

Date:

Name:

Mission Statement:

I help ambitious professionals and small business owners to discover their genetic life purpose, design their business around this purpose and attract ideal clients.

Your Mission Statement:

I only work with entrepreneurs who:

- Are a creative genius and innovator in their field of expertise
- Create massive transformation for their clients
- Pay up, suit up and show up to do the work

I only work with _____ who:

I absolutely reject clients who:

- Complain
- Fail to take massive action
- Make excuses and blame others for their lack of results

I absolutely reject clients who:

Without my help, these entrepreneurs will:

- Remain bitter that their unique genius goes wasted and unrecognized (They love their business, but 'hate' the lack of \$ results and they want to be recognized.)
- Overwork and exhaust themselves
- Struggle financially on the feast/famine money rollercoaster

Without my help, these entrepreneurs will:

This makes their life a living hell because:

- They suffer with chronic, unrelenting worries about not fulfilling their potential
- Their clients are not ideal and don't value nor understand the genius of their work
- They fear they will waste their lives and never achieve the purpose they came here to fulfill
- They are jealous of others they see succeeding and think, "I'm as smart or smarter than they are. What do they know that I don't?!"

- They are lonely in their most intimate relationships (or lack thereof)

But, with my help, these entrepreneurs will:

- Have a business that expresses their unique genius and life purpose
- Attract ONLY ideal, VIP clients
- Be paid abundantly for their genius expertise and abilities
- They will be able to say, ***“I am a genius and expert in my field. I am the best in the world at what I do. Helping my clients transform their lives into magic is my gift! My profitable business is the reward!”***

This benefits everything in their lives because:

- They feel successful and satisfied that their genius work is making a difference for their clients
- Money is abundant so their choices are unlimited and their worries are a distant memory. They are stress-free, happy and relaxed.
- Their relationships prosper, personally and professionally. They love themselves and love their businesses!