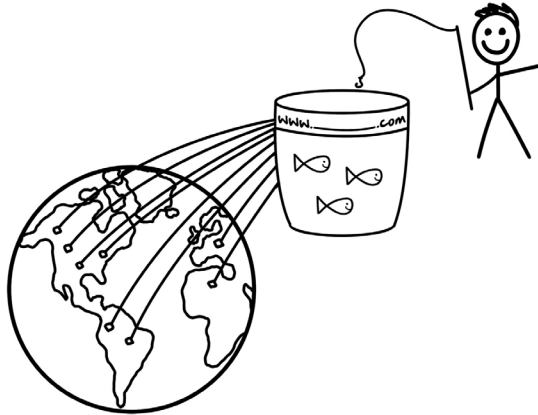## DREAM 100: WEBSITES

Which websites do your dream customers frequently visit? Brainstorm the first 10 websites that come to your mind that they frequently visit. (You'll fill in the "Dream Keyword" #1–10 sections later.)

	Top 10 Websites Your Dream Customers Visit
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #1:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #2:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #3:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #4:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #5:	
Rank	Website
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #6:	
Rank	Website
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #7:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #8:	
Rank	*Website*
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #9:	
Rank	Website
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Dream Keyword #10:	
Rank	Website
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

DREAM 100: FORUMS & MESSAGE BOARDS

Which forums or message boards do your dream customers participate in? Write down at least 10 forums or message boards they participate in.

Name of Forum or Message Board	Members in Group

Name of Forum or Message Board	Members in Group

DREAM 100: FACEBOOK GROUPS

Which Facebook groups do your dream customers participate in? Write down at least 15 Facebook groups they participate in and how many members are in each group.

Name of Group	*Members in Group*
Total Members Of Group	

IF THE "TOTAL MEMBERS OF GROUP" IS LESS THAN ONE MILLION PEOPLE: Join more groups until you're part of groups with a combined reach of at least one million people. (If you're a local business, do as many as you can.)

Name of Group	Members in Group
Total Members Of Group	

DREAM 100: FACEBOOK INFLUENCERS

Which Facebook influencers do your dream customers follow? Write down at least 25 Facebook influencers they follow and how many followers each influencer has.

Name of Influencer or Brand	*Followers of Page*

Name of Influencer or Brand	Followers of Page

DREAM 100: INSTAGRAM INFLUENCERS

Which Instagram influencers do your dream customers follow? Write down at least 25 Instagram influencers they follow and how many followers each influencer has.

Name of Influencer or Brand	Followers of Page

Name of Influencer or Brand	Followers of Page

DREAM 100: PODCASTS

Which podcasts do your dream customers listen to? Write down at least 30 podcasts they listen to. (You'll fill in the other information later.)

Sample: Podcasts to Follow

Name of Podcast	Category	Episodes	Reviews
The Marketing Secrets Show	Business > Entrepreneurship	300+	358

Your Podcasts to Follow

Name of Podcast	Category	Episodes	Reviews

Name of Podcast	Category	Episodes	Reviews

Name of Podcast	Category	Episodes	Reviews

Name of Podcast	Category	Episodes	Reviews

DREAM 100: EMAIL NEWSLETTERS

Which email newsletters do your dream customers subscribe to? Write down at least 20 email newsletters they subscribe to. (You'll fill in the other information later.)

Sample: Solo Ads

Name of Email Newsletters	Joined List?	Sent Good Emails?	Has Media Kit?	Solo Ad "Rate Card" Price?	List Size?	Average Click Rate	Expected Clicks for Solo Ad	Landing Page Conversion	Expected Customers	Average Cart Value	Expected Gross Revenue*	Negotiated Ad Price	Expected Net Revenue
Digital Marketing Newsletter	Y	Y	Y	$8,000	50,000	5%	2,500	10%	250	$30	$7,500	$5,000	$2,500

*This example shows a solo ad for a break-even, front-end funnel. As every list is different, your Expected Gross Revenue may be higher than your actual gross revenue, so try to get the Negotiated Ad Price as low as possible to help you break even or make a profit.

