

What I Do

What I Do is an exercise for helping you concisely tell people what you do and for whom. If you're afraid of commitment this one might be a little challenging (but do it anyway, just maybe in pencil.)

WHAT I DO

A. YOUR NAME

B. YOUR BUSINESS NAME

(if you don't have a business name leave blank)

C. WHAT YOU DO

1. _____
2. _____
3. _____

D. WHAT YOU'RE AN EXPERT AT

(pick just one of the three things you listed above and rewrite it here)

E. YOUR STYLE

(this one is a little more touchy-feely. look at C & D - list some adjectives to describe your approach, style, or method when it comes to what you do)

1. _____
2. _____
3. _____

F. DREAM CUSTOMER

(who is your favorite client ever - we want you to use a real-life, specific example)

1. THEIR NAME: _____
2. DEMOGRAPHIC: _____
3. DESCRIBE THEIR STYLE: _____

YOUR SCRIPT

So here's how you structure your script. This can be modified - the main thing here is that we're getting you to commit to saying, out loud, what you do and for whom - but with your own personal spin on it.

Hi. I'm [A]. My business is called [B]. I do stuff like [C] and [C] but what I'm really known for is [D] with a [E] and [E] style / angle / approach. I love working with people who are [F2] with a [F3] style.

So for example, it might sound like this:

Hi. I'm Ashley. My business is called Design Life. I do stuff like personal styling and photography but what I'm really known for is helping people style their interior spaces in a way that aligns their unique aesthetic and vibe with a more organized and functional feng-shui flow. I love working with busy moms who have a bohemian meets modern style.

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