5 Key Questions To Answer Before You Start

1) What **EXPERTISE** do you want to be known for?

2) What one **SPECIFIC SOLUTION** do you provide around your main area of expertise? Or one **SPECIFIC PROBLEM** you solve?

3) Who are your **IDEAL CLIENTS**? (Gender, age, occupation, marital status, income, location, education, lifestyle, life experiences, goals, behaviors, beliefs, values, personality traits, interests, etc…)

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4) What do you ideal clients **STRUGGLE** with?

5) What do they want to **ACHIEVE**?

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