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"So What Do YOU do?"

Introduce Yourself + Talk
About Your Work in a Way
That Captivates Dream
Clients You LOVE

INTERACTIVE GUIDE

with Melissa Williams-Pope

"If you can't explain it simply, you don't understand it well enough."

- Albert Einstein

♥ To all of you beautiful, heart-felt, life-changing, creative, transformational, wellness + healing professionals who struggle finding the right words to talk about what you do . . .

I've created this guide just for you.

Because **I know** how hard it can be when someone's just asked about your business and you're fumbling for the right words. It's painful!

Or you THINK you've got your "pitch" all down, but the other person just stares at you (are those crickets I hear?) and now your mind is racing:

"How do I salvage this?? Oh my gosh, they think I'm ridiculous. Why can't I get my act together? Oh no, now I'm talking too much. They're looking around for someone else. I've blown it. Again."

And this is just talking to one person. God forbid you're standing in front of an audience with a mic in hand as they shift around uncomfortably in their seats, check their emails or scan about for the EXIT signs.

This subject is near and dear to my heart because **I know what it's like** to be paralyzed with fear when meeting new people and they asked the inevitable, "So what do you do?"

Sometimes I would play coy to stall for time: "For fun? During the day? On the weekends?"

Or I'd be awkwardly vague: "Oh, a little of this and a little of that."

Or I'd put a wall up with a smile: "You know, whatever I want." (wink)

And then I would quickly turn the conversation back on them and ask so many follow up questions that they never had a chance to ask me again and I could remain safe and "shrouded in mystery."

Why did it feel so awful to answer that question?

Because it was *obvious* that I wasn't totally clear – about how I helped people (I mean, I sort of knew, but it would take so long to explain) or who I helped (women in transition, women looking for love, women wanting to write a book, or needing help with money mindset, or wanting to move abroad, or basically, you know, whatever they needed . . .).

Or I was doing SO MANY things in my life and I would try to tell them about all of those things. Well, they asked me what I do, right? I needed to give them the full lowdown.

Note to you multi-passionates out there: NO YOU DON'T! It's OK to talk about one thing. After all, you've just met.

So anyway, I had big-time messaging shame. And it got to the point that I didn't want to meet anyone new anymore. And I hid away.

I just couldn't face one more person whose eyes glazed over when we met.

Not the best way to build your business!

It wasn't until I got clear on what I'm about to share with you, that I was

able to be excited about meeting new people again. To share how I can help my favourite people in a way that doesn't feel awkward or weird or yuck.

I'm going to show you how to talk about what you do so that it feels super authentic, aligned with who you are and even exciting for you. And in a way that passes **The Face Test** . . .

If you're unfamiliar with **The Face Test**, it's this: If what you say resonates with someone and they can think of someone they know or even a few people that your work could help, if they can see a face in their mind, then you've passed The Face Test. If they're still not sure what you do, or can't think of anyone, you'll need to get clearer.

Bottom line: You don't want people to have to work too hard to figure out what you're about.

And that's what we're doing right now!

We'll start by answering these seven questions:

1. What's the problem you solve?
2. Who are you called to help?
3. Why hasn't their problem been solved?
4. What will break your heart to see, if the problem's not solved?
5. What's possible if the problem does get solved?
6. Why are you particularly brilliant to solve this problem?
7. What's your Invitation (or Call to Action / Call to Adventure)

I'll quickly break these down for you on the following pages . . .

