

LOVE YOUR BUSINESS AGAIN



**How to Connect
Who You Are to a
Business You Love**

a five step guide

By Nicole Croizier

Introduction

Who is this eBook for?

If you’re a frustrated business owner wondering what went wrong with your business and are looking for a step-by-step process on how to get it back on track, you will definitely find this eBook of value.

However, the people I really wrote this eBook for are passionate solopreneurs like me. A solopreneur with soul, you might say. You are likely a coach, consultant or offer some type of professional service, and have been in business for at least one to three years.

When you started your business, you were excited about making a difference and serving your tribe while doing something that you love. You definitely wanted to make money and run a thriving, successful business. But money isn’t everything to you. You also need to be doing what you love, and making a difference to the people you serve.

But somewhere along the way it all went wrong. Maybe in an obvious way, but more likely it happened so gradually you didn’t even realize what was going on until you woke up one day after another sleepless night realizing that you can’t do this anymore.

So what happened? Like so many solopreneurs (and this is all-too-common with business owners in general!), you started your business with a great vision and the best of intentions. But in an effort to get your business off the ground and become profitable, you took on a few clients who weren’t ideal.

These clients weren’t really your tribe, so it’s not surprising that they cared more about price than the value you offer. And they likely started asking for services that were outside of your core focus.

The result? Today, your business looks nothing like the vision you had when you started. You’re likely working with the wrong customers or offering the wrong services. And while you may be financially successful, you’re tired, frustrated and disillusioned. I know because I’ve been there.

What is this eBook for?

You already know you can be “successful” working with the wrong customers and doing what you don’t love. And while you might not think so right now, this is great news. Why? Because the fact that you’ve been in business for at least a year means that you know way more about running a business today than you did last year, or the year before that, or the year before that. And you know you can be successful, at least financially.

Think of your experience so far not as a waste of time, but a valuable experiment. It’s one thing to imagine who your ideal customers will and won’t be, and what services you will love and hate to offer. It’s quite another to absolutely know, at the very least, who you don’t want to work with and what you don’t want to do.

The goal of this eBook is to provide a practical guide for passionate entrepreneurs on how to get your business back on track. And by back on track, I mean having that business you always dreamed of. Where you wake up in the morning excited and energized because you know you’re making a difference by doing what you love.

I can’t guarantee you will make millions of dollars, but I can show you the five key steps that will give you the best chance of rediscovering your original passion and purpose for your business, and putting together a clear roadmap for getting your business back on track.

Who am I and why am I qualified to write this eBook?

Typically, this is where I’d talk to you about my years in corporate marketing, my qualifications as a Master Duct Tape Marketing Consultant and HubSpot Partner, my experience in the Martha Beck Life Coach training program (along with the Koelle Simpson Equus Coaching and Bev Barnes Soul’s Calling Coach programs), and my successes in helping solopreneurs just like you love their businesses again. Ok, so I guess I just did that.

But the real reason I wrote this eBook, and the reason I think I am qualified to help you get your business back on track is because I am a solopreneur just like you. I’ve been where you are right now. I’ve hated my business, dreaded getting up in the morning, and wondered how I let my business get so far off track. I’ve worked with the wrong customers, I’ve offered services I hate doing so much I’ve wanted to gnaw my arm off on several occasions. And I did this despite all my training and experience. Despite knowing better. And, yes, I’ve beaten myself up over it.

But I also picked myself up, dusted myself off, and applied all my marketing, coaching, career development and business experience toward creating the Love Your Business Again program that inspired this eBook. And I used it to get my business back on track. So I personally know that it works.

And now I hope you give it a chance too, and stop wasting one more day working with the wrong customers and offering the wrong services. You deserve to love your business again. And your right tribe deserves to benefit from all you have to offer. So let’s get started on getting to know who you really are, finding your right tribe, and giving them what they need.

As both a Master Certified Duct Tape Marketing Consultant and Martha Beck Trained Life Coach, I help frustrated solopreneurs love their businesses again.



Nicole Croizier

Are you a frustrated coach or entrepreneur with soul?

Are you wondering why you aren’t loving your business?

Do you want to know how to get your business back on track?

Then this eBook is for you.

