

ARE YOU DISTINGUISHABLE, UNCOPYABLE & IRRESISTIBLE QUIZ

CATEGORY OF ONE

AUDIENCE OF ONE

YOUR APTITUDE



When it comes to my Aptitude (strengths, skills and knowledge):

- I'm clear on my unique strengths, skills and experience that's highly relevant to my ideal client and positions my thought leadership
- I'm able to speak clearly and confidently about my unique and highly relevant strengths, skills and experience to my ideal client, and in a way that adds to building my reputation as a trusted authority
- I have diverse experience and knowledge that may seem irrelevant to my business focus and ideal client. BUT, I'm clear and confidently able to communicate not only relevance, but how it can add to my thought leadership
- I need help!

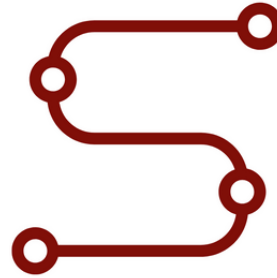
YOUR ATTITUDE & APPROACH



When it comes to my Attitude and Approach:

- I'm clear on my core values and have them documented. In fact, they're part of my mission and vision statements
- I'm clear on the intentional experience I create (and want to create/exude) and am consistently showing up intentionally every single day
- If people were to describe me, their description of me would be similar. And it is how I want to be perceived, because it aligns with the intentional experience I want to create
- My clients tell me it's the unique and distinguishable approach I bring that was one of THE main reasons they hired me (along with my expertise)
- I need help!

MILESTONES, MARKERS & IP



When it comes to Milestones, Markers and IP (Intellectual Property):

- I'm clear on the relevant milestones and learnings that relevant to my ideal client and that adds to my thought leadership
- It's impossible for anyone to take my name out of my message and/or introduction and replace it with their own - because my journey and story is so unique and can't be emulated by others
- My IP and what I teach/share with clients is closely woven into my unique story. It's uncopyable and adds to my thought leadership
- I'm able to weave these milestones and markers, succinctly/powerfully into my message and content
- I've created unique Signature Slogans / Sayings (pearls of wisdom) that's memorable and underpins my message
- I need help!

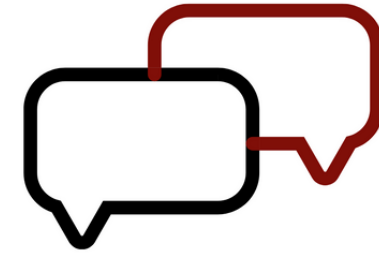
YOUR IDEAL CLIENT



When it comes to my Ideal Client:

- I know exactly who my ideal client is, and have this clearly documented
- I'm able to clearly share who my ideal clients are with others, so-much-so they know exactly who to refer me to (and who they know in their network that need to work with me)
- I can describe the top 5-10 struggles my client is challenged by and have this documented clearly 'practically, spiritually, emotionally' - in words they would use to describe it/resonate with
- I can describe the top 5-10 solutions/desires my ideal client seeks and have this documented clearly 'practically, spiritually, emotionally' - in words they use would to describe it/resonate with
- I need help!

YOUR MESSAGE



When it comes to my Message:

- I have a clearly defined message, unique voice and approach
- When asked: "What do you do?" I'm able to confidently communicate the value I offer in a way that resonates with my ideal client/referral partner
- While I have diverse expertise I'm able to succinctly communicate this with my ideal client and other people with a clear, outcome focused 'Umbrella Statement'
- I have a clear Content plan with (a) Core Themes (b) Core Topics so my message is succinct with my Umbrella Statement, continues to get great feedback, engagement and enquiries from my ideal client
- I need help!