



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.

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 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





"I help copywriters and business owners write profitable copy through 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.



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:

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



Join us in the HerBusiness Free Community for Women Business Owners

Hey there!

I'm Suzi and I've helped thousands of women connect and network for the purpose of getting new clients, reaching more people and building their business.

I created this free group as a safe place to ask questions, get answers and to brainstorm ideas that will move your business forward.

This group is also where we announce all our amazing upcoming events and resources designed for women growing and scaling a business.

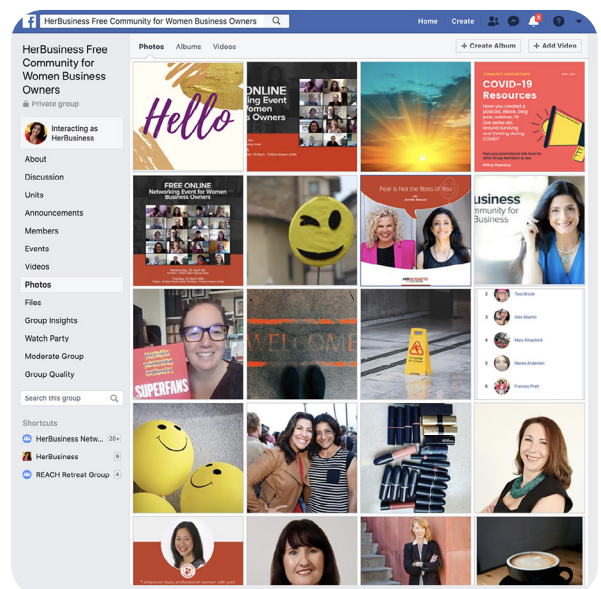


GET MY ACCESS TO THE FREE GROUP

WHAT THIS GROUP IS:

This group is for you if you are a **WOMAN BUSINESS OWNER** and you want to:

- **GROW** your businesses
- **CONNECT** with other business owners and expand your network
- **LEARN** from world-leading role models and experts
- **BE INSPIRED** and encouraged through every stage of your **BUSINESS GROWTH**
- Create the business and life you **LOVE**



WHAT THIS GROUP IS NOT:

This group is not a 'buy my stuff' group full of people pitching their products and services.

It's also not for you if you're looking for a silver bullet. We believe that strong relationships are built over time when women have shared values, and approach networking with a generous heart.

[Get My Access To The Free Group](#)



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