

What You Believe

MESSAGING/POSITIONING

In this exercise, you're going to create a series of statements that illustrate what you believe in relationship to your business and your clients. These statements aren't meant to be shared verbatim, but rather, used internally as you create positioning content and marketing messages.

If you need help getting started, here are some prompts:

- "I believe that..."
- "I want people to know that..."
- "At my core..."
- "My life mantra is..."
- "My clients should know that..."

Other thought starting questions:

What's the common advice/common wisdom out there around your topic? Do you agree? Disagree? Why? What do you believe instead?

What experiences or personal values have made your beliefs true for you?

Examples of Final Phrases

I believe her dreams are possible

She's not as far away as she thinks she is

She can trust me

We have things in common; humanity / there are flaws, etc.

That I'm not going to give up on her as long as she doesn't give up on herself

That investing in support is the thing that's going to change the trajectory of her business and life

You will keep going around having the same problems until you do something different

I actually give a shit; I've got your **BACK**

REAL life, real relationship, real talk in business and outside

What I can do for you / What I've done for my clients

Your Final Phrases

