

be
you

Let's explore:

- Your Passion
- Your Avatar
- Your Questions
- Your Stories

PASSION Questions

Describe what ignites you!

- What drives you?
- What couldn't you live without? What breaks your heart?
- What do you want your legacy (as an individual, group or organization) to be?
- What gives your life purpose and meaning?
- What types of actions are aligned with your power words and values?
- How do you want to show up in the world?
- What do you want to accomplish in your life?
- What are you willing to do to achieve those accomplishments?
- My ideal work day looks like...
- My ideal work week looks like...
- My weekends, holidays, and vacations look like...
- What is your favourite quote?
- List the top 4 people you admire in your industry:
- What are the characteristics of their personal brand? (e.g., background story, signature phrase, nickname, style, etc.)
- What do you admire about them?
- Where do you see those people most often? (Online sites, offline, seminars, etc.)
- What makes them unique?
- What problems do they solve?
- How do other people see you now?
- *The Queen/King of... The top solution provider for... A genius at...*
- What medium do you enjoy working with the most? (Video, audio, social media, blogging, or a mixture of all of the above)
- What's unique about you?
- What do you want to be known as? (e.g., the person who does X)
- What's your style? (e.g., casual, professional, grunge, etc.)
- What is your slogan or what phrases and language do you use when attracting the ideal client to your business?
- What else do you want people to know about you?

AVATAR Questions

Describe Your Ideal Client

- Who are they? (Name, age, gender, location etc)
- Where do they hang out?
 - In online communities (Facebook, LinkedIn, Google+)
 - At in person meet ups (meetup.com, conferences)
 - What websites do they go to?
 - Stores, clubs, events, groups.
- What are their biggest struggles?
- What are their dreams and aspirations?
- What don't they like about their current situation?
- What specific result or outcome are they looking for?
- What are their business or professional interests? (education, training)
- What are their goals?
- Who are their heroes?
- Who and what do they follow? (Media, brands, personalities)
- Who or what influences their decisions?
- What is their home life like? (Married, single, children, pets etc)
- What is their work life? (Job role, status, company type)
- What is their financial status? (Income, assets, homeowner etc)
- What do they do in their free time?
- What do they watch on tv?
- What do they read?

Now, create your own questions, based on your niche. Here are some starters to get your creativity flowing:

"What is their _____?"

"Which one, single thing would change everything _____?"

"If you could change _____"

"Are they feeling stuck in _____"

"Do you find it harder to _____ than _____?"

"Do people always _____ when _____"

Brainstorm your ideal client

In point form, on a separate piece of paper, list as many demographics and characteristics you can think of.

Compelling Questions

Use these in your Inspiring intro or other Content

Questions to ask yourself when composing your elevator pitch.

The When? What? Who? Where? and Why?

- What is your company? (Be clear and start simple)
- What does your company do? (What do you provide, solve, offer...?)
- Whom does your company do it for? (Who is your audience – be specific!)
- Why do they care? Or, What's in it for them? (How do you solve their problem or enable them to solve their problem?)
- Why is your company different? (Why are you better, faster, stronger...?)
- What single thing does your company do better than anyone else? (For example, begin your answer with "My company is recognized as the leading provider of...")

Questions to ask others in your inspired intro and when networking

Asking Questions during your inspired intro and while networking can help you attract your target clients. This is important because there needs to be a good fit for business to work. Quality collaborations is the key to successful business relationships today. The memorable, one-two punch comes in when you offer solutions after asking questions.

Both closed ended questions and open ended questions have value in an elevator pitch.

- Closed ended questions are good for qualifying people to make sure you are talking with the your target audience. Get your audience to raise their hand while responding with “Yes” or “No.”
- Open ended questions are good for asking your ideal prospects, to ensure that you can help them and how you c
- an help them. Only after that, you should start offering solutions.
 - Tell me about your business?
 - Who are your customers? Tell me about your audience?
 - How are you currently staying in touch with your customers/members/donors?
 - What's the first step your customers take to connect with you?
 - How to you convert potential customers to paying clients?
 - Do you have a specific timeframe you need to get this out by?
 - What other marketing do you do?
 - How has _____ been working for you?
 - Tell me more about _____.
 - How do you measure the success of _____?
 - How much does _____ cost you?
 - How much time do you spend on _____?
 - What is the most difficult part of _____?
 - What part of _____ do you struggle with the most?

Create Empowering Stories to Use in your Inspired Intro and other Content

Incorporate a mini-story into your intro. Think about your best customer. The one who came to you for the right reasons and is delighted with your solutions.

#1 How did this customer find you?



#2 Why were they looking for you?



#3 What business are they in?



#4 What was their major challenge?



#5 How did you help them?



#6 What benefits do they see?



Create your mini story:

A _____ business approached me through _____ because they were _____.

We rolled out our _____ which addressed their _____ and gives them _____, resulting in...

If you want to avoid the [7 biggest mistakes] we see when companies _____ just hand me your business card to receive our [white paper, report, guide, ebook, checklist, template or other gift].

you
I can
do it

Thank you for being in my challenge!

(Refer to the video that goes with this
handout for instructions.)

*The challenge is a group training program.
If you're looking for in-depth one-on-one
help, I provide VIP Strategy Sessions where
that work occurs. Please connect with me about
that directly, if you're interested.*

Join my membership:

www.inspireinfluencers.com/

Email me through my website:

www.inspireinfluencers.com/contact/

Connect with me on Instagram:

www.inspireinfluencers.com/contact/

Join my complimentary Ask Jennifer FB Group:

www.facebook.com/groups/askjennifer/

Members, join me over in this FB group:

www.facebook.com/groups/inspireinfluencers/



Jennifer
Jennifer Henczel
Inspired Influencers