Five Steps to Loving Your Business Again

What painful thoughts and limiting beliefs are blocking you from truly running the business of your dreams and living your ideal life?



Need Help?
Sign up for a free mini-session now:
www.lovewhatyoudoagain.com/mini-session

1. What’s Blocking Your Business?

Clearing out the muck and the guck

Before you can move forward and start building a business you love, it’s important to know where you are now, and understand how and why you got here. And more importantly, identify all those pesky painful thoughts and limiting beliefs that are stopping you from truly running the business of your dreams and living your ideal life.

Why? Because the reality is that you can follow all the other steps in this eBook perfectly, but if you don’t take the time to clear out all the muck and guck that got you to where you are now, you’ll keep coming back to this point again and again. I know this because I’ve done it a few times now. But no more!

Yes, this section is all about your mindset. And yes, this section could be an entire book unto itself. In fact, there are several great books dedicated to this subject. The two that I very highly recommend you read are by Martha Beck:

- 1. Finding Your North Star
- 2. Steering by Starlight

ACTION STEPS:

1. Your business then and now

The goal of this first exercise is to identify the gap between what you wanted when you first started your business, vs. where you are now.

Why did you start your business?

First, take some time to really remember when you started your business. Try to really relax, be in that moment, and consider the following questions:

- Why did you start your business?
- Why did you change what you were doing at the time (what were you leaving behind and why)?
- What were you excited about?
- What were you hoping to accomplish?

- Who were you going to serve?
- What services were you going to offer?
- How did you feel about your business when you got up in the morning?

Where is your business now?

Now, bring your attention back to the present and consider the following questions:

- What has changed with your business?
- What are you excited about now? What are you no longer excited about?
- What have you accomplished? What haven’t you accomplished?
- Who are you serving now?
- What services are you offering now?
- How do you feel about your business when you get up in the morning?

Can you start to see the gap between your hopes and dreams when you started your business vs. where you’re at now?

2. How did things go wrong?

So you’ve taken a moment to explore why you started your business, what your business looks like now, and how things are different.

Next, it’s important to investigate why things went wrong. This may surprise you, but usually it’s because our thoughts and limiting beliefs got in the way.

So how does that happen? When it comes to our businesses, our careers, and our lives, we all have our own sets of limiting beliefs and painful thoughts that shape our decisions, cloud out our essential selves, and prevent us from living the lives that can truly fulfill us.

Here are some examples of the thoughts and limiting beliefs that got in my way:

- I can’t make “enough” money doing what I love.
- We all have to do stuff we hate.
- I can only make money doing marketing.
- If I say “no” to new clients, I’ll end up a bag lady.
- It’s too late to change careers.
- I’m too old to change directions.
- My husband (dad, friends, anyone who matters to me) will think I’m crazy and irresponsible if I become a life coach.

And my very favorite limiting belief: If I try really hard to be successful doing something I love, and fail, then I know I’m not “good enough”.

Five Steps to Loving Your Business Again

1. What’s Blocking Your Business?
2. Who Are You?
3. What Does Success Mean to You?
4. Connect Who You Are to Your Business
5. Know Your Voice



Identify the painful thoughts and limiting beliefs that may be holding you back from building a business you really love

Identify Your Painful Thoughts and Limiting Beliefs:

Do any of my limiting beliefs strike a chord with you? What else comes up for you?

Take a minute to consider all the painful thoughts that may be blocking you from having a business you love:

- Brainstorm all of your limiting beliefs and painful thoughts
- Review them and pick out the top three that really stand out

Dissolve Your Painful Thoughts and Limiting Beliefs:

What's interesting is that when I listed out all of my painful thoughts, they really felt true. In fact, they were so deeply ingrained in my psyche that I had never thought to question them. But when I did, I realized that *I actually had no way of knowing for sure whether they were true or not.*

For example:

- I had never really tried making a living doing something I loved, so how could I know whether I could make money at it or not? In fact, I have friends who have jobs and businesses that they love, and they're all making "enough" money....
- I've actually had other jobs outside of marketing and made money, so that blew that belief right out of the water.
- I realized that no job, no calling, no career could ever make me "good enough". In fact, the opposite ended up being true. Knowing that I am already "good enough" just as I am enabled me to break through my fear barriers and move toward what I love to do.

