

## **YOUR FIRST DOLLAR COMPANION CHECKLIST**

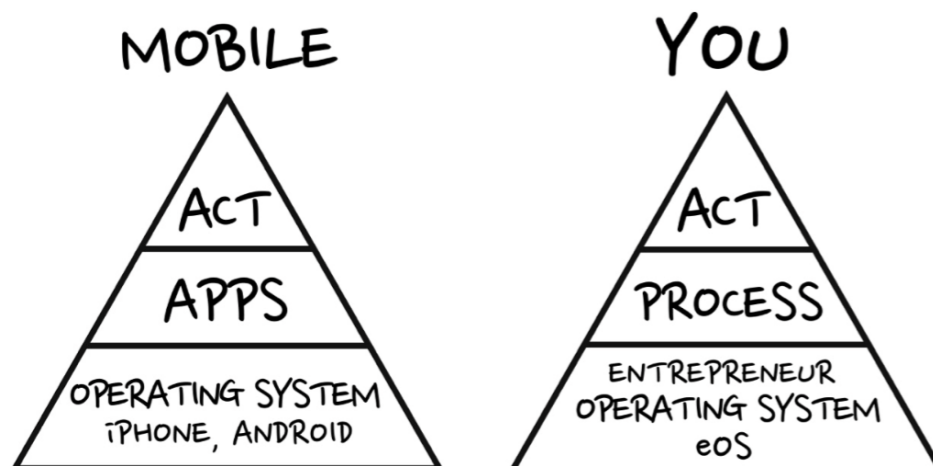
## YOUR FIRST DOLLAR COMPANION CHECKLIST



Welcome! This checklist is designed to remind you of the steps you need to take to apply the first dollar system. The explanations can be found in my book "Your First Dollar"

You really need the book to understand the checklist! Fortunately, you can get a [free copy of the book right here!](#)

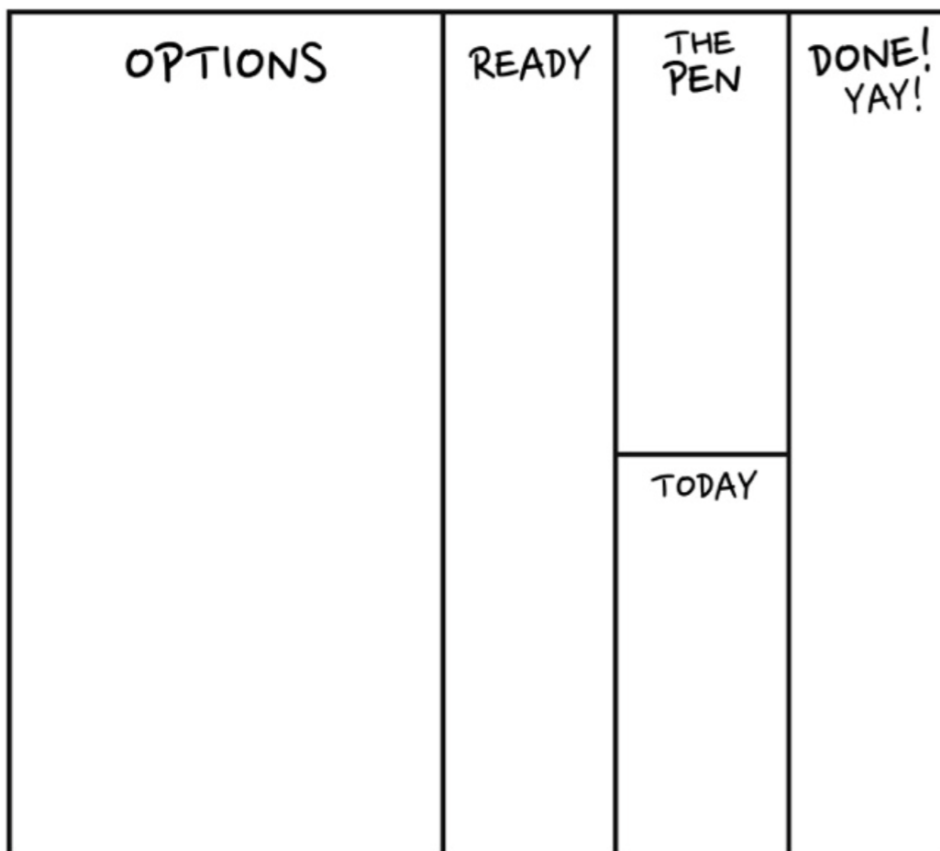
### Determine your eOS (entrepreneurial operating system)



- Go to [www.yourfirstdollar.com/Kolbe](http://www.yourfirstdollar.com/Kolbe) and take the test.
- Watch this video on interpreting your Kolbe report.  
[www.yourfirstdollar.com/Kolbe](http://www.yourfirstdollar.com/Kolbe)
- Have a good read of your report paying attention to the things Kathy Suggest are much easier for you.
- Optional- email me [ed@yourfirstdollar.com](mailto:ed@yourfirstdollar.com) and tell me your Kolbe result and what you thought of the report.

