



KNOWLEDGE MAPPING SYSTEM

Created by Richa Chandra



2021

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	What do you know?	Don't know but need to find out.	Who/ what can help? Coaches, books	Deal line, date and time
Marketing				
Social Media platform				
Ads and campaigns				
Content				
Video				
Pdf				
Audio				
System				
Landing pages				
Email list builders				
Automatic emails				
Sales funnels				
Payment systems				



	What do you know?	Don't know but need to find out.	Who/ what can help? Coaches, books	Deal line, date and time
Services / products				
Variation of services / products				
Packaging and pricing				
Freebies				
Webinars				
Workshops				
Network				
Piers				
Leverages				
Collaborations				
Leads				
Presentations				
Pitch				
Selling from stage				

	What do you know?	Don't know but need to find out.	Who/ what can help? Coaches, books	Deal line, date and time
Selling				
Conviction				
Price				
Packaging				
Accounts				
Know your numbers				
Spread sheets				
Design				
Logo				
Pages				
Text				
Descriptions				

