



Write down three things you love and/or highly value. It could be a person, place you have been, a cause you deeply believe in, a hobby- basically anything that would be on the top of your list.

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Notice what emotions they evoke. These are the same emotions you want activated in your leads. Your answers will give you a hint as to what is it about you that makes you distinctively attractive.

Make a list of what is unique about you and how people see you. What they actually see if they were to describe you.

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How could you incorporate this into your marketing messages?