

Topic #1

Topic #2

Topic #3

# Verticals:

YOUR GUIDE FOR  
STRATEGIC VISIBILITY

Philosophy

Story

Philosophy

Story



# Understanding Your Verticals

**WHAT IS A VERTICAL?:** Your top content areas. It's the topics that people know you for and you offer products for.

**THE PURPOSE:** Lead your audience and customers through an intentional experience rather than a disjointed “spaghetti on the wall” or “whatever I think of in the moment” process.

**THE SECONDARY (AND VERY IMPORTANT) PURPOSE:** To have a robust pipeline of people who are excited and obsessed with you and what you put out into the world that are ready and primed to buy from you.

GET THE TRELLO BOARD FOR THIS PROCESS: [bit.ly/visibleverticals](https://bit.ly/visibleverticals)

## ANSWER THE QUESTIONS

What do you want to be known for?

What do people ask you about?

What are you evangelical about and love spreading the word about?

What comes easily to you?

What do you adore doing?

Use the space below to brainstorm possible topics that you might choose for your content areas.

# Organizing the Expertise

Looking at your brainstorm, are there things that fit into one umbrella category? What are the top 3 overarching things you're an expert in? (It might be more subjective than an area of expertise. If this description doesn't fit, you could consider, what style, type, or look do you embody?)

**What are your 3 things?**

## 1: The Philosophy

- What do you know about this topic?
- What do other say about this topic that you disagree with?
- What's an unpopular opinion you hold?
- What words or phrases do you use to describe this work that's unique to you?

## 2: Stories

- Client stories
- Your stories
- What brought you to this work?

## 3: Empathy Reflection (Pain Points)

- What are your dreamies really saying?
- What are they challenged by?
- What are they fed up with?
- What do they want more than anything?

# Verticals and Creating your Pipeline

## 1: Free Free Free

- Anything where you're offering free value with nothing in return
- Advice in a FB group
- A blog post
- IG post
- Social education

List all the ways you have or could add value to your community for this vertical.

## 2: Freebie with a Trade

- Coupon code
- PDF Download
- A video training

List all the ways you have or could add value if they give their email address!

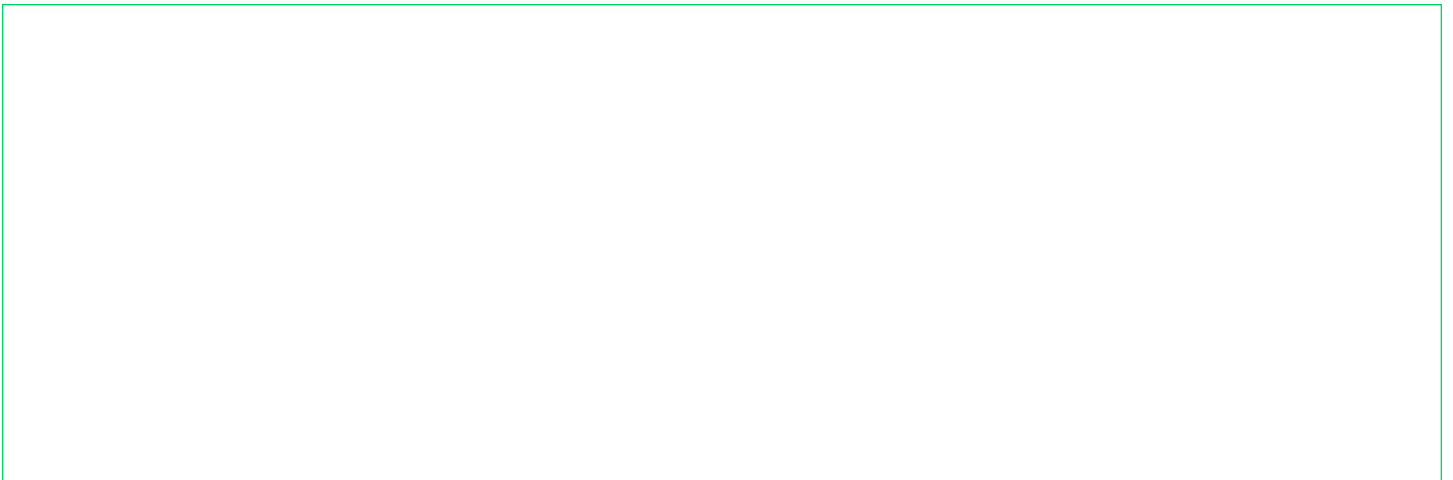
## Offer 1: Tripwire Product



## Offer 2: Medium Priced Product



## Offer 3: High Priced Product



# Vertical ONE

<b>FREE FREE FREE</b>			
<b>FREEBIE WITH A TRADE</b>			
<b>OFFER 1 TRIP-WIRE PRODUCT</b>			
<b>OFFER 2 MID-PRICED PRODUCT</b>			
<b>OFFER 3 HIGH-VALUE PRODUCT</b>			
<b>PHILOSOPHY</b>			
<b>STORIES</b>			
<b>EMPATHY REFLECTION</b>			

# Vertical TWO

<b>FREE FREE FREE</b>			
<b>FREEBIE WITH A TRADE</b>			
<b>OFFER 1 TRIP-WIRE PRODUCT</b>			
<b>OFFER 2 MID-PRICED PRODUCT</b>			
<b>OFFER 3 HIGH-VALUE PRODUCT</b>			
<b>PHILOSOPHY</b>			
<b>STORIES</b>			
<b>EMPATHY REFLECTION</b>			



# Vertical THREE

<b>FREE FREE FREE</b>			
<b>FREEBIE WITH A TRADE</b>			
<b>OFFER 1 TRIP-WIRE PRODUCT</b>			
<b>OFFER 2 MID-PRICED PRODUCT</b>			
<b>OFFER 3 HIGH-VALUE PRODUCT</b>			
<b>PHILOSOPHY</b>			
<b>STORIES</b>			
<b>EMPATHY REFLECTION</b>			

# Verticals

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# You're on the path to building a business that's Fueled with Heart.

When you choose your own adventure and your own destination, you're bound to create a life that's full of sunshine and doing more of what you love and making money by helping people.

This is one of the 7 Segments of Heart Centered success that you'll want to master so you can profit and serve with your business!

Can't wait to keep cheering you on. See you inside the [Fueled with Heart Facebook Community](#) to keep this conversation going!

XO,  
Reina

**POST YOUR WORK ON  
INSTAGRAM AND TAG ME  
@REINAANDCOMPANY**

**#fueledwithheart**