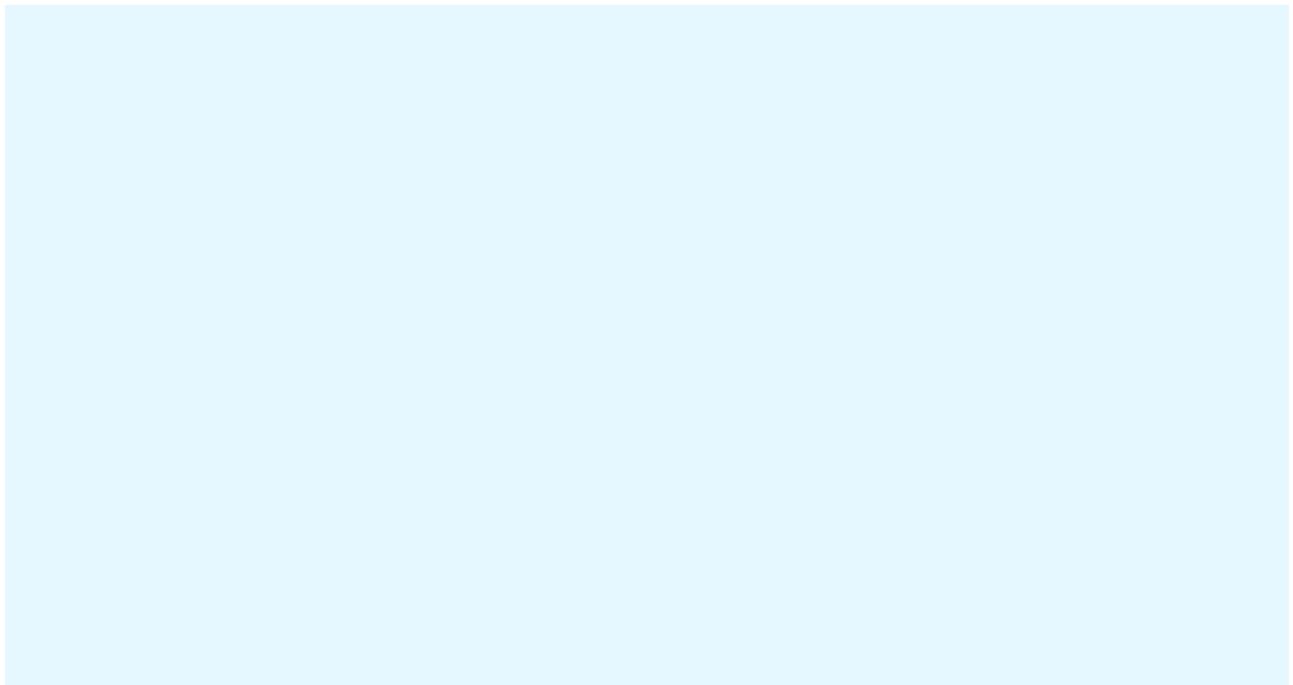
"THE PROBLEM YOU SOLVE"

Yes, I know you can solve lots! You're amazing – it's true! But right now, you might be telling people that your work with someone helps them capture their “inner glow” or gives them tricks to “live their best life.” While these are by-products of their work with you, they're not the thing that keeps them up at night.

“Oh, I just wish I could capture my inner glow.” Um no. What are they *actually* saying is the problem? Are they saying, “I wish I could get my baby to sleep at night,” or “I wish I had a dentist that I wasn't afraid of,” or . . . ?

If you imagine your business is a home, this will be the doorway that invites them in. Once they enter, the rest of the house represents all the other things you can help them with.

Your turn. What's the problem you solve, in your dream clients' words?



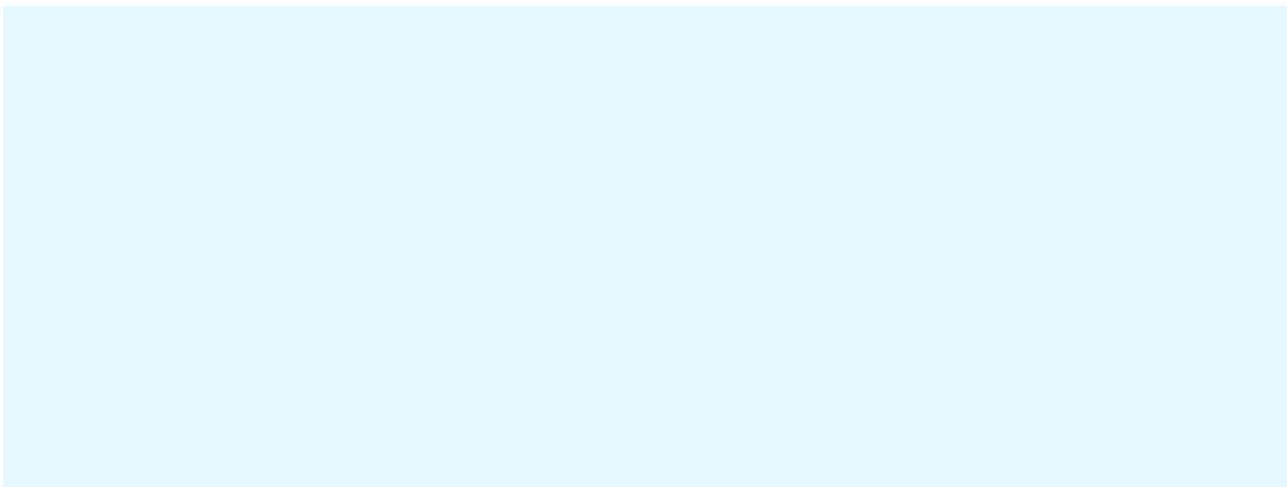
"THE PERSON YOU'RE CALLED TO HELP"

The more specific the better here. If you're trying to help people find their "inner glow," or "live their best lives," you might be hard pressed to narrow it down, because after all, everyone could benefit from living their best life full of glowingness.

But if we go back to the person wishing their kids could sleep at night, we get a clearer image of who that might be. Just from knowing the problem, we get that we're talking about a parent. Most likely a sleep-deprived parent. Let's say, a mother. Now maybe she's a working mother. And her lack of sleep is affecting her job and her health (and her sanity!).

