

# growth GETTERS



Growth Getters Foundation Framework

# BRAND PERSONA

What problem do you solve?

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What is the message of your brand?

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What is your unique advantage?

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What are the words/feelings you want to have associated with your brand?

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# CUSTOMER PERSONA

Who is your ideal customer?

Stage of life, age, interests, hobbies, worries....

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Give her a name?

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Where does she/he hang out online?

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What is her problem?

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## Primary Ideal Customer's Mad Lib:

\_\_\_\_\_ (*name*) is a \_\_\_\_\_ (*primary title*).

She believes that \_\_\_\_\_ (*a core value*), but she's  
stuck because \_\_\_\_\_

\_\_\_\_\_ (*problem*).

She's tried \_\_\_\_\_ (*other "solutions"*), but she  
didn't have success because \_\_\_\_\_

\_\_\_\_\_ (*what got in the way*).

She/he secretly fears that \_\_\_\_\_

\_\_\_\_\_ (*deeper personal fear*).

\_\_\_\_\_ (*name*) would describe herself as \_\_\_\_\_,

\_\_\_\_\_, and \_\_\_\_\_. But her friends know she's

also \_\_\_\_\_. \_\_\_\_\_ (*name*)

values \_\_\_\_\_ above \_\_\_\_\_.

She's ready to \_\_\_\_\_ (*get/see specific result*).

Currently \_\_\_\_\_ (*name*) is struggling with \_\_\_\_\_

\_\_\_\_\_ (*list problems*) which are causing her/him to feel

\_\_\_\_\_ (*list pain points*).

And then \_\_\_\_\_ (*name*) finds \_\_\_\_\_ (*your name*)

and everything starts to change!

## 2ND CUSTOMER PERSONA

Who is your ideal customer?

Stage of life, age, interests, hobbies, worries....

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Give her a name?

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Where does she/he hang out online?

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What is her problem?

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## Secondary Ideal Customer's Mad Lib:

\_\_\_\_\_ (*name*) is a \_\_\_\_\_ (*primary title*).

She believes that \_\_\_\_\_ (*a core value*), but she's  
stuck because \_\_\_\_\_

\_\_\_\_\_ (*problem*).

She's tried \_\_\_\_\_ (*other "solutions"*), but she  
didn't have success because \_\_\_\_\_

\_\_\_\_\_ (*what got in the way*).

She/he secretly fears that \_\_\_\_\_

\_\_\_\_\_ (*deeper personal fear*).

\_\_\_\_\_ (*name*) would describe herself as \_\_\_\_\_,

\_\_\_\_\_, and \_\_\_\_\_. But her friends know she's

also \_\_\_\_\_. \_\_\_\_\_ (*name*)

values \_\_\_\_\_ above \_\_\_\_\_.

She's ready to \_\_\_\_\_ (*get/see specific result*).

Currently \_\_\_\_\_ (*name*) is struggling with \_\_\_\_\_

\_\_\_\_\_ (*list problems*) which are causing her/him to feel

\_\_\_\_\_ (*list pain points*).

And then \_\_\_\_\_ (*name*) finds \_\_\_\_\_ (*your name*)

and everything starts to change!

# YOUR IDEAL CUSTOMER'S PROBLEM LIST

How many times do you want to reach out to her per month?

If you're blogging/sending emails weekly, the answer is 52.

If you're blogging/emailing monthly, the answer is 12.

**Create the question list that you can answer:**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.

*\*If you're struggling to identify these questions, ask in an Instagram post, through a Survey, or via Interviews*

# EXPERT BIO

Fill them in:

Title: \_\_\_\_\_

Credentials: \_\_\_\_\_

Earned: \_\_\_\_\_

Educated: \_\_\_\_\_

Awarded: \_\_\_\_\_

Won: \_\_\_\_\_

Achieved: \_\_\_\_\_

Featured by: \_\_\_\_\_

Worked with: \_\_\_\_\_

Founder of: \_\_\_\_\_

Host/Author of: \_\_\_\_\_

I want to live in a world where: \_\_\_\_\_

I believe \_\_\_\_\_ (describing your broad customer)

deserves to \_\_\_\_\_ (experience).



