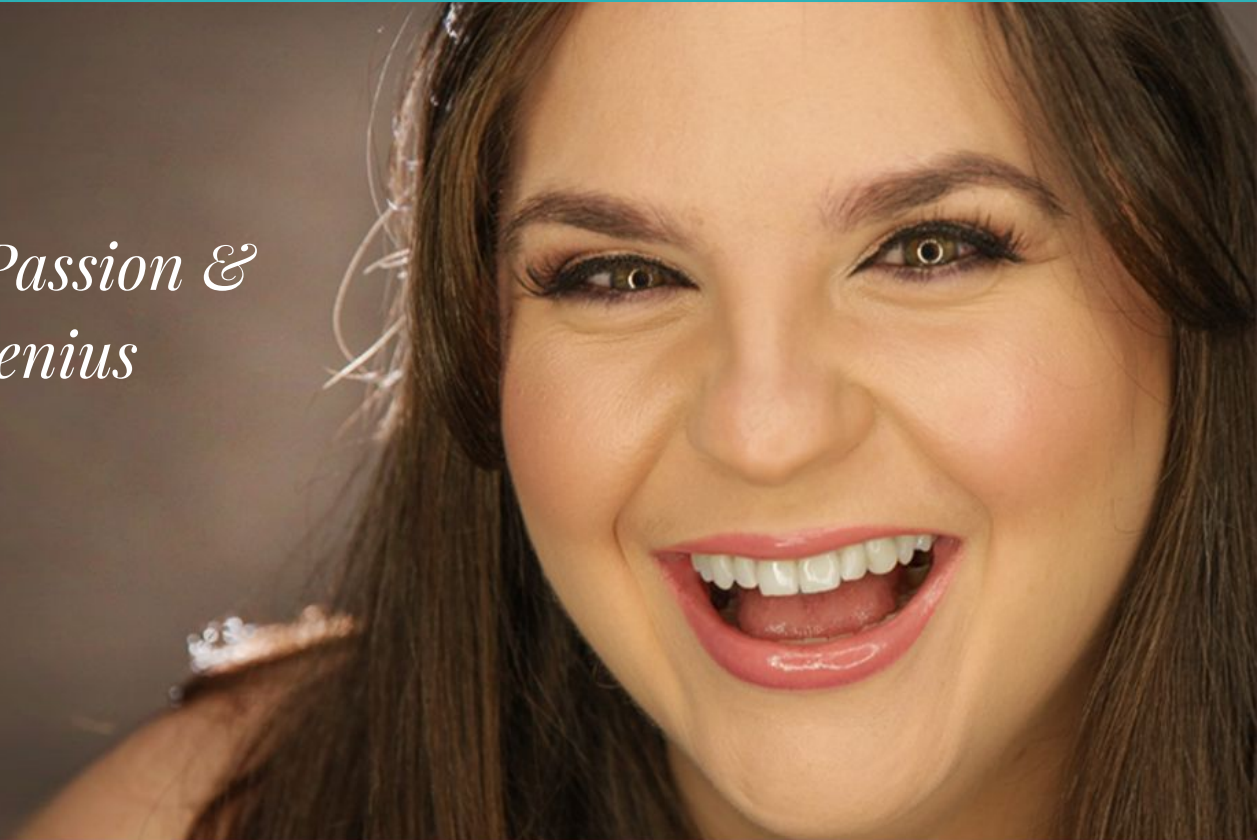


*Session 2 : Impact, Passion &
Your Zone of Genius*



Welcome!

- ❖ Welcome to Week 2 of Biz Brilliantly!
- ❖ Get ready to focus & learn.
- ❖ Have a pen and paper ready to take notes.



Objective

This weeks Objectives:

1. Define your desired Impact & Passion
2. Figure out your zone of Genius
3. Clarity on your brand position
4. Niche down in an authentic way
5. Integrate your Story into your Brand
6. Set the foundations of your brand message
7. Start narrowing your ideal client
8. Align your income with your impact



Your Impact

- 1. Why is it important?**
- 2. What does it mean for your business?**
- 3. Let's get super clear on your impact and passion. I want you to answer and journal on the questions in your workbook.**
 - a. What are your gifts?**
 - b. What did you want to do when you were a kid?**
 - c. What are you naturally inclined to do?**
 - d. What are you known for?**
- 4. Why are you passionate about this?**
- 5. How do you want to change the world?**



Your Education, Work & Expertise

- 1. If someone has paid you in the past for your skills, talents, passions, then you KNOW there is a market for your skills.**
- 2. What education, certifications, courses, etc do you have that position you as an expert in your coaching business?**
 - a. You DON'T need Coach certification to build a successful coaching business. You need a signature program that creates transformation and a marketing strategy to build a successful coaching business.**
- 3. What have you done at work that has transferrable skills to your coaching business?**



Your Education, Work & Expertise

Based on your experience, expertise, education, training, jobs, certifications, and passion...what do you see yourself coaching on?