It's important to clear out or dissolve your limiting beliefs and painful thoughts, because if you don't, they will come back to haunt you again and again.

These thoughts and beliefs will act like saboteurs to your business and your happiness and, despite your best intentions, will bring you right back to this same point again and again.

A note on therapy: *We all have painful thoughts and limiting beliefs, but sometimes they go deeper than can be helped by coaching and may require therapy to address. If you have had trauma in your life, for example, that you've never dealt with, I would highly recommend you consult with a therapist and get on a course of action (in addition to the methods recommended in this book) to clear out any painful thinking.*



"It's not the problem that causes the suffering. It's our thinking about the problem."
Byron Katie

So how do you clear out and dissolve these thoughts and beliefs?

I recommend using *The Work* by Byron Katie. In her book, *Loving What Is*, Byron Katie describes The Work as: "...simply four questions that, when applied to a certain problem, enable you to see what's troubling you in a completely different light. It's not the problem that causes the suffering, it's our thinking about the problem."

Basically, you take each thought, and ask four questions about it:

1. Is it true?
2. Can you absolutely know that it is true?
3. How do you react when you think that thought?
4. Who would you be without that thought?

Then, you turn the thought around.

For example, if your thought was: "I can't make enough money doing what I love", you can turn that around to "I can make enough money doing what I love".

Then you find three specific examples of how that new thought might be true. In the end, you may find that one of your examples feels more true than your original thought. And poof! Your original painful thought loses some of its power over you.

Take a look at this article by Martha Beck for a great example of how to use The Work on your limiting beliefs: <http://marthabeck.com/2008/03/are-your-thoughts-keeping-you-stuck-time-for-some-belief-busting/>

And I highly recommend going to Byron Katie's website at <http://www.thework.com> where you can listen to videos on The Work, download worksheets and find information on how to purchase her amazing book, *Loving What Is*.

As a solopreneur, you are your business. That's why it's so important to truly know who you are and what you want - and then connect you to your business.



2. Who Are You?

As a solopreneur, you are your business. That’s why it’s so important to really know *who you are* first, and then *connect who you are* to your passion, purpose, vision and business goals.

This is a key step that most marketing and business programs don’t touch on (likely because they’re targeting small business owners and not solopreneurs). But I believe it’s the one essential step that will help you get out of that hamster wheel cycle of trying this, that, and the other thing to “fix” your business, but finding that nothing seems to really work.

This is exactly the trap I fell into both in my marketing career and then when I started my business. In my corporate life, I tried different types of jobs, different workplaces, different corporate cultures in an effort to finally love my career. That didn’t work.

When I started my own business, I fell into this familiar pattern and pretty much just transferred what I was doing in my jobs to my business. When I realized I wasn’t loving my business, just like I wasn’t loving my career, I tried changing the types of clients I was working with and the services I was offering. That didn’t work either.

It wasn’t until I joined the Martha Beck Life Coach Training Program that I explored who I truly am, and began to understand why I had the career I had, and why I wasn’t happy with my business.

Now, I’ve always thought of myself as a pretty business-focused and practical person, and considered “life coaching” to be a bit too woo woo for me. But this program has given me an opportunity to explore myself in ways I’ve never considered before. And what I have learned has completely changed not only the focus of my business, but the way I run my business. Most importantly, for the first time I gave myself permission to *make me my business*.

ACTION STEPS:

There are many personality, strength finder, and aptitude type tests out there, but here are the ones that I find most useful:

Personality Style – Myers-Briggs:

The Myers-Briggs test measures your personality profile on four dimensions, and is widely recognized and used by psychologists, organizational development professionals and others.

To take the test, visit: <http://www.humanmetrics.com/cgi-win/JTypes2.asp> (note - this is not the “official” test, but in my experience gives a very close result - for the official test

visit <http://www.myersbriggs.org>). Then, you can view descriptions of your style here: <http://www.truity.com/view/types>.

