

The Hopeful Future

Chapter 5: Business

Marketing and sales aren't about you, your product, or your service. They're not even about the features or benefits of your product or service. Rather, marketing and sales are about painting a compelling and hopeful future for your prospects. To do that, fill out the following.

Write down who you are and what you do.

Example: My name is John and I run a company called Precision Nutrition that offers coaching for clients, certification for professionals, and coaching software for certified professionals.

Now write down the features of your product or service.

Example: The Precision Nutrition certification includes a) a 600-page definitive textbook covering the art and science of nutrition coaching, b) an online learning portal with videos, lessons, and quizzes, and c) a group forum for interacting with instructors, coaches, and other students.

Now write down the benefits of your product or service.

Example: The Precision Nutrition Certification helps you master the science of nutrition and the art of coaching using a university-level curriculum without having to quit your job and go back to school. Study at your own pace, anywhere, take the quizzes online, and earn a certificate in exercise nutrition.

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Now write down the hopeful future people can expect when working with you.

Example: With the Precision Nutrition Certification, you'll master the industry's most effective nutrition coaching system, helping you get life-changing results for yourself and the people who come to you for advice. You'll feel competent and credible in any coaching scenario, with any client. And you'll be able to deliver advice that you know is right, in a way that helps your clients put it into action immediately, without resistance, and without eventually falling off the wagon.

These activities and worksheets are taken from the book **Change Maker**: Turn your passion for health and fitness into a powerful purpose and a wildly successful career by John Berardi, PhD.

Check it out at: www.changemakeracademy.com/book