



**THE
EXCEPTIONAL BUSINESS ACADEMY**

A Clearly Defined THEM

What are their top values? _____

What are their priorities? _____

What's their style? _____

What feels familiar? _____

What's their pricing mindset? _____

Do you have a nickname for them? _____

What are some phrases they say?

What's something you know about them that you can tap into? _____

A Clearly Defined YOU

What's your "I get you" story about anything you know about them?

What's your Brand Twist? (Imagine if _____ were _____)

What's Your Brand Voice or Brand Blend? (A metaphor or combination of two well-known brands)

Maybe you're a lot like your ideal customers or maybe not at all in many ways, like lifestyle, but what's a value, a belief, a characteristic or something you share? Something that connects you.

What's your genius? The unique way your brain is wired. Could be a natural gift, could be the way your brain mastered something, but it's true of you.

What's your unique marketable perspective?

What's a pattern or patterns in the world you've noticed that you'd like to break?

**Your expertise

Next, we put the pieces of the puzzle together to create resonance!