

# Day 3 - Clarify Your Core Message

The last thing we want is for someone to be confused whether or not you can help them. And we also want to make sure you work with the people that you want to work with!

Now, I do have to remind people every time we talk about ideal clients and niche:

**THIS IS NOT A LIFE SENTENCE.**

It's not even necessarily a direct reflection of who you see in your clinic/biz. Instead, it's a gatekeeper - everyone who fits into this description knows they can work with you. Anyone who falls outside of that has to ask at the gate (that's you) and you get to choose if you say yes or no.

## Today's action step?

Draft your core message - a simple one-liner that reflects your work.

Then, share it somewhere. This could be:

- Your IG bio or website
- A short intro post or story
- A comment in a local or practitioner group
- A sticky note on your laptop to remind you what you're about

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!





## Let's talk about who you want to work with

*Who do you want to help?*

*How do you help them? (e.g. which symptoms do you relieve)*

*Why is this important to them? (e.g. how do they feel as a result)*

*Now put those things into a single, simple sentence*