

MASTERING YOUR MESSAGE

THE POWER OF BRAND YOU

WHO ARE YOU AND WHAT DO YOU DO DIFFERENTLY? THIS ISN'T GOING TO BE INSTANT GUYS. YOU REALLY NEED TO DIG DEEP HERE. IT MIGHT BE YOUR PERSONALITY, IT COULD BE A TECHNIQUE, THE WAY YOU DO THINGS, THE PERSON YOU NICHE ON.

WHAT FUELS YOUR FIRE? THERE IS ABSOLUTELY NO POINT IN HAVING A BUSINESS IF IT DOESN'T EXCITE AND YOU AND MAKE YOU JUMP FROM THE ROOFTOPS. WHAT DO YOU REALLY WANT TO ACHIEVE FROM DOING THIS?

USING THE PAIN POINTS YOU FOUND OUT IN MODULE ONE, WHAT TRANSFORMATION

CAN YOU OFFER YOUR IDEAL CLIENT? WHAT RESULTS ARE THEY GOING TO HAVE?

THE I.AM.ME BRAND FILTER.

NOW WHEN I DO THIS WITH CLIENTS I HAVE PARAGRAPHS OF THINGS HERE SO YOU CAN THEN PICK OUT YOUR KEY STATEMENTS. THE LIKELIHOOD IS THAT SOME OF YOUR ANSWERS ABOVE WILL HELP YOU TO COMPLETE THIS BIT.

YOU =

YOUR MISSION =

THEM =

YOUR IMPACT =