



Connection Statement[®]

TEMPLATE

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.

And, remember to share YOUR Connection Statement® in the free [Facebook Group](#).

Here's to doing what you love,



Suzi Dafnis
CEO, HerBusiness and
Creator of the Connection Blueprint™



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 copywriters and business owners write profitable copy through my courses, coaching and mentoring.”

— **Belinda Weaver**, Copywrite Matters



“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

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.

Get feedback on your Connection Statement®.

Post it in the [Get New Clients Coaching Week Facebook Group](#).



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 SELL that helps alleviate that PAIN or gets rid of that PROBLEM?

HOW do you offer your product or service? (online, offline, e-commerce, store, membership, etc.)

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.

Get feedback on your Connection Statement®.

Post it in the [Get New Clients Coaching Week Facebook Group](#).





It's true! You CAN have a profitable and scalable business without overwhelm or exhaustion.

Running a business by yourself can be lonely. Add to that the pressure of always having to bring in new business, and it can feel overwhelming.

What if you could solve both challenges at once?



That's the HerBusiness Network.

Inside the Network, you'll immediately access our proven process for finding and developing high-quality business relationships. The good news is that these relationships are already waiting for you inside our community.

Plus, you'll discover more effortless ways to make more sales (without spending a ton on ads), reach more people and get off the rollercoaster of good and bad months.

Imagine being able to stop being stuck on 'low-level' tasks and finally have a path for growing a sustainable and profitable business that gives you the impact and results you want.

If you have yet to realise your vision but know you have the potential, then **the HerBusiness Network is for you!**

COACHING WEEK SPECIAL OFFER

Discover how HerBusiness members are experiencing more revenue, reaching more people and making a more significant impact.

Limited-time chance to join the HerBusiness Network and get your bonuses.

\$97 a month (cancel any time)
Or **\$970 for 12 months** (save \$194)

Join at herbusinessnetwork.com or speak to one of our customer service team today on 1300 720 120.



COACHING WEEK SPECIAL OFFER

Finally create a **profitable business** that gives you the **impact, income and results** that you want.

Join the most collaborative and supportive network for women entrepreneurs who are ready to grow and scale their business.

What's Included:



Monthly Roundtable Sessions
Online networking and collaboration



HerBusiness Hub
Online Resource Area with Templates + Worksheets



Hot Seats
Behind the scenes tips and strategies



Monthly RoundUp Calls
More networking and support



Masterclasses and Training
So that you're always up to date



Goals Groups
Peer Accountability to help you get your goals faster



Private Member-Only Online Group
Networking and connecting



100% Money-Back Guarantee
Get Started With Peace Of Mind
— Your 30-Day Money-Back Guarantee

Over \$19,000 in BONUSSES!



FREE! Grow Your Network Course
(\$795 value)

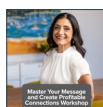


FREE! Online Learning Library of over 200 trainings (\$18,408 value)



FREE! HerBusiness Book Club
(\$197 value)

FREE COACHING WEEK-ONLY BONUS



FREE "Master Your Message and Create Profitable Connections" Workshop

Get success in the first 90 days of your HerBusiness Network Membership, so you make your membership investment back quickly.

A \$297 Value: Yours Free.

Hurry. This special Get New Clients Coaching Week bonus ends at midnight AEST on Wednesday, 7 September.

Coaching Week SPECIAL OFFER

Limited-time chance to join the HerBusiness Network and get your bonuses.

\$97 a month (cancel any time) or \$970 (save \$194)

COACHING WEEK BONUS - Free "Master Your Message and Create Profitable Connections" Workshop. A \$297 value. Yours FREE when you join by midnight AEST 7 September.

Join at herbusinessnetwork.com



Join at HerBusinessNetwork.com



GET NEW CLIENTS
Coaching Week



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