

7 Figure Funnel Formula Module 2 Worksheet: Creating Your Black Box

1. The most important thing to think about is ‘when people buy,’
What are they going to be getting OR how much you will be getting
2. True or False: the Oprah Effect is when you are killing businesses with the ability to scale and give good quality to everybody.
3. The Black Box in business is like a _____ that solves problems for people.
4. Most people gloss over this, but something to consider is _____, building levels and if it’s off, it won’t be noticeable.
 - A. The Eiffel Tower
 - B. The Leaning Tower of Pisa
 - C. The Brooklyn Bridge
5. The things you need to make a Black Box are:
 - A. Needs to be something you can create or build
 - B. Fills a need for people
 - C. _____.
 - D. _____.
 - E. _____.
6. In the information marketing space, we prefer products like _____ or _____. Anything that is _____ is good. Anything you can _____ and ship.
7. True or False: you have to use the informarketer’s model when making your Black Box.
8. With the Black Box, you really have to get down to this concept of
The assembly line or machine OR working independently or leadership
9. What is one question to ask yourself about your business? _____.
10. What is the big number when thinking about customers and the quantity of them?
 - A. 10,000
 - B. 100,000
 - C. 1,000

11. Think about the _____ in the products that you are selling. There is a lot of debate on how much this should be. Just make sure to keep up on the _____. Daryl recommends the minimum of ____ to _____.
12. The thinner the _____, the more _____ it is to get the first sale.
13. If you're only competitive edge is price, it is better to have Adequate margin OR Good statistics
14. It's a bad idea to use the tactic of sales _____.
15. Michael Gerber wrote a _____ _____ and it means everything you do in business is turned into a _____.