

# My Professional List

What skills do I have that are going to show my audience how badass I am and why someone should trust me?

Call me old school, but I still believe in the power of putting pen to paper and watching the magic happen. As business owners, how many ideas do we have swirling in our minds at any given minute? I know, same here, but something magnificent happens when you get it all down on paper. Am I right?

Please print out these lists to get to your “aha” moments when looking at your branding in a more meaningful way. On the front side, write down everything you would want your audience to know about your professional offerings. For added clarity and to get to the even more important piece of our work together, flip the sheet over and fill out the backside with 10 personal details about yourself, your business, and your brand. Get really personal here. I don't care if you think it's TMI to the rest of the world. I want to get to know YOU better, and your ideal customers do, too.

Lastly, tell me your fears, concerns, and what you want to work on during our journey together. This will help me customize our work so that you get the maximum benefit of getting a step closer to feeling like a fearless entrepreneur!

Don't limit yourself to 10 if you feel the energy flowing. Write until you're out of space. Write until your on-fire moment stops. Switch to notebook paper if you have to. I hope by the end of these exercises, you will see why I love the pen-to-paper approach so much.

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# My Personal List

What qualities do I have that are going to make my audience like/know/trust me sooner and are so unapologetically me that if someone who knows me online meets me on the street, they won't be surprised at the kind of person I am. I AM 100% comfortable in my skin.

Don't be shy. You're amazing. Brag it up.

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