Can you think of any woman in your life who's barely hanging on because her child doesn't sleep? See how powerful this is? You would really know how to reach out to her because you can see her in your mind's eye (and maybe you WERE her, which is even more powerful!).

Your turn. Describe that one person who desperately needs that problem solved.

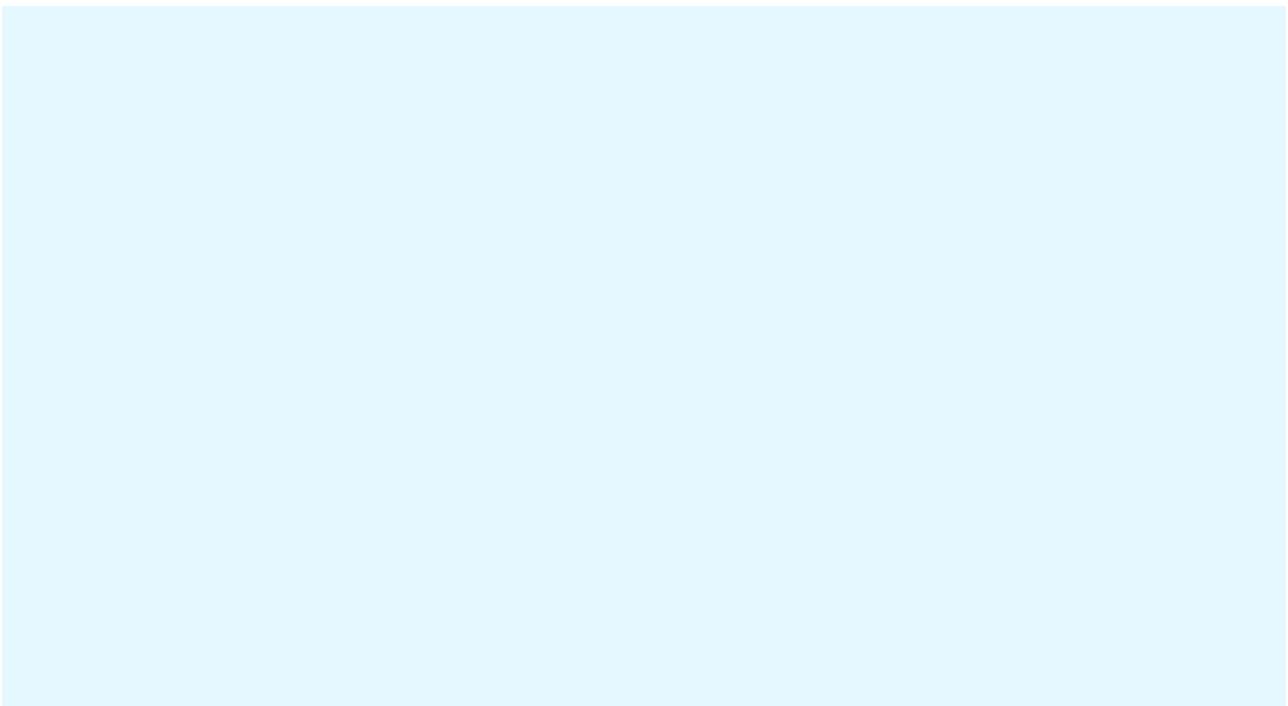


"WHY HASN'T THAT PROBLEM BEEN SOLVED?"

The reasons here usually relate to time, money, confusion, resistance (important to pinpoint the cause of the resistance), not knowing there actually was help out there, specifically for their situation. So often people feel alone. And when you come along and show them they're NOT alone, they'll probably cry tears of relief. And grab onto your ankle. And scream, *"Where have you been all my life??!"*

They could've also tried "everything," without success. This is where what you do can become really exciting because your solution might be so unique and innovative, there's NO COMPETITION. (But even if you don't feel your solution is unique, YOU ARE, and that's what matters most.)

Your turn. What are all the reasons you can think of why your person is still suffering?