Most common areas that people need help in:

Relationships

Money

Business

Health

Life Decisions

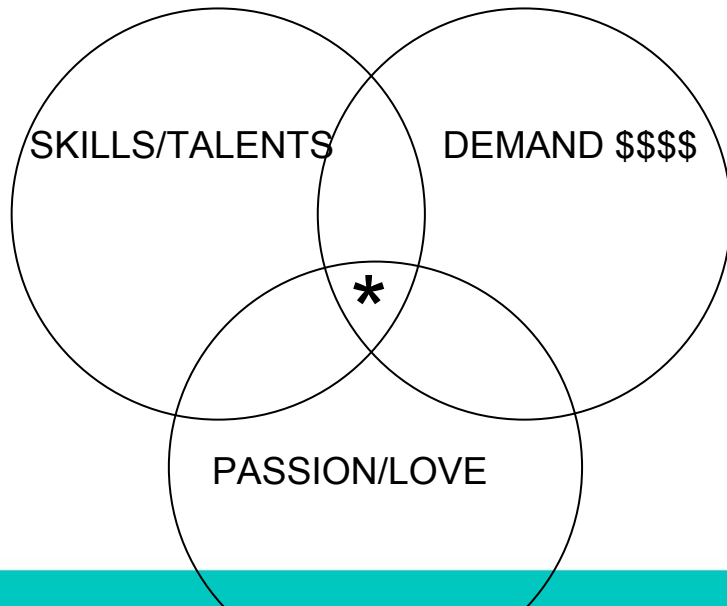
Mindset

Empowerment



Rings of Destiny – Your Zone of Genius

We are looking for that sweet spot where your love/passion, your skill, and market demand intersect.



Share your Story for Success

What is your story in relation to your business?

It eliminates all competition, sets you up as an expert because YOU'VE been there and DONE that, makes you relatable and vulnerable which helps you connect and build relationships, shows how REAL you are, builds your confidence because YOU KNOW what you're talking about, and it has unique detail that nobody else would have.

Pick 3-5 personal stories in relation to your business from your life. How do these stories set you up to be an expert in your business? How do these stories answer the WHY you question?

Ideal Clients

What people (WHO) would benefit most from your service?

What are they struggling with?

What pain/pleasure do they desire?

Many times we ARE our ideal client.



Define Your Niche

What transformation do you help people get?

Who do you help?

Where are they on their journey to the transformation?

PLEASE BE AS SPECIFIC AS POSSIBLE! For example: If you are a business coach, what stage of business do you help people? What types of entrepreneurs/businesses do you help? Is there a niche of business you specialize in serving? Is faith/sex a factor? As an example: I help new and struggling christian female coaches/consultants that want an online business. This sets me apart of offline business coaches, business leadership coaches, biz coaches that help people grow into the 7 figure mark, biz coaches that don't focus on faith, etc...My niche is Christian Female Coaches

Brand Messaging

Let's Create your Transformation Statement... My examples: My program helps Christian Coaches (who you serve) go from unclear and struggling (pain) to focused and thriving (possibility) in their online coaching business.

Or My program helps Christian Coaches (who you serve) go from unknown(pain) to unforgettable (possibility) in their online coaching business by building a stand out online brand and building authority online fast.



Title & Tagline

What is your title: (Mindset coach, Business Coach, Sales Coach, Career Coach, Marketing Consultant, Relationship Coach, Women's Empowerment Coach, Life Coach for Women over 50, etc.)

Tag Line: Now that you have your title, let's create your tagline.

Your tagline is a short sentence that is the beginning foundations of your brand that in just a few words tells the world what you and your business are about. We are starting to communicate your message to the world. It should not be more than 1 sentence long.

Example Taglines:

- Marie Forleo: "Design the Business and Life you Love"
- Gabby Bernstein: "Become the Happiest Person you know"
- Angelica Rozewicz: "Making an eternal impact with business"

Making MONEY from your Impact

I want you to start owning your role as a coach and realize that you DESERVE to be paid for your service. No more picking your brain, or “oh girl, let me talk to you about...”, “can you help me out with...?”... I want you to start inviting your ideal clients into a conversation with you about how you can serve them. If someone starts engaging you then you kindly let them know, I specialize in solving that problem, let's talk about how my program can help you get the result you're looking for. You invite them on a discovery call/meeting and take it from there.

Making MONEY from your Impact

My biggest desire for you is for you to create a business that is authentically you. I want you to make money in a way that is authentically you.

1. How do you want to make your income?
2. What would shift in your BEING (how you're being) if your income was aligned with your higher purpose on this planet (your impact)?
3. Would you work harder? Smarter? Faster? Slower? Build a team? What else would change?
4. Write down 3 ways you can create money through your calling.
5. Who do you need to BE to align your calling with your capital? Consider where you can shift or expand your being.



Great Work

God Bless you on your journey!

Do this deeper work to build a solid business foundation.

Please take advantage of the Facebook group.

You are so supported on this journey.

Talk to you on the Q&A call!

