

Connection Statement Worksheet

Describe your ideal client (your WHO).
What is the PAIN POINT or PROBLEM they are experiencing that you help them solve?
WILAT do you offer that halps allowints that DAIN or gots rid of that DDADI TM2
WHAT do you offer that helps alleviate that PAIN or gets rid of that PROBLEM?
HOW do your offer your product or service?
Now write your 1-2 sentence Connection Statement here:

