

# CORE BUSINESS FOUNDATIONS QUIZ

## Your Signature Brand



When it comes to my Signature Brand and message:

- I struggle to define my unique voice and message
- When I'm asked 'What do you do?' or 'Why should I work with you?' my mind goes blank
- I often compare myself to others and end up doubting my expertise and changing my message
- I've got diverse experience and am unsure how to explain it in a succinct and clear way
- My message (and how I introduce myself) changes frequently. I speak and hope for the best
- YES! I'm Ready!  
I want to create a unique Signature Brand and be able to confidently share my message

## Your Lucrative Niche



When it comes to my ideal client (niche):

- I struggle to attract him/her - and I'm not really sure why
- I've tried lots of ways to promote myself, but nothing has worked well
- I'm sharing content but it's not generating as many leads and clients as I'd like
- I can be in a room of my ideal clients but even after introducing myself - no-one shows any real interest
- I struggle to define my ideal client (both demographically and psychographically) Help!
- YES! I'm Ready!  
I want clarity on my ideal client so every message speaks to and engages with him/her

## Signature System



When it comes to my Signature System:

- I don't have a unique 'step-by-step' blueprint to take clients from 'struggling to success'
- I don't have a structured process to bring value and create desire when speaking with a prospective client
- I struggle to communicate the value of working with me
- I struggle to justify my fee (or worth) when speaking with (or when questioned by) my ideal client
- I often have doubts about what I'm worth and should/could charge
- YES! I'm Ready!  
I want a unique, proven process to confidently speak about with a prospective customer who can't wait to work with me

## Signature Programs



When it comes to my Signature Program:

- My program titles and how I speak about them fail to create any interest
- I struggle to create programs that my ideal client says 'Yes!' to
- I often find it hard to communicate the value and benefits of my programs
- I struggle to communicate the value in working with me
- I find it hard to ask my ideal client to work with me
- YES! I'm Ready!  
I want to create and offer programs that my ideal client loves and wants to invest in

## Your Digital Assets



When it comes to my Giveaway (optin / freebie):

- I don't have a formal process that nurtures leads into enquiries and ultimately clients
- I struggle with building my list and generating leads
- My lack of clarity and focus has stopped me from creating a giveaway that my ideal client needs and wants
- I don't even know where to begin [OR I've tried so many things but nothing has worked]
- I have no idea how to engage people once they have signed up and are on my list to nurture them into clients
- YES! I'm Ready!  
I want a clear plan and steps on how to nurture leads and enquiries into paying clients