

Subscription School - 3 Lists Exercise

Having trouble picking a market for your newsletter? Make 3 lists below. On the first list write down all the types of things you spend your money on. On the second list, write down a list of things you get paid to do or that you're an expert at. On the third list, write down your hobbies.

It is OK to have an item on more than 1 list. As an example, I like guitar. It's a hobby of mine and I also spend money on it. Therefore it could go in 2 categories.

Make your lists below and circle any topics that appear in more than 1 category.

Things I Spend Money On	Things I Get Paid to Do	Things I Enjoy Doing