- *Note your personality style in the Personality Style box below, along with the top three characteristics that stood out for you when you read your style description.*

My Personality Type	
Top 3 Characteristics	

Conative Style – Kolbe:

I’ve been a fan of the Myers-Briggs test for years, and I didn’t think I would get much more information from the Kolbe Conative Style test, but I was sure wrong! This test measures your main go to on how you get things done and gives you a rating on four dimensions. You can identify your conative style and receive a detailed report on how you prefer to work at <http://www.kolbe.com>. This test is not free, but is well worth it at \$39 (note – prices may change).

- *Note your working style in the Working Style box below, and then jot down the top three characteristics of your style that resonate the most with you.*

My Conative Style	
Top 3 Characteristics	

Strengths:

This is an interesting questionnaire around your strengths: VIA Survey of Character Strengths under the Questionnaire Tab at: <https://www.authentichappiness.sas.upenn.edu/>. Note that you have to set up an account first, and then take the test.

- *Note down your top three strengths in the Strengths box below.*

My Top 3 Strengths	

Explore Who You Are in Six Key Areas:

1. Your Personality Style
2. Your Conative Style
3. Whether You’re a Scanner or an Expert
4. Your Strengths
5. Your Values
6. Know Your Voice

Are you living
someone else's
definition of
success?

Values:

Take a look at the list of values in this article and highlight all the values that are important to you: http://www.mindtools.com/pages/article/newTED_85.htm

- Then, narrow down your top three values (warning – I found it very hard to narrow this down!) and note them in the Values box below.

My Top 3 Values	

Scanner vs. Expert: Barbara Sher

There is no real test for this one, but check out this article at http://getmotivation.com/articlelib/articles/barbara_sher_scanner.html. Review the list of traits for a Scanner. If you think this sounds like you, then look further down the document to the different types of scanners. If you get super interested – read the book: *Refuse to Choose* by Barbara Sher.

- If you believe you are scanner, fill in the type of scanner that resonates with you in the Scanner or Expert box below, and then include your top three traits.

Type of Scanner	
Top 3 Characteristics	

3. Define Success for Who You Are

Closely related to discovering who you are is defining what success means to you. Throughout my career, I was always surprised to be described as “successful” by my family, friends and business acquaintances. And I guess by society’s standards I was. I made good money, worked for well-known companies, held positions of status and looked and dressed the part.

When I started my own business and quickly began landing great clients and pulling in six figures, I knew that I should feel successful. But just like in my career, I didn’t.

This isn’t surprising when you consider that in our society, we’re often taught that success is all about money, status, power, and the stuff we own. But when we start to let go

of *what others think we should be doing* to be successful, we’re able to more clearly see what success really means to us.

While everyone thought I should feel successful, what I really felt was tired and frustrated. I was working day and night, providing services I hated doing and really not feeling like I was making a difference. I had money, but I had no time to do anything but work.

What I realized is that for me, financial success is important only insofar as it allows me to achieve all the other much more tasty components of success – namely freedom, work-life balance, and fulfillment.

For example, I am writing this eBook right now while sitting on the deck of my yurt at the lake and throwing the ball for the dog. Later this afternoon, we’ll go kayaking and afterwards warm up in the hot tub. That’s the freedom and work-life balance I’m talking about.

But more than freedom and work-life balance, I need to be fulfilled. And for me that means doing what I love, working with clients who value what I do, and feeling like I am really helping and being of service. I don’t want to help small business owners sell more widgets, I want to inspire solopreneurs to discover who they are, embrace their own definition of success and realize deeply fulfilling lives themselves.

What is Your Definition of Success?

Linda Bucher is a Master Certified Martha Beck Life Coach and through her coaching sessions, coach spot calls, and her new book, *The Confident Coach* (which I highly recommend you read! You can buy it on Amazon here: <http://www.amazon.com/The-Confident-Coach-Linda-Bucher/dp/1304898571>) , has played a huge role in showing me just how essential it is that as a solopreneur to really define what success means to you.

In her book, Linda recommends first examining the definition of success you’ve been operating under, and identifying the parts that do, and do not, resonate with you.

Then, she recommends examining these four areas of success:

1. **Freedom:** What will you be free to do when you’re successful? Why is this so important to you?
2. **Life Balance:** What percentage of your time do you want to spend on your business, your relationships, and yourself?
3. **Fulfillment:** What does fulfillment mean to you? How will you feel when you’re successful?
4. **Money:** When it comes to money, Linda recommends considering what you would aspire to have if you knew it would be used by others as a measuring stick.

