

STAND OUT, BE HEARD, INFLUENCE CHECKLIST

Marketing



When it comes to my marketing:

- I struggle to attract my ideal client - and I'm not really sure why
- I've tried lots of ways to promote myself, but nothing has worked well
- I'm sharing content but it's not generating as many leads and clients as I'd like
- I can be in a room of my ideal clients but even after introducing myself - no-one shows any real interest
- I struggle to define my ideal client (both demographically and psychographically) Help!
- YES! I'm Ready!
I want clarity on my ideal client so every message speaks to and engages with him/her

Message



When it comes to my message:

- I struggle to define my unique voice and message
- When I'm asked 'What do you do?' or 'Why should I work with you?' my mind goes blank
- I often compare myself to others and end up doubting my expertise and changing my message
- I've got diverse experience and am unsure how to explain it in a succinct and clear way
- My message (and how I introduce myself) changes frequently. I speak and hope for the best
- YES! I'm Ready!
I want to create a unique and uncopyable message and be able to confidently share my message with confidence

Mindset



When it comes to my mindset on my offerings, value and programs:

- I struggle to create my own unique 'step-by-step' blueprint that can take clients from 'struggling to success'
- I don't have a structured process to bring value and create desire when speaking with a prospective client
- I struggle to communicate the value of working with me
- I struggle to justify my fee (or worth) when speaking with (or when questioned by) my ideal client
- I often have doubts about what I'm worth and should/could charge
- YES! I'm Ready!
I want to be able to speak confidently about my offerings and the value I bring with a prospective customer

Money



When it comes to my offerings, programs and money (income):

- I struggle to create distinguishable program titles and offerings that showcases the value I offer
- I struggle to create programs that my ideal client says 'Yes!' to
- I often find it hard to communicate the value and benefits of my programs
- I struggle to communicate the value in working with me
- I find it hard to ask my ideal client to work with me - especially when it comes to stating my prices
- YES! I'm Ready!
I want to create and offer programs that my ideal client loves and wants to invest in and be able to speak about them, confidently

Momentum



When it comes to building momentum in my business:

- I don't have a formal process that nurtures leads into enquiries and ultimately clients
- I struggle with building my list and generating leads
- My lack of clarity and focus has stopped me from creating a giveaway that my ideal client needs and wants
- I don't even know where to begin [OR I've tried so many things but nothing has worked]
- I have no idea how to engage with people once they have signed up and are on my list to nurture them into clients
- YES! I'm Ready!
I want a clear plan and steps on how to build momentum so I can begin to nurture leads into enquiries and customers