

Workflow to Wealth: The Foundation

Learning Objective: By the end of this resource, students will be able to synthesize their niche, audience, and content strategy into a structured, manageable workflow for an online business.

Step 1: Establishing the Why (Niche Identification)

Routine: Evaluate potential niches versus your personal interests using the framework below.

SEE: What niches do I see?

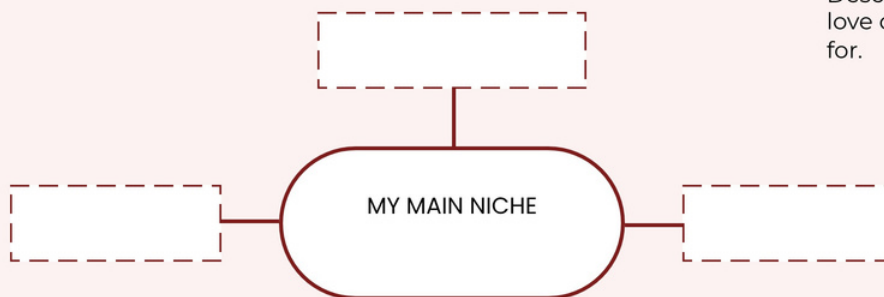
THINK: What do I think is viable?

WONDER: What do I wonder about?

Reflection: Which potential niche felt most exciting as you were listing them? Why?

Step 2: The Passion/Profit Intersection

Visual: Direction Map



Writing: Interest Assessment

Describe the intersection between what you love doing and what people are willing to pay for.

Conduct brainstorming session PPT

- 01** OFFER AWESOME SERVICES
This slide is an editable slide with all your needs.
 - 02** GREAT SUPPORT 24/7
This slide is an editable slide with all your needs.
 - 03** WE CREATE HISTORY
This slide is an editable slide with all your needs.



Use brainstorming sessions to clarify your niche branches.

Collaborative Prompt: Turn to a partner and describe your 'Main Niche' in exactly 3 words. They must tell you if those words sound profitable or purely personal.

Reflection: On a scale of 1-10, how confident do you feel about this niche being sustainable?

Defining Your People: Audience & Solutions

Step 3: Target Audience Profile

Worksheet: Define who you are helping. The more specific, the better your strategy.

Demographics: (Age, location, job, etc.)

Interests & Hobbies:

Psychographics: (What do they value? What keeps them up at night?)

Reflection: Why is this specific person the 'perfect' customer for the niche you identified on Page 1?

Step 4: Problem-Solution Mapping

Collaborative Prompt: Share one 'Pain Point' with your group. Ask: 'Would you pay to have this problem solved?' Take notes on their reaction.

Common Audience Problem	Your Unique Solution

Reflection: Which of these solutions is your 'Low-Hanging Fruit' (easiest to start with)?

Mastering Content Mapping & Workflows

Part 1: Content Mapping Grid

Map each content type to your preferred platform (e.g., Blog, YouTube, LinkedIn, Instagram). Explain why that platform fits the format.

Content Type	Platform Choice	Strategic Reason
How-to Tutorials		
Quick Resource Guides		

Workflow Checklist Template

- Brainstorm topics & keywords
- Outline main talking points
- Draft content (text/script/video)
- Review & Edit for clarity
- Schedule in CMS / Email Tool
- Post promotion on Social Media

Verbal Prompt: Team Talk

Discuss with a partner: Which stage of the workflow do you find the most difficult?

How could using a template or automation speed up that specific part?

My Weekly Content Workflow Planner

Organize your content creation and email management tasks for a typical week. Be specific about what you will accomplish each day.

Day	Task Details (Creation, Scheduling, Email, Management)
Monday	
Wednesday	
Friday	
Weekend Review	

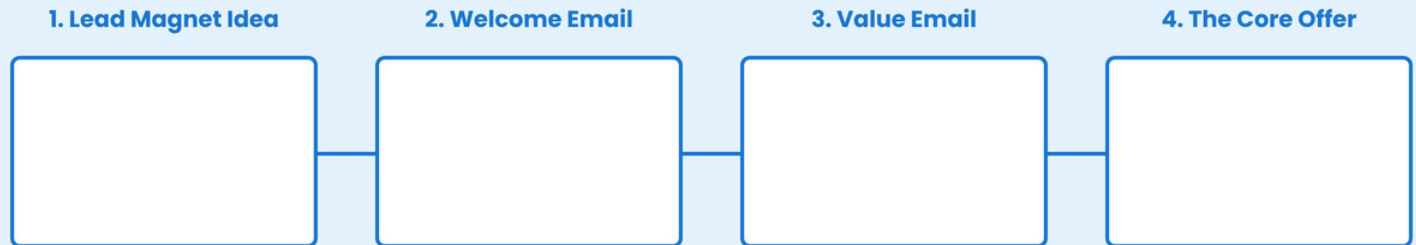
Reflection Box

How does having a predefined workflow impact your ability to be consistent?

Lead Magnet & Funnel Design

Part 1: The Funnel Map

Your lead magnet is the bridge between your content and your email list. Map out how your first free resource leads into a relationship-building sequence.



Action Item: Describe the transformation your Lead Magnet provides in one sentence.

Part 2: Challenge Task – Repurposing Plan

Collaborative Brainstorm: Turn to a partner. Identify 3 'golden nuggets' or key takeaways from a recent 10-minute video you watched.

Outline your plan to turn **ONE** video into **THREE** unique social media posts:

Post 1: Short Clip / Reel

Post 2: Text Quote / Graphic

Post 3: Carousel of Steps

Reflection Box

How does repurposing content help you maintain a consistent funnel without burning out? What is one takeaway from today's design process?