

# Niche

S E C R E T S

YOUR  
STEP-BY-STEP  
GUIDE  
TO CREATING  
& EMBRACING  
YOUR SIX-FIGURE  
NICHE



AUDIO INCLUDED

*Top6*

MASTERMIND  
LIVE . LOCAL . LUCRATIVE



# YOUR STEP-BY-STEP GUIDE TO CREATING AND EMBRACING YOUR SIX-FIGURE NICHE

## GREETINGS FROM THE TOP 6 CLUB

HI THERE ENTREPRENEUR!

I AM DELIGHTED TO SHARE MY NICHE SECRETS WITH YOU. AFTER FILLING MY OWN BUSINESS BY DECLARING A POWERFUL NICHE AND HELPING SO MANY OTHER CLIENTS TO DO THE SAME, I KNOW THE POWER OF A STRONG NICHE. I ADAMANTLY BELIEVE THAT THIS IS THE FAST PATH FOR ANY NEW ENTREPRENEUR TRYING TO BUILD HIS OR HER BUSINESS RAPIDLY. IT IS ALSO FOR MUCH MORE MATURE ENTREPRENEURS WHO HAVE ALWAYS STRUGGLED TO FILL THEIR PRACTICES. I AM GOING TO SHOW YOU STEP-BY-STEP HOW TO CREATE AND EMBRACE YOUR NICHE TO BUILD A SIX-FIGURE BUSINESS FOR YOURSELF.

THIS LECTURE GUIDE ACCOMPANIES THE AUDIO YOU HAVE RECEIVED; IT WILL NOT MAKE SENSE ON ITS OWN. IN ORDER TO EXPERIENCE THE FULL BENEFITS OF THE PROGRAM, I ASK THAT YOU LISTEN TO THE AUDIO A FEW TIMES SO THAT THIS MATERIAL SINKS IN. DO ALL THE EXERCISES AS THEY ARE PRESENTED TO YOU, WHILE LISTENING TO THE AUDIO. TAKE YOUR TIME—THERE IS NO RUSH.

THEN, APPLY WHAT YOU HAVE LEARNED. YOU MUST IMPLEMENT TO GET RESULTS, AND CREATING A POWERFUL NICHE WILL HELP YOU GET GREAT RESULTS. TRUST THE PROCESS.

DON'T SPEND ANOTHER DAY CONFUSING YOUR CLIENTS WITH MIXED MESSAGES. MAKE SURE YOUR PROSPECTIVE CLIENTS KNOW EXACTLY WHAT YOU SPECIALIZE IN AND WHY THEY SHOULD SPEND THEIR MONEY WITH YOU.

I WISH YOU EVERY SUCCESS WITH YOUR BUSINESS AND YOUR PROFITABLE NICHE!

MUCH LOVE,

*Tommi Wolfe*

FOUNDER OF THE TOP 6 CLUB

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CLICK ON A SECTION TO START CREATING YOUR NICHE.

## A. WHY MUST YOU CHOOSE A NICHE?

### 1. WHAT IS A NICHE?

THE DICTIONARY DEFINES IT AS “A PLACE OR POSITION SUITABLE OR APPROPRIATE FOR A PERSON OR THING: TO FIND ONE’S NICHE IN THE BUSINESS WORLD.”

WE ARE LOOKING AT A NICHE AS A WAY TO SET YOUR BUSINESS APART FROM THE MASSES. YOU WILL SET YOURSELF UP TO APPEAL TO A VERY SPECIFIC MARKET OF YOUR IDEAL CLIENTS RATHER THAN THE MASS MARKET. THIS WILL HELP YOU GET FOCUSED AND CLEAR ON WHO YOU SERVE AND HOW BEST TO HELP THEM.

