**Fascinate Certified Adviser Business Development Action Plan**

Using the Fascinate tools and training, what are you most excited and passionate about creating?

Who are you ideally looking to target for your Fascinate solution(s)? Describe your target market/client.

What are the top 3-5 challenges, frustrations or pain points happening that are keeping your ideal client up at night?

What are the top 3-5 aspirations, wants or goals that get your ideal client excited to get up in the morning?

What is their worst nightmare or fear? (include stats, data, research if applicable)

What’s the cost if nothing changes for them? (include stats, data, research if applicable)

What’s the reward or benefit if it does? (include stats, data, research if applicable)

What have you dreamed up as the perfect solution to solve your ideal client’s problem or to help them achieve their goals?

What makes you the perfect person for this? (Use your Anthem)

What is your objective with your offer? What do you want to achieve? How will you know you were successful?

What are the products or services you will offer that will include How to Fascinate® as part of the offer? Outline details for each offer (pricing, structure)

What is your marketing plan? How will you create a brand presence for you/your solution?

What will be the enrollment process for your solution?

What are the next steps you need to take?

What needs to happen first?

What support do you need from your FCA partner?

What feedback are you looking for from your FCA partner?