

# Articulate Your Message

1. Complete this sentence. "I am really, really, really, great at . . .

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2. What label do you give what you do? \_\_\_\_\_  
[For example, "I am a coach." "I am a business consultant."]

3. In thinking of your 'label' and the industry (i.e., coaches, consultants, marketer), it covers what drives you crazy?

**"It really drives me crazy when I see ... if they had only hired me I would have..."**

**[Example: *It really drives me crazy when I see energy workers only focusing on visualization techniques and 'healing' sessions to help clients 'create a new reality.' I would have also helped them form an inspired action plan and specific strategies to deal with recurring stumbling blocks to bring their desired reality into being.*]**

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## **Articulate Your Message**

**4. What are the fundamental challenges your client or prospect has, that your solution solves or has a positive impact on?**

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**What are the Presenting Symptoms:**

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**When you get down to it, what is the core issue?**

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