### 1. WHY MUST YOU NICHE?

#### TOP 10 REASONS TO NICHE

1.	IT IS A FUNDAMENTAL MARKETING STEP THAT IS THE BASIS FOR CREATING A THRIVING BUSINESS
2.	IT IS THE FAST PATH TO FILLING YOUR BUSINESS WITH CLIENTS EASILY
3.	YOU GET TO WORK WITH AWESOME CLIENTS THAT YOU LOVE WORKING WITH
4.	YOU GET TO SHARE YOUR TRUE GIFTS AND PASSIONS WITH THE WORLD
5.	IT HELPS YOU SPEAK ABOUT YOUR BUSINESS IN A CONVINCING WAY TO PROSPECTIVE CLIENTS
6.	IT IS EASY FOR PEOPLE TO UNDERSTAND WHAT YOU DO AND TO REFER PROSPECTIVE CLIENTS TO YOU
7.	IT IS THE BASIS FOR POWERFUL COPY ON YOUR WEBSITE AND MARKETING MATERIALS
8.	IT MAKES YOU HIGHLY ATTRACTIVE TO CLIENTS, SO YOU WILL NOT NEED TO BE PUSHY WHEN YOU SELL
9.	YOU ARE LOSING MONEY IN UNREALIZED PROFITS EVERYDAY THAT YOU DELAY CHOOSING YOUR NICHE
10.	YOU CAN'T AFFORD TO MARKET TO THE MASSES AND BE EVERYTHING TO EVERYONE. SERIOUSLY!

2. WHY DOESN'T EVERYONE NICHE?

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3. WHAT YOU WILL GET IN THIS PROGRAM

- ❖ I WILL GUIDE YOU STEP-BY-STEP AS YOU CREATE YOUR IDEAL NICHE
- ❖ I WILL SHOW YOU EXACTLY WHERE TO START, WHAT TO THINK ABOUT, AND HOW TO TALK ABOUT YOUR NICHE
- ❖ I WILL GIVE YOU SOME HINTS ON HOW TO UNBLOCK YOURSELF IF YOU GET STUCK, AND
- ❖ I WILL SHOW YOU WHERE TO GET MORE HELP IF YOU NEED IT

**LET'S GET STARTED!**

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## B. BE AUTHENTIC IN YOUR OFFERINGS

WHEN THEY CHOOSE THE SERVICES THEY WANT TO OFFER TO THE WORLD, I NOTICE THAT A LOT OF ENTREPRENEURS GET DISTRACTED BY ALL SORTS OF NOISE. AT THE MOST BASIC LEVEL, I BELIEVE IT IS IMPORTANT TO CHOOSE A SERVICE THAT YOU LOVE AND IDENTIFY WITH, THAT USES YOUR TALENTS AND GIFTS AND ALIGNS WITH YOUR VALUES.

ANYTHING ELSE IS UNLIKELY TO BRING YOU SATISFACTION.

### AUTHENTIC SERVICES EXERCISE

WHAT SERVICES CAN YOU PROVIDE THAT YOU LOVE AND THAT FULFILL AS MANY OF THE FOLLOWING FACTORS AS POSSIBLE?

- ❖ YOU ARE PASSIONATE ABOUT THIS
- ❖ YOU FEEL AUTHENTIC
- ❖ YOU -R VALUES ARE IN ALIGNMENT
- ❖ YOU -R TALENTS
- ❖ YOU -NIQUE
- ❖ YOU -R EXPERIENCE (YOUR PAST)
- ❖ YOU -R STORY



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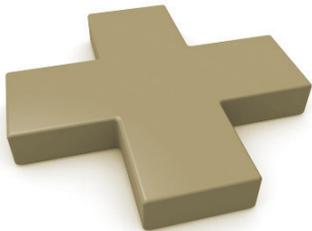
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## C. YOUR “PLUS” FACTORS



A PHENOMENON I OFTEN NOTICE IS THAT THE STRONGEST NICHEs USE A COMBINATION OF UNIQUE FACTORS FROM A PERSON’S LIFE AND EXPERIENCE, ALL BUNDLED TOGETHER TO CREATE SOMETHING THAT IS POWERFUL, PROFITABLE AND UNIQUE TO YOU.

FOR EXAMPLE, A BUSINESS COACH WITH EXPERIENCE IN THEATER MAY CHOOSE TO COACH ACTORS. A GARDEN DESIGNER MAY UTILIZE A LOVE OF WATERCOLOR PAINTING, SCHOOLING IN ART DESIGN, AND APPRECIATION OF NATURE TO CREATE HER GARDEN DESIGN MAGIC.