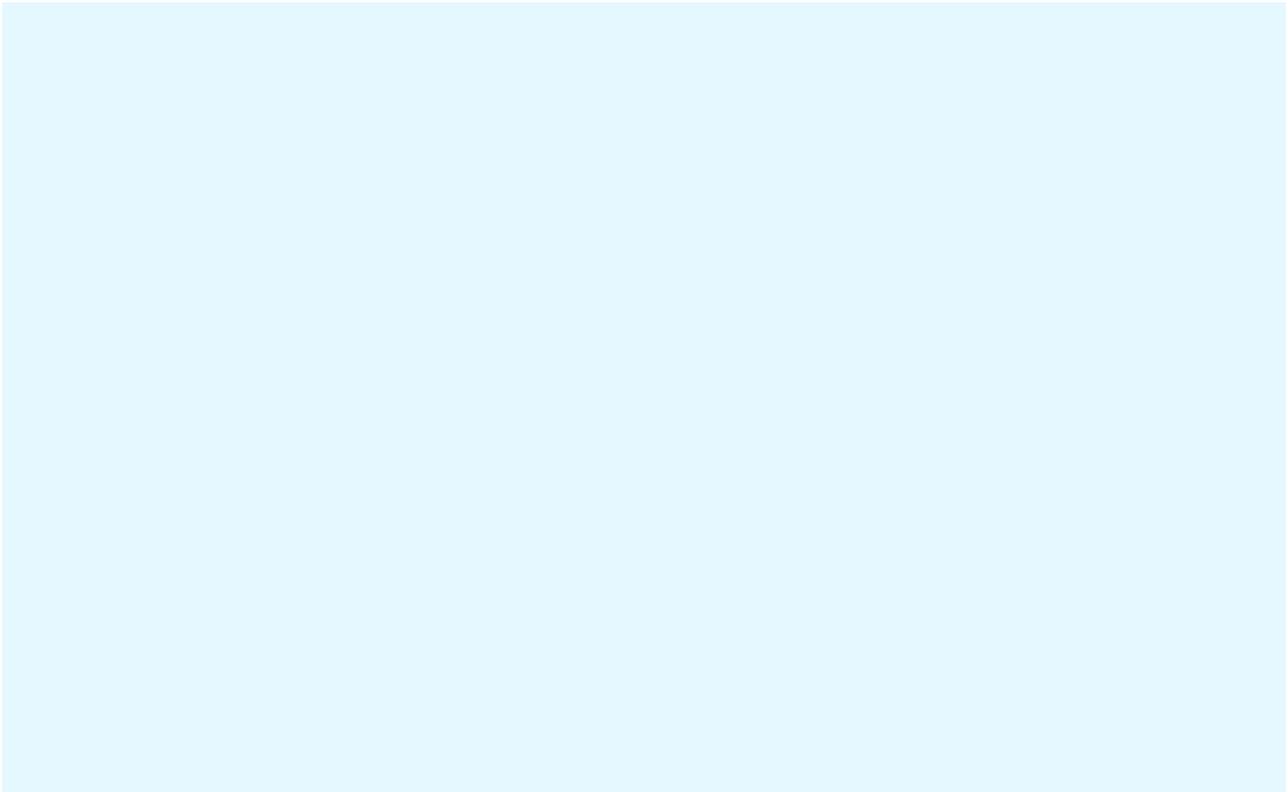


"WHAT WILL BREAK YOUR HEART IF THE PROBLEM'S NOT SOLVED?"

So you know what your person is going through now, but if they don't get help, what could happen?

Let's think of the person who wishes they could find a dentist they're not afraid of. If that's been keeping them from seeing a dentist, they probably have some problems with their teeth. Even pain. If they continue to avoid the dentist, I'm sure we can imagine what could be waiting down the road for them and it IS heartbreaking to see someone who was once vivacious and outgoing, retreat into their shell because they're so self-conscious about their missing teeth.

Your turn. What will break your heart if the problem's not solved?

