

Creating Your 'I Help Statement'

Your **Mission** - WHAT you do

Your **Vision** - WHY you do it

Your **Values** - HOW you do it

Harvard Business Review... 'In 2023 consumers want to know the PURPOSE of the people they buy from... those that can communicate this clearly will STAND OUT.

You will no longer worry about saying the 'right thing', *because you'll be saying what you know is the right thing* - **FOR YOU**.

MISSION - Answer to the question, 'What do you do?'

- Sell skincare, makeup or shampoo / in the health and wellness business...
- Teach people how to start their own business, side-gig, side hustle, etc.

You are in the TRANSFORMATION business. Business of changing lives.
The business of helping people create **PERSONAL TRANSFORMATIONS**.

I HELP STATEMENT

I help (person) struggling with (problem) find more / have more (solution) so they can (transformation).

Here are just a few examples...

- I help stay-at-home-moms regain the confidence and sense of accomplishment that their corporate career once gave them, without compromising their family values.
- I help women that are feeling fat and frumpy get back into shape, so they can start feeling fabulous, and finally throw on their cute jeans again.

The **PROCESS** of creating your I Help Statement...

is the **MOST** Transformational thing you will ever do for your business.

The PERSON you are looking to HELP

Remember **YOU are your IDEAL PROSPECT.**

If you are still unsure if you believe that to be true, just be open to the idea, and go through the process with that in mind. I believe you will feel a lot different when you're finished.

There are 2 statements you will need in your business...

PRODUCT 👉 **IDEAL CUSTOMER**

BUSINESS 👉 **IDEAL TEAM MEMBER**

Were you aware you had a problem right before you started your journey?

☐ YES

☐ NO

*If you answered YES - **How was that problem making you FEEL?** (identify ONE WORD)*

*If you answered NO - **What's one POSITIVE word that best describes you in your life?***

Who is the PERSON you are looking to help?

The SOLUTION that you offer

What were you REALLY looking for when you first started your journey?

A common mistake is making this part of the statement too **PRODUCT FOCUSED**.

- ❑ *Teach them how to start a business / earn a side income.*
- ❑ *Offer them plant-based nutrition / improve their gut health.*

You weren't looking for 'plant based nutrition' or 'better gut health' - you needed **someone to guide, encourage, and support you**.

You weren't looking to 'start a business' - you were a SAHM who felt something was missing in your life - and **you wanted community, purpose and work that matters**.

Let's review our example from the last section, and see if we can't make it even better.

- ❑ **I help busy women feeling lost in motherhood, create an extra income from home so they can still be present for their families.**

I would challenge this person to ask themselves, 'Was this busy mother feeling LOST in motherhood, really looking to create an extra income from home?'

In order to really answer that question, we would need to dive deeper into her story, but I bet something like this below would better capture what she is after...

- ❑ **I help busy women feeling lost in motherhood, find purpose and meaning outside the home, so they can best the best version of themselves for their family.**

Take some time to answer these questions to help you identify your SOLUTION.

When you first started your journey, what were the things that you were searching for / things that you saw that made you say YES?

- ❑ Review the sample I Help Statements in the attached PDF to this lesson to get some inspiration on this area for your statement.



The TRANSFORMATION you are looking to create

The Transformation is how our life will improve **once our problem is solved**.

Let's go back to the last part - **THE SOLUTION**...

- ▶ *More flexible work that gave them a sense of purpose, and better opportunity.*
- ▶ *More energy to go through the day, and to be in a better mood.*

Once you had that THING...

How was your life different or better?

Here are some examples:

- ▶ *Feel fabulous and throw on those cute jeans again.*
- ▶ *Have the energy to enjoy live and keep up with their grandchildren.*
- ▶ *Fall in love with what they see in the mirror again.*
- ▶ *Do work they love and still be a present Mom.*



Let's focus on your PERSONAL GROWTH journey in your business now.
Revisit your answer to these questions from LESSON 2, and see if you might add anything additional now.

In what ways have you and your life improved because of your business?

- ▶ *How are you a better mother / father or wife / husband?*
- ▶ *How has your mindset improved or changed for the better?*
- ▶ *How has your physical health improved?*
- ▶ *What other ways is your life better today than it was before you started?*



To help you get more clarity in this area, answer the following questions.

What would it mean for you to be able to help someone else in these areas above?

How would it FEEL to you knowing that you helped create that for them?

Now it's time to take everything you've come up with, and create your I Help Statement!

Using this framework, write down your statement in the space below...

I help men over 40 with young children, prioritize their health, so they can have the energy and enthusiasm they need to be active and present in their kids' lives.

I help exhausted Moms struggling to get through the day, learn how to naturally support their bodies, so they have the passion and energy to be the Mom they know their kids deserve.

I help women who feel frustrated and overwhelmed with their health and weight, build simple habits of healthy swaps and daily movement so they can live a more joyful life.

I HELP STATEMENT EXAMPLES

PRODUCT EXAMPLES

Health & Wellness Products

I help men struggling with their weight find the motivation, direction, and support they need to get back into fighting shape.

I help women that are feeling fat and frumpy get back into shape, so they can start feeling fabulous, and finally throw on their cute jeans again.

I help frustrated women struggling with yo-yo dieting, develop simple, sustainable eating habits so they can be healthier, and live an amazing life.

I help overwhelmed moms struggling to get through the day, learn to naturally support their bodies, so they have the energy they need to be the best version of themselves for their family.

I help middle-aged women, struggling with feeling good about their bodies, by providing them the education and support they need, to look amazing and confidently live their best life.

I inspire exhausted moms struggling with their health, create simple, Christ-centered habits to reach their health goals and regain their energy and joy.

I help tired grandmothers who are struggling to keep up the craziness of life, prioritize their health so they can have more energy, and be able to be fully present with their grandchildren!

I help women struggling with digestive issues find relief, comfort and well-being so they can live a more confident, happy, and healthy life.

I help overwhelmed women struggling with a lack of energy, develop simple habits to make their health and well-being a priority, so they can live a more full, and vibrant life.

I help women that are struggling with chronic pain, break free from the cycle of suffering, so they can find lasting relief by taking charge of their health, and finally enjoy their lives again.

I help busy, stressed-out women who are self-conscious about their weight, learn how to find more time for themselves so they can feel fantastic, happier, and healthy.

I help healthcare professionals who know it all, but are just too busy, actually find the time to lose weight and get healthy, so they can be the best version of themselves to help others.