### PLUS FACTOR EXERCISE

HERE ARE THE PERSONAL “PLUS FACTORS” FROM MY LIFE AND EXPERIENCE THAT I CAN OFFER TO MY MARKET:

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## D. CHOOSING YOUR TARGET MARKET

❖ TAP INTO YOUR PASSION	CAST YOUR NET TOO WIDE
❖ BE SPECIFIC	WORRY THAT YOU ARE EXCLUDING PEOPLE
❖ HAVE A CONNECTION WITH THEM	PICK A GROUP YOU HAVE NO CONNECTION WITH
❖ GET TO KNOW THEM VERY WELL	PICK PEOPLE WHO CAN'T AFFORD YOU
❖ USE YOUR EXPERIENCE	PICK PEOPLE YOU CAN'T HOOK
❖ HAVE A HOOK	

### TARGET MARKET EXERCISE

LIST THE TARGET MARKET(S) THAT YOU ARE CONSIDERING:

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## E. BUY TRIGGERS

IT IS IMPORTANT TO UNDERSTAND WHAT MAKES A POTENTIAL CLIENT BUY. THIS MAY BE SIMPLER THAN YOU THINK. THERE ARE A SET OF COMMON BUY TRIGGERS THAT MOST PEOPLE RESPOND TO; ONCE YOU KNOW WHAT THE TRIGGERS ARE, YOU CAN WRAP YOUR MARKETING MESSAGE AROUND THEM. YOU AND YOUR POTENTIAL CLIENTS WILL BOTH BENEFIT. YOU WILL BENEFIT BECAUSE AWARENESS OF THESE TRIGGERS WILL MAKE IT A WHOLE LOT EASIER TO SELL YOUR OFFERINGS. YOUR POTENTIAL CLIENTS WILL BENEFIT BECAUSE THEY CAN EASILY UNDERSTAND HOW THEY WILL BENEFIT FROM YOUR SERVICES.

### HERE ARE SOME OF THE MOST POWERFUL REASONS WHY PEOPLE BUY:

- ❖ MONEY (BOTH SAVING IT AND MAKING IT)
- ❖ TIME (SAVING TIME AND FREEING IT UP)
- ❖ RELATIONSHIPS (FINDING, IMPROVING OR ENDING)
- ❖ HEALTH
- ❖ PEACE OF MIND



THESE POWERFUL BUY TRIGGERS SHOULD GIVE GREAT INSIGHT TO NEWER ENTREPRENEURS ON HOW TO POSITION THEIR SERVICES AND CREATE POWERFUL MARKETING MESSAGES AROUND THEM.

#### BUY TRIGGER EXERCISE

WHICH BUY TRIGGERS ARE RELEVANT TO YOUR TARGET MARKET?

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## CAN YOUR TARGET MARKET AFFORD YOU?

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I REALIZE THAT IT IS NOT ALWAYS ABOUT THE MONEY!  
NONETHELESS, CHOOSING A TARGET MARKET THAT DOESN'T HAVE  
THE FUNDS TO WORK WITH YOU IS NOT WISE.

HOW HARD DO YOU WANT TO WORK TO EARN YOUR LIVING?  
SOMETIMES IT MAKES SENSE TO BE PRAGMATIC!

## F. DECLARING YOUR POWERFUL NICHE

IT IS TIME. TAKE THE WORK WE HAVE DONE SO FAR, AND DECLARE YOUR POWERFUL,  
PROFITABLE NICHE.

DECLARING MY POWERFUL NICHE EXERCISE  
DECLARATION OF YOUR CHOSEN NICHE.

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CONGRATULATIONS? HOW DOES THAT FEEL?

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## G. HELP, I AM STUCK!

### 1. WHAT IF YOU ARE STUCK?

WHILE SOME LUCKY ENTREPRENEURS EASILY CHOOSE A TIGHT NICHE, FOR MANY OTHERS THIS IS NOT THE CASE. DON'T BE OVERLY CONCERNED IF YOU ARE STUCK. IT IS VERY COMMON FOR ENTREPRENEURS TO BE RELUCTANT TO NICHE, AND MANY FIND IT STRESSFUL. THIS IS NORMAL. HOWEVER WHEN PEOPLE DO COMMIT TO A NICHE, THE STRESS IS USUALLY OVER.

OFTEN LETTING GO OF A PREVIOUS IDEA OR AMBITION CAN BE PAINFUL. BUT REMEMBER WHY YOU ARE CHOOSING A NICHE; WHEN THE MONEY STARTS FLOWING, THE PAIN OF RELEASING DISTRACTING AREAS SUBSIDES FAST.

