

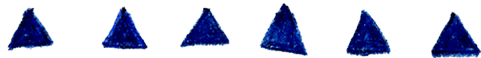
The 5 Minute Exercise to Powerfully Differentiate Yourself™

(To [create an editable version](#) of this document, click File > Make a copy)

What the hell does it mean to differentiate yourself?

Differentiating yourself is not something you do –
It's the natural byproduct of owning your perspective and unlocking your creativity.

It takes you from looking like this:

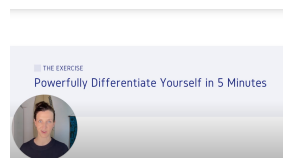


To fully differentiating yourself which looks like this:



STEP 1. EXPERIENCE THE REFRAME (~3 mins)

This video will transform the way you think about differentiation, allowing you to naturally position yourself as the only solution for your best clients [Video transcript](#)



STEP 2. THE EXERCISE (~5 mins)

The video below walks you through the exercise to powerfully differentiate yourself. You can choose to watch it through or pause to complete each action. [Video transcript](#)

NOTE: While the two videos combined run 8 mins total – the exercise itself can be completed in 5 minutes and is meant to be revisited as you evolve your business and your understanding of your best clients.

STEP 3. ACTION THE EXERCISE

5 Minutes to Powerfully Differentiate Yourself™

Completing this exercise is 100x more potent after watching BOTH videos above.

1. Who is your current best client?

2. What is their title?

If you were to call this person and others like them out in a crowded room:
What TITLE would make them raise their hand?

3. What qualities define them?

Further define – and qualify your best client.

(Note: If you're stuck, think of one specific client).

- What qualities do they value about themselves?
ex. driven, ambitious
- What descriptors describe your best clients?
ex. a [insert title here] who has endless ideas, always seeking to deepen their impact

4. Define your best client by combining step 1-3

Using the format below, define your best client with the title + descriptors/qualities they relate to

My best clients are [coaches or entrepreneurs] **who are** [driven and ambitious]...

My best clients are [passionate thinkers] **who have** [endless ideas and are always seeking to create impact]...

5. List three things you know about your best clients that most people never see

This is where you get to let your passion, knowledge and creativity *play*:

Example:

1. You strive to be authentic in everything you do.
2. You love serving your clients, and are always learning as you endlessly seek to deepen your knowledge and impact.
3. You value the way you see the world and seek to bring more of your way into your work – it's both thrilling and frightening - and you don't always know how to do it.

I know three things about you that most people never see...

6. Bring it all together:

If you are a [coach or entrepreneur] who is [curious and ambitious]

I know 3 things about you that most people never see...

1. You strive to be authentic in everything you do.
2. You love serving your clients, and are always learning as you endlessly seek to deepen your knowledge and impact.
3. You value the way you see the world and seek to bring more of *that* into your work – it's both thrilling and frightening.

If you are a [xxx] who is [xxx],

I know 3 things about you that most people never see...

- 1.
- 2.
- 3.

Congratulations!

**You've now powerfully differentiated yourself by doubling down on –
Who you are and how you see the world.**

Through this exercise you have developed a new frame to guide and shape your content and conversations –

Allowing you to speak directly to your best clients:

- In a way they want to be seen
- In a way no one else is speaking to them.

Allowing them to:

- Build trust with you
- Be inspired by you
- See working with you as their only solution

BONUS: Next Steps

Notice how this new definition of your best clients inspires you to think about their problems and desires differently.

Creating language around their problems and desires is your next step.

It looks like this:

If you are a [xxx] who is [xxx],
I know 3 things about you that most people never see...

- 1.
- 2.
- 3.

I also know that your powerful way of [being in the world] is held back by:

- List their symptomatic problems here

The truth is you can't have:

- List their desires here

Until you've overcome:

- Name the underlying issue

Ready to continue unlocking your creativity to create your best clients?

These are the two questions you might have:

1. How do you powerfully articulate what you do to create more of your best clients at the fees you desire?
2. How do you integrate more of yourself into your work – what's your next big idea?

Here are 3 ways we can further collaborate:

1. Join [*The Creative Course Experience*](#) where you'll master your own application of The Client Creation Framework.
2. Book a free 30 minute Impact Session with me (this is not a sales call; it's a chance to get your most pressing questions answered).
3. If you'd like to explore working together 1:1, book a 60 minute Discovery Session with me.