

DAY 3

# Message Day

## Connection Statement®

Name \_\_\_\_\_

Date \_\_\_\_\_

Have you ever asked someone what they do... and then five minutes later, they're still talking, but they haven't really engaged your interest, they haven't made a strong connection with you?

So, now your eyes are glazed over and you're looking at how you can make a quick exit from this conversation.

Or, you've spent time explaining what YOU do only to find that the other person has totally misinterpreted you?

When you don't have a way to communicate what you do in terms of how you help others, you can lose the connection even before you've established it... throwing yourself right into ISOLATION.

You really want to be able to communicate your value in a way that instantly creates connection.



That's why we created the Connection Statement®.

When you use this Connection Statement® it makes your introductions work EVERY time... no confusion.... No false starts and no re-explaining.

And, while at first this process might seem fairly straightforward, naturally embedded in the process, are four key elements that are going to form an important foundation for you.

So, let's get started.

Here's to doing what you love,

Suzi Dafnis  
CEO, HerBusiness



# The 4 Elements of A Great Connection Statement®

Before we can create our Connection Statement®, first, we need to identify 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



*“I help families plan for their children’s future in the event of an emergency or death, by protecting their legal rights and interests through our Family Legacy Plan”*

— **Jacqui Brauman**, TBA Law



*“I am a Milliner and I create bespoke headwear for rural, regional and remote women who are attending a special event but have limited access to retail stores, or opportunities to shop. I offer one-to-one consultations both in person and online, and I showcase my collections by exhibition, through my online store, and as the Milliner on the Move.”*

— **Felicity Brown**, Hats by Felicity

## 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.

## Share Your Connection Statement®

Post your Connection Statement® to the Find Your Focus Coaching Program ‘Message Day’ post in the Members Facebook group.



## My Connection Statement®

Describe your ideal client (your WHO).

What is the PAIN POINT or PROBLEM that you help your clients solve?

WHAT do you sell?

HOW do you offer your product or service? The method e.g. online, offline, eCommerce, physical location by which you deliver your product/service.



**Now write your 1-2 sentence Connection Statement® here:**

**Congratulations! You're on your way to communicating your value in a way that instantly creates connection.**

**Post your Connection Statement® to the Find Your Focus Coaching Program 'Message Day' post in the Members Facebook group.**



# FIND YOUR FOCUS



**COACHING PROGRAM**



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