

# Big Picture Research Worksheet

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## FEARS / NEGATIVITY – As it relates to you

The #1 thing you as an Educator worry about (fear) most?

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When it comes to expanding outside of the classroom, what wakes you as an Educator up in the middle of that night bathed in a cold sweat of panic?

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When it comes to money, the #1 thing you as an Educator worry about?

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The #1 **thing** you as an Educator fear most? (Thing / noun)

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The #1 **action** you as an Educator fear having to take most: (Fear / Verb / action)

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When it comes to your **time**, the #1 thing you as an Educator fear most: (Fear)

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What is the #1 **skill** you as an Educator feel you don't have / aren't very good at and it scares you?

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What are **five negative things** that would motivate you as an Educator to take action right now when it comes to expanding outside of the classroom?

1.

2.

3.

4.

5.

DESIRES – as it relates to you

You as an Educator want to be able to \_\_\_\_\_ so that you can make more money.

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The #1 thing you as an Educator want most in your **personal** life:

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The #1 thing you as an Educator want most in your **professional** life:

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When it comes to expanding outside of the classroom, you as an Educator really want to be able to:

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Also, when it comes to expanding outside of the classroom, you as an Educator also really want to:

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One more thing you as an Educator really want when it comes to expanding outside of the classroom is to:

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What are **five positive things** that would motivate you as an Educator to take action right now when it comes to expanding outside of the classroom?

1.

2.

3.

4.

5.

### PROBLEMS / QUESTIONS / ROADBLOCKS – As it relates to you

The biggest thing holding YOU back from success with expanding outside of the classroom is:  
(Roadblock)

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When it comes to expanding outside of the classroom, YOU really want to be able to STOP:

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When it comes to expanding outside of the classroom, YOU are scared that you will have to \_\_\_\_\_ and will do anything to avoid it.

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## Educators as Entrepreneurs Secrets

In general, you as an Educator's number one enemy is: (People or group )

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When it comes to expanding outside of the classroom, \_\_\_\_\_ are the mortal enemies to you as an Educator. (People / Group)

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The Top 5 questions you as an Educator have about expanding outside of the classroom:

1.

2.

3.

4.

5.

### INTERESTS

What 5 products/services or areas of interest have you already considered?

1.

2.

3.

4.

5.

### ***Research the topics surrounding your areas of interest***

What are 5 popular products for sale on Amazon in that niche and what feedback from buyers stands out the most to you (positive AND negative):

1.

2.

3.

4.

5.

The five most popular websites / blogs in your area of interest:

1.

2.

3.

4.

5.

## Educators as Entrepreneurs Secrets

Five of the most popular social media sites / groups / influencers in your area of interest:

1.

2.

3.

4.

5.

What are 5 popular products for sale in your area of interest on Clickbank? *(Note: if you have never heard of ClickBank, don't worry we'll discuss it)*

1.

2.

3.

4.

5