

I am... even if statement

See examples on next page

Hi, I'm a _____,

and I help people...

- _____
- _____
- _____
- _____
- _____
- _____

even if they...

- _____
- _____
- _____
- _____
- _____
- _____

Examples

Hi, I am a results driven brand strategist and I help people by guiding and sharring my systems that create the tangible results that make people say "wow!" even if they do not know where to start.

I am a resourceful realtor and I help people find their dream home, even if they think it is outside of their budget.

I am an innovative business coach and I help female entrepreneurs who have kids create a job they can do even if they need to work from home.

MY DREAM CLIENT IS

Use a short phrase to describe your perfect client (2-5 words). Please reference your dream client avatar assignment if you do not have this nailed yet or if anything has changed.

My perfect client is _____

Examples

My perfect client is a geeky mom - sending her kids to college.

My perfect client is a dolphin obsessed Ocean-lover.

My perfect client is an event planner for weddings.

TRUTH TELLER FOR YOUR AUDIENCE

You know you're a _____, if/when you:

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Examples:

You know you're a business owner...

- If you work half days and you get to pick the 12 hours you work.
- when you try to make toilet paper a tax write off.
- if you suffer from shiny object syndrome.
- If you use apps on your phone to do everything
- If your cellphone is always arms length away
- If you can't go to bathroom without your cellphone.