

What do you REALLY do?

Step #1 - What is your profession? (ex. Lawyer, CPA, etc):

Step #2 - WHO specifically do you help? (Your Avatar from Worksheet #2)

Examples: Owners of hair salons, restaurant managers, married couples, etc

Step #3 - What **EMOTIONAL RESULTS** do they get from working with you?

Examples: More time to spend with their families, less wasted time on things they don't want to do

Step #4 - What **STATISTICAL RESULTS** do they get from working with you?

Examples: 5x more referrals, 200 minutes back in their work week, average \$400/month savings...

Step #5 - Now, **write NEW descriptions of what you REALLY do** using Steps #2 - #4 above.

Use one from Step #2, one from Step #3 and one from Step #4

Example: I help restaurant managers stop the headaches of trying to find the right employees (emotional) and increase their profitability by 22% (statistical)

Example: I help small business owners get more projects done in less time without frustration (emotional) and double their productivity. (statistical)