

Messaging/Positioning

END OF MONTH SELF ASSESSMENT

Did you create your wordbank spreadsheet and start adding words and phrases that will position you?

☐

Yes

☐

No

What did you discover about your ideal client this month?
What light bulbs went off for you as you thought about them?

What core values did you choose for your business?

What messages have you chosen to take a stronger stand on inside of your business? Where are you intentionally trying to attract or repel people?

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