Your Solo Ads

Name of Email Newsletters	Joined List?	Sent Good Emails?	Has Media Kit?	Solo Ad "Rate Card" Price?	List Size?	Average Click Rate	Expected Clicks for Solo Ad	Landing Page Conversion	Expected Customers	Average Cart Value	Expected Gross Revenue*	Negotiated Ad Price	Expected Net Revenue
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$

Name of Email Newsletters	Joined List?	Sent Good Emails?	Has Media Kit?	Solo Ad "Rate Card" Price?	List Size?	Average Click Rate	Expected Clicks for Solo Ad	Landing Page Conversion	Expected Customers	Average Cart Value	Expected Gross Revenue*	Negotiated Ad Price	Expected Net Revenue
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$

Name of Email Newsletters	Joined List?	Sent Good Emails?	Has Media Kit?	Solo Ad "Rate Card" Price?	List Size?	Average Click Rate	Expected Clicks for Solo Ad	Landing Page Conversion	Expected Customers	Average Cart Value	Expected Gross Revenue*	Negotiated Ad Price	Expected Net Revenue
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$

Name of Email Newsletters	Joined List?	Sent Good Emails?	Has Media Kit?	Solo Ad "Rate Card" Price?	List Size?	Average Click Rate	Expected Clicks for Solo Ad	Landing Page Conversion	Expected Customers	Average Cart Value	Expected Gross Revenue*	Negotiated Ad Price	Expected Net Revenue
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$
				$		%		%		$	$	$	$

DREAM 100: GOOGLE KEYWORDS

Which keywords do your dream customers search for on Google? Write down your top 10 dream keywords. (You'll write down the long-tail keyword phrases later on. You'll also write blog posts later using these long-tail keyword phrases.)

Sample: Dream Keywords

Dream Keyword	sales funnels
Long-Tail Keyword Phrases	sales funnels definition
	sales funnels examples
	sales funnels explained
	sales funnels software
	sales funnels for artists
	sales funnels 101
	sales funnels for real estate
	sales funnels templates
	sales funnels for Shopify

Dream Keyword #1	
Long-Tail Keyword Phrases	

Dream Keyword #2	
Long-Tail Keyword Phrases	

Dream Keyword #3	
Long-Tail Keyword Phrases	

Dream Keyword #4	
Long-Tail Keyword Phrases	

Dream Keyword #5	
Long-Tail Keyword Phrases	

Dream Keyword #6	
Long-Tail Keyword Phrases	

Dream Keyword #7	
Long-Tail Keyword Phrases	

Dream Keyword #8	
Long-Tail Keyword Phrases	

Dream Keyword #9	
Long-Tail Keyword Phrases	

Dream Keyword #10	
Long-Tail Keyword Phrases	

DREAM 100: BLOGS

Which blogs do your dream customers read? Write down at least 20 blogs they read.

Name of Blog	*Subscribers*

Name of Blog	Subscribers

DREAM 100: YOUTUBE CHANNELS

Which YouTube channels do your dream customers subscribe to? Write down at least 20 YouTube channels they subscribe to and how many subscribers each channel has.

Name of Channel	*Subscribers*

Name of Channel	Subscribers

DREAM 100: YOUTUBE KEYWORDS

Which keywords do your dream customers search for on YouTube? Copy over your dream keywords from "Dream 100: Google Keywords." (You'll write down the long-tail keyword phrases later on. You'll also make discoverable videos later using these long-tail keyword phrases.)

Sample: Long-Tail Keyword Phrases

Dream Keyword #1		
At Least 50 Long-Tail Keyword Phrases	. . . for beginners	. . . for real estate agents
	. . . vs website	. . . affiliate marketing
	. . . for shopify	. . . agency
	. . . that convert	. . . examples
	. . . animation	. . . for coaches
	. . . explained	. . . radio
	. . . for e-commerce	. . . amazon fba
	. . . etc.	. . . etc.

Dream Keyword #1		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #2		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #3		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #4		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #5		
At Least 50 Long-Tail Keyword Phrases		

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Dream Keyword #6	
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #7		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #8		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #9		
At Least 50 Long-Tail Keyword Phrases		

Dream Keyword #10		
At Least 50 Long-Tail Keyword Phrases		

DREAM 100: _____

What other networks are your dream customers on? Write in the network's name and write down at least 25 influencers they follow on that network.

Name of Influencer or Brand	Followers

Name of Influencer or Brand	Followers