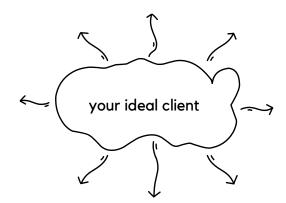


MIND MAP



KEYWORD LIST OF MIND MAP FINDS:

Can be describing words of your ideal client, interests or descriptors.

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CREATE YOUR OWN STORY

main character = ideal client

method to end-goal = your product or service

end-goal = the state of being, or feeling the client gets after using your product or service.

ADD MORE KEYWORDS

(use the trick with your thesaurus)

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PRACTICE

Think about one specific product/service and end-goal.

Pitch end-goal	Pitch product/service