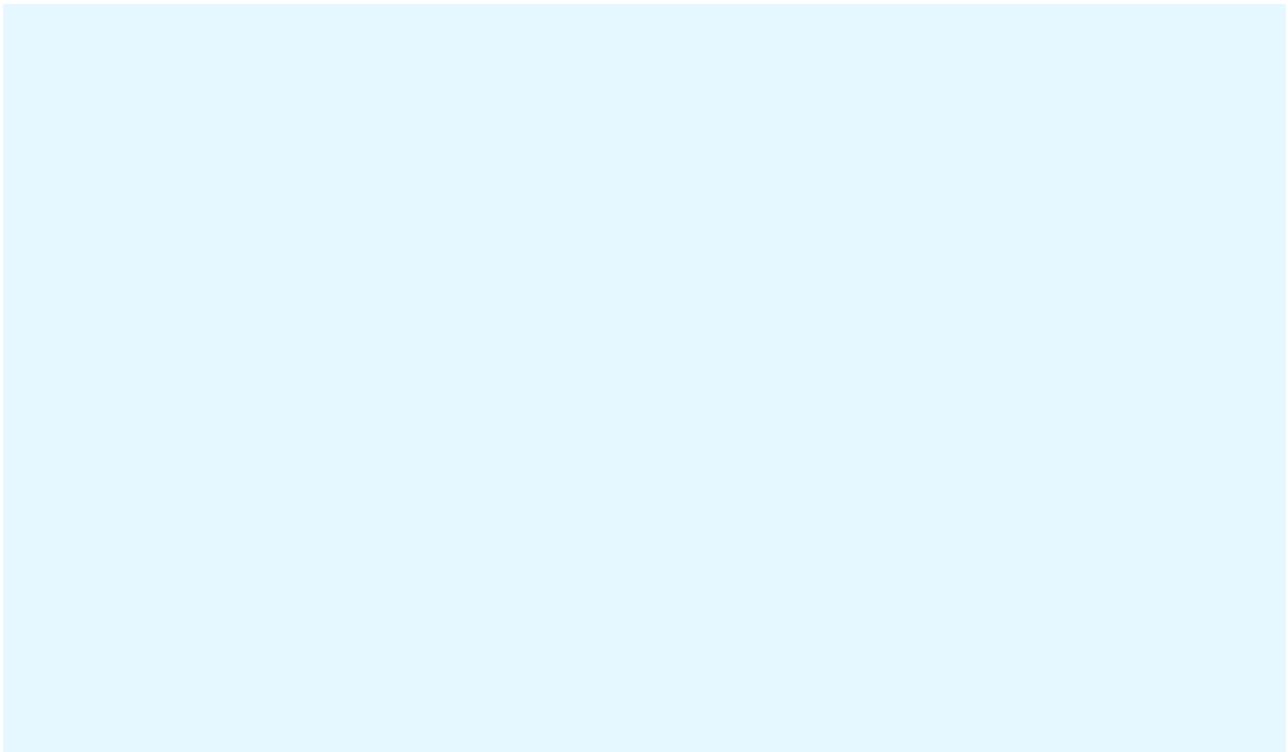


"WHAT'S POSSIBLE IF THE PROBLEM DOES GET SOLVED?"

This is where you now get to think about your favorite client stories or your own story of overcoming this problem. Be as detailed as possible because there will gems in there.

For our fearful dental patient, perhaps she found a gentle dentist who uses the latest technologies in pain relief and not only was her pain eradicated, but she was able to save her teeth and have a beautiful smile that won her the heart of her true love, a huge promotion at work, a modeling contract and a million dollars. Haha! (Of course, we don't want to embellish the real results, but do think of what's wonderful and possible based on your experiences.)

Your turn. What's possible if the problem gets solved?



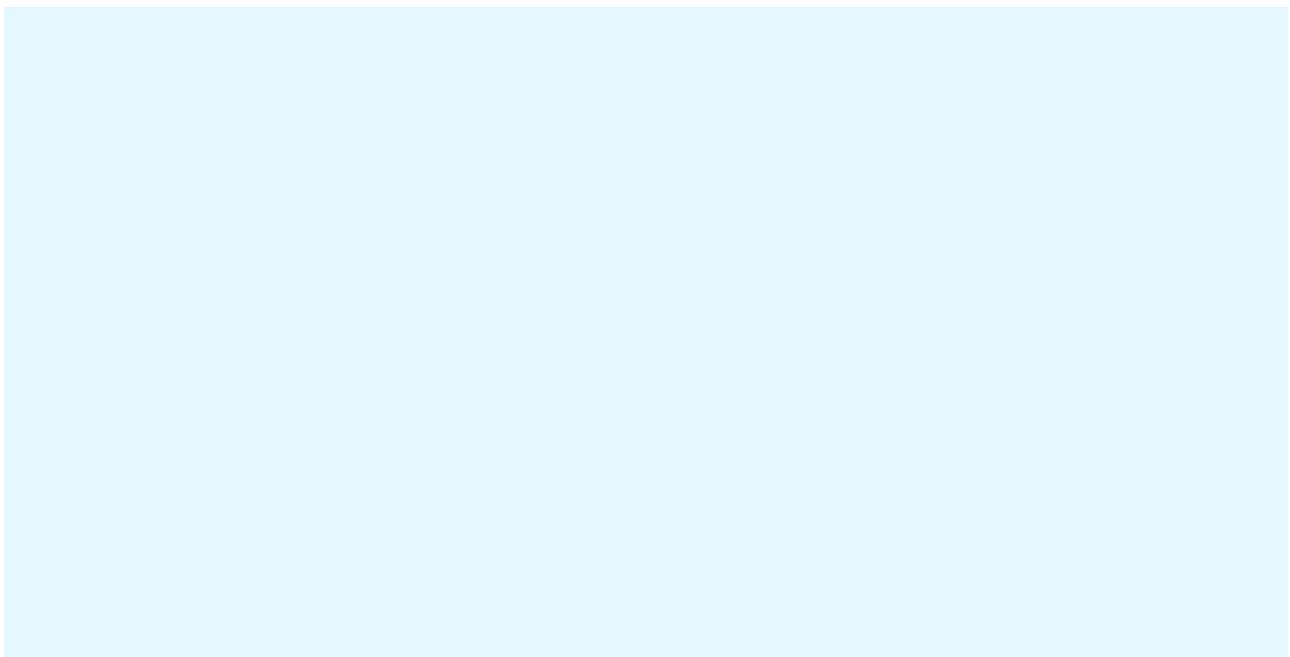
"WHY YOU'RE PARTICULARLY BRILLIANT TO SOLVE THIS PROBLEM"

Is it because of your years of research? Natural gifting? Qualifications and experience? Your personal story? It could be that you understand your person in a way that most people don't because you lived it.