ALSO, DECLARING YOUR NICHE IS A **PROCESS**—IT IS NOT AN INSTANT DECISION FOR MANY PEOPLE. THE PROCESS CAN TAKE TIME, SOMETIMES MONTHS. SO BE KIND TO YOURSELF IF YOU ARE STRUGGLING. THE BEST WAY TO HURRY THE PROCESS IS TO START TALKING ABOUT YOUR “MOST-LIKELY-BUT-STILL-TEMPORARY” NICHE AND TRYING TO SELL IT. CUSTOMER FEEDBACK AND RESPONSE (OR LACK OF IT) IS A GREAT SHARPENER OF NICHES, AND IT WILL HELP YOURS EVOLVE.

## QUESTIONS TO HELP YOU FIND YOUR NICHE

1.	WHAT TYPE OF CLIENTS HAVE I LOVED WORKING WITH MOST IN THE PAST?
2.	WHAT TYPES OF CLIENTS NATURALLY GRAVITATE TO ME?
3.	WHAT DO I LOVE DOING MOST?
4.	WHEN AM I HAPPIEST?
5.	HOW DO I WANT TO SPEND MY DAYS IN THIS BUSINESS?
6.	WHICH OF MY OPTIONS HAS THE STRONGEST BUY TRIGGERS?
7.	WHICH OF MY NICHE OPTIONS MAKES THE MOST BUSINESS SENSE?
8.	WHICH OF MY NICHE OPTIONS IS LIKELY TO BE EASIEST?
9.	ARE OTHERS HAVING SUCCESS WITH MY PROPOSED NICHE? (THIS IS A GOOD SIGN; THE NICHE WORKS!)
10.	WOULD I RATHER NICHE AND BE PROFITABLE QUICKLY OR KEEP MY OPTIONS OPEN?

# YOUR STEP-BY-STEP GUIDE TO CREATING AND EMBRACING YOUR SIX-FIGURE NICHE

## 2. WHAT IF YOU CAN'T DECIDE BETWEEN TWO OR THREE NICHEs?

THIS IS REALLY COMMON. I STRONGLY SUGGEST FILLING OUT THIS CHART; IT WILL HELP YOU MAKE YOUR FINAL CHOICE.

NICHES	PROS	CONS
<u>NICHE 1</u>		
<u>NICHE 2</u>		
<u>NICHE 3</u>		

# YOUR STEP-BY-STEP GUIDE TO CREATING AND EMBRACING YOUR SIX-FIGURE NICHE

## WHAT IF YOU ARE STILL STUCK?

**DON'T PANIC.** WHILE MOST ENTREPRENEURS WILL HAVE BROKEN THE DREADED NICHE BLOCK, SOME WILL INVARIABLY REMAIN STUCK. I KNOW THIS IS STRESSFUL, BUT YOU WILL GET PAST IT. I HAVE TWO MORE SUGGESTIONS:

- ❖ ASK ALL YOUR MOST TRUSTED FAMILY MEMBERS AND FRIENDS WHAT CAREER THEY WOULD CHOOSE FOR YOU. IT IS AMAZING, BUT SOMETIMES THEY KNOW YOU BETTER THAN YOU KNOW YOURSELF. PAY SPECIAL ATTENTION TO PATTERNS.
- ❖ WORK WITH A PROFESSIONAL BUSINESS COACH TO GET CLARITY. I WOULD BE HONORED TO HELP YOU, AND HAVE A FEW LITTLE TRICKS UP MY SLEEVE. YOU CAN FIND ME AT [WWW.TOP6CLUB.COM](http://WWW.TOP6CLUB.COM).

### A WORD OF WARNING:

DON'T GET PARALYZED BY INDECISION. THIS COSTS MONEY.

### REMEMBER:

A NICHE IS NOT A LIFE SENTENCE. YOU CAN CHANGE IT IF IT IS NOT WORKING FOR YOU!



PICK SOMETHING THAT RESONATES AND MEETS THE CRITERIA IN THIS WORKBOOK AND GO!

