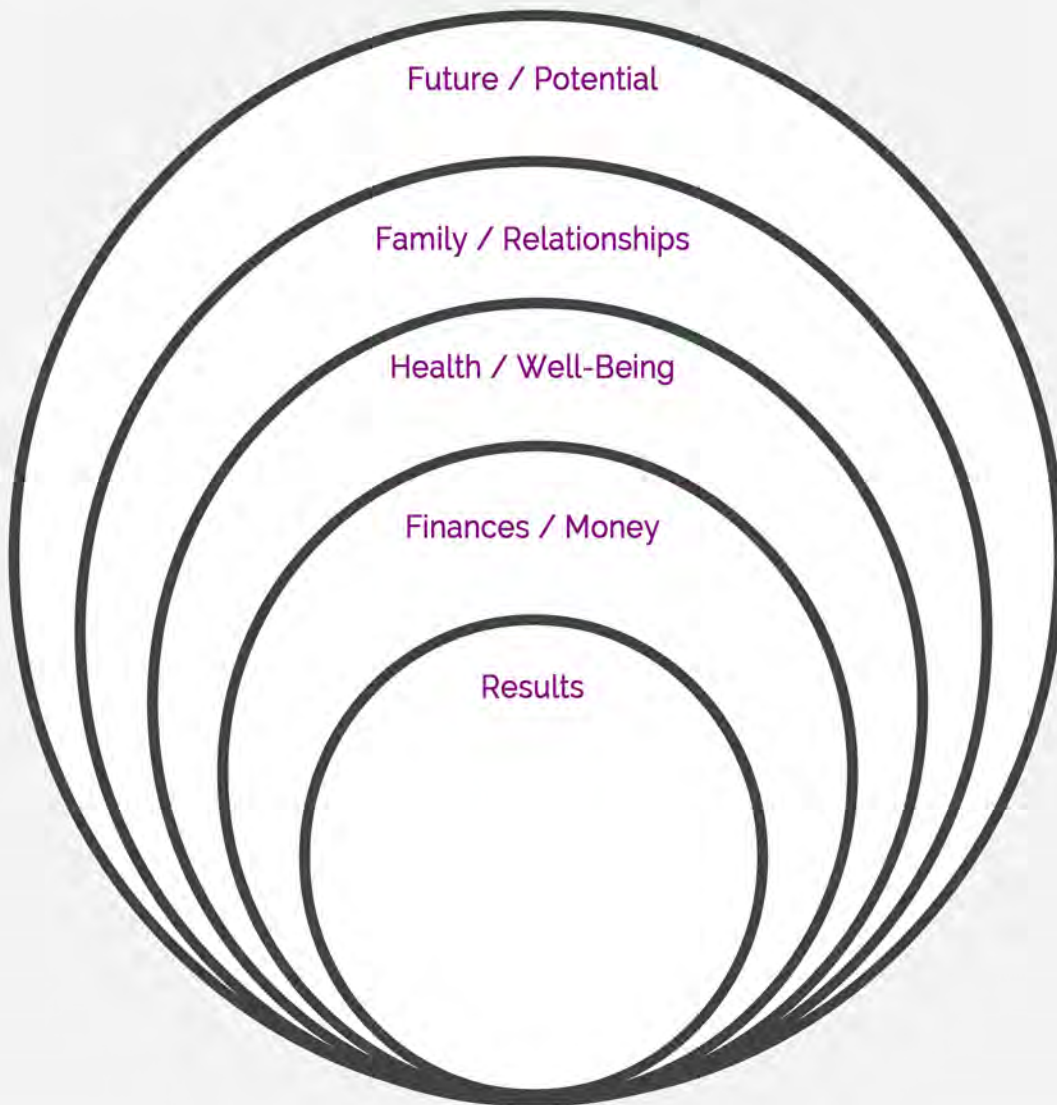






## Discover Your Impact Circle

The more you relate the results your clients get to EVERY aspect of their lives, the more you'll be able to charge.



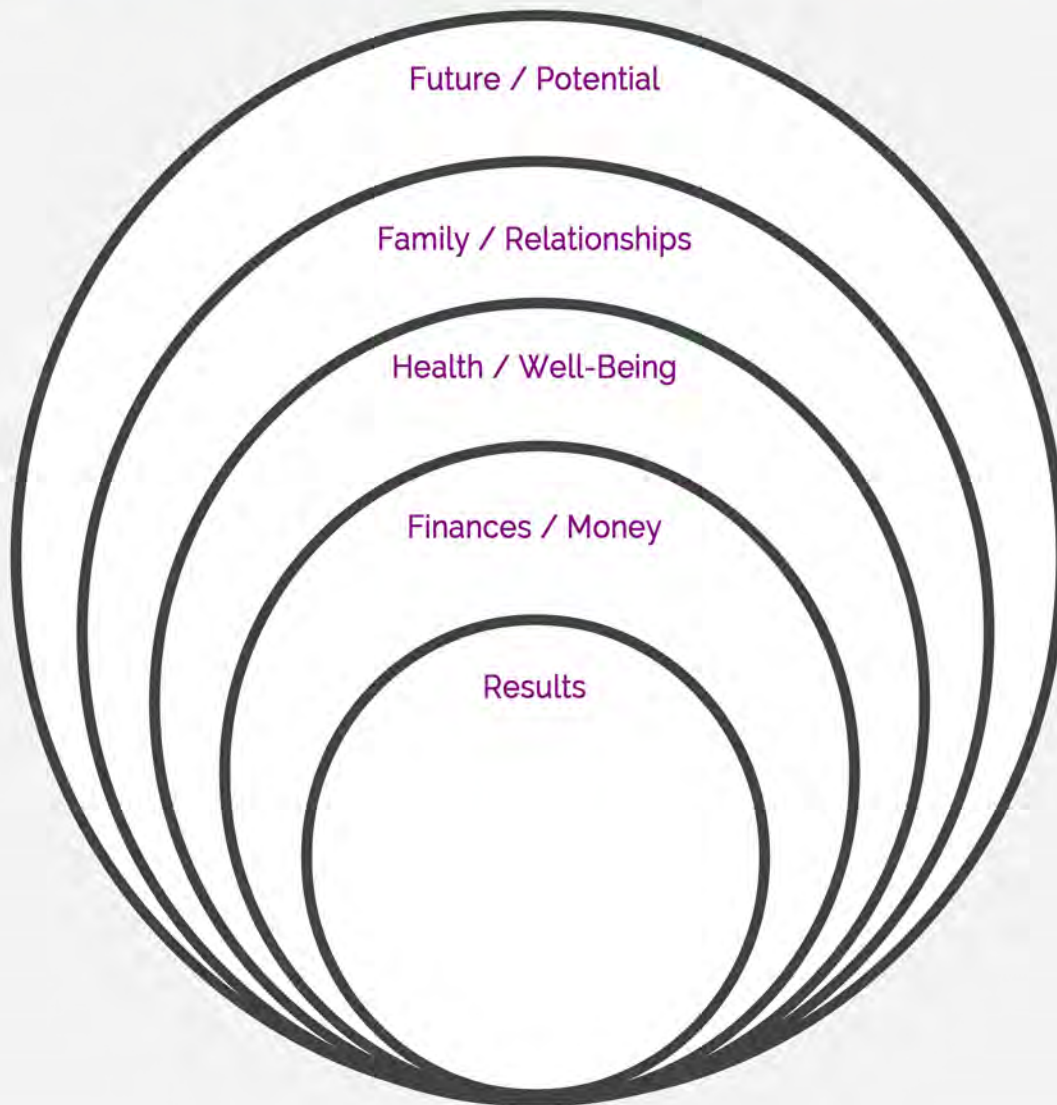
## Discover Your Impact Circle

1. List a few of the primary RESULTS your clients get from working with you. (list these in the inner most circle)
2. In what way do these results impact my client's finances or money?
3. In what way do these financial or monetary results impact my client's health and well-being?
4. In what way does their health and well-being impact their family or relationships?
5. In what way do my clients' relationships impact their future or potential?



## Uncover Your Cost Circle

Now that you've discovered all of the positive ways your clients benefit from your program, products, or services, it's time to uncover what the COST is to them in NOT hiring you.



## Uncover Your Cost Circle

1. List a few of the primary RESULTS your clients stand to lose by by NOT solving their problems (list these in the inner most circle)
2. By not achieving those results what is the cost for your clients in terms of their finances or money?
3. By not achieving those financial and monetary results what is the cost to your client's health and well-being?
4. By not achieving those health and well-being results what is the cost to your client's family or relationships?
5. By not achieving those family or relationship results what is the cost to your client's future or potential?

### Empowered Statement

#### Putting It All Together:

"The (feature) I offer results in (benefits or results), which impacts my clients by (list 1 or 2 of the finances / money, or health / well-being results etc) and without his help, what's at stake for my client is (list one or two costs to your clients)."