



FASHION BRAIN  
ACADEMY

## WHAT DO YOU DO?

Let's get VERY clear on exactly what you do, who it's for, and the benefit this person will get from working with you.

Before you can expect someone to understand what it is you actually DO and SELL when you start a business, you need to understand it yourself.

*NOTE: If you're thinking of skipping this part because you "know this already"...don't. This changes and evolves and there's a real difference between "knowing it" and living into it every single day.*

Here's a simple fill-in-the-blank formula for you to use to help you with the wording so you have a simple, clear answer to the question, "What do you do?"

Or...what to you PLAN to do?

I sell this product for this customer so they can this benefit of working with me.  
or...

I'm starting a business to sell this product for this customer so they can this benefit of working with me.

### Examples:

"I'm starting a business to make baby bibs and accessories that don't leak, because I'm a stay-at-home mom and am constantly changing my child's outfit every hour!"

*Or you can switch the priorities: **I sell → I help***

"I'm working on a new business to help busy moms reduce the amount of laundry they have to do. The baby bibs I'm making actually keep the drool off a baby so they stay dry and you don't have to change their outfit 20 times a day."

"I'm a nurse and I'm creating fun scrubs for other nurses to cheer up patients and look less drab."

"I'm a lawyer and I'm designing a women's line that will be fashionable and make women feel empowered."

"I LOVE to work out but I'm not a size zero. I'm starting a new business creating workout clothes for women who are "normal" sized and are tired of "bumpy" outfits that only really fit well if you're the yoga instructor."



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## WHAT DO YOU DO?

**The next time someone asks me what I do, here's what I'll say.**

I sell (create, help, teach...) this product for this client so they can this benefit of working with me.

YOUR TURN:

What do you do?? Or PLAN to do?

I sell \_\_\_\_\_ for \_\_\_\_\_ so  
they can \_\_\_\_\_.

Other options of what I could say:

I'm starting a business selling \_\_\_\_\_ for \_\_\_\_\_ so  
they can \_\_\_\_\_.

Keep testing it out until you can say it out loud with confidence. Have fun with this!!

You can switch it up any time so let yourself go wild and use words that will grab people's attention.

Let's goooooooooo!!

Jane

P.S. After you do the home work, prove it!! Snap a selfie pic with your work, #startupchallengejh, and post it up! TAG a friend or accountability buddy to keep yourself – and them – motivated.

xo -Jane

NOTES: