



THE CLARITY WORKSHEET

PART

1

KNOW YOUR MESSAGE KNOW YOUR VALUE

THE CLARITY WORKSHEET

Being clear on your message is one of the most critical things you can do to banish the “visibility gremlins” and make being visible with your biz easier.

Knowing your message, really owning it, will help banish all those internal thoughts and visibility gremlins that stop you from being out there in the world with your business.

It helps you show up as you in your business, without being stopped by insecurities, doubts, and worries.

The other thing that is super, super critical is understanding the value of what you offer.

Your value is how you help people and the benefit that you provide with either your product or service.

If you know this, and really own this, it's much easier to show up and be visible with your business. You'll understand that you ABSOLUTELY need to be out there because people need what you're offering!

In this Clarity Worksheet, I'm going to walk you through a starter series of questions to help you get a little clearer on your value and a little clearer your message.

Let's get started!

XOXO,

Amira

Amira Alvarez
QUANTUM LEAP COACHING

PART
2

QUESTIONS TO CLARIFY THE VALUE YOU PROVIDE

Answer these questions and get clear. Showing up will be so much easier!

1 WHAT PROBLEM DO YOU SOLVE? HOW DO YOU HELP?

For instance, I solve the problem of how to make money in your high-integrity business without it being a grind or overwhelming.

Other examples:

The problem I solve is how to have an expanded world-view and understand the human condition, without leaving traveling great distances or meeting new people. (Writer)

The problem I solve is how to be happy despite challenging life circumstances. (Life coach.)

I help businesses have effective website presence. I solve the problem of confusing websites that don't convert visitors into sales.(Web designer.)

I provide unique, customer dishes. I solve the problem of boring, run of the mill tableware. (Potter)

Now your turn, finish these sentences...

The problem(s) I solve is...?

I help people be, do, or have...?

I provide...?

2 Now let's look at the benefits of solving this problem.

A) By solving this problem how does this help your client or customer financially? If this problem was solved what could your client or customer do, that they couldn't do before, that would lead to an improved financial state?

B) By solving this problem how does this help your client or customer physically/health and well-being/emotionally/spiritually?

C) By solving this problem how does this help your client or customer in their relationships?

D) By solving this problem how does this help your client or customer realize their bigger potential?

Can you now see the **HUGE VALUE** you provide when you help people solve this problem that they have?

yes _____ no _____

Can you now see how making sure people know that you can help them solve their problem is **HUGE SERVICE** to them?

yes _____ no _____

PART
3

QUESTIONS TO CLARIFY YOUR MESSAGE

Next, let's jump into messaging. There are probably a lot of people who also solve the problem you solve. What will set you apart from the crowd and your competition is your unique perspective and approach to what you do and what you emphasize in your work.

To get at that answer these questions...

1 LET'S START WITH A STANDARD DESCRIPTION OF WHAT YOU PROVIDE. Finish these sentences...

I provide.... What you, the client, needs is....

Examples...

I provide (or you need) parenting coaching.

I provide dog walking.

I provide computer training.

2 NEXT, WHERE DO YOU SEE PEOPLE STRUGGLING OR GETTING IN THEIR OWN WAY WITH?

3 WHERE IS IT SO OBVIOUS TO YOU AND SAY... "C'mon man, if you just _____ it would be so much easier, better, quicker, nicer, etc."

Finish the sentence...

It would be so much easier, better, quicker, nicer if you....

4 WHAT MAKES YOU GET EXASPERATED ABOUT HOW PEOPLE APPROACH THE PROBLEM YOU SOLVE? HOW DO YOU DO IT DIFFERENTLY?

5 IF YOU WEREN'T WORRIED ABOUT OFFENDING ANYONE OR ALIENATING ANY OF YOUR POTENTIAL CLIENTS OR CUSTOMERS, WHAT WOULD YOU REALLY SAY ABOUT THE SERVICE OR PRODUCT YOU PROVIDE? If no one was listening, except you and me, what would you tell me about this? (Go on a rant.)

For instance, I could say: You need business coaching and a marketing plan that helps you effectively reach your potential customer. (This is true. It sounds pretty good. And I do say this a lot.)

But what I really want to say, if I wasn't afraid of offending you (which I'm not), is: You are so getting in your own way. You need to cut this self-sabotaging behavior out if you're ever going to grow your business and make money. It's not okay to stay stuck and then, when the pain gets to be too much, use sheer effort and will power to get over your blocks. This is the HARD way of doing business. And it's UNSUSTAINABLE. And feels like CRAP. You deserve a different way of doing business, of showing up and marketing yourself, of making money. You deserve an easier way and there IS an easier way. It includes attending to your whole self, including your mindsets. When you do that executing the business strategies and tactics is so much easier... even fun!

Which one has more POW? Which one makes you stand up and listen? What one makes you go holy hell, that's me?

6 TAKE A LOOK AT YOUR ANSWERS TO THE PREVIOUS QUESTIONS. CAN YOU SEE A PATTERN? CAN YOU SUMMARIZE HOW YOU DO IT DIFFERENTLY INTO AN "I BELIEVE STATEMENT"?

I believe that to solve this problem you need to...

Hooray!! This is your message. This is what you stand for. THIS is what you need to be weaving into all your marketing and acts of visibility to be true to yourself.

And when you speak your message, your truth, and stand in your value showing up in bigger and bigger ways with your message will become easier and easier.

xoxo,

Amira

You can find out more about me and the business coaching I offer at:

www.amiraalvarez.com

And I'd love to connect with you:

Facebook: <https://www.facebook.com/AmiraAlvarezBusinessCoach>

Instagram: <https://instagram.com/alvarezamira/>

Twitter: <https://twitter.com/AmiraAlvarez>

LinkedIn: www.linkedin.com/in/amiraalvarez



Amira Alvarez
QUANTUM LEAP COACHING