

What You & Your Business Delivers

To identify the best ways to attract your client and solve their problems is to be clear, precise and succinct in the delivery of what you and your business do.

Your Business:

Your Business in 3 words: _____

The work you do: _____

The experience you create: _____

What Problem Does Your Business Solve?

List 12 Problems Your Business Solves/Helps/Fix or Assist for Your Clients?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____

What are your top 3?

1. _____
2. _____
3. _____

Facts tell, stories sell. There was a reason you started your business. A desire to change something in your life/business/health etc. Think back to WHY you started your business.

Mind Map:



Write your brief story – how you would share with your client

I started _____ because _____