Perhaps our gentle dentist underwent terrifyingly painful procedures as a child and vowed to grow up and make sure nobody else has to endure such things.

Your turn. Why YOU? Why are YOU the one who can help them solve this problem? List everything you can think of.

(Your heart may be palpitating at the moment, but DO NOT skip this question! I promise it will probably be the most liberating exercise in this workbook.)

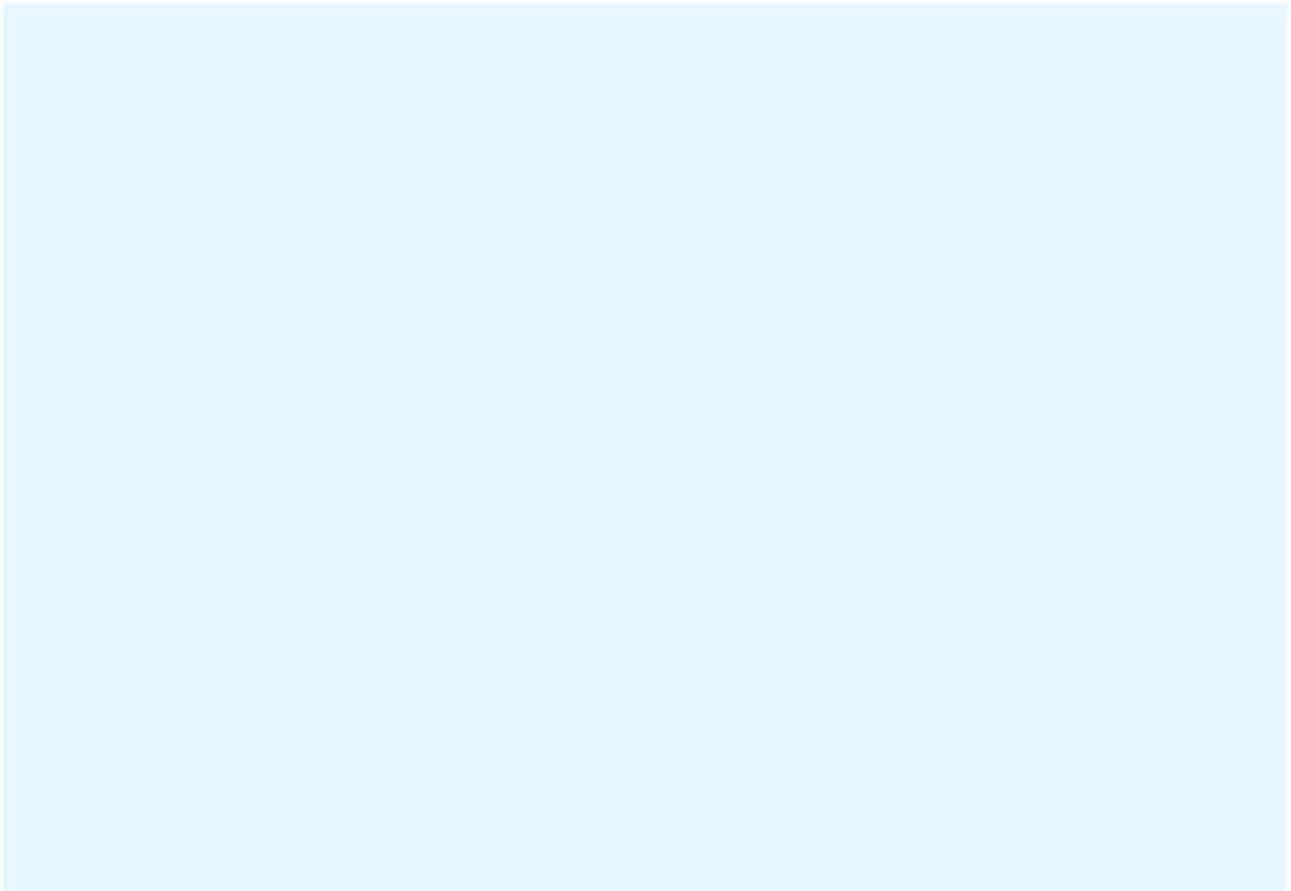


"YOUR INVITATION (OR CALL TO ACTION / CALL TO ADVENTURE)"

So what's the first step your dream client can take to get the help they need from you? Invite them to find out more on your website or meet up for tea and a chat, try a sample, whatever is most appropriate for your business.

Bonus tip: If it's a free consultation, give it an intriguing title! For example, our coach for moms could call hers: "The Rock-a-Bye Baby Breakthrough Session."

Your turn. What's your invitation?



