

Destiny Client Directive

“What I do is _____”

The Destiny Client Directive has many names... Elevator speech, Target Marketing Statement, Million Dollar Message. All mean the same thing.

It is a short, easy and understandable sentence that relays the essence of “what you do”. It is the written blurb on your website hero spot and it’s also the way you need to talk about your work.

This sentence can make you or break you. It can confuse the hell out of people or it can draw your destiny clients to your door.

The more specific we get on “what I do” **which REALLY means “who I help”** the better.

A Niche is a Need. Simple as that. Your message relays the need, problem or thing your client wants to have or needs resolved the most. What does your client desire most?

Get underneath their wants. Why do they want the thing? What is driving them in their life to seek answers or healing? What is their unique pain?

If they get the thing then what will their life look like? How will life be better? Be as specific as possible. Will they have more confidence to ask for what they want from their lover? Will they be happier because they are healthier and can be there for their families more? Will they get the job? Will they have more time, energy or money? Be able to do the thing? What are those things they will be able to do that they aren’t able to do now?

What is in the way of them getting what they want? What would *they* say is in the way?

5 Ways to answer “What Do You Do?”

Remember

Your niche is their biggest unmet need (not what you think they need, what they think they need)

Your niche is their desires. Your message should be about getting them what they want. And>>> your message should open the door to a larger conversation.

1) Lead with Who You Serve

“I help _____ (people) do _____ (the thing they need) so that _____” (results, have the thing, or without the pain of ..)

2) Lead with the Problem

“I’ve noticed _____ (people) who struggle with _____ (problem). I help them _____ (solution) so they can _____.” (result)

3) Lead with Your Beliefs or Mission

I believe _____ (mission statement)

4) Lead with Something Relatable

I do _____ which is kinda like _____ (relatable thing)

5) Lead with a Question Back

Have you ever _____ (relatable experience)

Cat's last 3 Destiny Client Directives

“I help conscious women move beyond the pain and hurt from the past so they can have the sex and relationships they REALLY want.”

“I help coaches, healers and powerful women have the sex and relationships they want so they can feel confident and successful from the bedroom to their business.”

“I help Healing arts practitioners turn their Sacred healing sessions work into wildly abundant coaching careers.”