



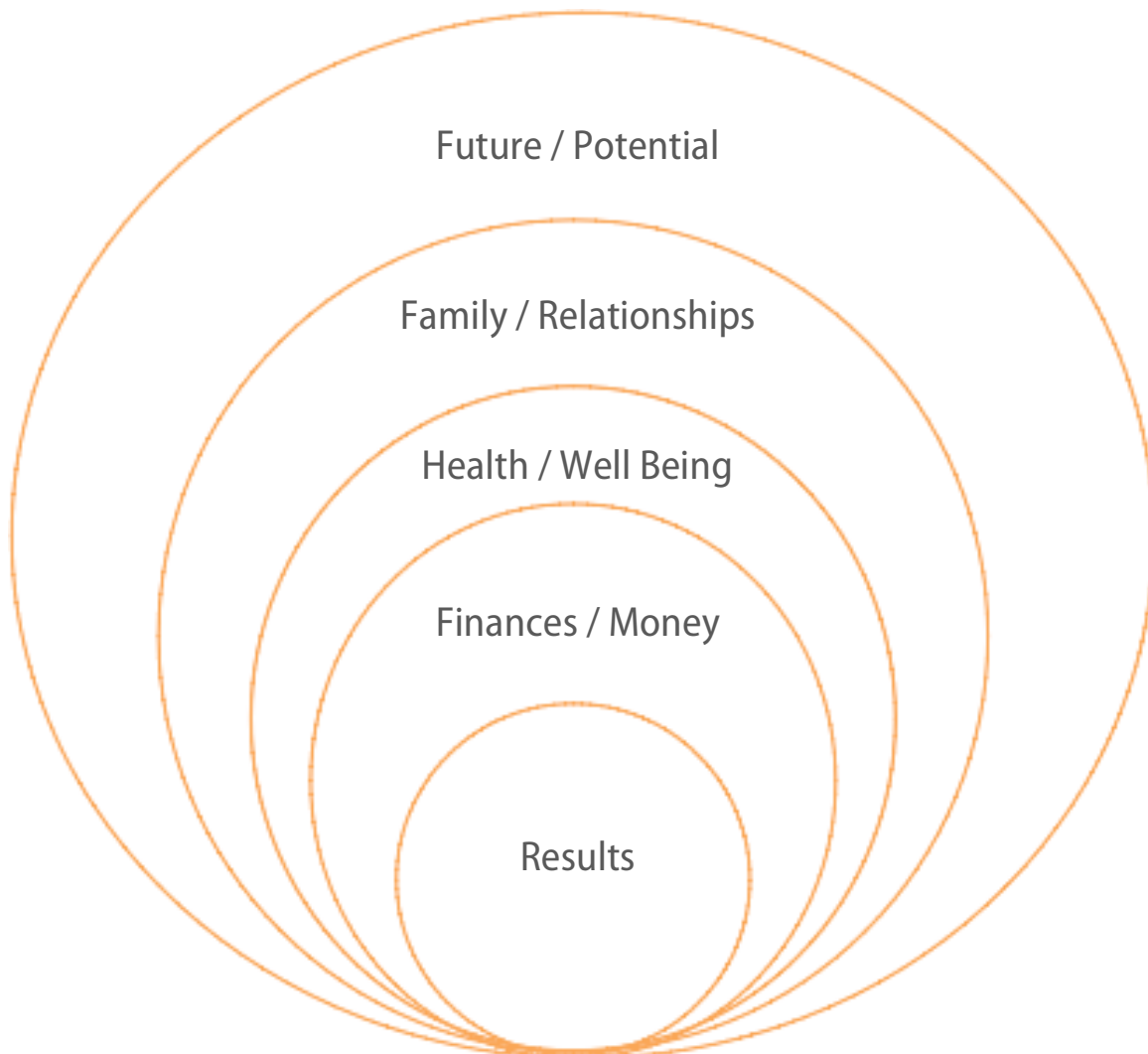
How to Share Your **Message**,
Your **Products** and
Your **Business** with the World!

Kristen White

DISCOVER YOUR IMPACT CIRCLE

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The more you relate the results your clients get to EVERY aspect of their lives, the more you'll be able to charge.





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DISCOVER YOUR IMPACT CIRCLE

In this exercise, start with the inner most circle. Only this time, you're brainstorming the negative impact – or cost – to your client of not getting the help they need.

1. Begin by brainstorming several of the most obvious results they stand to lose by not solving their problem. List these in the inner most circle. Be specific.
2. Next, brainstorm what, by not achieving those results, the cost is for your clients in terms of their finances or money.
3. Next, brainstorm what, by not achieving those financial or monetary results, the cost is to your clients regarding their health and well-being.
4. Now, brainstorm what way, by experiencing that cost to their health and well-being, the cost is regarding their family and relationships.
5. Finally, brainstorm what, by experiencing that cost to their family and relationships, the cost is regarding their future and their potential.

In this helping you see how VALUABLE and IMPACTFUL
what you do is for your clients?!



