

The "A-Ha!" Project Periscope

The perfect peek-a-boo tool to keep a sharp eye on your mission while you're submerged in the details.

Oh boy, a new project! Glad I've got this handy-dandy sanity savior to keep me on track...

1. "WHAT is this project?" *WHY does it even exist in the first place?*

2. "WHO cares?" *Who's going to read it, buy it, interact with it, learn from it, and/or take action because of it?*

3. "WHERE the heck are they?" *How do I find them? How do I let them know this exists for them?*

4. "WHAT is the #1 thing I want to get out of this?" *Money, leads, relationships, reputation? Something else?*

5. "If I could get **ONE MAIN, NO-B.S. MESSAGE** to my Ideal Audience, what would it be?"

"Alriiiiiiiiiiiiiighteeeeee! Now I'm ready to slay the dragon and claim my prize!"