



# The 4 Elements of A Great Connection Statement™

Before we can create our Connection Statement, first, we need to identify those four things.

The first thing is...

**WHO** is your ideal client?

And... what is the **PAIN POINT** or **PROBLEM** that they are experiencing that you can help with?

**WHAT** exactly is your offer that is matched to that ideal client?

And... what is the unique way in **HOW** you deliver your product or service?

## So, let's break down what that means...

### 1. YOUR WHO

Before you can get more clients, it's important to know who you are going to target.

And even though you may have a number of different ideal clients, likely there's a particular type of person that is most suited to your product or service and the way that you deliver it.

Because when we don't have a specific type of client in mind, we can waste time spending our time and attention on the wrong people.

### 2. THE PAIN POINT OR PROBLEM

The second thing we need to know before we can truly communicate our value is the **PAIN** that our ideal client is experiencing that we can help them with.

We also want to identify the results that we can get for that ideal client - the result that alleviates the pain.



### 3. YOUR WHAT

Next up, we look at WHAT you are offering that will get RESULTS for your clients. When we know and can communicate the results we can get for a client, we have the makings of our offer - what it is that we want to sell them.

### 4. YOUR HOW

The fourth thing we need to know before we can communicate our value is HOW we get results for clients... the specific activity that we undertake or the way in which we deliver our service.

## Here are some examples from the HerBusiness Network:



Amey Lee of Heart Content is really clear that her ideal client is a small business owner who is confused about their positioning and messaging.

So in the HerBusiness network she started speaking up and she got really good at explaining what she did...

Here's what she said...

*"My name is Amey Lee. My business is Heart Content and I help small and medium businesses connect with their ideal customer through brand story consulting, content strategy and copywriting."*

## Here are some more great examples...



*"I help first-time property buyers, and investors purchase property confidently by assisting them with their loans, and by providing education and support including online training."*

— **Louise Lucas**, The Property Education Company



**Marketing Success**  
MASTERMIND



*“I help copywriters and business owners write profitable copy through courses, coaching and mentoring.”*

— **Belinda Weaver**, Copywrite Matters



*“I help business owners to get out of tech overwhelm and master their technology, by implementing automated email marketing and business processes.”*

— **Kate Mitchell**, BlueSky Results

## Now it's your turn.

\*TIP... Stay very single-minded when doing this exercise. Create your Connection Statement™ for one specific WHO, PROBLEM, WHAT and HOW.



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## My Connection Statement™

Describe your ideal client (your WHO).

What is the PAIN POINT or PROBLEM they are experiencing that you help them solve?

WHAT do you offer that helps alleviate that PAIN or gets rid of that PROBLEM?

HOW do you offer your product or service?

Now write your 1-2 sentence Connection Statement here: