

Global Neighborhood *cheat sheet*



1. My ideal person's name is _____.
He/she is a _____,
who _____,
_____ and _____.
What he/she really wants (that he/she will only whisper to his/her best friend) is:

The one thing he/she cares about more than *anything else* is _____.
2. My **bold** and *unique* promise to my ideal person is:
_____.
3. I am _____;
the reason I care about about my ideal person is: _____,
_____, the reason I can relate is _____,
_____, and I can offer my ideal person the best solution because:
_____.
4. I will demonstrate and prove the results I promise; and remove every risk or uncertainty of making a decision by:

_____.
5. The best places and times to reach my ideal person are:

_____.

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6. I will “record” my message for my ideal person using _____,
and lead my ideal person to discover it at those best places and times by:
_____.
7. I will invite my ideal person to claim his/her *unexpectedly thoughtful welcome gift*, which will be
_____, and I will capture a way to stay in touch with him/her.
8. I will follow up and help with each step of his/her decision process by _____.
9. My non-mass-producible “*experience good*” is: _____.
10. What the experience and outcome is worth to my ideal person is: _____.
11. The name of my *Global Neighborhood* is _____.
12. I will nurture a personal, emotional, ongoing and giving relationship by _____,
_____, _____,
_____, and _____.
13. I will offer _____ as an upgrade (or enhanced experience) to what will be bought;
I will offer _____ as a complement to what is bought.
14. I will create many reasons for my ideal person to return regularly, so that I can continue to enrich his/her life, by:
_____,
_____,
_____, etc.
15. I will reward my best fans, and always create special experiences for them for as long as they are hungry, by:
_____,
_____, etc.
16. I will enrich my ideal person’s relationships with his/her friends, family and peers by offering them:
_____,
_____, etc.
17. My “before” allies are: _____.
My “during” allies are: _____.
My “after” allies are: _____.
18. The small *Neighborhoods* that has members who are curious about, interested in, or can benefit from what I (or
the members in my Global Neighborhood) do are: _____.

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