Define success for who
you are in four key
areas*:

1. Freedom
2. Life balance
3. Fulfillment
4. Money

*source:www.lindabucher.com

ACTION STEPS:

Think about what success really means to you (and I highly recommend reading Linda’s book before completing this exercise) and then fill in the following boxes:

FREEDOM: <i>When I am successful, I will be free to:</i>	<i>This is important to me because:</i>
1.	
2.	
3.	

LIFE BALANCE: <i>What % of time do you spend in each area:</i>	
1. Business %:	<i>Doing what?</i>
2. Relationships %:	<i>Doing what?</i>
3. Yourself %:	<i>Doing what?</i>

FULLFILLMENT: <i>To me, fulfillment feels like:</i>
1.
2.
3.

MONEY: <i>Imagine you already have the type of freedom, life balance & fulfillment you’ve described in the boxes above. Then answer these questions:</i>	
I would be making this much money:	
I would be living in this type of home:	
I would be driving this type of car:	

How Much of Your Definition of Success do You Already Have?
Once you’ve determined what’s most important to you in terms of success, it’s important to take stock of how much success you already have.

Often, when we’re tired, frustrated and not completely satisfied with what we’re doing, we tend to think that everything is miserable. So be sure to take a look at your definition of success and see how much of it you really have today.

At one time, I was so miserable in my business, that I didn’t realize that I already had a lot of the freedom and flexibility that is such a large part of my definition of success. While it was surprising to realize this, it was also immensely relieving and comforting to know I didn’t have to change everything.

Review the answers you filled in above, and then jot down in the box below how much of this success you already have right now:

	How You Are Already Realizing Success?
Freedom	
Life Balance	
Fulfillment	
Money	

4. Connect Who You Are to Your Business

Now that you’ve taken the time to explore where and how your business may have gone off track, what limiting beliefs were keeping you stuck, who you really are and what success means to you – it’s now time to take a look at your business with fresh eyes.

This is where I had my biggest aha moments. I took all the information about who I was and what I wanted, and compared it to my business in four key areas:

- 1. My Ideal Client (who I was actually working with)
- 2. My Core Difference (what I was telling my clients was unique about me)
- 3. My Packages and Services (what I was actually doing)
- 4. My Brand, Messaging and Story (how I communicated all this)

I thought this would be a fun process, until I realized – a huge part of my business was completely out of line with who I am. I had created a business out of what I “thought” I should be doing, a business that served all my fears and limiting beliefs, and none of my essential purpose.

Are there areas in your life where you already have the success you want - but just don’t realize it?

Review your core business in these four areas:

- 1. Ideal client
- 2. Core difference
- 3. Packages & services
- 4. Branding

Is everything in line with who you are? What needs to stay, change, go?

Here are some examples:

- While my action style was high on Quick Start, my actual business was all about Follow-Through – the action style I was lowest in. No wonder I was so tired and frustrated.
- While my Myers-Briggs style pegged me as an extravert and big picture thinker, I was working alone at home doing minute, detailed work.
- While success to me meant more than money, I was working with clients who were primarily focused on making money. No wonder I didn’t feel my work had any value.
- While I technically had all the flexibility in the world. I treated my own business like a full time job – but a full time job that never ended. I even worked while on vacation.
- The core difference, messaging and story I was communicating was mostly about what I thought my potential clients wanted to hear – and was not really me at all.

What Needs to Stay and What Needs to Change?

Instead of going right to – holy crap – I need to change EVERYTHING I DO in order to be happy, I took a step back and thought. Ok. There have to be some things I like about what I do.

That’s when I realized that the process I had just gone through was very much like the beginning of a marketing strategy. You look at your ideal client, what makes you different and then develop the packages and services that you both love and meet the needs of your ideal client. Then you communicate that through your messaging, branding and story.

So I did just that.

I reviewed what was actually working in terms of who I am, how I prefer to work, and what I want. And then I analyzed my current business.

In the end, what I came up with were two programs that mimic a marketing strategy process. And it’s pretty much the process I’m describing to you in this eBook.

