

Businesses owners are stressed like never before. Time is short. Tempers are short. Money is short. There is a fierce fear of failure, and a fierce will to survive. This worksheet is designed to reignite your faith in your business idea and its ability to withstand pressure...and to guide you in crafting messages that will keep your pipeline strong, even in an economic downturn.

**My name is** <sup>①</sup> YOUR NAME: \_\_\_\_\_ **and**  
**I will not be a statistic.**

**My business is important for the world today.**

②

HOW YOUR WORK IS MAKING  
THE WORLD A BETTER PLACE:

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③

HOW YOU DO IT DIFFERENTLY  
THAN ANYONE ELSE IN YOUR MARKET:

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**My clients need me.**

④

HOW CLIENTS ARE AWESOME.  
THEY ARE GREAT AT:

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⑤

THE OVERARCHING PROBLEM YOUR  
CLIENTS HAVE...THAT YOU CAN SOLVE:

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# I will talk to my clients less about myself and more about how I can help them.

⑥

LIST WAYS YOU CAN SOLVE YOUR CLIENT'S CHALLENGES:

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# I commit to doing one thing consistently to stay in front of my audience.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> POSTING ON ONE SOCIAL MEDIA CHANNEL ONCE A WEEK | <input type="checkbox"/> VLOGGING   | <input type="checkbox"/> MAKING COLD CALLS  |
| <input type="checkbox"/> INSTAGRAM                                       | <input type="checkbox"/> SENDING ONE EMAIL TO ONE PREVIOUS CLIENT EACH WEEK | <input type="checkbox"/> ASKING CLIENTS FOR REFERRALS, REVIEWS OR RECOMMENDATIONS |
| <input type="checkbox"/> FACEBOOK  | <input type="checkbox"/> SENDING ONE PERSONALIZED EMAIL A DAY               | <input type="checkbox"/> WRITING INDUSTRY ARTICLES                                |
| <input type="checkbox"/> LINKEDIN  | <input type="checkbox"/> ATTENDING ONE NETWORKING EVENT BI-WEEKLY           | <input type="checkbox"/> STARTING COLLABORATIONS WITH OTHERS IN MY FIELD          |
| <input type="checkbox"/> TWITTER   | <input type="checkbox"/> LAUNCHING A PODCAST                                | <input type="checkbox"/> PARTICIPATING IN AN INDUSTRY FACEBOOK GROUP              |
| <input type="checkbox"/> ENGAGING ON LINKEDIN DAILY                      | <input type="checkbox"/> BEING A GUEST ON A PODCAST                         | <input type="checkbox"/> STARTING A BLOG  |
| <input type="checkbox"/> BOOSTING FACEBOOK ADS                           |   |   |
| <input type="checkbox"/> SENDING UPDATES TO EMAIL LISTS WEEKLY           |   |   |



## My gift to you: a free session.

I really hope this exercise has been helpful. But it's hard to collaborate with a piece of paper. As a Quorum Coming Out Day Event attendee, I invite you to email me to claim a free strategy session. We'll go deeper into YOUR business and your specific needs. You'll leave with more momentum than ever!

xo, Kelly

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