



The Power of Purpose in Business:

Craft a profitable marketing message in 60 minutes

Passion: What do you love to do that feels effortless and rewarding?

Power: What are you uniquely great at that can bring value into the lives of others?

People: Can you clearly describe who you serve?

Two-Word Brand: What two words best describe who you are and what you do in business?

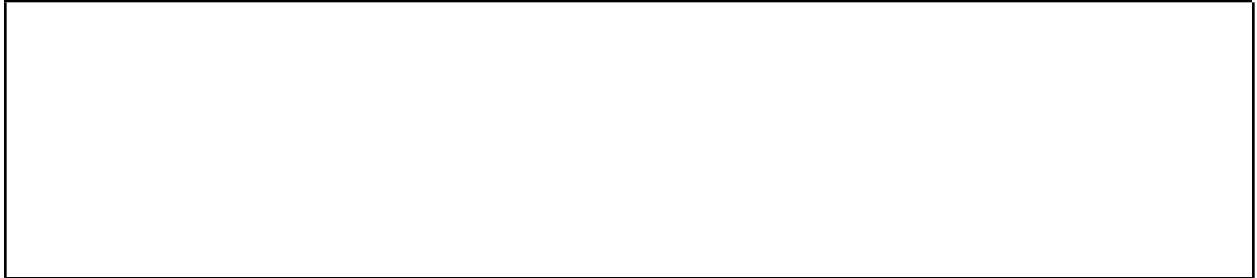
Problem: Can you clearly define a profound problem in your marketplace that the people you serve are seeking solutions for?

Product: Do you have a solution to the problem that solves it in a unique and compelling way?

Process: How do your customers access and implement your unique solution?

Promise: What is the end result or transformation that your customers are paying for?

Purpose Statement: I am a (two-word brand) passionate about helping (people) who have (problem) achieve (promise) using (product) and (process).

A large, empty rectangular box with a thin black border, intended for the user to write their purpose statement.