Here is what I came up with:

- **My Ideal Client:** I was working with small and mid-sized business owners who wanted to move to a new level of growth. I realized that I needed to be working with solopreneurs, professionals, and entrepreneurs who had a higher goal – and cared about more than money.
- **My Core Difference:** I discovered that what my clients thought was my core difference (and what I was communicating) was not really me. My core difference is not about taking a strategy-first approach to marketing and translating complex information into understandable benefits - it’s about *connecting who you are to creating a business you love*.

- **My Packages and Services:** I love creating programs, educating and teaching, coaching and strategizing. But all of my programs involved doing and implementing. I removed all of that from my programs. So while there was still a marketing element – it was no longer me doing it.
- **My Brand and Messaging:** My look and feel were ok, but most of my messaging was about business results – leads, money, and more customers. But what I really wanted to do was help solopreneurs create businesses that they love. So I put my *Love Your Business Again* messaging right up front and getting leads, money and more customers simply became an expected outcome.

ACTION STEPS:

Now it’s time for you to review your core business and outline which parts are in line with who you are – and where you may need to make some changes.

You can use this handy form:

Core Business Area	Description	Matches Who I am?	What Parts Can Stay?	What Parts Need to Go?
Ideal Client				
Core Difference				
Packages & Services				
Brand (look, feel, colors)				

We’ll take a closer look at your core messages and story in the next section.

Loving your business again starts with knowing who you are - and then connecting who you are to your business.

The great thing about marketing today is that it's all about using your authentic voice & harnessing the power of story.

5. Know Your Voice

If you're not really sure who you are, what you want, and what your business is all about, then it's nearly impossible to communicate clearly. Using your authentic voice is the best way to attract more of your right tribe. So the final step you need to take to Love Your Business Again is to review your core messages and story and make sure they scream you.

I mentioned at the beginning of this eBook that I am certified as a Master Duct Tape Marketing Consultant, and a lot of what I'm going to talk about in this section came from the Duct Tape Marketing System developed by John Jantsch. You can learn more about Duct Tape Marketing and the access the full system at <http://www.ducttapemarketing.com>.

Key Messaging Elements:

The great thing about marketing today is that it's all about using your authentic voice and harnessing the power of your unique story.

- **Use Your Authentic Voice:** As a business owner today, it's important to be genuine, transparent and authentic. If you try to be someone you're not, or emulate another thought leader in your industry, you will come across as unauthentic, and your audience will know.

So messaging today is less about "selling" and more about educating, providing information, and telling your story. This is why knowing who you really are and connecting YOU to your business is so important.

- **Harness the Power of Story:** Story telling connects you to your tribe in a way none of your other content marketing or messaging can. It's important to carefully craft and tell the story of your business, and then integrate story telling throughout your communication.

For example, instead of a dry "About Us" section on your website, why not tell your unique story instead?

Here some benefits of telling your story:

- Telling your unique story personalizes your brand. By telling your story, you're providing a perspective that relates to your ideal clients at a personal level. This not only makes them know they're in the right place and like you and your brand more, but makes your business much more memorable.
- Telling your unique story makes complex ideas more simple. Some business concepts are hard to understand by people outside of your industry or focus area. By telling your story, you can bring concept ideas into the real world. Your complex or

technical messages will suddenly make more sense and your buyers will be able to understand how to relate your services to products in the real world.

- Telling your unique story establishes you as a thought leader and authority: By sharing stories on your business, yourself, your services, and your results, you're giving your ideal clients insight into real-life experiences along with proof points which will build trust.

ACTION STEPS:

Your Core Messaging Pieces:

If you work on taking everything you've just learned about why you're in business, your values and goals, your ideal client, and your core difference – and create these five core messaging elements, you will have nearly everything you need to complete your marketing kit, website content, and start attracting your right tribe.

Talking Logo:

Some might call this a USP or elevator pitch, but at Duct Tape Marketing, we have a little different take on it. The Talking Logo is essentially the answer you give to the question, "What do you do?" at networking events – an answer that provokes a response and gets across your core message in a conversation.

