



BE YOURSELF

A GUIDE
TO PUTTING
MORE YOU IN
YOUR BIZ

PEOPLE BUY FROM PEOPLE

*How can you inject more YOU into
your business?*

Idea inspiration:

- » More photos of you on your website
- » Social media posts that aren't exclusively business related
- » Sharing your favorite TV obsession
- » Creating services that are actually what you want to sell
- » Re-writing your copy so it's in your amazing voice

Questions you must be able to answer and talk about

WHO ARE YOU?

What's your MESSAGE?

What's your IMPACT?

What's your BIG WHY?

SHOWCASE YOUR STRENGTHS

How do you communicate best with the world? (choose one or many)

Writing

Big Groups

In person

Small Groups

Talking

Social media networking

Video

Smoke Signals (kidding...)

What types of hobbies or passions do you have?

How can you share one or two of these with your audience?

What types of social media do you already engage with?

Pick two to be your preferred channels.

So what's your communication style? How will you share yourself and showcase your business in a way that feels easy and good to you?

WHY ME!

What are things that make you incredible?

What are all the reasons you are great at your job?

You're going to create a laundry list of reasons to hire YOU, so that you can stop believing your competitors hype and focus on what makes you AWESOME (and showcasing that!)

And make sure you put this up someplace VISIBLE with your Big Why.

WHY ME? BECAUSE...



*let's
do it*

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