

Your First Spiral Revenue Path

◆ Step 1 – Restate Your First Top-of-Mind Problem

This is the entry point your talk solves.

The first problem I help my specific audience solve is:

◆ Step 2 – Identify What Problem Emerges Next

Ask:

“When this first problem is solved, what do they now want or struggle with?”

The second logical problem they face next is:

◆ Step 3 – Identify the Third Chapter

Ask:

“Once problem #2 resolves, what new need, desire, or challenge appears?”

The third logical problem they face next is:

◆ Step 4 – Draft Your Spiral Pathway Sentence

Example:

I help new coaches build confident messaging → which leads to needing visibility → which leads to needing offer creation & pricing confidence.

Your version:

"I help _____

solve _____

which naturally leads to _____

and ultimately opens the need for _____."

◆ Step 5 – Check for Truth

Ask yourself:

- Have I seen this sequence in real humans?
- Do these logically evolve?
- Would someone who solves #1 naturally want #2?

If so → You now have a spiral to monetise, teach, and lead.