Here is an example of the formula and my Talking Logo:

- What do you do? (*provide an answer that provokes further conversation – for example, "I'm a lawyer" kind of ends the conversation. But "I help fraud victims reclaim their identities" provokes further conversation*)
 - My Answer: *I help frustrated solopreneurs love their businesses again.*
- How do you do that? (*now's your chance to describe your core difference and unique system*)
 - My Answer: *By helping them really connect who they are to their business using five step process (and then I can go on to describe that process).*

Core Marketing Message or XYZ Statement:

This is a formula for creating your concise written marketing statement – essentially your Talking Logo transformed for reading.

Your XYZ Statement basically answers the following questions:

- WHO: Who do you work with? (Your Ideal Client)
- WHAT: What do you do (your Core Difference)
- HOW: How do you do it? (your Unique Process)

Here are my answers to those questions, and my complete statement below:

- **WHO:** Who do you work with? *Frustrated solopreneurs with soul.*

Create these four messaging pieces, and you'll have everything you need to complete your website content & marketing kit:

1. Talking Logo
2. XYZ Statement
3. Tagline
4. Unique Story

- **WHAT:** What do you do? *Help them connect who they are to their business so they can love their businesses again and achieve the type of success they really want.*
- **HOW:** How do you do it? *I combine my marketing expertise with life coaching and apply a unique five step process.*

This becomes my XYZ statement:
I combine marketing expertise with life coaching (how) to help frustrated solopreneurs (who) love their businesses again and achieve the type of success they really want (what).

Tagline:
This is one line that you can use as text with your logo to describe exactly what you do in seven words or less. Your Talking Logo and XYZ Statement can provide the basis for your tagline.

My tagline is: Connecting your soul to success.

Your Unique Story:
Story telling connects with your buyers’ emotions in a way none of your other content marketing or messaging can. So instead of creating a dry “About Us” section, tell the unique story of you, your business and what it means. For example, on my Love What You Do Again website, I have a main about page that then links to my “oh-so-long background story”.

Complete the exercises above and fill in your core messages below:

Talking Logo	
XYZ Statement	
Tagline	
Unique Story	

5. Next Steps

Congratulations! If you’ve completed all the steps in this eBook, you should be super clear on:

- Who You Are
- What You Want
- What’s Blocking You
- Your Core Business Fundamentals (ideal client, core difference, packages and services)
- Your Voice (messaging and story)

So what are your next steps?

- 1. Put a plan in place to make the changes to your core business. This could include:**
- Revising your packages and services
 - Updating your brand look and feel to reflect who you are
 - Implementing your core messages and story on your website and your marketing materials

2. Use Your Voice.
This means telling people about what you do, sharing your unique story and getting your services out to your tribe that really needs them. Yes, in a nutshell, marketing!

If you already have a marketing strategy and system in place that you love and works for you, then great! But remember, just like you need to love your business by connecting it to who you are - you need to do the same with your marketing. If your marketing plan is full of activities that you hate to do and don’t resonate with who you are and how you prefer to work, then it’s much less likely that you’ll do them.

And that would be a shame, because it would mean fewer members of your tribe would know you exist and have access to the services that they really need.

Work With Me

If you don’t want to do this alone, you don’t have to! Check out my Love Your Business Again program and sign up for a free mini-session now to get started and see if we’re a fit.

Free Mini-Session

Program Website:
www.lovewhatyoudoagain.com/love-your-business-again

Free Mini-Session:
www.lovewhatyoudoagain.com/mini-session

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About Nicole Croizier & Corner Your Market

How do I help you love what you do again?

Are you a coach or entrepreneur with soul? Has your business gone off track, is it stuck in neutral, or perhaps suffering from a failure to launch? If so, I can help. Throughout my own journey to “fix” first my career & then my business, I discovered that my greatest strength & passion is helping others connect with who they really are in order to love what they do again. I know it’s possible because I’ve done it, and I’ve helped others achieve their perfect kind of success.

As both a Martha Beck trained Life Coach & Master Certified Duct Tape Marketing Consultant, I combine life & business coaching to help you rediscover who you are, connect who you are to a business you love, and get your voice out into the world through three core programs:

Love Your Business Again | **Find Your Soul’s Calling** | **Soul Centered Marketing**

Schedule a Free Mini-Session Now:

www.lovewhatyoudoagain.com/mini-session



Love What You Do Again

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