



# Narrowing Focus #1

**I help X do Y**

**Example 1 (OKAY) : I help business coaches have more conversations with prospective clients.**

**Example 2 (BETTER): I help business coaches launch podcasts in order to have amazing conversations with prospective clients.**

**Example 3 (EVEN BETTER): I help business coaches add \$250,000 per year onto their revenue using podcast marketing.**

**Now, what are yours?**

**OKAY:**

**Start here, build a list. It could be more than 3, so get a note pad. Try to end with 1-3 maximum. Keep this general.**

- 1.
- 2.
- 3.

**BETTER:**

**Begin to add more detail, create some further specificity by confirming your expertise in the DO.**

- 1.
- 2.
- 3.

**EVEN BETTER:**

**Finally, create even more detail by adding a financial or growth ambition that uses your expertise to solve one of the audiences key wants or problems.**

- 1.
- 2.
- 3.