PUTTING IT ALL TOGETHER

Now that you have the answers to these key questions above, how do you use this information to talk about what you do in a way that feels like a conversation rather than a sales pitch?

Start by pulling out key details from your answers above and painting a picture that your audience or person you're speaking to can relate to. Let's use our frazzled working mom as an example:

Jennifer: *"So, Sarah, what do you do?"*

Coach Sarah: *"Well, you know that exhausted mom who locks her keys in her car or can't focus at work or snaps at her husband when he asks what's for dinner? A lot of that is because her kid's not sleeping at night and she's just so TIRED."*

Jennifer: *"Yeah, that sounds like my sister right now." ← (passing The "Face Test")*

Coach Sarah: *"Oh right! So I get to teach moms how to get their kids to sleep for at least 7 hours at a time and stay in their beds at night. I'm kind of like a 'Toddler Whisperer.'"*

Jennifer: *"That sounds amazing! I should tell my sister about you. She needs a 'Toddler Whisperer.' Haha!"*

Coach Sarah: *"I would LOVE to help her. I'll give you my card . . ." Etc.*

PUTTING IT ALL TOGETHER CONT'D

And if the conversation were to veer into Jennifer asking how Ms Toddler Whisperer got into this work, it's a perfect opportunity to share her story:

Jennifer: *"So how did you get into this?"*

Coach Sarah: *"Well, I have three kids of my own. The first slept beautifully, so I couldn't understand what everyone was saying – that it's SO HARD to get kids to sleep. I thought they clearly were doing something wrong. But then my second, Timmy, arrived. It was such a nightmare and I was pretty humbled (and ready to throw myself off the nearest bridge!)."*

Jennifer: *"That so sounds like Melanie right now."*

Coach Sarah: *"Yeah, I really get it! So I was desperate. I did tons of research and through all sorts of trial and error found a combination of _____ and _____ that worked almost overnight (no pun intended!). I shared it with some of my friends who were struggling, too, and used it again with my youngest, and it's such a transformation! My life totally changed. Now, I get to teach my 2-step method at parenting classes and with parents who see me privately."*

Jennifer: *"That's really fabulous. I will definitely have Mel get in touch with you!"*

Coach Sarah: *"Please do! It breaks my heart to see Mom's struggling so much when there's hope that it doesn't have to be that way . . ."*

Ready for another Bonus Tip? Read on . . .

BONUS TIP:

"CAN A 7-YEAR-OLD UNDERSTAND WHAT YOU DO?"

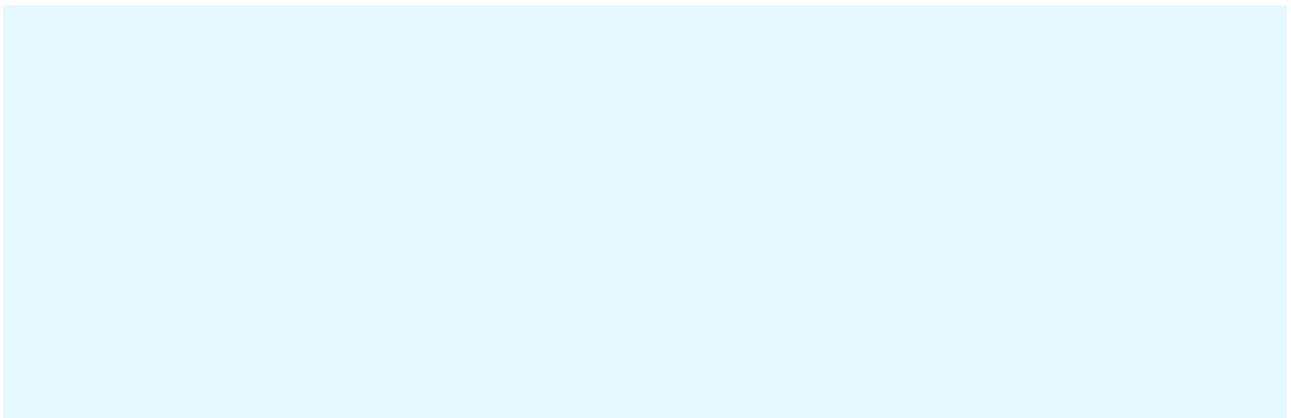
Have any kids in your world? Not only do they need to hear things put simply, they typically have short attention spans. Try sharing what you do in a way they can understand, and quickly enough that you don't lose their interest.

Here's what that might look like for Ms Baby Whisperer: *"I help mommies get their babies to sleep at night, so the mommies can sleep, too. And everyone feels so happy in the morning!"*

And for our gentle dentist: *"I make people's hurting teeth feel better, especially if they're afraid. And then it doesn't hurt at all!"*

Of course you might not exactly use 7-year-old language, but going through this simplified exercise is a perfect way to discover how clear and concise you can be.

