

WHAT DO YOU DO?

What is it that you offer? What are the benefits of that to your customer?

What problem are you solving? How are you making people feel?

HOW DO YOU DO THIS DIFFERENTLY?

What are your values? What are you really passionate about?

What makes you stand out? What do you do differently to your competitors?

WHAT MAKES YOU AN AUTHORITY AT WHAT YOU DO?

What qualifications, experiences and trainings have you done? What do your testimonials say? How did you end up doing what you're doing? What results have you had? What awards have you won? Where have you been featured? Have you written a book? Do you have articles all over the place? Where do people trip over you?

WHO DO YOU WORK FOR?

Who is your Ideal Client? Create a survey, ask questions, check your stats.

OVERVIEW

Age:

Gender:

Relationship status:

Kids/ pets:

Occupation:

Income:

Home:

WHAT IS YOUR VISION FOR YOUR BUSINESS?

What are your plans for the future? Dream.