## One Line Bio:

I help/am helping \_\_\_\_\_ by \_\_\_\_\_,  
through \_\_\_\_\_.

Your one-line sentence bio is great for all of your social media profiles, your dinner party intro, and even your business card.

### **Places to put your 1-Line Bio:**

- + Website About Page
- + Business Card
- + Marketing Material
- + Instagram
- + Twitter
- + Facebook
- + LinkedIn
- + YouTube
- + Pinterest
- + Any other profiles

## Expert Bio Mad Lib Style:

\_\_\_\_\_ (your name) is the \_\_\_\_\_ (title)  
of \_\_\_\_\_ (business/company). A \_\_\_\_\_  
(solution) that helps \_\_\_\_\_ (target clients in 1 to 3 words)  
get/see/experience \_\_\_\_\_ (result)  
by/through \_\_\_\_\_ (process).  
\_\_\_\_\_ (your name) has helped \_\_\_\_\_ (number in actual  
or years) of \_\_\_\_\_ (broad client description)  
get/reach/achieve/experience \_\_\_\_\_ (outcome)  
through her \_\_\_\_\_ (method/system/education/process).

## Places to put your Expert Bio:

- + Website About Page
- + Brochures
- + Clubhouse
- + Media Pitches
- + Bio for features/interviews

## Extra Optional Expert Bio Mad Lib Style:

\_\_\_\_\_ (your name) is the \_\_\_\_\_  
(author/creator/title) of \_\_\_\_\_ (awesome  
thing you've done).

\_\_\_\_\_ (your name) has been featured by  
\_\_\_\_\_ (list all the amazing accolades or  
mentions/seen in/features) as an expert on \_\_\_\_\_  
(your big topic). She/he believes that every \_\_\_\_\_  
(broad client description) should be able to \_\_\_\_\_  
(philosophical value). Her mission is to \_\_\_\_\_  
(generosity goal).

When \_\_\_\_\_ (your name) is not \_\_\_\_\_  
(describe the awesome thing you do) you will find her/him  
\_\_\_\_\_ (whatever your fave/quirky/stand out thing is).

Discover \_\_\_\_\_ (your thing in solution form)  
through my \_\_\_\_\_ (opt in title/description)  
at \_\_\_\_\_ (your website).

# MISSION / GROWTH-GOAL

## 1. What is your mission?

I / we \_\_\_\_\_ by \_\_\_\_\_, because \_\_\_\_\_.

*Ex 1: I help women claim their confidence by teaching them frameworks that change their thinking, because every woman deserves to love herself.*

*Ex 2: We offer stress-free dental care by putting our patients in control of their experience and treatment, because everyone deserves to have a beautiful worry-free smile.*

*Ex 3: We help women live their best lives by creating custom mantra bracelets so our customers can go into every day with a sweet reminder of where they want to focus.*

Your Turn:

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## 2. Big Goal

I / we \_\_\_\_\_ by \_\_\_\_\_ (the action)  
by \_\_\_\_\_ (the date).

*Ex 1: I will help women remember to live their best lives by creating and shipping 1000 mantra bracelets in 2022.*

Your Turn:

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# REVENUE MAP

## Primary Income Stream

What is your offering?

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What is your income goal?

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How many do you need to sell/book to reach that goal?

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How do you solve her problem?

People buy solutions.

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What results do you promise?

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What are the steps they'll need to take to get started?

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## Secondary Income Stream

What is your offering?

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What is your income goal?

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How many do you need to sell/book to reach that goal?

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How do you solve her problem?

People buy solutions.

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What results do you promise?

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What are the steps they'll need to take to get started?

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## Tertiary Income Stream

What is your offering?

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What is your income goal?

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How many do you need to sell/book to reach that goal?

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How do you solve her problem?

People buy solutions.

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What results do you promise?

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What are the steps they'll need to take to get started?

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