



Establish your power to connect with others through a stellar marketing message.

Write your Reason for Owning a Business:

Answer the question, "Why are you doing this?"

Write How You Are Different:

Answer the question: "What makes you unique from people who also do what you do?"

Answer the classic question, "So, what do you do?"

Radiate Authenticity:

This is incredibly important throughout your marketing. The sentiment behind your words sows belief in others. High energy levels and palpable (noticeable) sincerity are the two ingredients that make up authenticity. Practice this by rehearsing your pitch in a mirror.

Write down 5 family members or friends you would want to recite your marketing message to.

1.

2.

3.

4.

5.