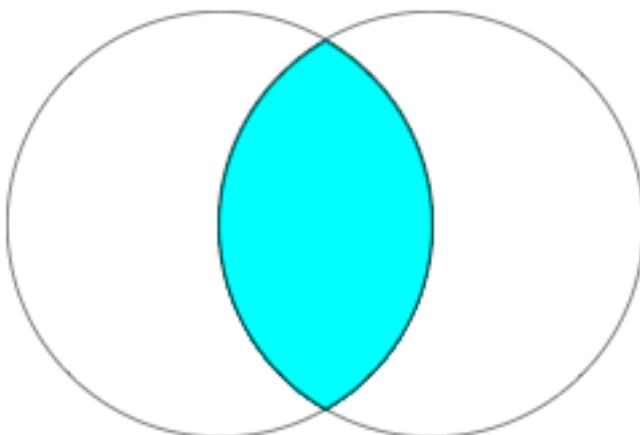


GET CONFIDENT ABOUT YOUR WHY ZONES

The goal of this exercise is to help you uncover where your “why” and your “ideal client’s why” overlap, so you can get clear on the value/result/solution/ he/she is looking for, that you can provide.



GETTING CLEAR ON YOUR WHY:

Here are a few questions that can help you get clear on your why.

1. What's your mission, purpose and core message?
2. What life experience, expertise or training do you have that can help you support your ideal clients in reaching their goals?
3. Why is this work important to you? What's your unique angle that can make you stand out as the person to help them?
4. Why are your services needed?
5. **What will happen to YOU if she doesn't get your help? (what will you miss out on)**
6. **What will happen to YOU if she gets your support?**
7. **Describe yourself AFTER you work with him/her**

TIP: I don't want you doing busy work, so feel free to look back at your answers to the Ideal Clients Avatar.

Remember, we are taking them on a journey and you'll add value at different levels, so you can create a following of repeating customers you can fill up your offerings with people you love, with ease!

GETTING CLEAR ON YOUR IDEAL CLIENT'S WHY:

Here are a few questions that can help you get clear on your why.

1. What are your ideal client top 3 desires?
2. What are your ideal client's top 3 struggles, blocking him/her from reaching these top 3 desires?
3. Why is this work important for her/him?
4. Why does she/he needs your help right now?
5. **What will happen if she/he doesn't get your help? (what will she miss out on)**
6. **What will happen to HER?HIM if she gets your support?**
7. **Describe your ideal client AFTER he/she works with you**

TIP: I don't want you doing busy work, so feel free to look back at your answers to the Ideal Clients Avatar.