



FASHION BRAIN ACADEMY

THE CROSSOVER EXERCISE

THE STARTUP CHALLENGE: DAY ONE

Instructions:

1) Print out this worksheet and fill in the first column with EVERYTHING you love to do. Don't censor yourself. You can write down things like, I love reading magazines, I love swimming, I love embroidery, I love candles, I love drinking wine, I love volunteering at my kids' school. Just let your mind go free and write it down – don't worry if it relates to a business, OK?

2) Next, go to the third column on your worksheet, and write down all the things people would pay you money for. For instance, people DO pay money for wedding dresses with embroidery. They also buy embroidered pillows and wall hangings. Write it all down. If you love wine, something people DO pay money for is wine accessories so write that down. They pay for wine tours in France so write that down. They pay for wine themed embroideries, so write that down. Keep going and DON'T censor yourself!

3) Finally, look at the column in the middle and think about the CROSSOVER between the two outside columns. The crossover is where your business will thrive. For example, let's say you don't want to LEAD wine tours in France but perhaps you DO want to create wrinkle-free, sophisticated clothing for the EXACT type of person who loves wine tours in France. That's a niche. And a great one, at that.

More Examples... Or maybe you love volunteering at your kids' school and you start to get to know the teachers. They all complain about the lack of pockets in dresses these days. BAM. You create an affordable collection of dresses with pockets designed JUST for teachers. It's an easy niche to market to (they belong to certain organizations, they go to the same conferences, plus you can find them online) and you have a simple, manageable first product to get started. And you KNOW you like working with your target market – teachers – and that's a huge bonus.

4) After you fill out the worksheet, head on over to my Facebook Page (facebook.com/fashionbrainacademy) and share your AHA moment. Did this exercise turn out like you thought it would? Was this first challenge helpful for you or do you still have questions? Or maybe you just want to ready what others have to say. Either way, [head on over](#) and join the conversation: Click this link



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DO THIS FIRST: What I Love to Do

DO THIS LAST: The Crossover

SECOND: What People Will Pay \$ For
