

Guiding Step 1:

People are looking for solutions that feel personalized, not one-size-fits-all. When you offer something that genuinely addresses your community's needs, you stand out from the crowd and become their go-to choice.

stay curious and keep an open mind

Early in my journey, I often doubted my ability to teach others, fearing I didn't know enough to make a real impact.

But what I realized is that having a **Guiding Edge** isn't about being the absolute expert—it's about being just a few steps ahead of those you're helping. It's about remembering the challenges they're facing, empathizing with their struggles, and sharing the insights you've gained from your own experience.

Your **Guiding Edge** means you don't have to know everything to transform someone's life.

What truly matters is connecting with your community, showing them that you've been in their shoes, and offering a clear roadmap to guide them toward their personal goals and aspirations.

This connection—this understanding—is often what they need most.

Take a few minutes to reflect on these questions to uncover your Guiding Edge.

(Feel free to skip any that don't apply to you):

1. What personal transformation have you experienced that you could teach others?
2. If you were to create content like a podcast, blog post, or video, what topics come naturally and easily for you?
3. What are three accomplishments you're most proud of in your personal or professional life?
4. What questions do your friends, family, and peers frequently ask you for advice on?
5. In what areas are you already being paid for your time and expertise?

Bonus AI Tip: Copy your answers to the Guiding Edge questions above and paste them into ChatGPT with the following prompt:

AI Prompt: "Below are my responses to questions about my skills, unique knowledge, achievements, and areas I'm passionate about. Based on this information, can you identify any recurring themes, strengths, and topics I'm uniquely suited to teach? What do you see as my greatest skill? Also, please suggest who might benefit most from learning about these topics."

[Insert your answers to all the questions from the Guiding Edge exercise.]

AI Insights

AI can save you time, but it can't replace the extraordinary value that only you can deliver. Think of AI as an intern or assistant—there to help you brainstorm and get unstuck when you need it.

If you're new to AI and unsure where to begin, start with a commonly used tool like ChatGPT. You can use it for free or upgrade to access more features. ChatGPT can help you generate text, answer questions, and even create content, making it a great entry point for exploring AI's potential.

Here are some quick tips to make the most of ChatGPT:

- Begin the chat by sharing a brief description of who you are and any relevant information that will help the AI provide better responses.
- Be specific and detailed with your questions and prompts to get more accurate answers.
- If the AI's response doesn't quite meet your expectations, ask it to refine or adjust the results to better suit your needs.
- Start a new chat for each topic to keep things organized and ensure more focused responses. This way, the AI won't mix up information from different tasks or projects.

Struggles, Challenges, or Desires Your Potential Community Faces

To create content that truly resonates, it's essential to understand your community's struggles, challenges, and desires. The more your content speaks directly to their needs, the more likely you are to attract your ideal community.

Take a few minutes to reflect on the following questions to gain clarity on your community's pain points and aspirations.

Note: If you have direct access to your Ideal Client Avatar (ICA), reach out to them in person or online to gather their insights. If you're unsure of an answer and can't connect with your ICA right now, make an educated guess—you can always refine your insights later.

- 1) What does a typical day in the life of your potential community look like? How do they want to feel? Think about what frustrates them or makes their day feel challenging or overwhelming.
- 2) What are the top three pain points preventing your potential community from living their most fulfilling or dream life?
- 3) If your potential community could wave a magic wand and instantly solve their biggest challenge, what would it be? (This is a great question to ask your social following, no matter the size!)
- 4) What does your potential community enjoy doing in their free time? What obstacles prevent them from engaging in these activities?

Using your answers above, answer the following statement:

The main struggles, challenges, and desires of my potential community are:

Uncover Your Profit Potential

It's important to ensure it's something people are willing to pay for. A simple way to gauge this is by looking at what they're already investing in.

Take a few minutes to research and answer the following question.

- 1) **What types of content, books, courses, products, or services does your potential community invest in? What are the typical prices for these items?**
- 2) **Using your answers above, complete the following statement: Does your potential community invest in solutions for their struggles, challenges, or desires?**

Discover What Energizes You

It doesn't have to be solely fueled by passion, but it should be an area where you feel genuinely excited to share your unique insights and knowledge with your potential community.

When challenges arise, your authentic interest in this space and your commitment to helping others will keep you motivated.

To uncover what truly excites you, take a few minutes to answer the following question:

- 1) **What topics do you naturally gravitate toward and enjoy learning about in your free time?**
- 2) **What is the one problem you are most passionate about solving for others, even if you weren't getting paid for it?**

Reflecting on your answers, what truly excites and energizes you?

It's time to bring everything together and craft your mission statement.

As you continue to learn more about your potential community, this statement will naturally evolve, but for now, you're creating a solid foundation. Make it a habit to revisit and refine this statement as you grow and expand.

I regularly review and update my Ideal Client Avatar (ICA) and mission statement to stay aligned with my community's needs.

Doing this will help you stay connected to what your community truly wants and values.

Here's an example of my mission statement: I empower faith-driven aspiring entrepreneurs to develop sustainable mind management skills and build purpose-driven businesses online. My passion is guiding them to harness the transformative power of their minds as their most strategic asset, unlocking their potential to create lasting impact and achieve life-changing financial freedom.

You don't need to overcomplicate it. The goal here is to just get clear.