

WHAT DO YOU DO?

Before you can expect someone to understand what it is you actually DO and SELL in your 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?"

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

Examples:

"I make baby bibs and accessories that don't leak, keep the drool off your baby so they stay dry, and save you from changing your child's outfit every hour!"

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

"I help busy Moms reduce the amount of laundry they have to do with my baby bibs that actually keep the drool off the baby so they stay dry and you don't have to change their outfit 20 times a day."

"I sell blinged-out leather clutches for women who like to be noticed and get compliments."

"I teach creative entrepreneurs how to get and keep clients so they can stop working 80 hour weeks and enjoy their business more."

"I help busy women shop for clothes by shipping a box of clothing and accessories tailored just for them every quarter. This way they don't have to waste time shopping and wondering what looks good on them and what's appropriate for work."

"I make women's dresses and eveningwear for women over 40 who don't want to look like a twenty year old and aren't even close to being ready to shop in the Grandma section."

"I create workout clothes for millennial women who are "normal" sized, like to work out, and are tired of "bumpy" outfits that only really fit well if you're the yoga instructor."

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.

I sell _____ for _____ so

they can _____.

Other options of what I could say:

NOTES: