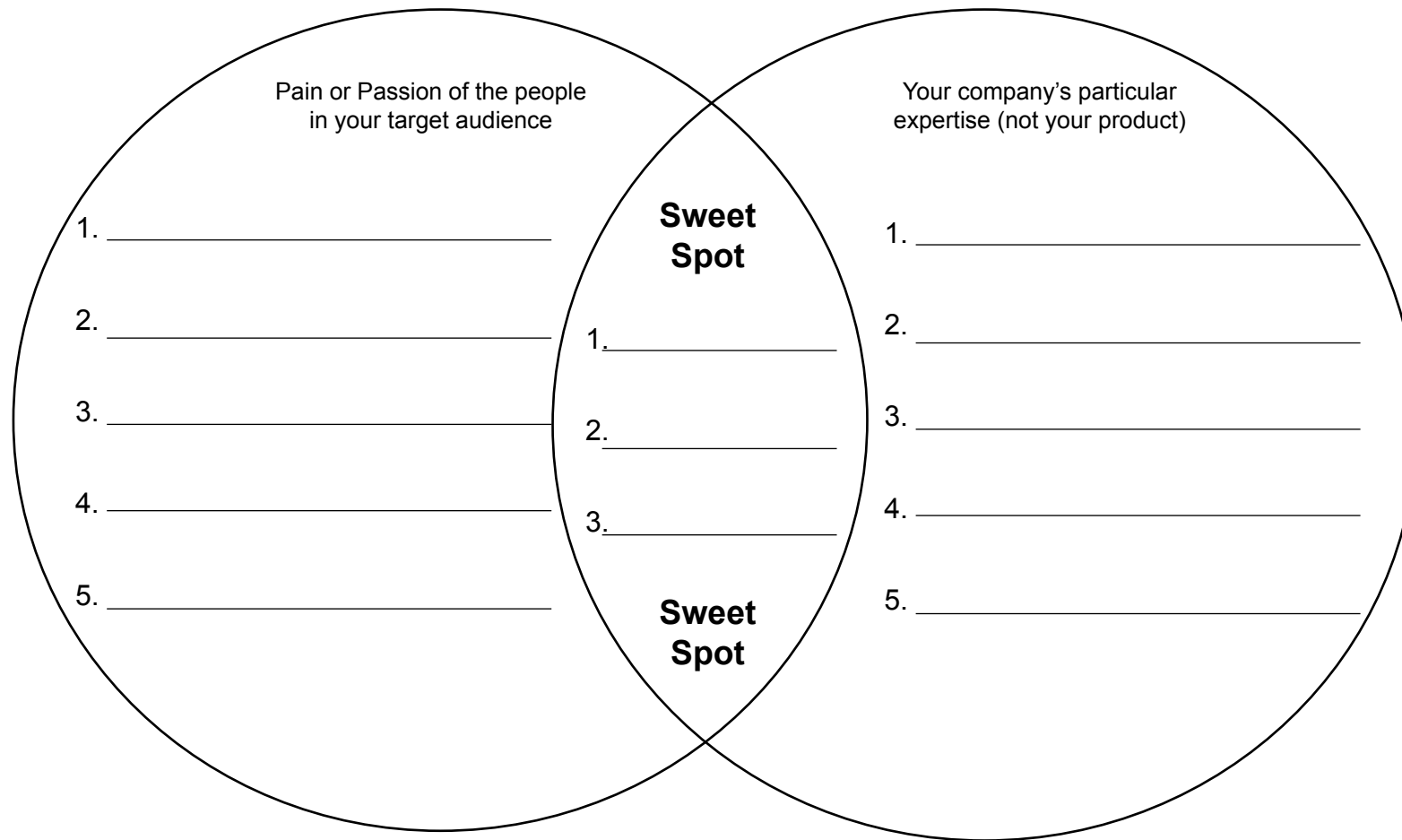


Workshop 1 - Find Your Sweet Spot of Engagement

1. Identify 3 to 5 areas where the people in your target audience want to be better. **Hint:** It could be a pain point or a passion point where your firm's expertise can help.
2. Identify one or more areas of expertise at your firm. **Hint:** The area of expertise should be something that could help with the pain or passion identified in step 1.
3. Choose 1 or 2 areas of intersection between the two lists. This is your **sweet spot**.
4. Craft an audience facing mission statement based on the sweet spot.



Audience Facing Mission Statement