Your turn. How would you explain what you do to a 7-year-old?

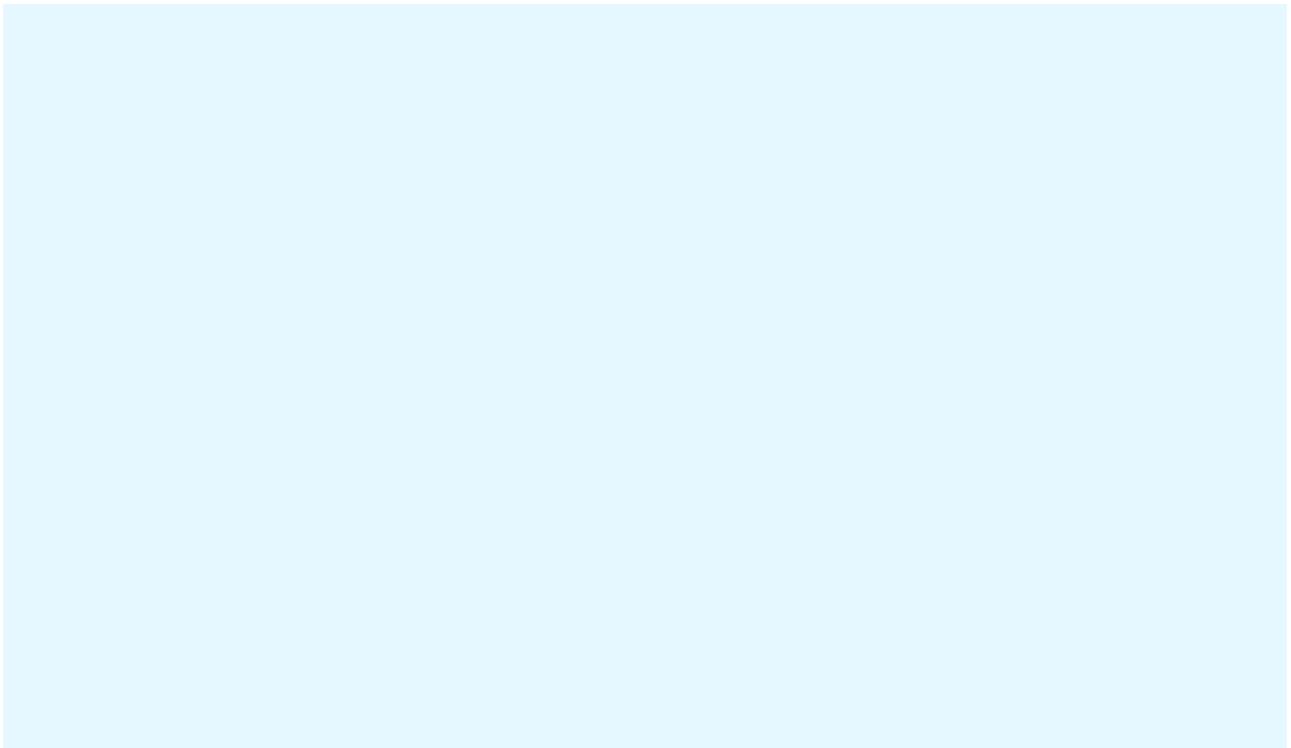


PRACTICE SECTION: CREATE YOUR OWN CAPTIVATING INTRO

The moment we've been waiting for! It's time to pull the gems out of your answers above to create your own Captivating, Fascinating, "Oh My Gosh, I Need You!" Intro.

Use the space below to write several different versions of your Intro. Play around. Experiment. Let yourself be silly. Say it out loud. Leave it and come back to it, if necessary. Try it out on a friend or colleague. But above all, have fun with this. :)

Your turn. How will you introduce yourself and talk about your work the next time you get a chance?



You did it!

I hope the exercises in this interactive guide have you feeling clear and confident and excited about your next opportunity to share what you do with the world, so that your meant-to-be, dream clients can find and recognize you!

(Might I suggest a trip to the spa, a glass of something fancy, or a solo dance party to celebrate?)

BUT if you had a hard time answering any of those prompts and feel like some additional exploration + support would do you good, I'd love to invite you to apply for a free 60-minute **"Totally You" Message Clarity Session**.

We'll work together to get you SUPER CLEAR . . .

+ **Clear** on the type of person you'd love to work with

(What are your requirements? Sorry, but "a pulse" doesn't exactly cut it!)

+ **Clear** on what's been holding you back from message clarity

(Afraid of choosing a direction? Or owning your amazing-ness? Or . . . ?)

+ **Clear** on the best next step for you to implement right away

(You've been here long enough, don't you think?)

+ **Clear** on whether I'm the right guide on this part of your journey, to you get from where you are now to where you want to be

Click Here to Apply

♥ *With love, Melissa*

