

4 STEPS TO BUSINESS CLARITY

**DEFINE YOUR
MESSAGE,
ATTRACT THE
RIGHT
PEOPLE**

ROCK MY BIZ ACADEMY
WWW.LISASTOOPS.COM

Introduction

If you are not seeing the results you want to see in your business you might not be clear in your messaging. Your message should match your market. You could be attracting the wrong people because your messaging is all wrong.

Good news! We can fix it! All you need is a little more CLARITY.

In the next few pages I'm going to cover the steps you need to take to get clarity around your biz so you can ultimately do what you love and get paid well for it.

Step 1: What's Your Mission?

Your mission is your message. What do you believe in? What changes do you want to see in the world? How do you want to live your life? What do you stand for?

Example: I believe in freedom, flexibility and having options. I believe in creating my life the way I want it. I believe in doing work that lights me up. I believe in order to do all this I must start my own online business.

Write down your mission.

Step 2: Who Does It Matter To?

Who does your message matter to? Why would anyone care about it?

Example: Women in their 30's who are stuck in a job or in transition who want to live life on their own terms.

Write down who your mission matters to.

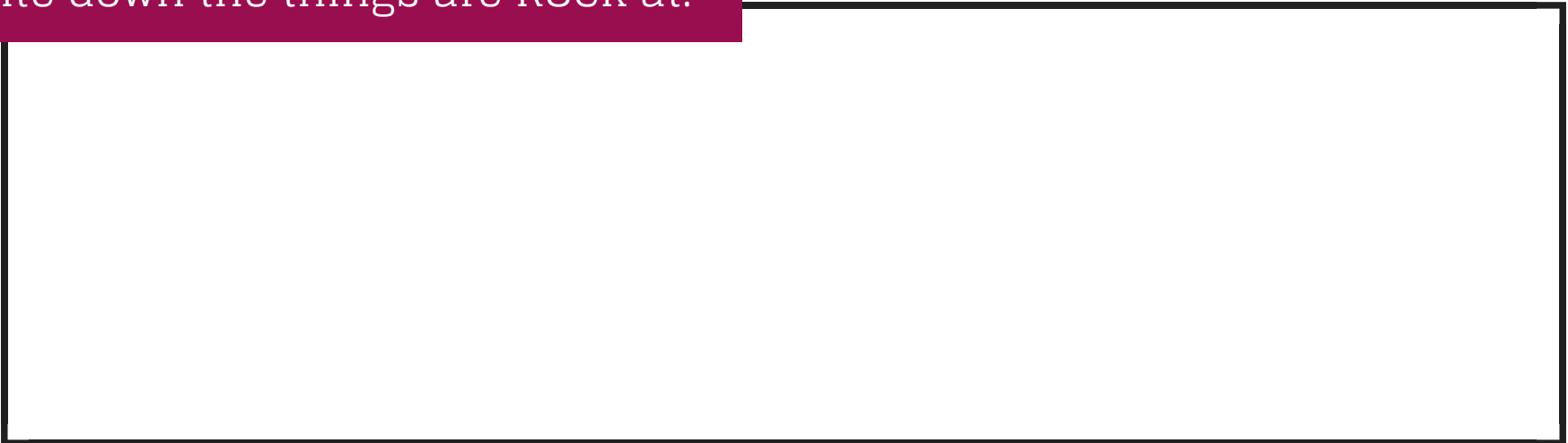
A large, empty rectangular box with a black border, intended for the user to write down who their mission matters to. The box is positioned below the example text and to the right of the instruction text.

Step 3: What Is Your Thing?

Where do you excel? What do you do better than anyone else? What do people say you do amazingly well? What comes naturally to you?

Example: I make the complicated; simple. I can quickly identify root causes. I am great at strategy. Technology comes easy to me.

Write down the things are ROCK at.

A large, empty rectangular box with a black border, intended for the user to write down their strengths or 'ROCK' at areas.

Step 4: How Do You Get Results?

You are in business. What end result do you provide to your clients/customers? How do you get them a result? Note: there many things you can say here, but pick something that is truly aligned with your message, your thing, and who you serve.

Example: I provide my clients with clarity in their business so they can confidently build their tribe and get paid doing what they love.

Write down how you get your clients results.