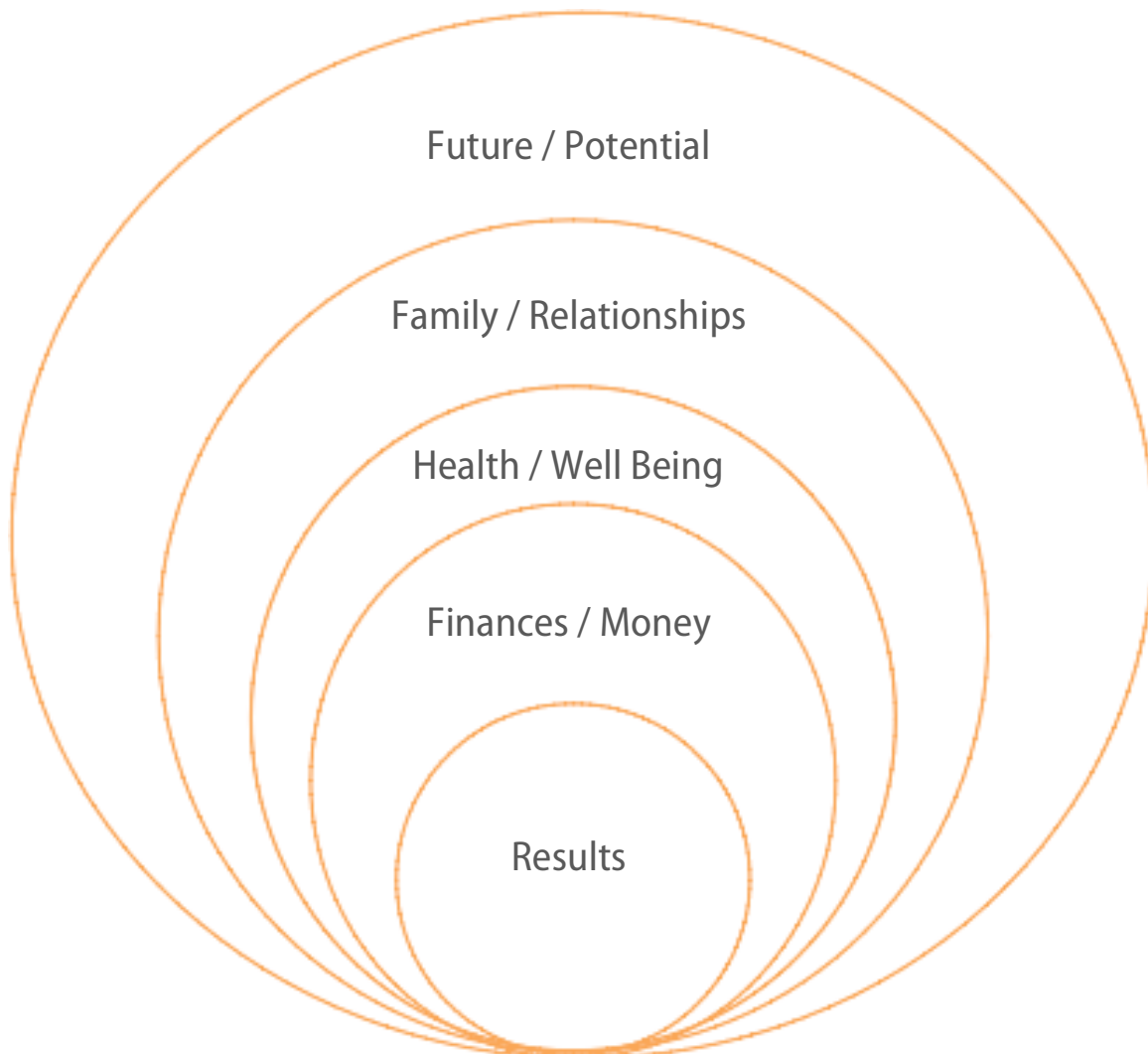
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DISCOVER YOUR IMPACT CIRCLE

UNCOVER YOUR COST CIRCLE

Now that you've discovered all of the positive ways your clients benefit from your programs, products, or services it's time to uncover what the COST is to them in NOT hiring you.





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DISCOVER YOUR IMPACT CIRCLE

Here's an exercise to help you discover **ALL** of the ways your clients' lives are impacted by your work together.

1. Begin by listing a few of the primary RESULTS your clients get from working with you. List these in the inner most circle.
2. Next, answer the question: In what way do these results impact my clients' finances or money? Write your answers in the next circle.
3. Next, answer this question: In what way do these financial or monetary results impact my clients' health and well-being? Write your answers in the next circle.
4. Now, answer this question: In what way does their health and well-being impact their family or relationships? Write the answers in the next circle.
5. Finally, answer this question: In what way do my clients' relationships impact their future or potential? Write your answers in the outer most circle.

It's pretty amazing to see just how deeply your clients' lives are impacted by your work, isn't it?!