

# Messaging/Positioning

## BEGINNING OF MONTH SELF ASSESSMENT

Have you ever gotten really clear about the values and messages of your business?

☐

Yes

☐

No

Do you have core values in your business?

☐

Yes

☐

No

Are you willing to be polarizing with your message, so the RIGHT people attract to you?

☐

Yes

☐

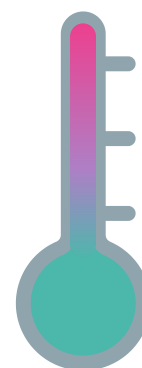
No

What feelings or questions does the idea of being “polarizing” with your message bring up for you?

What topics do you avoid talking about because of fear or self doubt?

How well do you know your ideal client or customer?  
Do you feel like you could describe them to a stranger?  
Could you pick them out of a crowd?

On a scale of 1-10, chart how confident do you feel about your messaging/positioning right now?



10  
9  
8  
7  
6  
5  
4  
3  
2  
1