



## Getting Started: Discovering My Winning Idea

- I have identified my strongest skill or attribute - the ones I am known for

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- I have determined what fills me with passion and puts me in a zone where time flies by

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- I have identified my ideal client's current most gripping problem or question

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- I have created a descriptive, catchy title for myself

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## How to Create Hot Selling Programs to Earn Passive Income AND Get New Clients

- I have created a descriptive, catchy tag line for my business/what I can do for my potential client

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- I have brainstormed and decided on a catchy, easy-to-remember name for my Signature Program

- I have actually achieved what I am promising to teach

- I have planned the best coaching options for my particular ideal client

- I have noted what people always:

- Ask me for help with

- Ask me for information about

- Praise me for and compliment me about

- Refer their friends to me for

- Other \_\_\_\_\_

- I have identified my top three most valuable qualities

- I have ascertained my coaching values

- My coaching is unique because \_\_\_\_\_

\_\_\_\_\_

- One thing people often say about me is \_\_\_\_\_

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