



## Module 8: Business Building: Class #2

### DEFINING WHO IS THE CLIENT YOU WANT TO WORK WITH

- Who is your \_\_\_\_\_ client?

---

---

---

---

---

---

---

---

- What do they want/need to \_\_\_\_\_?

---

---

---

---

---

---

---

---

---

---



- What is the \_\_\_\_\_ they have to \_\_\_\_\_?

---

---

---

---

---

---

---

---

- How does it \_\_\_\_\_ them?

---

---

---

---

---

---

---

---

- How do they \_\_\_\_\_ about their issue?

---

---

---

---

---

---

---

---



- What have they \_\_\_\_\_ to do and have not \_\_\_\_\_?

---

---

---

---

---

---

---

---

- What is their \_\_\_\_\_ destination of having it \_\_\_\_\_?

---

---

---

---

---

---

---

---

- For what purpose are you \_\_\_\_\_ your avatar? How can you \_\_\_\_\_?

---

---



---

---

---

---

---

- How you are \_\_\_\_\_ to do that?

---

---

---

---

---

---

---

---

---

---

- What is your \_\_\_\_\_ for your avatar?

---

---

---

---

---

---

---

---



- How are you going to \_\_\_\_\_ when you \_\_\_\_\_ that person?

---

---

---

---

---

---

---

---

- What are the \_\_\_\_\_ you want to convey? Write down the \_\_\_\_\_ from your \_\_\_\_\_.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



## MARKETING YOURSELF AS A COACH

- WHAT IS YOUR \_\_\_\_\_?

---

---

---

---

---

---

---

## A 30-SECOND \_\_\_\_\_

WHAT AN \_\_\_\_\_ IS AND WHY IT IS  
IMPORTANT:

1. It's a very small \_\_\_\_\_ of what you are doing.
2. should move people into \_\_\_\_\_.
3. It takes only \_\_\_\_\_ for people to perceive who you are.
4. Everything you think, say, and do needs to be in complete congruity before your business can become a major \_\_\_\_\_. This means everything from your words to your website, your thoughts, your speech, and your \_\_\_\_\_.
5. In that immediate first impression, people will have already decided whether they \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and



will \_\_\_\_\_ from you. And that's before you even open your \_\_\_\_\_.

**For your elevator speech, you want three elements:**

1. Define the \_\_\_\_\_.
2. Mention the \_\_\_\_\_ you ease.
3. Bring the \_\_\_\_\_
4. You can also Use a \_\_\_\_\_ of how you helped some other people with their concerns and had results.

In your \_\_\_\_\_ you must include \_\_\_\_\_ messages or your \_\_\_\_\_ points. They are the key points that you want your particular audience to know, and they consist of \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_. You're painting a picture with your words so that people see, hear, and feel what you \_\_\_\_\_ about.

**THE 6 THINGS TO REMEMBER ABOUT \_\_\_\_\_:**

1. Make it \_\_\_\_\_
2. Make it \_\_\_\_\_
3. Make it \_\_\_\_\_



4. Make it \_\_\_\_\_
5. Make it \_\_\_\_\_
6. Create different \_\_\_\_\_ of them.

**BEFORE CREATING ANY \_\_\_\_\_ :**

- **Set your deepest \_\_\_\_\_**

---

---

---

---

- **What do you want to get in terms of \_\_\_\_\_?**

---

---

---

---

- **What \_\_\_\_\_ do you want your audience to take?**

---

---

---

---





**A FORMULA TO CREATE YOUR \_\_\_\_\_ MESSAGE**

I (what you do) \_\_\_\_\_,

(who you do it with) \_\_\_\_\_,

(what) \_\_\_\_\_

(do what) \_\_\_\_\_

(for what purpose) \_\_\_\_\_

**EXAMPLE**

I \_\_\_\_\_ (what you do) \_\_\_\_\_

\_\_\_\_\_ (who you do it with)

\_\_\_\_\_ (what)

\_\_\_\_\_ (do what)

\_\_\_\_\_ (for what purpose).



true-me  
BREAKTHROUGH COACHING

# BREAKTHROUGH COACHING ACADEMY



CREATE HERE YOUR OWN \_\_\_\_\_ MESSAGE

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---