## CONTINUE WHEN YOU HAVE CHOSEN A NICHE ...

## H. GETTING TO KNOW YOUR TARGET MARKET

A DESCRIPTION OF YOUR TARGET MARKET INCLUDES EVERYTHING YOU KNOW ABOUT IT--ITS LIFESTYLE, NEEDS, DEMOGRAPHICS, ETC. YOU NEED TO KNOW THIS INFORMATION PRECISELY, SO THAT YOU CAN UNDERSTAND ITS PROBLEMS AND MAKE SURE YOUR SERVICES HELP SOLVE THEM.

### 1. WHO ARE YOUR IDEAL CLIENTS?

❖ WHAT AGE?

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❖ WHAT SEX?

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❖ WHAT DO THEY HAVE IN COMMON?

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❖ WHAT DO THEY DO FOR A LIVING?

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❖ WHAT DO THEY EARN?

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❖ WHAT DO THEY READ?

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❖ WHERE DO THEY HANG OUT?

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❖ WHAT DO THEY DO FOR FUN?

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❖ WHAT KEEPS THEM UP AT NIGHT?

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❖ DO THEY HAVE KIDS?

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❖ ARE THEY MARRIED? SINGLE? WIDOWED? DIVORCED?

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ALL OF THESE QUESTIONS ARE DESIGNED TO ANSWER THE MILLION DOLLAR QUESTION BELOW. SOME OF THESE QUESTIONS MAY BE HELPFUL TO YOUR NICHE, SOME MAY NOT. BUT THEY WILL ALL HELP YOU GET A BETTER IDEA OF YOUR TARGET MARKET.

## THE MILLION DOLLAR NICHE QUESTION

WHERE CAN YOU FIND THESE PEOPLE IN LARGE NUMBERS EASILY AND INEXPENSIVELY?

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# I. TARGET MARKET ISSUES AND PROBLEMS

UNDERSTANDING YOUR TARGET MARKET’S PROBLEMS WELL IS INVALUABLE, ONE OF THE “SECRET SAUCE” INGREDIENTS OF BEING ABLE TO MARKET WELL. YOU WILL SEE WHY AS WE MOVE FORWARD.

## TARGET MARKET PROBLEMS EXERCISE

DESCRIBE YOUR TARGET MARKET’S DEEPEST ISSUES HERE.

**NOTE:** SOMETIMES (NOT VERY OFTEN) YOUR PARTICULAR TARGET MARKET MAY NOT HAVE PROBLEMS BUT MAY RATHER HAVE DESIRES, HOPES AND DREAMS. AN EXAMPLE IS A NEW BRIDE WISHING FOR GOOD THINGS IN THE FUTURE. IF THIS APPLIES TO YOU, REPLACE “ISSUES/ PROBLEMS” WITH “DESIRES/DREAMS.”

ISSUES / PROBLEMS	CORRESPONDING EMOTIONS



## K. RESULTS AND BENEFITS

BEING ABLE TO DESCRIBE TO POTENTIAL CLIENTS HOW THEY WILL BENEFIT FROM WORKING WITH YOU IS ONE OF THE MOST IMPORTANT THINGS YOU WILL EVER DO FOR YOUR BUSINESS. GET CRISP ON THE RESULTS AND BENEFITS THAT YOU CAN HELP YOUR TARGET MARKET EXPERIENCE. THIS IS WHAT YOU SHOULD DISCUSS WHENEVER YOU ARE SPEAKING WITH PROSPECTS. FOR MANY OF MY CLIENTS, THIS IS A QUANTUM CHANGE IN HOW THEY SPEAK ABOUT THEIR BUSINESS. IT CAN BE DIFFICULT TO START TALKING ABOUT YOUR BUSINESS THIS WAY. BUT PRACTICE MAKES PERFECT, AND THE RESULTS ARE MAGIC!

### MOST DRAMATIC BENEFITS

FIRST, DESCRIBE THE MOST DRAMATIC RESULT A CLIENT MAY EXPECT. YOU CAN DESCRIBE SOMETHING YOU HAVE ACHIEVED FOR YOURSELF OR SOMETHING YOU HAVE ACHIEVED FOR A CLIENT.

IF YOU ARE NEW TO BUSINESS, YOU WILL NEED TO USE WHAT YOU EXPECT TO ACCOMPLISH. BUT USE YOUR ACTUAL RESULTS AS SOON AS POSSIBLE.

