Preparation Form

1) **What is your main area of expertise?**

2) **Where does your expertise come from?** (degrees, certificates, experience, practice, research, real life experience, etc…)

3) **Who is your ideal client?** (be as detailed as possible)

4) **What is one FREE offer (i.e. ebook, quiz, checklist, challenge, webinar, etc…) you'd like JVs to help you promote?**

5) **What is one PAID offer (program, product, workshop, service…) you'd like JVs to help you promote?**

Title:

Problem it solves:

Audience:

Format:

Price:

Has it already been created?

Has it already been offered/delivered to paid participants?

Do you have results/testimonials for this specific offer?

Dates for the next launch:

What free resources/gifts have already been created that lead to this offer (i.e. ebook, quiz, checklist, challenge, webinar, etc…):

6) **What's your current CRM system to manage your email list and send emails (MailChimp, Constant Contact, ConvertKit, InfusionSoft, etc)?**

7) **What's your current sphere of influence?**

a) Do you have an email list? If so, what's your list size?

b) Do you have a FB group? If so, how many members do you have?

c) Do you have social media following? If so, which platforms and how many followers?

d) Do you have a podcast?

e) Do you have an active YouTube channel?

f) Do you do FB interviews?

8) **What special expertise, skills or talents can you offer to others (i.e. building a website, video editing, hiring a team, copywriting, hypnotherapy, etc…)?**