



WHERE TO NEXT?
Monthly

MONTH

Clarity

For A

Boss

Like You

Power Statement

What do you do and who do you serve? $X+Y=Z$

X= Ideal client or target audience

Y= The problem you solve or help them with

Z = The transformation or results you give or the solution to their problem

Power Statement

Clarity

on what I do

I feel abundance and joy when I work with people who?
3 qualifiers

There's no amount of money in the world that would make me
want to work with people who ? 3 disqualifiers

Without my help (my zone of genius) clients/customers will continue
to have these problems name 3

This will bring pain into their lives because:
3 reasons

With my zone of genius these people will (name 3 benefits to
working with you)

This benefits everything in their life because:

The way I help them get this result is by [list milestones and steps]

In exchange for helping my clients achieve this transformation my fee is:

I close x clients per month, and I earn at least (money figure) per month for my services

I do this because (include your why, and empowering beliefs

This will bring joy into their live because
3 reasons



What's Their Problem?

What is the problem that your ideal client is having that they're ready to solve?

Which of the 6 motivators are your ideal clients motivated by when it comes to buying products and services? (identity purpose, love relationship health wellness, money career business, time life balance, happiness, and fulfillment) which are the strongest?

Would your ideal client do anything or pay anything to fix their problem?

What is the biggest obstacle struggle that your ideal client is having because of their problem? Think top of mind

What type of situation does your ideal client constantly find themselves in?

What scares your ideal client?

Think In your client's shoes

Most of my clients will use these words to describe themselves (labels there emotionally tied too)

Most of my prospects feel like they're falling short in this area ...

Most of my prospects have no idea to...

Most of my prospects would pick a fight to protect a belief that ...

Most of my prospects have the goal to..

Most of my prospects deeply value these things...

Most of my prospects are terrified that



How is their problem affecting their dreams?

How is their problem affecting them:

- Financially?
- Spiritually?
- Health?
- Future?
- Identity/ purpose



How is their problem affecting them:

- Mental health
- Money career
- Personal development

How is this problem they have affecting their life and stress

How do you solving their problem help with their life stress and overall goal

Solution You Have

Is the solution to your client's problem a product or service?

How do you solve their problem think specific, positive, intentional?

What results do you consistently have, and do you have proof?

Have you received testimonials from people?

How was filling this all out? do you feel that you have clarity or do you need to get clear on who your ideal client and or customer is?