### Install your eOS

- Do a 50 minute focus finder - [Here is a video explaining how its done](#)
- Get a Kanban board. I have suggested equipment at [www.yourfirstdollar.com/tools](http://www.yourfirstdollar.com/tools)



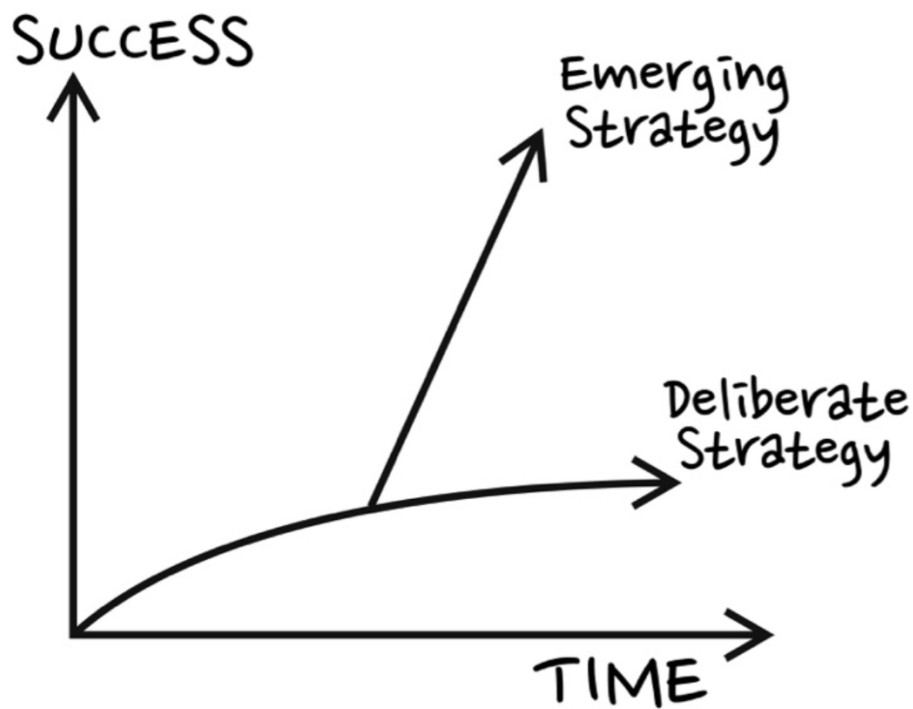
- Fill out your options column using the information from your 50 minute focus

finder.

- Remember all aspects of your life-not just your your first dollar project.
- Move no more than six tickets into the ready column.
  - Must be able to be completed this week
  - What does done look like?
  - Power Tip - use time limits
- Move the most important thing which can be done to the today column.
  - Consider your day
  - What's the context of your day
  - Create blocks to do your ticket on your diary.
- When finished, Move the ticket to the done column. (or into the PEN if you've done all you can do and are waiting on something/someone)
- Got more time today - "pull the next ticket"
- Check out the Kanban series of videos where I show you how to do this step-by-step [www.yourfirstdollar.com/Kanban](http://www.yourfirstdollar.com/Kanban)
- Optional-send me a picture of your Kanban board and tell me what you thought of the process- [ed@yourfirstdollar.com](mailto:ed@yourfirstdollar.com)

## **Understanding your market**

- Choose your market
  - Every market is a market
  - 1000 true fans



### Choose Your Market Questions

- Make sure you do on paper and not in your head
- Two minute exercise for each question
- Do with a timer
- Keep the pen moving
- What do you love?
- Where do you spend your money?
- Where do you spend your time?
- What did you do when you were young?
- You don't have to be an expert!
- Smaller is better (when you are starting)

## **Pick your market**

- 10 minute free writing session
  - Set a timer for 10 minutes
  - Pen does not stop moving
  - No one sees this-EVER!
  - Start with the sentence "I am going to take a free and easy look at what market I should go into as my first market test"
  - Keep your "inner-editor" off for the next hour!
- Choose your market
  - Got it? Great!
  - No. Use the "paper crunch" scientific method for making a decision
- Segment Your Market
  - 10 minute free write
  - What are all the ways I can divide this market into segments?
  - Remember the golf market
- Pick a single target market

Stuck? Not sure? Join me on a live brainstorming call- send me an email to [ed@yourfirstdollar.com](mailto:ed@yourfirstdollar.com) - tell me where you are at and I'll send you the details of our next brainstorming session.

## **Understand the market**

- Where does your single target market hanging out?
  - Set a timer for 25 minutes
- Search for Facebook groups
- Google "your single target market" forums
- Google "your single target market" Reddit
- Google "your single target market" blogs
- Google "your single target market" tradeshow
- Amazon "your single target market" book

Warning-if you can't find anything in 25 minutes you may have chosen to small segment of your market

- Get some 3 x 5 index cards and an index card box
  - You can see the 3 x 5 cards I use here at [www.yourfirstdollar.com/tools](http://www.yourfirstdollar.com/tools)

- Create three tickets for this week's Kanban board on pains, games, and jobs to be done
  - You will spend a total of 30 minutes researching for pains, gains and jobs to be done
  - Remember, just 30 minutes for each
  - The goal is quantity not quality
  - Remember the pottery experiment!
- Spend 10 minutes ranking your pain index cards
- Spend 10 minutes ranking your games index cards
- Spend 10 minutes ranking your jobs to be done index cards
- Put these in your index card box we are going to be using them shortly!

### **Building your tribe**

- Review the biggest pain you discovered in research
- Create a S.A.G.E.giveaway to help solve the number one problem
  - Simple
  - Actionable
  - Goal orientated
  - Easy

### **Create the funnel**

- Set up a download page book for your guests a GE giveaway
- Set up a privacy page
  - Watch the videos at [www.yourfirstdollar.com/videos](http://www.yourfirstdollar.com/videos)

### **Our first experiment**

- Set up a Facebook lead gen head test
  - [Follow this link to Learn how to make this type of ad here](#)
- Set up a leadsync.me account for notifications

- Run test
- Analyse results
- Design next experiment

### **Do you want a cookie?**

- Create a cookie question
- Send the cookie question two new emails

### **Make a dollar!**

- Affiliate research
- Sign up to amazon as an affiliate
- Send an email recommending a product or service you love in your market
- **!Make first dollar!**
- Email me at [ed@yourfirstdollar.com](mailto:ed@yourfirstdollar.com) and tell me your story
- Rinse and repeat