "Outcome Exercise"

People don't buy information. People buy an outcome. This exercise will help you determine what that outcome is for your particular target market. Go ahead, put in your niche below and then answer the following questions.

**MY NICHE:**

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1) Brainstorm outcomes that your target audience wants as related to the given basic needs. (As with all brainstorming exercises, I recommend you set a timer for 20 minutes, sit with the question and simply jot down whatever comes to mind, with no judgement at all.)

Approval	
Control	
Security	
Connection	

Worksheet #7

Food & Drink	
Shelter	
Fun and Pleasure	
Superiority to Others	
Protection of Loved Ones	
Avoidance of Pain	