#### 1. USE YOUR CUSTOMER'S RESULTS OR YOUR OWN

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## M. CREATING YOUR POWERFUL MARKETING MESSAGE

### 1. YOUR ELEVATOR SPEECH

FORMULA:

I HELP {INSERT TARGET MARKET} TO {INSERT MOST DRAMATIC RESULT OR BENEFIT}

FOR EXAMPLE:

“I HELP NEW ENTREPRENEURS TO MAKE BIG PROFITS IN AS FEW AS EIGHT MONTHS.”

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### 2. YOUR SLOGAN

A SHORT, CATCHY, BOLD VARIATION OF AN ELEVATOR PITCH.

FORMULA:

I HELP {INSERT TARGET MARKET} MAKE {INSERT MOST DRAMATIC RESULT OR BENEFIT}

OR MAY JUST INCLUDE THE BENEFIT OR RESULT OF WORKING WITH YOU.

FORMULA: {INSERT BENEFIT(S)}

FOR EXAMPLE: “HELPING ENTREPRENEURS MAKE BIG PROFITS FAST.”

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# YOUR STEP-BY-STEP GUIDE TO CREATING AND EMBRACING YOUR SIX-FIGURE NICHE

## 3. YOUR CONVERSATIONS

FORMULA: “YOU KNOW HOW {INSERT TARGET MARKET} STRUGGLE WITH {INSERT PROBLEMS}? WELL, I {INSERT YOUR PROBLEM SOLVER(S)} TO ENABLE THEM TO {INSERT DRAMATIC RESULTS}.”

THIS SHOWS YOU HOW TO PUT TOGETHER A POWERFUL CONVERSATION ABOUT YOUR COMPANY WHEN CHATTING WITH A PROSPECTIVE CLIENT OR AT NETWORKING EVENTS.

FOR EXAMPLE: “YOU KNOW HOW NEW ENTREPRENEURS STRUGGLE TO GET CLIENTS AND MAKE REAL MONEY AT FIRST? THERE IS SO MUCH TO LEARN! WELL, I TEACH MARKETING TOOLS AND TECHNIQUES TO ENABLE THEM TO MAKE PROFITS IN AS FEW AS EIGHT MONTHS.”

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THERE! YOU HAVE DECLARED YOUR UNIQUE, POWERFUL NICHE. PLUS YOU HAVE DEVELOPED SOME POWERFUL, CLIENT-ATTRACTIVE MESSAGING.

# CONGRATULATIONS!

WHAT IS NEXT?  
READ ON FOR YOUR SMARTEST NEXT STEPS...

## N. NEXT STEPS

DEFINING YOUR NICHE IS ONE OF THE HARDEST THINGS YOU WILL HAVE TO DO AS AN ENTREPRENEUR. CONGRATULATIONS ON YOUR PROGRESS SO FAR! THIS IS STEP NUMBER 2 OF THE “10 STEPS TO 6 FIGURES” THAT I CONSIDER CRITICAL TO BUILDING A LUCRATIVE 6 FIGURE BUSINESS. HERE ARE ALL 10 STEPS FOR YOU.



### 10 Steps To Bulging Bank Account

1. Commitment and desire to succeed
2. Claim your niche
3. Your secret “ju-ju”
4. Magnetic message
5. Attract clients
6. Refine money-making methods
7. Choose money-making models
8. Implement expansion techniques
9. Systematize
10. Build dream team

I HAVE FOUND THAT NOTHING ENSURES THE SUCCESS OF AN ENTREPRENEUR MORE THAN LEVERAGING THE POWER, ENTHUSIASM AND SMARTS OF OTHER SUCCESSFUL, POWERFUL ENTREPRENEURS.



LIVE . LOCAL . LUCRATIVE

WANT TO SPEAK WITH A BUSINESS COACH ABOUT YOUR NICHE AND BUSINESS?

THIS IS WHY I CREATED THE TOP 6 CLUB, THIS INCREDIBLE PLATFORM SPECIALIZES IN LAUNCHING 6 FIGURE ENTREPRENEURS THROUGH ALL OF THESE 10 STEPS.

IT IS A UNIQUE COMBINATION OF:

- ENTREPRENEURIAL SMARTS
- GETTING YOUR QUESTIONS ANSWERED
- A SUPPORTIVE COMMUNITY TO INSPIRE YOU, HOLD YOU ACCOUNTABLE AND HELP YOU ON THE ROAD TO SUCCESS.